

# prevage<sup>®</sup>

anti-aging treatments



Elizabeth Arden

DERMATECHNOLOGY DIVISION

For more proof, we invite you to visit [prevageskin.com](http://prevageskin.com)

## PREVAGE® anti-aging treatment

A revolutionary skincare technology for face, neck and chest that addresses the effects of oxidation on the skin, a leading cause of visible signs of aging.

The Idebenone contained in the exclusive PREVAGE® formula is proven as the most powerful antioxidant with Environmental Protection Factor™ of 95 out of 100, for protecting skin from damage caused by environmental assaults.\*

### ARE YOU LOOKING TO:

- Improve the appearance of sun damaged skin?
- Protect from future signs of aging?
- Revitalize the look of skin?

### THE PROOF: PREVAGE® CLINICAL TEST RESULTS:

- 73% improvement in the appearance of fine lines and wrinkles
- 46% reduction in the appearance of age spots and discolorations
- 69% improvement in the look of skin's firmness and elasticity
- 63% improvement in skin tone
- 25% reduction in the look of freckles.

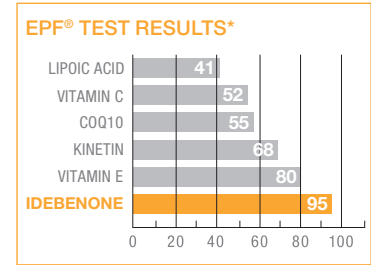
12 week clinical test conducted on 26 women and men aged 35-60 with moderate to severe photodamage.

\*When compared to alpha-lipoic acid, kinetin, vitamin C, vitamin E and coenzyme Q10.



## What is EPF®

\*EPF® or Environmental Protection Factor™ is a new measure of an antioxidant's ability to protect skin against oxidation damage on the skin. Six antioxidants were tested: Idebenone (the ingredient in PREVAGE®), as well as five common antioxidants found in many prestige skincare products: vitamin E, kinetin, vitamin C, ubiquinone (CoQ10), and alpha-lipoic acid. Idebenone was found to be the most effective antioxidant tested with an Environmental Protection Factor™ of 95 out of 100.



## See the proof... with PREVAGE® Anti-aging Treatment



Before



Before



Before



After



After



After

Photos taken after 6 weeks using an earlier PREVAGE® Anti-aging Treatment formulation. Results may vary.

## PREVAGE® Eye anti-aging moisturizing treatment

Our anti-aging moisturizing eye treatment with Idebenone. When it comes to skin's appearance, it's Anti-crow's feet. Anti-dark circles. Anti-puffy skin. Anti-everything.

This exclusive eye treatment with I-seryl Complex and clinically proven Idebenone targets the special needs of the eye area.

### PREVAGE® EYE CONSUMER TEST RESULTS AFTER 6 WEEKS:

- 88% saw a reduction in the appearance of fine lines and wrinkles around the eyes
- 81% saw a reduction in the appearance of crow's feet
- 87% saw a reduction in the look of under-eye puffiness
- 96% noticed skin around the eyes felt softer, smooth and moisturized
- 87% felt their eyes looked brighter
- 89% saw a reduction in the appearance of under-eye dark circles.



US home use consumer tests conducted on 75 women aged 25-65 and on 35 women aged 25-65 with severe dark circles.

## PREVAGE® anti-aging night cream

Over 60% of women experience problematic sleep.\* Without a full sleep cycle skin's ability to fight premature aging is compromised. Rest assured, PREVAGE® can compensate.

This intensive nighttime formula with encapsulated and time released Idebenone, Mega Complex-A and a blend of high performance moisturizers infuses skin throughout the night to boost its anti-aging abilities and help enhance skin's own natural repair process.

We can't give you a better night's sleep, but we can help you wake up with skin that looks repaired, refreshed and recovered.

### PREVAGE® NIGHT CONSUMER TEST RESULTS AFTER 4 WEEKS:

- 99% noticed smoother, softer skin
- 92% saw that their skin looked rested, refreshed, radiant and revitalized
- 84% reported a decrease in the appearance of fine lines and wrinkles
- 86% felt that their skin looked younger
- 78% saw a noticeable lift in skin
- 84% saw more even skin tone and texture
- Helps optimise PREVAGE® Anti-aging Treatment benefits when used as a regime.

US home use consumer test conducted on 107 women aged 25-65.

\*According to the National Sleep Foundation 2007 Sleep in America Poll on 1,003 women 18-65.



## PREVAGE® Body total transforming anti-aging moisturizer

This high performance moisturizer with clinically proven Idebenone plus Tripeptide Complex zeros in on your body's anti-aging skincare needs.

Gives skin a total tune-up to help tighten and tone the look of skin and visibly minimize the appearance of age spots and sun damage. Contains Tripeptide Complex to go beyond retexturizing to target minor scars, stretch marks and dimpled skin.

### PREVAGE® BODY CONSUMER TEST RESULTS AFTER 6 WEEKS:

- 92% saw a decrease in the appearance of stretch marks
- 93% felt it firmed the look of dimpled skin
- 85% saw a reduction in the appearance of minor scars
- 67% saw a reduction in the appearance of age spots and discolorations
- 83% felt their skin looked brighter
- 93% noticed smoother, softer skin.



US home use consumer test conducted on 60 women aged 25-65.

## PREVAGE® WHITE concentrated brightening serum

### HIGH PERFORMANCE SKIN BRIGHTENING WITH THE PREVAGE® DIFFERENCE.

Now PREVAGE® takes high performance anti-aging skincare into brightening. The newest PREVAGE® formula combines the proven benefits of Idebenone, the most powerful antioxidant,\* and skin brightening Soy Ferulate-C to help banish age spots and dullness and restore skin's uncompromised radiance and youthful looking glow.

### PREVAGE® WHITE CONSUMER TEST RESULTS AFTER 12 WEEKS:

- 83% said skin looked noticeably more radiant
- 79% observed an improvement in the appearance of skin tone
- 77% saw an improvement in skin texture
- 78% said skin had a more youthful looking glow
- 87% felt skin was softer
- 80% reported skin was immediately smoothed.



Singapore home use consumer test conducted on 102 women aged 25-65.

\*When compared to alpha-lipoic acid, kinetin, vitamin C, vitamin E and coenzyme Q10.

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