

Beauty - Formula Reset

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FORMULA

CREATED BY SCIENCE. PROVEN BY YOU



Relaunch 2022
Product Information Pack

M&S
EST. 1884

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Formula Range Overview

Created by science, proven by you – unlock your best skin.
Formula offers hard working products which feature cutting edge formulations for a broad spectrum of skin types. See proven results

Subrange:	Sleep & Replenish Our Sleep & Replenish range has been formulated with ingredients known to help your skin's natural circadian rhythm and tackle the signs of desynchronisation, leaving your skin looking like it's had 8 hours sleep.	Restore & Nourish Our Restore & Nourish range has been formulated to care for delicate, mature skin, providing a renewed resilience, instant hydration and comfort. From the first day of use, skin feels more plump, smooth and firm.	Prevent & Brighten Our Prevent & Brighten range has been formulated to tackle the early signs of ageing by reducing the appearance of fine lines and wrinkles and leaving skin looking brighter, less dull and healthier.
Product Description 'buzz word'	Ultimate	Advanced	Ultra
Key Ingredients:	Matrixyl 3000 and Olea Vitae.	Ceramides and Collagen boosting actives.	Retinol and Squalane.
Skin Concern:	Ageing skin; all skin types.	Ageing skin; all skin types.	Slow down the signs of ageing; all skin types.
Product Line up:	<p>Ultimate Sleep Cream - HERO</p> <p>Light Sleep Cream</p> <p>Reviving Overnight Face Oil</p> <p>Recharge Night Serum</p> <p>Anti-fatigue Eye Cream</p> <p>Soothing Hot Cloth Cleanser</p> <p>Discovery Set</p> <p>NPD</p> <p>Day Cream Autumn 22</p> <p>Sleep Mask Autumn 22</p>	<p>Firming Night Cream</p> <p>Replenishing Day Cream SPF</p> <p>Toning Neck & Decolletage Cream - HERO</p> <p>Radiance Super Serum</p> <p>Skin-Perfecting Face Oil</p> <p>Rejuvenating Cleansing Balm</p> <p>Discovery Set</p> <p>NPD</p> <p>Eye cream – January '23</p>	<p>Youthful Radiance Overnight Cream</p> <p>Youth-Boosting Day Cream SPF 30</p> <p>Multi-Action Retinoid Serum - HERO</p> <p>Dark Circles Correcting Eye Cream</p> <p>Fresh Faced Hydrating Cleanser</p> <p>Age-Defying Face Mask</p> <p>Discovery Set</p>

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Formula Subrange Overview

The Formula relaunch will realign our hero skincare range ensuring it offers skincare products for a broad spectrum of skin types, with cutting edge formulations within subranges that are easy to understand for our customer.

Subrange:	Sleep & Replenish	Restore & Nourish	Prevent & Brighten
	<p>Your circadian rhythm is your internal biological clock mechanism which regulates your skin to protect itself during the day and repair at night.</p> <p>Internal and external factors cause our circadian rhythm to become desynchronised resulting in skin dryness, dullness and deep wrinkles.</p> <p>Sleep & Replenish has been formulated with powerful key ingredients that target the visible effects of a desynchronised circadian rhythm.</p>	<p>As your skin matures external and internal factors effect the characteristics of your skin causing increased sensitivity, skin dryness, loss of skin elasticity and changes in skin colour and texture.</p> <p>Restore & Nourish has been formulated with powerful key ingredients that target the visible effects of maturing skin.</p>	<p>Our Prevent & Brighten range has been formulated to tackle the early signs of ageing by reducing the appearance of fine lines and wrinkles and leaving skin looking brighter, less dull and healthier.</p> <p>External and internal factors such as sun exposure, lifestyle and lack of sleep can accelerate the visibly signs of early ageing. This causes skin to appear dull, lacklustre and have an uneven tone with fine lines and wrinkles beginning to appear.</p> <p>Prevent & Brighten has been formulated with powerful key ingredients that target the visible effects of early ageing.</p>

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Formula Reset Line List

Sleep & Replenish

- Ultimate Sleep Cream - T22 7490- HERO
- Light Sleep Cream – T22 7491
- Reviving Overnight Face Oil- T22 7492
- Recharge Night Serum- T22 7493
- Anti-fatigue Eye Cream- T22 7494
- Soothing Hot Cloth Cleanser- T22 7495
- *Discovery Set- T22 7500*

