

# COLOR ME BEAUTIFUL®



## PRODUCT INFORMATION



## BACKGROUND ON COLOR ME BEAUTIFUL

Known as a leading authority on color and image, Color Me Beautiful launched its complete cosmetics and skin care brands in the late 1980s as a result of the overwhelming success of the book by the same name. *Color Me Beautiful* became a #1 best-selling paperback, remaining on the *New York Times* best-sell list for seven years, selling over 13 million copies. In fact, *Color Me Beautiful* was the all-time *New York Times* trade paperback best seller until 1995.

For over a decade, *Color Me Beautiful* has become a popular cosmetic brand using the power of color to help women achieve their full beauty potential. *Color Me Beautiful* has continuously refined and expanded its system to reflect and cater to the changing needs of women. It is known for the best makeup colors available anywhere to coordinate with one's eye and hair color and skin tone. As such, it is a highly personalized brand. In addition, *Color Me Beautiful* has highly effective prestige skin care products with the highest quality and technological advances in beauty treatments.

# SKIN CARE

## CLEANSERS

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### *One Step*

- ❖ **Benefit Statement:** *“In one easy step, One Step cleanser cleanses, tones and removes eye makeup. Simply apply with a cotton pad and you’re done.”*
- ❖ **How To Use:** Saturate Cotton pad. Wipe eyelids, face and throat gently to cleanse in upward, circular motions.
- ❖ **Skin Types:** All skin types.
- ❖ **Key Ingredients:** Vitamins A, C, E and B5.



### *Lathering Cleanser*

- ❖ **Benefit Statement:** *“This lathering-type cleanser, fragrance free and sensitivity tested, contains both Aloe Vera and Glycolic Acid which combine to exfoliate and hydrate for clearer, softer skin.”*
- ❖ **How To Use:** AM/PM. Wet face, work up lather with wet hands or facial brush and cleanse entire face with circular, upward motions. Rinse thoroughly with tepid water.
- ❖ **Skin Types:** Normal/Combination to Dry.
- ❖ **Key Ingredients:** Glycolic Acid (AHA), Aloe Vera Oil, Tocopherol Acetate (Vitamin E), Retinyl Palmitate (Vitamin A), Ascorbic Acid (Vitamin C).



### *Foaming Cleanser*

- ❖ **Benefit Statement:** *“This foaming-type cleanser for troubled, oily skin is fragrance-free and sensitivity-tested with anti-bacterial ingredients. It also has a clay-based formula which dries up excess oil while purifying.”*
- ❖ **How To Use:** AM/PM. Wet face, work up to a foam with wet hands or facial brush and cleanse the entire face with circular, upward motions. Rinse thoroughly with tepid water.
- ❖ **Skin Types:** Oily, Problematic, Acne.
- ❖ **Key Ingredients:** Magnesium Aluminum Silicate (Clay), Lavender Oil, Geranium Oil.



### *Micro-Derm Cleanser*

- ❖ **Benefit Statement:** *“This gentle exfoliating cleanser removes dead skin cells while moisturizing and nourishing. Vitamins A, C and E repair the skin and help maintain a healthy glow.”*
- ❖ **How To Use:** AM/PM. Wet skin and gently massage using circular motions. Rinse thoroughly with warm water.
- ❖ **Skin Types:** All Skin Types.



**Key Ingredients:** Aluminum Oxide Crystals, Jojoba, Macadamia and Sunflower Oils and Vitamins A, C and E.

## SKIN CARE

### CLEANSERS (CONT.)

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#### *Facial Cleansing Brush*

- ❖ **Benefit Statement:** *“This distinctive soft nylon brush cleans pores while exfoliating for healthier, glowing skin.”*
- ❖ **When to Use:** AM/PM. Whenever using water-soluble cleansers.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Soft nylon bristles.



