



---

## Product Training

# The Ageing Phenomenon

- Ageing is an inevitable and natural part of our life
- It's happening to all of us, and it's mostly visible on the skin
- Skin ageing is predominantly caused by UV exposure over long periods of time. UV rays break down collagen and elastin and slow the production of new collagen which aids in skin repair and gives skin its strength.



# The Ageing Phenomenon

- There are several factors that affect skin ageing:
  - ❑ Genetic factors – DNA damage
  - ❑ Free radical damage
  - ❑ Hormonal imbalance
  - ❑ Lifestyle disorders – excessive smoking, alcohol, stress, poor sleeping habits, poor diet
  - ❑ Environmental Pollution
  - ❑ Prolonged sun exposure
  - ❑ Harsh skin care products and improper cleansing techniques



*Age  
Related  
Problems*

---



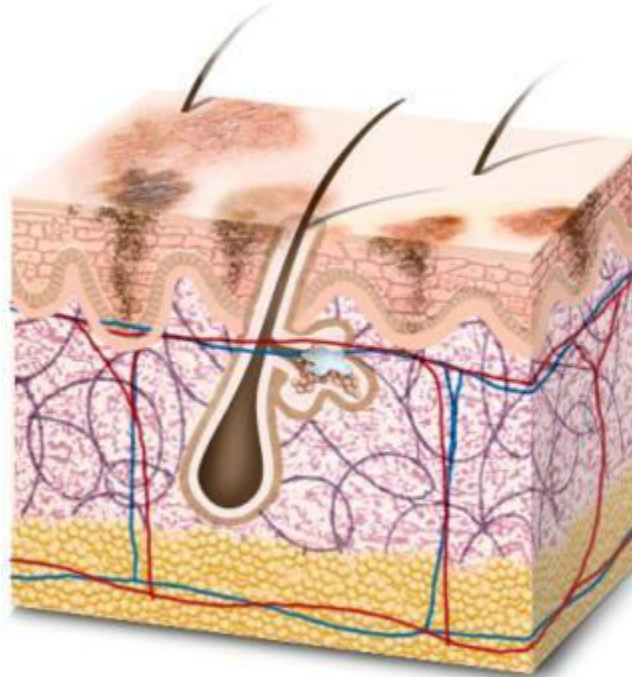
# Age Related Skin Problems

1. Pigmentation and age spots
2. Wrinkles and fine lines, dull and rough complexion
3. Dry and dehydrated skin
4. Blemishes and acne marks
5. Excessive oily and shiny skin
6. Under eye dark circles, Puffy Eyes and Crow's Feet



# Pigmentation & Age Spots

- Dark patches
- Freckles
- Age spots



# Pigmentation & Age Spots

## Causes

- Excessive sun exposure
- Hormonal imbalance
- Lack of certain nutrients
- Previous acne problem



# Solution

## Skin Formula 9 **Brightening Treatment**

*Reveal Your True Radiance*



## Useful for:

- Hyper-pigmentation
- Dull skin
- Uneven skin tone
- Blemish and age spots

## Key Features :

- A corrective radiance-inducing multi-action formula
- Lightens spots
- Clarifies skin to give a flawless even complexion
- Detoxifies the skin and efficiently fights free radicals





## Key Ingredients:

- **Claripure Stem cell blend:**
  - Detoxifies skin cells
  - Decreases formation of melanin
- **Daisy flower extract:**
  - Skin lightening agent
  - Lightens freckles and age spots
- **Essential Narcissus Flower Wax**
  - It has calming and astringent effect
- **Vitamin B3**
  - Lightens skin by interfering in melanin transfer

## How to use

- Apply few drops directly on cleansed and toned face
- Start from the neck up to the face
- Use upward circular motions only
- Let it absorb completely into the skin before applying anything else
- Use regularly to lighten pigmentation spots

## When to use

- Use in the morning before applying sunscreen
- Use at night as night cream
- If applying with Intense Hydration Cream apply after Hydration base
- If applying with Youth Elixir, apply before Youth Elixir

