

prevage®

anti-aging treatments

With **Idebenone**
the single most powerful
antioxidant*



Elizabeth Arden

NEW YORK

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

Discover the power of PREVAGE®

Revolutionary technology. Luxury skincare.
Powerful results.

Oxidative stress is the #1 cause of skin aging, so why use anything but the most powerful, best tested* antioxidant to combat visible aging signs.

PREVAGE® contains Idebenone, the single most powerful antioxidant.** It's scientifically tested, clinically proven and EPF® certified. 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** to help diminish the appearance of aging signs
- **Clinically proven benefits** to transform the look of skin
- **A high performance regimen** suitable for all skin types.

EPF® Testing

Idebenone was tested under the rigorous EPF® (Environmental Protection Factor™) protocol that measured the protective capacity of common topical antioxidants in a 5-part, scientifically controlled study. Idebenone was proven as the single most powerful antioxidant** with 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. Results were published in the *Journal of Cosmetic Dermatology* and presented at the American Academy of Dermatology.

EPF® Test Results



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

*When tested using the EPF® protocol.

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

PREVAGE® introduces

two new moisture creams to protect, correct,
and repair your skin's appearance



New PREVAGE® Day

Intensive Anti-aging Moisture Cream SPF 30

This multi-defense, concentrated moisturizing cream protects from daily environmental stress.

- Minimizes effects of aging signs and existing sun damage: fine lines, wrinkles and discolorations.
- Delivers Advanced Idebenone technology for powerful antioxidant protection against sun, smoke and pollution.
- Broad spectrum UVA/UVB sunscreens help shield from the sun.

Consumer test results after 4 weeks:

92% Skin feels softer and smoother.

87% Skin feels moisturized all day.

86% Enriches skin with deep moisture.

Consumer test on 99 women aged 30-60

New PREVAGE® Night

Anti-aging Restorative Cream

This intensive overnight moisture cream is formulated to work during the night in sync with skin's sleep cycle to restore your skin's appearance while you sleep.

- Advanced Idebenone technology helps fight the visible effects of daytime assaults to restore skin's natural resilience.
- Optimizes skin's natural moisture and repair capabilities to firm, smooth and retexturize the look of skin.
- Helps minimize the appearance of fine lines, wrinkles and discolorations.

Consumer test results after 4 weeks:

87% Reduces roughness and dryness.

83% Skin feels nourished all night.

80% Enriches skin with deep moisture.

Consumer test on 101 women aged 30-60

PREVAGE® Face

Advanced Anti-aging Serum

The original PREVAGE® anti-aging breakthrough. The most concentrated treatment in the PREVAGE® line and the essential first step in your PREVAGE® skincare regimen.

Experts measured the results.

69% clinically measured improvement in overall aging signs after 12 weeks.*

Women saw the results.

94% of women saw a dramatic improvement in their skin's overall appearance after just 4 weeks.†

PREVAGE® with Idebenone, still unsurpassed as the single most powerful antioxidant.† See dramatic improvement in the look of lines, wrinkles, age spots, sun damage, minor scars and redness. So skin looks younger than ever.



“Idebenone is a powerful skin defender, the only” antioxidant shown to fight environmental stress with such extraordinary results on every measure of skin’s youthful appearance.”

Joseph A. Lewis, II
President and CEO,
Pharma Cosmetix Research, L.L.C.

See the proof

PREVAGE® Face achieved the following results in our latest clinical test:

- 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

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.

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.

Consumer test conducted on 102 women aged 25-65.

Overall Radiance and Brightening



BEFORE



AFTER

Photos taken after 12 weeks of using PREVAGE® Face Advanced Anti-aging Serum, PREVAGE® Day Ultra Protection Anti-aging Moisture Cream SPF 30, and PREVAGE® Eye Anti-aging Serum. Results may vary.

Lines and Wrinkles



BEFORE



AFTER

Photos taken after 6 weeks of using PREVAGE® Face Advanced Anti-aging Serum, PREVAGE® Day Ultra Protection Anti-aging Moisture Cream SPF 30, and PREVAGE® Eye Anti-aging Serum. Results may vary.

*12 Week Clinical test conducted on 32 women aged 26-64.

†US home use consumer test conducted on 102 women aged 25-65 after 4weeks.

When compared to alpha lipoic acid, kinetin, vitamin C, vitamin E and coenzyme Q10. *When tested using the EPF® protocol



Protective and corrective skincare with Idebenone, the single most powerful antioxidant*, to help combat environmental stress, the #1 cause of visible aging signs.

PREVAGE® Anti-aging Treatments are proven to help:

TREATMENT

PREVAGE® Face Advanced Anti-aging Serum

- Reduce the appearance of fine lines, wrinkles, age spots and discolorations
- Give skin a firmer and more radiant look.

MOISTURIZER

PREVAGE® Day Ultra Protection Anti-aging Moisturizer SPF 30

- Attract and lock in moisture
- Provide broad spectrum UVA/UVB protection.

NEW PREVAGE® Day Intensive Anti-aging Moisture Cream SPF 30

- Nourish very dry skin with intensive moisture
- Minimize the appearance of lines and wrinkles as it evens skin tone
- Provide broad spectrum UVA/UVB protection.

NEW PREVAGE® Night Anti-aging Restorative Cream

- Enhance skin's own natural repair process and fight the effects of daytime damage
- Infuse skin with intensive moisture
- Wake up with skin that looks revitalized, refreshed and recovered.

EYECARE

PREVAGE® Eye Advanced Anti-aging Serum

- Minimize the appearance of crow's feet, wrinkles, dark circles and undereye puffiness.

PREVAGE® Eye Ultra Protection Anti-aging Moisturizer SPF 15

- Deliver all day intense hydration and deflect the sun with UVA/UVB protection
- Smooth the appearance of fine lines, wrinkles, crow's feet and crepiness.

SPECIALTY

PREVAGE® Clarity Targeted Skin Tone Corrector

- Minimize the appearance of dark spots, freckles, age spots and discolorations.

PREVAGE® Body Total Transforming Anti-aging Moisturizer

- Reduce the appearance of stretch marks, sun damage, minor scars and help firm the look of dimpled skin with intensive moisture.

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

PREVAGE® Skincare Prescription

Step 1
Treatment

Step 2
Moisturizer

Step 3
Eyecare

AM




PREVAGE® Face
Advanced Anti-aging Serum



PREVAGE® Day[†]
Ultra Protection
Anti-aging Moisturizer SPF 30



PREVAGE® Eye^{††}
Ultra Protection
Anti-aging Moisturizer SPF 15

PM




PREVAGE® Face
Advanced Anti-aging Serum



PREVAGE® Night
Anti-aging Restorative Cream



PREVAGE® Eye
Advanced Anti-aging Serum

[†]For extra moisturization try **NEW** PREVAGE® Day Intensive Advanced Anti-aging Moisture Cream SPF 30

^{††}PREVAGE® Eye Advanced Anti-aging Serum can also be used during the day for enhanced benefits.



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