### TONERS

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#### *Aloe Toner Blue*

- ❖ **Benefit Statement:** *“this very gentle alcohol free rinse, tones, clarifies, and refreshes the most sensitive skin. Aloe, rosewater and soy protein nurture and maintain the skin’s natural moisture balance. Witch Hazel gently refines pores”*
- ❖ **How To Use:** AM/PM. Directly after cleansing, thoroughly dampen a cotton pad and gently smooth over face and neck. Avoid eye area.
- ❖ **Skin Types:** Dry and sensitive skin types..
- ❖ **Key Ingredients:** Aloe, Rosewater, Soy Protein, Witch Hazel.



#### *Revitalizing Toner*

- ❖ **Benefit Statement:** *“A revolutionary toner combining the benefits of Aloe Barbadensis gel, Sodium PCA, herbal extracts and glycolic acid.”*
- ❖ **How to Use:** AM/PM. Directly after cleansing, thoroughly dampen cotton pad and gently smooth over face and neck. Avoid eye area.
- ❖ **Skin Types:** Blemished, discolorations, flaky skin.
- ❖ **Key Ingredients:** Aloe Barbadensis Gel, Sodium PCA, Hops Extract, Rosemary Extract, Glycolic Acid (AHA).



# SKIN CARE

## HYDRATE

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### *Multi-Action Booster*

- ❖ **Benefit Statement:** *“The Multi Action Booster contains hylauronic acid which is a moisture magnet as well as time-released vitamins A and E and algae extract for nourishment. Liposomes penetrate these ingredients deep into the skin for longer lasting moisturized and nourished skin.”*
- ❖ **How To Use:** Daily AM and PM after toner and before your specialty treatment and/or SPF Moisturizer. Pump a measured dose into palm of hand and dot over face and neck avoiding eye area. Gently massage into skin using upward, outward strokes. Give product time to soak in before applying another product over it.
- ❖ **Skin Types:** Normal to Dry.

**Key Ingredients:** Algae Extract, Phospholipids, Hyaluronic Acid, Vitamins A, E.



### *Daily Defense Oil-Free SPF 15*

- ❖ **Benefit Statement:** *“The Daily Defense Oil-Free SPF15 Moisturizer has natural starches which absorb excess oils. It also includes a blend of botanicals including chamomile, marigold, cucumber and vitamins A, C and E which combine for softer, smoother and younger-looking skin.”*
- ❖ **How To Use:** AM as last step before applying foundation. Use PM as last step before going to bed. Massage into skin using upward, outward strokes, avoiding direct contact with the eyes.
- ❖ **Skin Types:** Oily, Problematic.
- ❖ **Key Ingredients:** Octinoxate, Oxybenzone, Vitamins A, C, E, Lactic Acid, Anthemis Nobilis Flower Extract (Chamomile), Calendula Officinalis Flower Extract (Marigold), Cucumber Fruit Extract.



### *Daily Defense Light SPF15*

- ❖ **Benefit Statement:** *“The Daily Defense Light SPF15 Moisturizer softens, restores and defends against moisture loss with a lightweight blend of natural oils and humectants while time-release vitamins A and E fight aging free radicals. The result is smoother, softer and younger-looking skin.”*
- ❖ **How To Use:** AM. Massage a small amount into clean skin until absorbed. Can be worn alone or over your specialty treatment.
- ❖ **Skin Types:** Normal, Combination.
- ❖ **Key Ingredients:** Octinoxate, Octisalate, Oxybenzone, Aloe Barbadensis Leaf Juice, Glycerin, Sweet Almond Oil.



# SKIN CARE

## HYDRATE (CONT.)

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### *Daily Defense Rich SPF15*

- ❖ **Benefit Statement:** *“The Daily Defense Rich SPF15 has super emollients shea butter and soybean oil which combine to richly moisturize. Glycerin retains that moisture with a light and natural feel. The result is a soft, supple solution to dry, dehydrated skin.”*
- ❖ **How To Use:** AM as last step before applying foundation. Massage into skin using upward, outward strokes, avoiding eye area. Allow to absorb before applying foundation.
- ❖ **Skin Types:** Dry, Dehydrated.
- ❖ **Key Ingredients:** Shea Butter, Soy Bean Oil, Vitamin E, Glycerin.