# Brightening Treatment



- PV 71
- BV 1136
- DP Rs. 1900
- MRP Rs. 2200

# Wrinkles & Fine lines

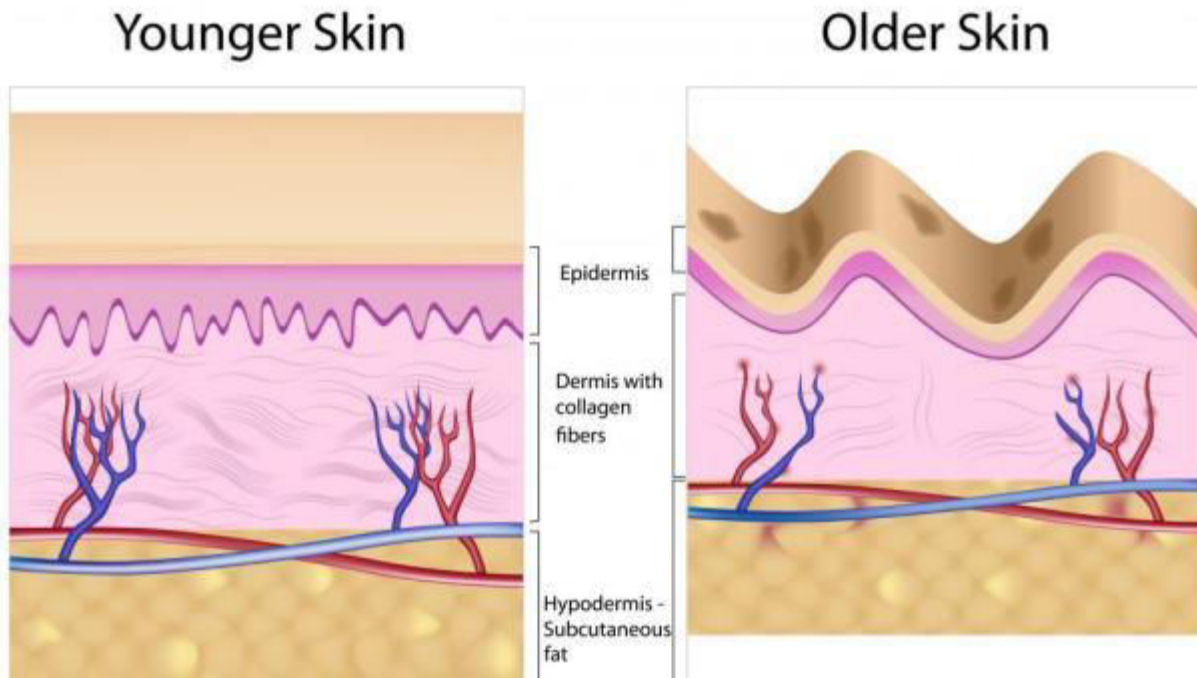
- Fine lines and deep wrinkles near lips, eyes and forehead
- Sagging skin due to reduced collagen in the skin



# Wrinkles & Fine lines

## Causes

- Reduced collagen (structural protein) synthesis in the skin
- Excessive Sun exposure – causes collagen damage
- Excessive dryness
- Lifestyle disorders



# Dull & Rough Complexion

- All over rough skin
- Premature ageing
- Irregular age spots
- Uneven skin tone



# Dull & Rough Complexion

## Causes

- Slow cell renewal
- Lack of exfoliation
- Lack of skin nutrition due to broken blood vessels
- Prolonged sun exposure





# Solution

## Skin Formula 9 **Youth Elixir**

*Secret of youth in a bottle*

## Useful for:

- Deep and fine lines
- Rough and scaly skin
- Dull and lack of radiance

## Key Features :

- Boosts the skin's elasticity and suppleness by stimulating collagen production
- Dramatically reduces the appearance of fine lines and wrinkles
- Contains precious gold dust that enhances radiance and gives a warm glow





## Key Ingredients:

- **ATP-Papaya-Algin blend:**
  - Rich in Vit. A, improves appearance of wrinkles
- **Chuchuhasi extract:**
  - Skin healing tonic
  - Anti-oxidant and anti-inflammatory
- **24-Carat Gold Dust:**
  - Provide an instant glow to skin
  - Has anti-aging benefits
- **Vitamin C**
  - Boosts collagen production
  - Reduces appearance of wrinkles
  - Improves skin elasticity and firmness
  - Neutralizes free radicals

