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**WHO SAYS YOU'RE ONLY  
YOUNG ONCE?**



**ADVANCED AHA COSMECEUTICALS**

**THE PROVEN MULTI-LAYER  
SKIN RENEWAL SYSTEM**



# Advanced AHA Cosmeceuticals



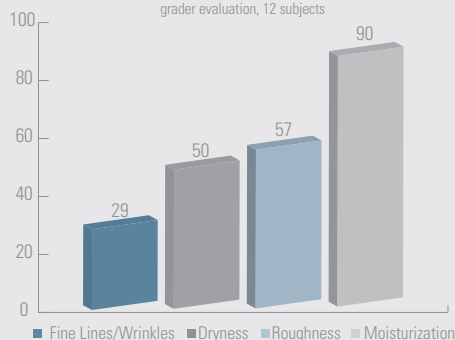
The first signs of skin ageing come from decreased skin moisture content combined with a decrease in skin's natural exfoliation and renewal rate, resulting in dull skin, lack of suppleness, dryness, uneven pigmentation, fine lines and wrinkles. Advanced AHA with LCA Complex, a unique combination of Lactic acid with time released essential skin antioxidant vitamins, corrects both of these problems and helps normalize skin exfoliation and cell renewal rate to return the skin to a more youthful, healthy appearance.

**AHAs are natural skin exfoliators.** Our skin is constantly renewing itself by a natural process of cell turnover. As we age, the process slows down, dead cells back up in our outer skin layer, the skin becomes dull, sallow, coarse, and is prime residence for fine lines, wrinkles and uneven skin tones. AHAs exfoliate the skin and return skin cell exfoliation to its natural youthful rate, resulting in improved appearance in fine lines, wrinkles, pigmentation and restoring a more youthful, radiant glow to the skin.

## Clinical Science – Visible Proof

Evaluation for the Treatment of Photodamaged Skin Using a PRIORI® Advanced AHA Skincare Regimen of Gentle Facial Cleanser, Smoothing Eye Serum, Skin Renewal Cream, Barrier Repair Complex and Daily Defense SPF 30

Percent Improvement (Increase or Decrease) from Baseline  
3 weeks, double blind, twice daily use, dermatologist expert grader evaluation, 12 subjects



**AHAs are moisturizers.** Unlike typical moisturizers that act by forming an occlusive barrier on the skin to prevent excessive skin moisture evaporation, AHAs moisturize by "signaling" the skin cells to increase production of the natural moisture-binding substance found in the extra cellular matrix – Hyaluronic acid or HA (not to be confused with AHA). HA can bind thousands of times its molecular weight in water. HA is the skin's natural moisture retention substance. AHAs moisturize the skin at the cellular level, from the INSIDE OUT!



{ ...he's not just a chemist,  
he's a pioneer  
of cosmeceuticals. }

Joseph A. Lewis II  
PRIORI® Founder and Chemist  
Your Anti-Ageing Secret Weapon

## A COMPLETE RANGE OF ANTI-AGEING FACE AND BODY PRODUCTS



### Gentle Facial Cleanser (180 ml)

- Contains 13% LCA Complex (12% Lactic Compound + 1% MFAS\*) in a gentle, light lathering cleanser that gently exfoliates the skin, leaving it soft, soothed and radiant.
- Gently removes makeup and daily residue. Ideal for all skin types, including the most sensitive. pH 4.4.



### Invigorating Face & Body Scrub (200 ml)

- Contains 16% LCA Complex (15% Lactic Compound + 1% MFAS\*) in a gentle, light lathering and invigorating face and body scrub that gently exfoliates the skin, leaving it soft, smooth and radiant.
- Use once a week for normal skin and up to three times a week for rough and very dry skin. For all skin types. pH 3.8.



### Perfection Facial Gel (30 ml)

- Contains 16% LCA Complex (15% Lactic Compound + 1% MFAS\*) plus 1% Salicylic Acid and peptides in a gel texture.
- Ideal for mature problem-prone skin to minimize breakouts, pore clogging and reduce the appearance of fine lines and wrinkles. pH 3.8.



### Skin Renewal Cream (50 ml)

- Contains 16% LCA Complex (15% Lactic Compound + 1% MFAS\*) in a gentle, lightweight cream designed specifically for reducing the appearance of fine lines and wrinkles.
- Ideal for mature, dry, sun-damaged skin. Improves skin texture and radiance, revealing a softer, smoother complexion. pH 3.8.



### Barrier Repair Complex (50 ml)

- Contains 2% LCA Complex (1% Lactic Compound + 1% MFAS\*), plus a fortifying epidermal complex composed of natural skin lipid bi-layer components, including ceramides, cholesterol and essential fatty acids.
- All combined in a silky emulsion designed to enhance skin moisturization by providing essential skin nutrients that strengthen and help repair skin barrier function.
- Excellent for sensitive skin and mature, dry skin to replenish and revitalize impaired skin. pH 3.8.



### Smoothing Eye Serum (15 ml)

- Contains 11% LCA Complex (10% Lactic Compound + 1% MFAS\*), plus a muscle relaxing hexapeptide designed specifically to reduce the appearance of fine lines, wrinkles and puffiness in the delicate eye area.
- With instant and lasting action, restores vital moisture and firmness to promote a radiant more youthful appearance. pH 4.4.



### Daily Defense SPF 30 (75 ml)

- Contains 3% LCA Complex (2% Lactic Compound + 1% MFAS\*) plus broad spectrum UVB and UVA active ingredients to protect against the sun's damaging rays that lead to premature skin ageing.
- An essential part of any anti-ageing skincare regime. pH 3.8.