### *24/7 Moisture Complex*

- ❖ **Benefit Statement:** *“24/7 is a moisturizer and anti-aging treatment with alpha lipoic (pronounced lip-o-ic) nature’s most powerful antioxidant. Aggressively treats problems such as under-eye bags and puffiness, enlarged pores, acne scars and sallow or dull skin while reducing lines and wrinkles.”*
- ❖ **How To Use:** AM/PM on clean skin or after C-Plex or Retinol, gently massage into skin using upward, outward strokes, avoiding direct contact with eyes. If your skin is dry, you will need to use an SPF15 moisturizer over it.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Alpha Lipoic Acid, Camellia Sinensis Leaf Extract (Green Tea), Soybean Seed Extract, Vitamins E, A and C.



### *Triple Action Eye Cream*

- ❖ **Benefit Statement:** *“Smooths and reduces fine lines and crow’s feet with the aid of a gentle alpha hydroxy acid. Marine and botanical extracts including algae and rosemary condition the skin while vitamins A and E protect against free radicals. The result is smoother, softer and younger looking skin.”*
- ❖ **How To Use:** AM before applying makeup and PM before bed. Dot cream beneath eyes along eye socket contour bone from outside corners inward, avoiding direct contact with eyes.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Algae Extract, Soybean Oil, Hops, Rosemary, Horsetail, Pine Extracts, Oyster Shell and Sea silt Extracts.



# SKIN CARE

## HYDRATE (CONT.)

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### *Liplastic*

- ❖ **Benefit Statement:** *“Liplastic is a lip plumper clinically proven to volumize lips with a peptide complex while a special recipe of soluble collagen, vitamin E and aloe condition and moisturize for softer, supple lips.”*
- ❖ **How To Use:** Daily under lipstick or alone. May be used as many times a day as needed. Spread evenly over lips. Great for men and women.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Maxi Lip™, (Palmitoyl-Oligopeptide), Aloe Barbadosis Extract, Soluble Collagen, Vitamin E.



## RENEW

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### *Instant Results Mask*

- ❖ **Benefit Statement:** *“Our incredible Instant Results Mask has a blend of alpha hydroxy acids as well as a unique bead technology to exfoliate, remove impurities and polish the skin. You will have smoother, softer skin in less than 5 minutes.”*
- ❖ **How To Use:** Dry skin: once a week. Normal to combination skin: 1-2 times a week. Oily to very oily skin: 2-3 times a week. Use directly after cleanser while face is still damp. Squeeze into the palm of one hand, smooth a thick layer over face (and/or other desired areas), avoiding eyes. Relax and allow mask to work for no more than 5 minutes maximum. (1-2 minutes Dry/Very Dry, 2-3 minutes Normal/Combination; 3-5 minutes Oily/Very Oily.)
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Glycolic Acid, Lactic Acid, Salicylic Acid, Cornstarch.



### *Instant Results Mask Visible Results Intensive Skin Conditioner*

- ❖ **Benefit Statement:** *“Visible Results is a 5% glycolic acid formula which exfoliates to diminish fine lines and fades skin discolorations while aloe and vitamins A and E moisturize for healthier, younger looking skin. Use daily for dramatic results in just 3-5 days.”*
- ❖ **How To Use:** Apply after cleansing and toning. Massage a small amount onto clean skin until absorbed, avoiding eye lids. Dry or Very Sensitive Skin use AM or PM daily or on alternate days. All other skin types use daily AM and/or PM.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Glycolic Acid (5%), Aloe Vera Gel, Vitamin E and A, Sodium Hyaluronate.



# SKIN CARE

## RENEW (CONT.)

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### *Visible Results II Intensive Formula*

- ❖ **Benefit Statement:** *“For those who user Visible Results, a mild alpha hydroxy treatment, and want a more concentrated anti-wrinkle treatment, Visible Results II is just for you.”*
- ❖ **How To Use:** AM/PM. After Multi-Action Booster Serum and before your SPF Moisturizer. Pour small amount into palm of hand. Use fingertips to apply evenly to face and neck avoiding eye area, in upward, outward motions. For first time user of AHA product, recommend Visible Results I (original). For best results, use 21 consecutive days, then refrain from use for 7 days. Repeat cycle.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Glycolic Acid (8%).



