

AGEING IS A NATURAL PROCESS.  
NOW SO IS ANTI-AGEING.



**COFFEEBERRY®** NATURECEUTICALS™

NATURE'S MOST POTENT  
ANTI-AGEING BOTANICAL

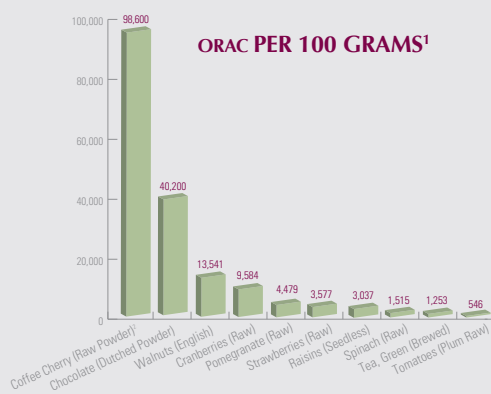


# CoffeeBerry®\* Natureceuticals™

## The Story Behind CoffeeBerry®

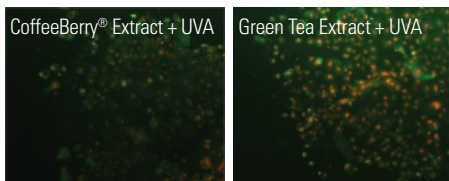
Antioxidants are among the most popular anti-ageing “cosmeceuticals” in the marketplace and have become the worldwide skincare anti-ageing leaders. Being cultivated in the warmer sun-drenched equatorial regions of our planet, the fruit of the coffee plant, or the coffee cherry as it is known, has developed superior free radical defense compounds. These super rich defense compounds are potent antioxidants, known as polyphenols, and the whole coffee cherry contains the most potent botanical mixture yet discovered, thus providing even more free radical scavenging health benefits than green teas, fruits or vegetables.

Based on this knowledge, scientists developed the world’s first and unique mycotoxin free whole coffee cherry extract—CoffeeBerry®. CoffeeBerry® is the patented extract of the whole coffee fruit, which has been scientifically researched, clinically proven, and endorsed by both the pharmaceutical industry and the medical profession worldwide!



## Clinical Proven Efficacy

CoffeeBerry® extract and PRIORI® CoffeeBerry® products have been extensively tested in clinical In-Vivo and cell biological In-Vitro studies to demonstrate its superior ability to defend and protect cells against oxidative stress and free radicals, the major cause of skin ageing. More effective than green tea extract in all studies, it is not surprising that the clinical benefits in ageing skin were dramatic and visible after only short periods of use.



CoffeeBerry® extract is over 75% more effective than green tea extract at protecting cultured skin cells from UV damage.

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



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

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



## **Revitalizing Cleanser (240 ml)**

99.2% Natural, gentle, light lathering cleanser designed for face and body use that leaves the skin soft, clean and revitalized.



## **Tightening Serum (30 ml)**

99.2% Natural, light serum with silky texture that provides instant tightening and firming effect.



## **Brightening Facial Complex (30 ml)**

98.5% Natural, gentle, light-weight cream designed specifically for reducing the appearance of uneven skin tones. Ideal for irregular pigmented, sun-damaged skin.



## **Radiance Eye Serum (15 ml)**

99.2% Natural, light serum designed specifically for the delicate eye area to reduce the appearance of fine lines and wrinkles.



## **Day Complex (50 ml)**

98.5% Natural, gentle, light-weight cream designed specifically for reducing the appearance of fine lines and wrinkles. Ideal for mature, dry, sun-damaged skin.



## **Night Complex (50 ml)**

98.5% Natural, gentle, rich cream designed specifically for reducing the appearance of fine lines and wrinkles.



## **Natural Daily Protection SPF 25 (120 ml)**

98.4% Natural, hydrates skin and protects against UV radiation and free radicals. It has a tinted look that melts and blends with all skin tones, provides a sheer, perfected layer of naturally beautiful and protected skin.



## **Body Shaping Complex (180 ml)**

99.1% Natural, light, uniquely formulated all natural body treatment. Improves skin tone and promotes smoother body contours while softening the skin.



## **Body Emulsion (180 ml)**

98.9% Natural, firming body emulsion with silky texture ideal for mature, sun-damaged or dry skin to hydrate and decrease the visible signs of ageing. Leaves skin softer, smoother, more supple and radiant.