## How to use

- Apply few drops directly on cleansed and toned face
- Start from the neck up to the face
- Use upward circular motions only
- Let it absorb completely into the skin before applying anything else
- Use regularly to lighten pigmentation spots

## When to use

- Use in the morning before applying sunscreen
- Use at night as night cream
- If applying with Intense Hydration Cream apply after Hydration base
- If applying with Youth Elixir, apply before Youth Elixir



# Youth Elixir

- PV 54
- BV 864
- DP Rs. 1450
- MRP Rs. 1670

# Dry & Dehydrated Skin

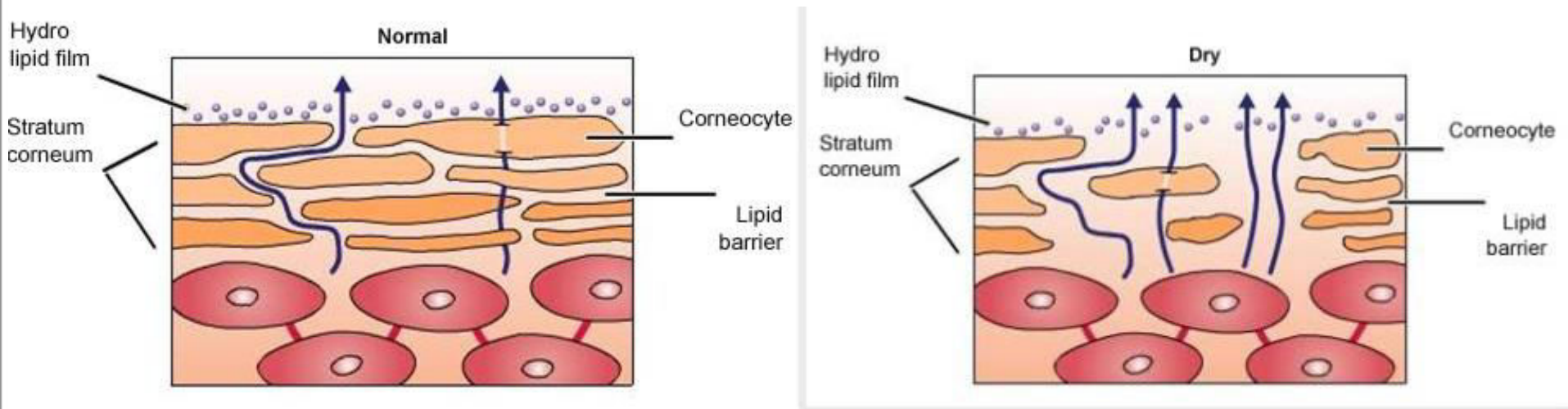
- Patchy, blotchy appearance
- Scaly skin
- Redness due to dryness
- Itchy and tight



# Dry & Dehydrated Skin

## Causes

- Loss of Hydrolipid film – sweat and oil film, that prevents moisture loss
- Loss of skin's natural moisture balance
- Use of harsh cleansers



# Solution

## Skin Formula 9 Intense Hydration Cream

*Breathe life into your skin*



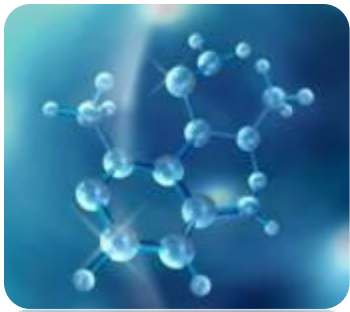
## Useful for:

- Dehydrated skin
- Patchy and flaky skin
- Wrinkles due to tight skin
- Scaly skin

## Key Features :

- Moisturizes and nourishes skin from deep within
- Forms a protective layer on the skin and shields against water loss
- Provides hydration for longer periods





## Key Ingredients:

- **Multi-functional Moisturizing complex**
  - Helps retain moisture in the skin
  - Boosts water absorption from the atmosphere
- **Icelandic Moss**
  - Helps to absorb and store water in cells to maintain skin moisture
- **Organic Macadamia nut oil and Coconut oil**
  - Soothes and conditions skin
  - It has anti-aging benefits
- **Coconut Oil**
  - It has soothing, moisturizing and film-forming properties