### *Lip Exfoliant*

- ❖ **Benefit Statement:** *“This emollient stick is packed with crushed walnuts to gently sluff off dry skin while cocoa butter, safflower oil and vitamin E combine to moisturize, soften and condition lips.”*
- ❖ **How To Use:** 2-3 times a week. Gently rub bullet backwards and forwards across lips and use a damp tissue to remove excess. Follow with Liplastic. Great for men and women.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Crushed Walnut Shell Powder, Safflower Seed Oil, Cocoa Seed Butter, Vitamin E.



## SPECIALTY TREATMENT

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### *C-Plex Time Capsules*

- ❖ **Benefit Statement:** *“Our C-Plex, with vitamins C and E, destroys free radicals – the #1 contributor to aging skin – while producing collagen which firms and smoothes out fine lines. Our unique, airtight capsule delivery system ensures the vitamins’ freshness.”*
- ❖ **How To Use:** Once daily. Apply entire capsule to dry skin that has been cleansed and toned. Twist off end of capsule or cut with scissors, squeeze entire contents in dry hand. Using fingertips, apply to face and neck in upward, outward motions.
- ❖ **Skin Types:** Dry, Dehydrated, Sun Damaged Skin.
- ❖ **Key Ingredients:** Vitamin C (7.5%), Vitamin E (1%).



# SKIN CARE

## SPECIALTY TREATMENT (CONT.)

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### *Retinol A Capsules*

- ❖ **Benefit Statement:** *“Encapsulated to ensure maximum freshness, Retinol A is a highly effective form of Vitamin A which stimulates the production of collagen and protein which regenerates cells. Works deep within the skin to renew, restore and repair. Leaves skin radiant and youthful.”*
- ❖ **How To Use:** PM, since product holds its potency longer away from direct light. For best results, use C-Plex in the AM. Apply entire capsule to dry skin that has been cleansed and toned. Twist off end of capsule or cut with scissors, squeeze entire contents carefully into dry hand. Using fingertips, apply to face, and neck in upward, outward motions.
- ❖ **Skin Types:** Dry, Dehydrated Skin.
- ❖ **Key Ingredients:** Vitamin A.



### *Eye Lift Firming Gel*

- ❖ **Benefit Statement:** *“This lightweight cooling gel is packed with herbal extracts including ginkgo, oat and vitamins A, E and C which firm, lift and smooth the delicate skin around the eye area.”*
- ❖ **How To Use:** AM or PM, however, we especially recommend its use at bedtime to avoid morning “puffy eyes”. Using ring finger, apply firming gel to ocular ridge both below and above eye.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Liposomes, Vitamins A, E, C and B Complex, Oat Extract.



### *Newtrend™ Multipurpose Skin Care Lotion*

- ❖ **Benefit Statement:** *“Reduces appearance of unattractive razor burn, razor bumps, ingrown hairs, and redness from shaving, waxing and electrolysis for men and women’s faces, necks, and women’s” legs, underarms and bikini lines.*
- ❖ **How To Use:** Dampen cotton ball and apply only to DRY skin. Apply twice a day for the first three days. Thereafter you MUST use after each shave.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Acetylsalicylic acid, glycerin, cyclomethicone.

# SKIN CARE

## BODY TREATMENT

### *Bovannah*

- ❖ **Benefit Statement:** *“Bovannah is a thick, highly concentrated skin conditioner for extremely dry, cracked skin which is packed with humectants and vitamins A, B, E, D and H to infuse dry skin with vital moisture while mineral oil helps retain it.”*
- ❖ **How To Use:** Should be used just before going to bed and then again in the morning. When light coverage is needed, apply to damp skin immediately after shower or bath. Lemon fragrance will disappear within 30 minutes of application.
- ❖ **Skin Types:** Extremely Dry, Cracked, Irritated Skin.
- ❖ **Key Ingredients:** Mineral Oil, Beeswax, Vitamins A, B, E, D3, and H (Biotin).



