



**NEW...
PLATINUM REGENERATION®
FORMULAS...FOR 40+ SKIN**

Your secret weapons in the anti-aging fight...

**REFORMULATED PLATINUM REGENERATION SKIN RENEW SERUM
NEW! PLATINUM REGENERATION ADVANCED EYE REPAIR CREME**

The latest, most scientifically-advanced ingredients...from the BeautiControl Research Institute to you and your clients!

BETTER THAN EVER RESULTS!

93% OF CONSUMERS TESTED IN AN EIGHT-WEEK INDEPENDENT STUDY USING BOTH PRODUCTS AS DIRECTED SAW IMPROVEMENT IN THE OVERALL APPEARANCE OF THEIR SKIN!

THE 40+ M.R.P. DAILY FACIAL TREATMENT

Platinum Regeneration products, specifically designed for 40+ skin, target more advanced signs of aging, deeper lines and wrinkles, increased loss of elasticity and firmness, increased skin discolorations and dry, dull, tired-looking skin. As part of the 40+ M.R.P. daily facial treatment Skin Renewing Serum and Advanced Eye Repair Creme repair products were formulated to achieve optimal results when used with Skinlogics® Platinum maintenance products and Cell Block-C prevention products.

SHARE THE NEWS!

You'll want to share this great news with your 40+ family and friends and all your clients using Platinum Regeneration! Download the client flier on BeautiNet® Forms on File.

Log on to BeautiNet to hear all about our repair products and new Platinum Regeneration from Gary Jones, Vice President, Product Marketing/Research and Development.

ANSWERS TO YOUR MOST COMMON QUESTIONS

How are polyhydroxy acids different than alpha hydroxy acids?

Polyhydroxy acids (PHAs) offer all the benefits of alpha hydroxy acids (AHAs), but without the irritation often associated with them. In addition, polyhydroxy acids attract and bind water to carry it to the layers of the epidermis. These unique PHA molecules penetrate the skin slower than AHAs to provide extended, continual delivery for a longer period of time. That combination of benefits delivers optimal effectiveness. Remember too that Regeneration Gold® Rejuvenating Face and Neck Lotion is also formulated this PHA technology.

Can I use Platinum Regeneration Skin Renewing Serum if I have sensitive skin conditions?

Yes, like the newly reformulated Regeneration Gold, new Platinum Regeneration Skin Renewing Serum is formulated with polyhydroxy acids which are proven to be less irritating for those with sensitive skin conditions. And this formula may also help to reduce the appearance of any pre-existing irritation as the advanced moisturizers and emollients help soothe the skin.

What are the primary differences between the existing Platinum Regeneration Skin Renewing Serum and the new reformulation?

Much has happened over the past few years in regard to anti-aging ingredients. All of the ingredients, as well as the delivery system, have been updated to reflect the latest that science has to offer. Polyhydroxy acids replace alpha hydroxy acids for gentle skin exfoliation and more advanced peptides have been added for increased skin firmness benefits. The lightening and antioxidant complexes have also been updated to be more effective.

Are these products fragrance free?

Yes, both the Platinum Regeneration Skin Renewing Serum and the Advanced Eye Repair Creme are formulated without any added fragrances.

If I use the new Advanced Eye Repair Creme, will I also need to use Eye-X-Cel®?

Because this new formula combines advanced moisturizers with anti-aging ingredients, there is no need to use an additional eye moisturizer, such as Eye-X-Cel.

Are these new products oil free?

The Advanced Eye Repair Creme is 100% oil free. The Skin Renewing Serum is free of mineral oil, but does contain botanical oil derivatives to help with the advanced moisturization needs of 40+ skin conditions.

For what age group are these products designed?

Platinum Regeneration products are formulated to address the needs of those experiencing advanced skin damage...typically those age 40+. Advanced damage is described as deeper lines and wrinkles, increased loss of elasticity and firmness, increased skin discolorations and dry, dull, tired-looking skin. These products are suitable for all skin types.

Where does this fit into my daily skin care regimen?

To maximize results, it is recommended to follow the 40+ M.R.P. daily facial treatment regimen:

Maintenance: Skinlogics® Platinum Cleansing Lotion, Skinlogics Facial Scrub, Skinlogics Platinum Tonic and Skinlogics Platinum Moisturizer

Repair: Microderm® Abrasion Facial Buffing Creme, Platinum Regeneration Skin Renewing Serum, Platinum Regeneration Advanced Eye Repair Creme

Prevention: Cell Block-C® New Cell Protection SPF 20

Repair and Prevention P.M.: Regeneration® Time to Go® Time Capsules™ with Retinol Eye Serum, Regeneration Time To Go, Regeneration Reprogram® and Cell Block-C P.M. Cell Protection

TRY THE NEW PLATINUM REGENERATION PRODUCTS YOURSELF, THEN SHARE WITH FAMILY, FRIENDS AND ALL YOUR CLIENTS! YOU'LL ALL BE AMAZED AT THE RESULTS!

*In an eight-week independent study where panelists used Platinum Regeneration Skin Renewing Serum and Advanced Eye Repair Creme as directed and physical improvements were measured by attending clinicals.

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