## How to use

- Apply few drops directly on cleansed and toned face
- Start from the neck up to the face
- Use upward circular motions only
- Let it absorb completely into the skin before applying anything else
- Use regularly to get rid of dry skin problem

## When to use

- Use in the morning before applying sunscreen
- Use at night as night cream
- If applying with Brightening Treatment / Youth Elixir, first apply Hydration cream

# Intense Hydration Cream



- PV 45
- BV 720
- DP Rs. 1200
- MRP Rs. 1380

# Blemishes & Acne Marks

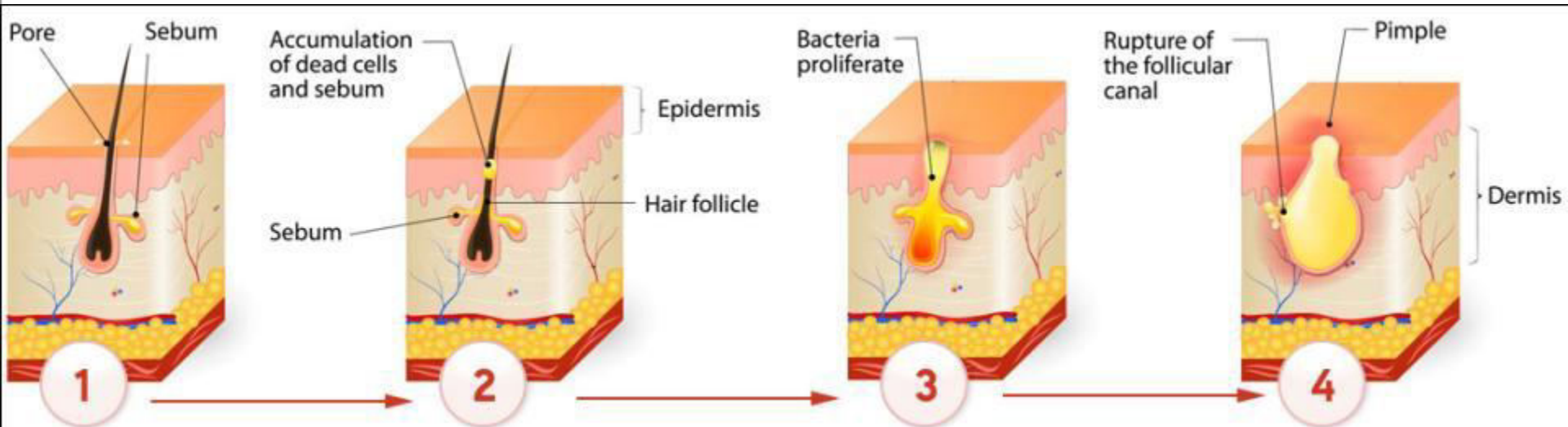
- Acne marks
- Dark spot underneath an acne or pimple
- Age spots



# Blemishes & Acne Marks

## Causes

- Excessive oily skin
- Skin prone to acne and pimples
- Excessive sun exposure
- Hormonal imbalance
- Lifestyle and eating habits



# Introducing Solution

## Skin Formula 9 **Blemish Gel**

*Targeted for anti-imperfections*

## Useful for:

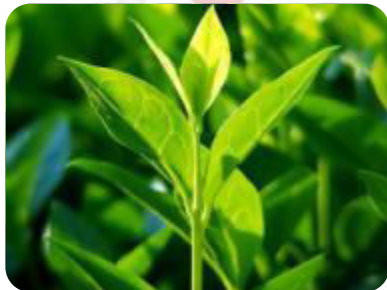
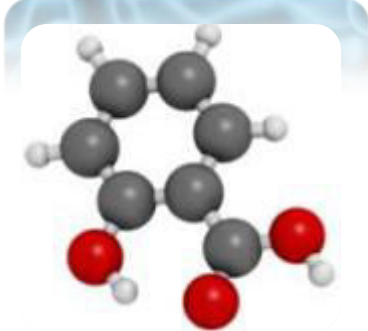
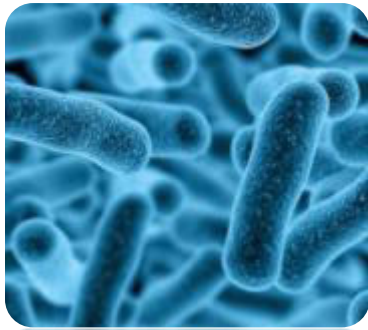
- Skin imperfections
- Acne and Blemishes
- Dark acne spots
- Inflammation