Restore & Nourish

- Firming Night Cream- T22 7496
- Replenishing Day Cream SPF- T22 7497
- Toning Neck & Decolletage Cream- T22 7498- HERO
- Radiance Super Serum- T22 7499
- Skin-Perfecting Face Oil- T22 7450
- Rejuvenating Cleansing Balm- T22 7451
- *Discovery Set- T22 7502*

Prevent & Brighten

- Youthful Radiance Overnight Cream- T22 7454
- Youth-Boosting Day Cream SPF 30- T22 7455
- Multi-Action Retinoid Serum - T22 7456- HERO
- Dark Circles Correcting Eye Cream- T22 5457
- Fresh Faced Hydrating Cleanser- T22 7458
- Age-Defying Face Mask- T22 7459
- *Discovery Set- T22 7501*

Formula Reset Products Vs Existing

New Subrange	New Product Description	New Stroke Number	Formulation comments	Old Product - replacement	Old Stroke Number
Sleep & Replenish	Ultimate Sleep Cream	7490	Formulation as per existing	ABSOLUTE ULTIMATE SLEEP CREAM	6368
	Protecting Day Cream SPF 30	7504	Formulation as per existing	Absolute Day Cream SPF30	7376
	Anti-fatigue Eye Cream	7494	New formulation	Absolute Lip and Eye Cream	7378
	Plumping Overnight Mask	7503	New formulation	New	
	Light Sleep Cream	7491	Formulation as per existing	Absolute Ultimate Sleep Cream Light 50ml	6390
	Recharge Night Serum	7493	Formulation as per existing	Absolute Serum	7380
	Soothing Hot Cloth Cleanser	7495	New formulation	Formula Cleanse - Cleansing Brightening Hot Cloth Cleanser	6720
	Reviving Overnight Face Oil	7492	Formulation as per existing	Absolute Ultimate Sleep Oil	7381
Restore & Nourish	Replenishing Day Cream SPF	7497	New formulation	Restore Day Cream SPF15	8454
	Firming Night Cream	7496	New formulation	Restore Night Cream	8456
	Toning Neck & Decollete Cream	7498	New formulation	Restore Neck and Decollete Cream	8458
	Radiance Super Serum	7499	New formulation	Restore Serum	8460
	Rejuvenating Cleansing Balm	7451	New formulation	Formula Cleanse - Cleansing Balm	6729
	Skin-Perfecting Face Oil	7450	New formulation	Restore Extra Rich Face Oil	8459
	Fine Line Smoothing Eye Cream	7507	New formulation	Restore Eye Cream	8461
Prevent & Brighten	Youth-Boosting Day Cream SPF 30	7455	New formulation	N/A	
	Youthful Radiance Overnight Cream	7454	New formulation	N/A	
	Multi-Action Retinoid Serum	7456	New formulation	N/A	
	Dark Circles Correcting Eye Cream	7457	New formulation	N/A	
	Fresh Faced Hydrating Cleanser	7458	New formulation	N/A	
	Age-Defying Face Mask	7459	New formulation	N/A	

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FORMULA RESTORE & NOURISH



FORMULA SLEEP & REPLENISH



FORMULA PREVENT & BRIGHTEN



Reset- Design



PANTONE
2395C

PANTONE
7644C

DARK TONE
MATCHED TO
COMPONENT
NO PANTONE
REF AVAILABLE



PANTONE
7020C



PANTONE
COOL GRAY
8C



PANTONE
429C

FONT USED: RALEWAY



TEST COLOURS



WHITE



COOL GRAY 10

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







Reset Subrange Overview

	Night Cream	Day Cream	Eye Cream	Serum	Face Oil	Cleanser	Treatment	Toner	Discovery Set
Sleep & Replenish		LAUNCHED 				✓	LAUNCHED 	LAUNCHED 	
Restore & Nourish			LAUNCHED 					LAUNCHED 	
Prevent & Brighten					LAUNCHED 			LAUNCHED 	 <small>Placeholder Image</small>

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Sleep & Replenish- Old Vs. New Range

