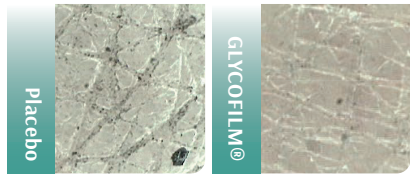


Protects, corrects and restores.

FUNDAMENTALS: The first line of defense.

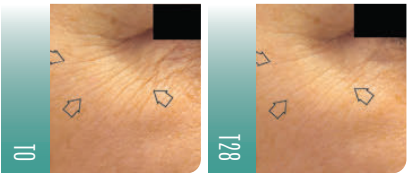


Up to +96% protection vs. placebo after rinsing!

GLYCOFILM® protects against:

- _ **Particles encrustation:** Limits the risk of biological damages caused by atmospheric pollution.
- _ **Protects pollution induced oxidative stress:** Preserves epidermis function.
- _ **Protects the mitochondria from pollution induced toxicity:** Preserves key cellular metabolism.
- _ **Significantly protects cells from damage due to UV pollution:** Preserves viability and limiting inflammation of the epidermis.

TRANSFORM: Maintain epidermal renewal and lipid barrier.



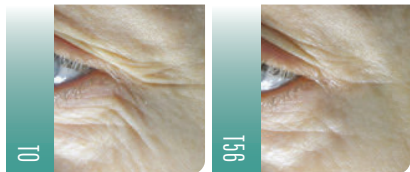
Up to -30% anti-wrinkle effect!

PROTEOLEA® counteracts ageing in a unique and innovative way - by activating the proteasome, the natural recycling system of skin cells which slows down with age observed in cells such as human skin, epidermal cells and fibroblasts.

Scientifically proven effects to help:

- _ Activate the proteasome.
- _ Improve stress resistance.
- _ Slow down cellular skin ageing.
- _ Improve hydration, roughness and cell renewal.
- _ Rejuvenate and perceivably counteract signs of ageing.

OPTIMIZE: Stimulate cellular proliferation.



Wrinkles are evened out just like a face lift!

MATRIXYL™ 3000 consists of messenger peptides that activate certain genes involved in the process of extracellular matrix renewal and cell proliferation to:

- _ Promote improved skin tone, elasticity and quality with visible wrinkle smoothing.
- _ Help reduce fibre fragmentation and notably support the reconstruction of the papillary dermal fibre network.
- _ Regulate the expression of progerin, a senescence marker known to accumulate with age.

Salon program: Cellular Infusion Complex

COLLAGEN INDUCTION THERAPY: For total skin transformation.

Collagen Induction Therapy.

One of the most incredible anti-ageing and skin firming treatments available.

Collagen induction therapy (CIT) is a minimally-invasive skin rejuvenation treatment designed to stimulate the body's natural collagen production, resulting in visibly younger, smoother and firmer skin.

WITH CELLULAR INFUSION COMPLEX: A powerful, ultra-exclusive formula.

- _ Infused with cytokines, growth factors and interleukins that safely help stimulate skin cells to produce more collagen, elastin and matrix proteins that lead to smoother, younger, healthier looking skin.

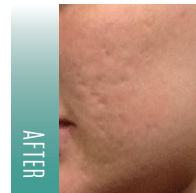
CELLULAR INFUSION COMPLEX complements the effects of collagen induction therapy and help activate dermal fibroblast cells to:

- _ Stimulate the skin's own cellular renewal mechanism
- _ Increase skin hydration
- _ Promote the elimination of toxins
- _ Improve skin elasticity and resilience
- _ Aid in repairing the look of damaged skin



PIGMENTATION*:

- _ Exfoliates the epidermis (stratum corneum) to remove pigmented surface skin cells.
- _ Promotes an even distribution of melanin for a more uniform skin tone.
- _ Stimulates collagen growth to help reverse sun damage and hyperpigmentation that comes with melasma.



SCARRING*:

- _ Helps to "break up" fibrosis underneath the skin which allows release of the surface of the skin.
- _ Stimulates collagen to smoothen out ice pick, rolling and boxcar types of post-blemish scarring.
- _ Densifies the collagen in and around pores, which causes them to plump up and appear more refined.

* Individual results may vary.



CELLARCHITECT.
CELLULAR REJUVENATION PROGRAM

For skin that is visibly transformed.

Re-energize, reboot and kick-start cellular renewal with high performance actives that help reactivate the skin's own cellular regeneration and repair potential and functions to recapture the vitality, density and luminosity of younger looking skin.

BIOSTRATA
BEAUTY, POWERED BY SCIENCE.

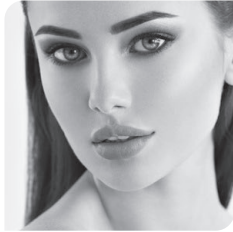
What causes our skin to age?

SKIN AGEING: A result of both a natural (intrinsic) process and environmental (extrinsic) factors.

10%

Intrinsic (natural):

- _ Genetics
- _ Chronological ageing
- _ Stem cell pool becomes depleted and cell turnover slows



90%

Extrinsic (environmental):

- _ **Photo-ageing** Ultraviolet radiation (UVR) is a major cause of stem cell DNA damage that leads to photoinduced skin ageing.
- _ **Pollution** Can lead to skin sensitivity, premature skin ageing, discoloration, dryness, dullness and roughness.
- _ **Over-or-undernutrition, stress and other lifestyle factors** such as smoking can cause premature ageing due to free radical damage and the lack of oxygen and nutrients.