## Key Features :

- Targets, treats and reduce the appearance of dark spots, blemishes and acne spots, leaving the skin flawless
- A light weight, fast absorbing and non-comedogenic formula dries up blemishes overnight
- It helps to calm inflammation and deeply exfoliates and unclogs pores







## Key Ingredients:

- **Pre- and Pro-Biotic Symbiotic Complex**
  - Stimulates natural defense mechanism of the skin
  - Helps to smooth, restructure and nourish the skin
- **Salicylic acid**
  - It hydrates the skin
  - It is harsh on impurities and favors exfoliation
- **Tea Tree oil**
  - It has antibacterial, antifungal and anti-inflammatory properties
- **Eucalyptus oil**
  - It has antiseptic, purifying and toning activity on the skin that effectively acts on acne and blemishes

## How to use

- After thoroughly cleansing the face and neck, apply precisely on problem areas of the skin using the applicator directly
- Let it dry for few seconds and follow with make-up and/or sunscreen
- Clean the mouth of the applicator after every use to avoid further proliferation

## When to use

- For best results use twice daily or as often as required
- Avoid direct sun exposure after application

# Blemish Gel



- PV 31.87
- BV 510
- DP Rs. 850
- MRP Rs. 1000

# Excessive Oily & Shiny Skin

Oily Skin is characterized by:

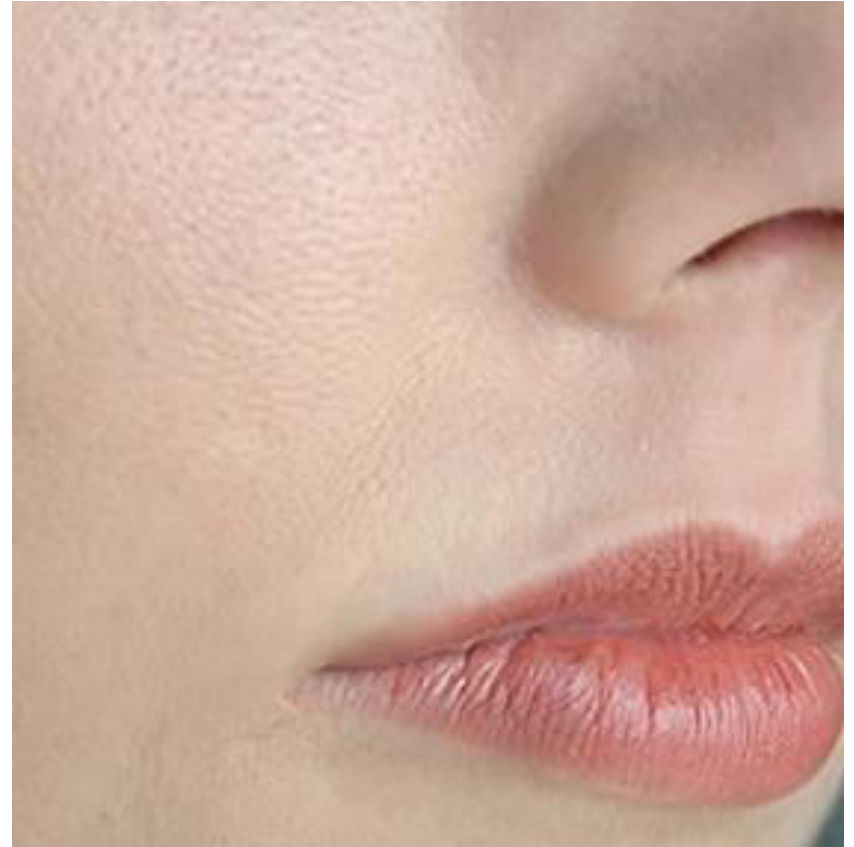
- Enlarged pores
- Over activity of oil glands
- Dull, shiny & thick complexion
- Prone to blackheads, pimples and blemishes