# COLOR COSMETICS

## FOUNDATIONS

Customers tend to have a preference for a particular type of foundation, a crème or a liquid, etc. However, depending upon the coverage they want to achieve, light versus heavy, and the type of finish, for example more or less matte, then chose from one of three formulas:

FORMULA	DRY	NORMAL /COMB	OILY
<i>Moisture Complex Liquid Foundation</i>	↙	↙	
<i>Perfection Powder Foundation</i>	↙	↙	↙
<i>Morning Light Crème Foundation</i>	↙	↙	↙

### Foundation Conversion Chart

<u>MOISTURE COMPLEX</u> <i>Normal to Dry</i>	<u>MORNING LIGHT</u> <i>All</i>	<u>PERFECTION</u> <i>All</i>
Bisque	Porcelain	Whisper Beige
Warm Beige	Ivory	Fawn Beige

Naturale	Oyster	Fawn Beige or Creamy Cameo
Sepia Beige		Sepia Beige
Neutral Beige		Pink Sand
Almond		Almond
Sand	Porcelain	Whisper Beige
Cool Beige	Oyster	Pink Sand or Whisper Beige
Porcelain	Porcelain	Whisper Beige
	Amber	Almond or Suntan
Ivory	Oyster	Gold Glow or Creamy Cameo

*Note: The Morning Light Crème Foundations do not match up exactly to the Moisture Complex Liquid Foundation shades.*

### ***Morning Light Diffusing Cream Foundation***

- ❖ **Benefit Statement:** *“A treatment cream foundation with a light diffuser to minimize wrinkles and flaws. Conditions and moisturizes with aloe and avocado while protecting with benzophenone (pronounced ben-zo-fe-known) and vitamin E for smoother, softer and younger looking skin.”*
- ❖ **How To Use:** Formula has a flexible degree of coverage as required so therefore suits all ages. For a heavier coverage apply to a dry cosmetic sponge and for normal to light coverage use a dampened sponge. Dab on nose, cheeks, forehead and chin areas then blend over the face with a stippling action. Pay special attention to the application around the jawbone and facial features to ensure a smooth and natural finish.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Propylene Glycol, Avocado Oil, Wheat Germ Oil (vitamin E), Aloe Vera, Benzophenone-3 (UVA and UVB), Mica.



### ***Moisture Complex Liquid Foundation***

- ❖ **Benefit Statement:** *“This water based liquid foundation protects and moisturizes with aloe, sesame and sweet almond oil while collagen and elastin nourish and condition. The result is softer, supple and hydrated skin.”*
- ❖ **How To Use:** For the most natural look, use a dry sponge (normal to dry skin) or damp sponge (oily skin) to apply foundation in smooth, downward strokes. Blend at jawline.
- ❖ **Skin Types:** Normal to Dry Skin.
- ❖ **Key Ingredients:** Aloe Vera Gel, Propylene Glycol, Sesame Oil, Sweet Almond Oil, Lanolin Oil, Soluble Collagen, Hydrolyzed Elastin, Titanium Dioxide.



### ***Perfection Microfine Powder Foundation***

- ❖ **Benefit Statement:** *“This microfine powder foundation won’t clog pores and repels perspiration and oils for longer wear. Vitamin E protects against the aging effects of UV, excess heat and the environment.”*



- ❖ **How To Use:** Apply dry for a beautiful matte finish or wet for sheerest coverage. Can be worn alone or over one of our other foundations.
- ❖ **Skin Types:** All Skin Types.

## COLOR COSMETICS

### FOUNDATIONS (CONT.)

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#### *Mineral Pressed Powder*

- ❖ **Benefit Statement:** *“This oil-free, talc-free and fragrance-free pressed powder contains zinc oxide to create a light reflector which gives a soft diffused finish. Can be used either as a powder or foundation.”*
- ❖ **How To Use:** Apply dry for a beautiful matte finish or wet for sheerest coverage. Can be worn alone or over one of our other foundations.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Vitamins A, C and E, Titanium.