As we age, cellular regeneration and repair takes longer and immunity is compromised. This leads to:

- _ Loss of facial volume, sagging skin, crepiness and pronounced dark circles, droopy eyelids and undereye puffiness
- _ Development of fragile skin with fine lines and deep wrinkles
- _ Dehydration and dryness
- _ Poor, dull and rough texture and tone
- _ Pigmentation (age) spots

Cell Architect utilizes high-technology ingredients to activate dermal fibroblast cells, using the body's own repair process to create more collagen, elastin, and other matrix proteins, such as:

- _ Stem cell media rich in growth factors
- _ Biomimetic peptides
- _ Hydrolyzed proteins

It is formulated to renew and accelerate skin cell regeneration to erase the signs of ageing and environmental damage.

This makes it ideal for:

- _ Preventing and restoring photo-aged skin
- _ Increasing skin firmness and elasticity
- _ Reducing the appearance of fine lines and wrinkles

Results with regular use:

- _ Significantly younger-looking skin
- _ Diminished wrinkles and fine lines
- _ Restores a youthful glow
- _ Gradually fades sun/age spots
- _ Promotes youthful skin functions to repair signs of skin damage

Validated test volunteers reported*:

+95%
smoother complexion!

+100%
younger looking skin!

+100%
lifted facial contours!

Cleanse:

Anti-pollution cleansing.

No sulphates or parabens. pH balanced.



POLLUTION DEFENSE CLEANSING GEL

_ GLYCOLIC ACID | GLYCOFILM® | GLUCONOLACTONE

Benefits A clarifying cleanser with rich, dense foam that deeply cleanses and protects the skin from pollutants and debris while maintaining moisture and fighting dullness and signs of ageing.

Application Work a small amount into a foamy lather with water and massage onto face and neck with gentle, circular motions. Rinse and pat dry. Avoid contact with eyes. e150ml

USAGE: A.M./P.M. |

Tone:

Soothe and hydrate.

No alcohol or parabens. pH balanced.



POLLUTION DEFENSE TONER

_ FUCOGEL® | HYDROVANCE® | DEFENSIL® | PORTULACA EXTRACT | BETA GLUCAN

Benefits A conditioning toner that soothes and optimizes hydration and repair. Provides excellent moisturization, increases skin elasticity and improves resistance to harmful environmental damage.

Application After cleansing, dispense onto a cotton pad and gently sweep across face and neck. Alternatively, dispense onto palms and press into the skin until fully absorbed. e150ml

USAGE: A.M./P.M.

Protect:

Anti-pollution defense.

No mineral oil, silicones, fragrance, colour or parabens.



POLLUTION DEFENSE AMPOULE

_ GLYCOFILM® | HYDROVANCE® | DYNALIFT® | MATRIXYL™ | PHYLDERM® VEGETAL C2

Benefits A daily defense serum that intensely boosts cellular repair and moisture. Offers comfortable hydration and protection against pollutants that can induce oxidative stress, inflammation, cellular and mitochondrial toxicity leading to premature ageing, lipid barrier imbalance and skin sensitivity.

Application Dispense 3-5 drops, warm up between fingertips or palms, then gently pat or press onto cleansed, toned skin until absorbed. e30gm

USAGE: A.M./P.M.

Restore:

Boosts cellular renewal.

No mineral oil, silicones, fragrance, colour or parabens.



PEPTIDE ACTIVATING BOOSTER

_ FUCOGEL® | GLYCOLIC ACID | AQUAXYL®

Benefits A night time booster that gently clarifies and exfoliates the skin to help enhance peptide penetration for synergistic effects to promote smoother, firmer and younger looking skin. **If using a retinoid, use this product on an alternate night.**

Application Dispense 1 pump, spread evenly onto the skin using light yet firm strokes, then gently pat or press in with fingertips or palms until absorbed. Avoid contact with eyes. e35gm

USAGE: P.M.

Repair:

Anti-free radical defense.

No mineral oil, silicones, fragrance, colour or parabens.



INTENSIVE RADIANCE REVIVER

_ AA2G® | SEPIWHITE® MSH | MATRIXYL™ OLIGOPEPTIDE-24 | PHYLDERM® VEGETAL C2

Benefits A daily repair crème rich in anti-ageing actives, peptides and amino acids that can help to increase the regenerative power of stem cells to optimize cellular regeneration. Potent antioxidants reduce free radical damage from UVR and also promote collagen synthesis, increasing skin firmness and density.

Application Dispense 1 pump, spread evenly onto the skin using light yet firm strokes, then gently pat or press in with fingertips or palms until absorbed. e35gm

USAGE: A.M./P.M.

CLEANSE AND TONE (All skin types)

A.M./P.M.: Cleanse with Pollution Defense Cleansing Gel
A.M./P.M.: Tone with Pollution Defense Toner

HYDRATE AND REVIVE

Normal, combination, oily-blemish prone skin types:

A.M.: Apply Pollution Defense Ampoule

P.M.: Apply Intensive Radiance Reviver

Normal, dehydrated, mature skin types:

A.M./P.M.: Apply Pollution Defense Ampoule followed by Intensive Radiance Reviver

PROTECT (All skin types)

A.M.: Lumiwhite UV Shield SPF 35 PA+++ (White Lumine Series)

RENEW AND RESTORE (All skin types)

P.M.: Peptide Activating Booster* P.M.: Multi-action Overnight Perfection** (White Lumine Series) */** Use on alternate nights.

DAILY ROUTINE