# Excessive Oily & Shiny Skin

## Causes

- Lack of cleansing and toning
- Over washing or under washing of face using harsh chemicals
- Stress
- Excessive exposure to humidity
- Hormonal imbalance
- Clogged pores



# Introducing Solution

## Skin Formula 9 **Deep Cleansing Oil**

*Advanced skin refining & renewing*

## Useful for:

- Oily skin
- Sensitive / Dry skin
- Maintain skin moisture level
- Superior cleansing

## Key Features :

- Deeply cleanses without stripping the skin's natural oils
- Effectively dissolves makeup, impurities, dirt, oil and grim leaving the skin healthy, soft and refreshed
- Flushes away deep pores on the skin, leaving absolutely no residue
- Perfect cleanser for dry, sensitive skin, and for acne/clog prone and ageing skin





## Key Ingredients:

- **Andiroba oil**
  - It has superior healing and soothing properties and calms the skin
- **Castor Seed oil**
  - It has superior moisturizing and purifying properties that penetrates deep into the skin and effectively restore skin hydration
- **Sweet almond oil**
  - This vitamin rich oil has soothing and relaxing effect on the skin
  - It also helps lighten skin and nourishes the skin from within.
- **Berry Complex**
  - It has strong moisturizing action on skin cells and effectively restores hydration



## How to use

- For cleansing, pump a few pumps of oil onto dry hands and massage on dry face and neck for about 30 seconds
- Wet your hands with few drops of water and then massage your face and neck again. The oil will turn into a smooth lotion
- Rinse your face with plain water and pat dry
- Avoid contact with eyes, if product goes into the eyes, splash cold water several times

## When to use

- For best results use twice daily, especially before going to bed, to relieve skin of all impurities, makeup and residue
- Effective yet gentle, this cleansing oil is suitable for all skin types and leaves the face soft and perfectly cleansed, without any residue or oily film