#### *Moisture Tint SPF 15*

- ❖ **Benefit Statement:** *“A moisturizer for those wanting a natural hint of color. Humectants glycerin and squalene moisturize while vitamins A, C and E condition. SPF15 provides strong protection from the sun.”*
- ❖ **How To Use:** Pour a small amount on fingertips and blend over entire face as you would a moisturizer.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Octyl Dimethyl PABA, Benzophenone-3, Glycerin, Squalene, Vitamins A, C and E.



#### *Underglow – No Makeup Makeup*

- ❖ **Benefit Statement:** *“This light-diffusing tinted gel is formulated to smooth out skin, hide lines and shadows while adding only the sheerest veil of foundation. Glycerin and sodium combine to give the skin a healthy glow.”*
- ❖ **How To Use:** Apply evenly to face and neck every morning. Totally greaseless. Can be worn under makeup or alone.
- ❖ **Skin Types:** Normal to Dry Skin.
- ❖ **Key Ingredients:** Glycerin, Sodium PCA, Sodium Hyaluronate, Vitamins A and E.



# COLOR COSMETICS

## FOUNDATIONS (CONT.)

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### *Dual Ended Eye Care Stick*

- ❖ **Benefit Statement:** *“This multi-use product has a two-tone concealer stick for perfect blending to conceal dark circles on one end and a line softener for more youthful eyes on the other.”*
- ❖ **How To Use:** Use on clean, toned and moisturized skin before makeup or alone. Apply split concealer in desired blend using ring finger to cover dark circles around eyes. Apply line softener around eye area to soften lines.
- ❖ **Skin Types:** All Skin Types.



**Key Ingredients:** Sunflower Seed Oil, Sweet Almond Oil, Coconut Oil, Vitamin E, Titanium Dioxide, Iron Oxides, Mica.

### *Corrective Color Wheel*

- ❖ **Benefit Statement:** *“This full color range of cream to powder correctors evens out skin discoloration for a flawless complexion while joboba and vitamin E promote healthy-looking skin.”*
- ❖ **How To Use:** Use on clean, toned and moisturized skin before foundation or alone. Light blue neutralizes redness, yellow makes shadows disappear. Lavender evens pigment and the brown conceals.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Dimethicone, Joboba Seed Oil, Vitamin E.



### *Mint Color Adjuster*

- ❖ **Benefit Statement:** *“The Mint Color Adjuster is a water-based corrector applied before foundation which ensures color-true foundation coverage by neutralizing ruddy or sun burnt skin. Emollients lanolin and sesame soothe and smooth the skin.”*
- ❖ **How To Use:** Use before applying foundation or concealer. Apply a small amount to makeup sponge, dot onto face in areas most affected with redness and blend.
- ❖ **Skin Types:** Those with a ruddy complexion or sunburn.
- ❖ **Key Ingredients:** Lanolin Oil, Sesame Oil, Magnesium Aluminum Silicate.



# COLOR COSMETICS

## FOUNDATIONS (CONT.)

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### *Translucent Light Loose Powder*

- ❖ **Benefit Statement:** *“This loose powder with china clay absorbs excess oil and perspiration while keeping you and your makeup fresh throughout the day.”*
- ❖ **How To Use:** Use after foundation and/or concealer. Using a large brush or puff apply sparingly all over face avoiding brows and eye area.
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Kaolin (China Clay).



**OVER 40**

# Revolution



**PRODUCT INFORMATION**



# OVER 40 REVOLUTION

There are nearly 40 million women born from 1946 to 1964 – the Baby Boomers! They are dynamic, accomplished and respected. Being over 40, 50 and beyond is not what it used to be. Here is a line that specifically targets these women, with cutting edge technologies that have clinical studies behind the ingredients used and they work. No hype, no hollow promises.

The Over 40 Revolution products, with the most advanced, natural, peptide complexes, are clinically proven by the International Journal of Cosmetic Science, to reduce wrinkle depth by 30% after a 30-day treatment.