### Hand & Body Revitalizing Lotion (180 ml)

- Contains 16% LCA Complex (15% Lactic Compound + 1% MFAS\*) in a silky luxurious emulsion that gently exfoliates to rejuvenate dry, aged, sun-damaged skin, leaving skin soft, smooth and hydrated. pH 3.8.



### Advanced AHA Supplements (90 capsules)

- Also available Advanced AHA supplements, please ask your skin specialist for more details.

STEP	PRODUCT NAME	AM	PM	SKIN TYPE
CLEANSE	Gentle Facial Cleanser	•	•	All Skin Types
	Invigorating Face and Body Scrub	[1-3 times per week]		All Skin Types
CORRECT	Perfection Facial Gel	•	•	Problem-prone Skin
	Skin Renewal Cream	•	•	Fine Lines and Wrinkles, Dry Skin
HYDRATE	Barrier Repair Complex	•	•	All Skin Types, Dry Skin
PROTECT	Daily Defense SPF 30	•		All Skin Types
SPECIAL CARE	Smoothing Eye Serum	•	•	Fine Lines and Wrinkles (Eye Area)
	Hand & Body Revitalizing Lotion	•	•	All Skin Types (Body)

### 3-Week Clinical Evaluation of PRIORI® Advanced AHA Skincare Regimen



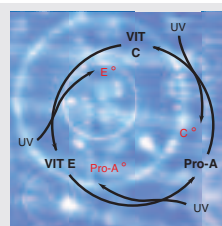
#### 3-WEEK PROBLEM-PRONE SKIN CLINICAL STUDY

Evaluation for the treatment of problem-prone skin using a PRIORI® Advanced AHA skincare regimen of Gentle Facial Cleanser, Smoothing Eye Serum, Perfection Facial Gel and Daily Defense SPF 30 – 3 weeks, double blind, twice daily use, dermatologist expert grader evaluation, 12-subject clinical study. *Results may vary.*



#### 3-WEEK PHOTO-DAMAGED SKIN CLINICAL STUDY

Evaluation for the treatment of photo-damaged skin using a PRIORI® Advanced AHA skincare regimen of Gentle Facial Cleanser, Smoothing Eye Serum, Skin Renewal Cream, Barrier Repair Complex and Daily Defense SPF 30 – 3 weeks, double blind, twice daily use, dermatologist expert grader evaluation, 12-subject clinical study. *Results may vary.*



#### \*MULTI-FUNCTIONAL ANTIOXIDANT SEQUENCE (MFAS)

- Antioxidants in the human body are working together in a sequence to promote self-regeneration.
- MFAS-radical scavenging, self-regenerating.

**PRIORI®**  
THE ANTI-AGING AUTHORITY



### What is it?

The only professional skincare brand with Advanced AHA!

### How does it work?

Improved skin moisturization and exfoliation leads to "normalized" skin function and better skin health, returning the skin to a more youthful, healthy appearance.

### How is it unique?

It's the only AHA brand with LCA Complex: pH correct Lactic Acid and essential skin vitamin antioxidants: A, C, E & Pro-Vitamin A in a time-released liposome complex.

### Why should I use it?

Advanced moisturization and multi-layer skin renewal lead to skin health and normalization, the first step in any anti-ageing skincare program. Acclimates skin and prepares it for graduation to Superceuticals® with Idebenone.

### Key Skin Benefits/Targets:

Acne, skin normalization, moisturization, exfoliation, fine lines and wrinkles.

## Your Stepping Stone to Idebenone Complex Superceuticals

PRIORI® Advanced AHA Cosmeceuticals helps restore your skin's basic health and fitness. PRIORI® provides the latest in AHA technological advances – LCA Complex – a powerful combination of lactic acid and essential vitamin antioxidants. Ideal for dry, sensitive skin, problem-prone skin and mature acne. Produces intensive results:

- Provides multi-layer skin exfoliation
- Revitalizes dry, mature and sun-damaged skin
- Increases epidermal and dermal moisture levels
- Evens pigmentation
- Stimulates dermal proteins, collagen and elastin fibers
- Minimizes the look of fine lines and wrinkles

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## DISCOVER THE SCIENCE OF SKIN TRANSFORMATION

PRIORI® is not just about the most advanced anti-ageing technologies available in the industry – it is also about providing consumers with choices to best meet their individual needs, personal skincare goals and lifestyles.

### **PRIORI® CoffeeBerry® Natureceuticals™**

#### **Nature's Most Potent Anti-Ageing Botanical**

Offering an all natural alternative, delivering optimum anti-ageing efficacy. This is a lifestyle and core philosophy choice for the “green planet” eco-conscious consumers that expect great anti-ageing skincare and do not want to compromise on results. This is the only step in the PRIORI® all natural anti-ageing skincare system.

### **PRIORI® Advanced AHA Cosmeceuticals**

#### **The Proven Multi-layer Skin Renewal System**

The latest AHA technological advances with LCA complex that combines Lactic Acid and a multi-functional essential skin vitamin complex (Vit A, Vit E, Vit C, & Pro-Vit A) in a time-released formulation to enhance product performance and results. The first step in the PRIORI® skincare collection, designed to restore basic skin health and fitness that is the foundation of any anti-ageing skincare regimen.

### **PRIORI® Idebenone Superceuticals®**

#### **The Most Powerful Anti-Ageing Antioxidant**

Targets ageing at the cellular source – the mitochondria, and provides the highest level of topical free radical protection – EFP® 95. Ideal for consumers who have reached a plateau with their current skincare regimen and want more: the “triathlon” of skin fitness. The second step in the PRIORI® anti-ageing skincare treatment program, after the client has maximized skin health and fitness with Advanced AHA.

**Cosmeceuticals**

advanced skincare science

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