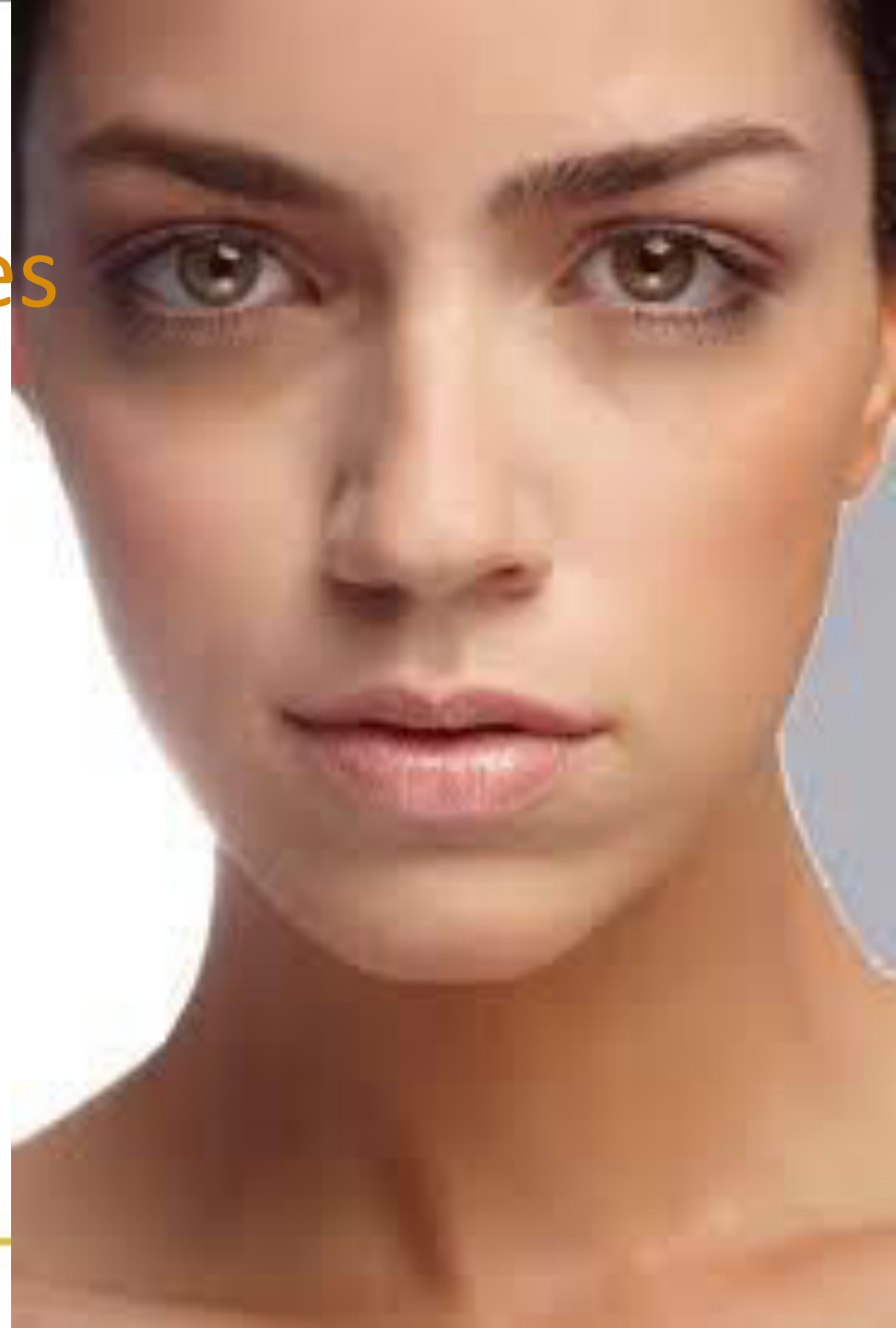
# Deep Cleansing Oil



- PV 45
- BV 720
- DP Rs. 1200
- MRP Rs. 1400

# Under Eye Dark Circles, Puffy Eyes & Crow's Feet

- Puffiness under the eyes
- Darkening around the eyes
- Hyper-pigmentation
- Wrinkles and fine lines



# Under Eye Dark Circles, Puffy Eyes & Crow's Feet

## Causes

- Lack of nutrition especially iron
- Sleep disorders or lack of sleep
- Age causes thinning of skin
- Allergies and certain medication can cause dark circles under eyes



# Introducing Solution

## Skin Formula 9 **Under Eye Serum**

*Anti-wrinkle and firming serum*

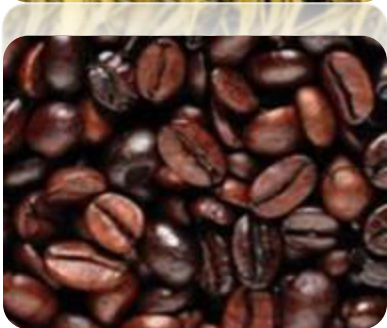
## Useful for:

- Dark circles under eyes
- Pigmentation under the eyes
- Puffiness under eyes
- Wrinkles and Crow's feet

## Key Features :

- Helps to soothe visible fine lines and crow's feet around the eyes
- Helps to improve skin tone and firmness by reducing excess puffiness and boosting natural collagen production
- The light weight texture easily absorbs into the skin for instant perfection, leaving the eyes looking brightened and youthful





## Key Ingredients:

- **Artichoke leaf peptides**
  - It counteracts the loss of elasticity, dryness and deepening of wrinkles caused due to hormonal imbalance
  - It restores skin hydration and improves suppleness.
- **Channeled Wrack Extract**
  - It inhibits free radicals and stimulates the synthesis of collagen
  - It improves skin moisturisation, tone and firmness
- **Caffeine**
  - It refreshes, restores lost radiance and reduces puffiness under the eyes
- **Mediterranean Pine Bark extract**
  - It neutralizes free radicals, protecting collagen and elastin
  - It also helps to maintain skin moisture and elasticity

## How to use

- Apply small amount on cleansed skin around eye area – under eyes, outer corners and eyelids, using gentle strokes and smooth in until thoroughly absorbed

## When to use

- For best results use twice daily, especially before going to bed, to boost skin's ability to recharge and rehydrate during the nightly repair process
- Avoid using anything on the serum, use night cream leaving the areas around the eyes



# Under Eye Serum



- PV 31.87
- BV 510
- DP Rs. 850
- MRP Rs. 1000



---

THANK YOU