## **CoffeeBerry® Natureceuticals™ Supplement (60 Capsules)**

Also available CoffeeBerry® Supplements, please ask your Skin Specialist for more details

STEP	PRODUCT NAME	AM	PM	SKIN TYPE
CLEANSE	Revitalizing Cleanser	•	•	All Skin Types
CORRECT	Tightening Serum	•	•	All Skin Types
CORRECT & HYDRATE	Day Complex	•		Fine Lines and Wrinkles
	Brightening Facial Complex	•	•	Uneven Skin Tones and Pigments
	Body Shaping Complex	•	•	Contouring (Body)
CORRECT & HYDRATE (NIGHT)	Night Complex		•	All Skin Types, Dry Skin
PROTECT	Natural Daily Protection SPF 25	•		All Skin Types
SPECIAL CARE	Radiance Eye Serum	•	•	Fine Lines and Wrinkles (Eye Area)
	Body Emulsion	•	•	All Skin Types (Body)
DIETARY	Supplements	•		All Skin Types

### Clinical Evaluation of 0.5% CoffeeBerry® Products

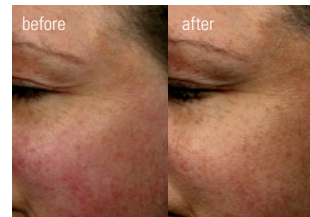
- 62% increase in smoothness
- 58% decrease in hyperpigmentation
- 58% decrease in redness
- 25% decrease in wrinkles



PRIORI® CoffeeBerry® skincare regimen of Revitalizing Cleanser, Radiance Eye Serum, Tightening Serum, Brightening Facial Complex and Night Complex—8 weeks, double blind, twice daily use, dermatologist expert grader evaluation, 23-subject clinical study. *Results may vary.*



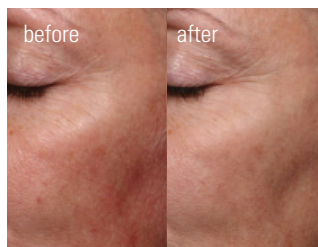
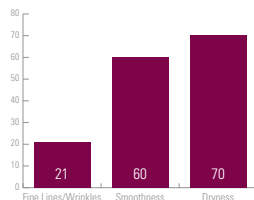
PRIORI® CoffeeBerry® skincare regimen of Brightening Facial Complex—8 weeks, double blind, twice daily use, dermatologist expert grader evaluation, 10-subject clinical study. *Results may vary.*



Clinical evaluation of 0.5% CoffeeBerry® extract—8 weeks, half face, double blind, clinical evaluation, 24-subject clinical study. *Results may vary.*

### 3-Week Clinical Evaluation of PRIORI® CoffeeBerry® Skincare Regimen

- 21% reduction in fine lines and wrinkles
- 60% improvement in skin smoothness
- 70% reduction in skin dryness



PRIORI® CoffeeBerry® skincare regimen of Revitalizing Cleanser, Radiance Eye Serum, Tightening Serum, Day Complex and Night Complex—3 weeks, double blind, daily use, dermatologist expert grader evaluation, 20-subject clinical study. *Results may vary.*



### What is it?

The first ever Natureceuticals™, all natural Cosmeceuticals, based on Nature's most potent source of antioxidants—CoffeeBerry® extract.

### How does it work?

CoffeeBerry® extract is the most potent form of natural antioxidants of any fruit, vegetable or tea so far tested by ORAC method, endorsed by USDA, with a minimum ORAC value of 15,000 µmoleTE per gram (equivalent to 1,500,000 µmoleTE per 100g). Because of the unique composition of potent polyphenol antioxidants, CoffeeBerry® extract delivers superb anti-ageing benefits, including a visible reduction in appearance of fine lines, wrinkles and irregular skin tones.

### How is it unique?

CoffeeBerry® extract is the only clinically validated, medically endorsed, branded, patented extract of the whole coffee fruit in topical skincare.

### Why should I use it?

It's the first and only all natural skincare brand to deliver "Cosmeceutical" results designed for the eco-conscious, earth friendly consumer.

### Key Benefits:

All natural smoothing, protecting, lightening, brightening and tightening!



**PRIORI**<sup>®</sup>  
THE ANTI-AGING AUTHORITY



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THE ANTI-AGING AUTHORITY

## DISCOVER THE SCIENCE OF SKIN TRANSFORMATION

PRIORI<sup>®</sup> 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. In addition to the **CoffeeBerry<sup>®</sup> Natureceuticals<sup>™</sup>** range, PRIORI<sup>®</sup> offers:



### **PRIORI<sup>®</sup> 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<sup>®</sup> skincare collection, designed to restore basic skin health and fitness that is the foundation of any anti-ageing skincare regimen.



### **PRIORI<sup>®</sup> Idebenone Complex Superceuticals<sup>®</sup>** **The Most Powerful Anti-Ageing Antioxidant**

Targets ageing at the cellular source – the mitochondria, and provides the highest level of topical free radical protection – EPF<sup>®</sup> 95. Ideal for consumers who have reached a plateau with their current skincare regimen and want more.



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