

# prevage<sup>®</sup>

anti-aging formulas

Proof...not promises.™



Elizabeth Arden

DERMATECHNOLOGY DIVISION

## Discover the power of PREVAGE®

Revolutionary technology.  
Luxury skincare.  
Powerful results.

The world is full of skin-damaging assaults and free radicals, unleashed by the sun and the environment. Put up your guard and help protect your skin with PREVAGE®.

PREVAGE® brings your skin the benefits of Idebenone, the most powerful antioxidant available today\* with an EPF® rating of 95, to address the effects of oxidation on the skin, a leading cause of visible aging signs. PREVAGE® offers a high performance regimen to visibly protect, correct and repair skin's appearance with dramatic results.

### PREVAGE® delivers:

- **Idebenone**, the only\* antioxidant to defend skin against all three types of free radical assaults
- **Visible correction** to the appearance of sun damaged skin
- **Serious environmental protection** from future aging signs
- Clinically proven benefits to **transform** the look of skin
- A **high powered regimen** suitable for all skin types.

“Idebenone is truly a unique advance in anti-aging technology, the only\* antioxidant proven to have such extraordinary results on every measure of skin’s youthful appearance.”

*Joseph A. Lewis II  
President and CEO*

*Pharma Cosmetix Research, L.L.C.*

## Revolutionary Idebenone

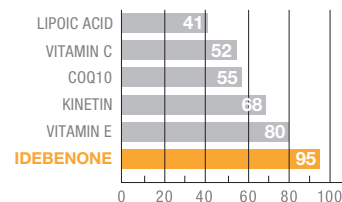
Why is antioxidant protection so important? Skin has its own antioxidant defenses against daily free radical attacks from sun exposure, pollution, smoke, poor diet and stress. But constant environmental aggression can overwhelm the skin's ability to fight free radical damage. Lines and wrinkles appear. Uneven pigmentation develops. Skin loses its natural firmness and elasticity. Sun damage mars the complexion.

Idebenone is an extraordinary antioxidant, recognized in the medical field for its protective, restorative and corrective capabilities. Now in exclusive PREVAGE® formulas, it has been proven as the only\* topical antioxidant that can act on all three levels of free radical assaults, helping to prevent further damage as it works to correct the visible effects of past damage.

## The EPF® Rating

Not all antioxidants are alike, as they vary in potency and their ability to combat free radical stressors. EPF® or Environmental Protection Factor™ is the first ever protocol to rate the protective efficacy against oxidative stress of various topical antioxidants. Idebenone received an EPF® rating of 95 out of 100, higher than the other common antioxidants tested including alpha lipoic acid, kinetin, vitamin C, vitamin E and coenzyme Q10.

## EPF® Test Results



Source: Pharma Cosmetix Research, L.L.C.

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

## Introducing our newest innovation and the most concentrated treatment in the PREVAGE® line

### PREVAGE® Face Advanced Anti-aging Serum New advanced technology. Dramatic results.

PREVAGE® transforms anti-aging skincare with advanced Idebenone technology. Re-engineered to help create a reserve within the skin to release protective and corrective benefits when and where needed most. Measurably diminishing the appearance of lines, wrinkles, minor scars, redness, age spots and sun damage so skin looks younger than ever.



## See the proof

In our latest clinical test, PREVAGE® Face achieved the following results:\*\*

- 80% Improvement in radiance and brightness
- 70% Improvement in skin tone
- 69% Improvement in the look of photodamaged skin
- 61% Improvement in the appearance of firmness and elasticity
- 51% Reduction in the look of discolorations
- 29% Improvement in the look of freckles.

In addition, after just 8 weeks of product use, women in our consumer test observed the following extraordinary results:\*\*\*

- 74% Saw a reduction in the appearance of fine lines and wrinkles.

### Discolorations



### Radiance and Brightening



### Lines and Wrinkles



Photos taken after 8 and 12 weeks of using PREVAGE® Face Advanced Anti-aging Serum. Results may vary.

\*\*12 week clinical test conducted on over 32 women aged 26-64. Thirty-four panelists completed the tone, skin elasticity/firmness, radiance, brightening and overall appearance study. Thirty-nine panelists completed the discoloration subsection; and thirty-three panelists completed the freckles subsection.

\*\*\*Consumer test conducted on 102 women aged 25-65.

**PREVAGE® offers a collection of high performance products to visibly protect, correct and repair skin's appearance with dramatic results**



**NEW PREVAGE® Face  
Advanced Anti-aging Serum**

It's the revolutionary skincare technology for face, neck and décolleté with Idebenone and the most concentrated form of PREVAGE®. Tests show it reduces the appearance of fine lines, wrinkles, age spots and discolorations and improves the look of firmness, texture, tone, radiance and sun damaged skin. Use it morning and night as the first step of your PREVAGE® regimen.



**PREVAGE® Eye  
Anti-aging Moisturizing Treatment**

This moisturizing eye treatment delivers Idebenone and I-seryl Complex to transform the look of skin around the eyes, helping to fight crow's feet, dark circles and under-eye puffiness. Apply AM and PM to protect and restore skin's appearance in the delicate eye area.



**PREVAGE® Day  
Ultra Protection Anti-aging  
Moisturizer SPF 30**

This multi-defense moisturizer is your daytime essential, delivering advanced Idebenone technology and broad spectrum UVA/UVB sunscreens to hydrate and protect. Apply in the morning after PREVAGE® Face to help protect against visible signs of aging and minimize the appearance of existing sun damage, fine lines, wrinkles and discolorations.



**PREVAGE® Body  
Total Transforming Anti-aging Moisturizer**

Delivers Idebenone and Tripeptide Complex to zero in on your body's anti-aging skincare needs. Helps tighten and tone the look of skin and visibly minimize the appearance of sun damage. Goes beyond retexturizing to target the appearance of minor scars, stretch marks and dimpled skin with intensive hydration. Apply after your bath or shower for all-over PREVAGE® benefits.



**PREVAGE® Night  
Anti-aging Recovery Cream**

This intensive nighttime formula with encapsulated 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. Use it at bedtime after PREVAGE® Face and wake up with skin that looks repaired, refreshed and recovered.

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## PREVAGE® Regimen

Use AM for daily defense and PM for nightly recovery to get your 24/7 PREVAGE® Protection.



### AM Defense

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PREVAGE® Face  
PREVAGE® Day  
PREVAGE® Eye



### PM Recovery

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PREVAGE® Face  
PREVAGE® Night  
PREVAGE® Eye



### Allover Benefits

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PREVAGE® Body

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