## *Day Shift*

- ❖ **Benefit Statement:** *“A natural anti-wrinkle cream with hexapeptide-3 (pronounced hex-a-pep-tide), the anti-wrinkle peptide which is as effective as Botox yet natural and non toxic. Clinically proven to reduce wrinkle depth by 30% after a 30 day treatment.”*
- ❖ **How To Use:** Begin with clean, dry skin and massage into the skin using upward, outward motions, paying particular attention to targeted areas such as lines between the eyebrows, horizontal lines on the forehead and lines around the mouth. Avoid eye lids.
- ❖ **Skin Types:** Dry, Aging Skin.
- ❖ **Key Ingredients:** Acetyl-Hexapeptide-3, Aloe Barbadensis Leaf, Vitamins A and E, Malva Sylvestris, Hedera Helix (Ivy) Extract, Arnica Montana Flower Extract.



## *Night Shift*

- ❖ **Benefit Statement:** *“Triumph over the multiple signs of aging while you sleep with this triple threat peptide complex proven to diminish the depth and volume of wrinkles while increasing firmness and elasticity. Wake up to visibly smoother, softer and younger looking skin.”*
- ❖ **How To Use:** Apply to clean, dry skin nightly and gently massage into skin using upward, outward strokes. Do not apply directly underneath the eye or on top of the eyelid.
- ❖ **Skin Types:** Dry, Aging Skin.
- ❖ **Key Ingredients:** Palmitoyl Pentapeptide-3, Palmitoyl Oglipoptide, Palmitoyl Tetrapeptide-3, Acetyl Hexapeptide-3, Siegesbeckia Orientalis Extract, Emblica, Dipalmitoyl Hydroxyproline.



## *Chin Up*

- ❖ **Benefit Statement:** *“This luxurious neck cream contains plant-derived ingredients such as evening primrose and malt and is clinically proven to leave skin visibly smoother, younger looking, firmer and more toned.”*
- ❖ **How To Use:** Massage gently using upward and outward strokes into neck and décolletage area morning and night.
- ❖ **Skin Types:** Dry, Aging Skin.
- ❖ **Key Ingredients:** Aquaxyl™ (Xylitglucoside, Anhydroxylitol, Xylitol), Laracare® (Galactoarabinan), Oenotherol Biennis (Evening Primrose) Root Extract, Sepilift DPHP™ (Dipalmitoyl Hydroxyproline), Basaline (Hydrolyzed Malt Extract).



# OVER 40 REVOLUTION

## *Cool It*

- ❖ **Benefit Statement:** *“Infused with lavender, geranium and cypress essential oils, the aromatherapeutic properties of this elixir whisks away tension and cools instantly with menthol. A complex of aloe, witch hazel and silk amino acids soften and moisturize the skin.”*
- ❖ **How To Use:** Spray a fine mist on neck, wrists, ankles, behind elbows, knees or anywhere on the body, to instantly cool the body and calm the soul. Gently massage into skin. Use morning and evening and/or as needed. Caution: Not designed for the face. Avoid contact with the eye area
- ❖ **Skin Types:** All Skin Types.
- ❖ **Key Ingredients:** Swiss Glacier Water, Witch Hazel Water, Aloe Barbadensis Leaf Juice, Silk Amino Acids, Cypress, Geranium, Lavender, Patchouli Oils.



## *Line Lazer*

- ❖ **Benefit Statement:** *“Target specific facial lines with lazer guided precision and a super strength peptide formula clinically proven to decrease wrinkle depth 30% in 30 days. Elastin and vitamin C create firmer, smoother, softer, hydrated skin.”*
- ❖ **How To Use:** Target formula directly onto lines and wrinkles where extra attention is needed. For optimum results, use in conjunction with Day and Night Shift. Use as needed. Twist bottom of pen clockwise to release formula.
- ❖ **Skin Types:** Dry, Aging Skin.
- ❖ **Key Ingredients:** Acetyl-Hexapeptide-3, Hylauronic Acid, Gloycosaminoglycans, Elastin, Vitamin C.