	Night Cream	Day Cream	Eye Cream	Serum	Face Oil	Cleanser	
Current Range	 Ultimate Sleep Cream RPP: £22.50	 Light Sleep Cream RPP: £22.50	 Ultimate Day Cream RPP: £22.50	 Lip and Eye Cream RPP: £18.00	 Absolute Serum RPP: £25.00	 Ultimate Sleep Oil RPP: £25.00	
Reveal	 Ultimate Sleep Cream Formulation as per current RPP: £22.50	 Light Sleep Cream Formulation as per current RPP: £22.50	 Day Cream AUTUMN '22 LAUNCH Formulation as per current RPP: £22.50	 Anti-Fatigue Eye Cream New Formulation RPP: £17.50	 Recharge Night Serum New Formulation RPP: £27.50	 Reviving Overnight Face Oil Formulation as per current RPP: £26.50	 Soothing Hot Cloth Cleanser New Formulation RPP: £15.00
	Treatment	Toner	Discovery Set				
Current Range	 Time Capsules RPP: £27.50						
Reveal	 Sleep Mask AUTUMN '22 LAUNCH RPP: £25.00	 Toner SPRING '23 LAUNCH RPP: £8.50 TBC	 Discovery Set RPP: £25.00				




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Restore & Nourish- Current Range Vs. Reset

	Night Cream	Day Cream	Eye Cream	Serum	Face Oil		
Current Range	 Night Cream RRP: £34.00	 Extra Rich Night Cream RRP: £36.00	 Day Cream RRP: £34.00	 Extra Rich Day Cream RRP: £34.00	 Eye Cream RRP: £32.50	 Restore Serum RRP: £16.00	 Extra Rich Face Oil RRP: £36.00

Reset	 Firming Night Cream New formulation/ Fragrance RRP: £22.50		 Replenishing Day Cream New formulation/ Fragrance RRP: £22.50		 Eye Cream LAUNCH TBC RRP: £17.50	 Radiance Super Serum New formulation/ Fragrance RRP: £27.50	 Skin Perfecting Face Oil New formulation/ Fragrance RRP: £25.00
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	Cleanser	Treatment	Toner	Discovery Set
Current Range		 Neck & Decolletage Cream RRP: £50.00		

Reset	 Rejuvenating Cleansing Balm New formulation/ Fragrance RRP: £25.00	 Toning Neck & Decolletage Cream New formulation/ Fragrance RRP: £25.00		 Discovery Set RRP: £25.00
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Prevent & Brighten- New Range

Night Cream	Day Cream	Eye Cream	Serum	Face Oil	Cleanser	Treatment
						
Youthful Radiance Overnight Cream New Formulation RRP: £22.50	Youth Boosting Day Cream SPF 30 New Formulation RRP: £22.50	Dark Circles Correcting Eye Cream New Formulation RRP: £17.50	Multi-action Retinoid Serum New Formulation RRP: £27.50	Face Oil AUTUMN '23 LAUNCH New Formulation RRP: £25.00	Fresh Face Hydrating Cleanser New Formulation RRP: £12.50	Age-defying Face Mask New Formulation RRP: £25.00
		Toner	Discovery Set			
						
		Exfoliating Toner SPRING '23 LAUNCH New Formulation RRP: £8.50 TIC	Discovery Set RRP: £25.00			

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FORMULA

Sleep & Replenish



Our Sleep & Replenish range has been formulated with ingredients known to help your skin's natural circadian rhythm and tackle the signs of desynchronisation, leaving your skin looking like it's had 8 hours sleep.

With Matrixyl 3000 and Olea Vitae.

Skin type: Ageing skin; all skin types.

Products in the subrange:

Ultimate Sleep Cream - HERO

Light Sleep Cream

Reviving Overnight Face Oil

Recharge Night Serum

Anti-fatigue Eye Cream

Soothing Hot Cloth Cleanser

Discovery Set

FORMULA

Sleep & Replenish

Sub range claims:

I woke up to skin feeling nourished
My skin looks well rested
My skin feels well rested
My skin feels less fatigued
My skin appears less fatigued
My skin feels firmer
My skin looks healthier
My skin looks revived
My skin looks like it has had a recharge
My skin looks like it has had a good nights sleep
My skin feels softer
My skin feels more supple
My skin feels moisturised
My skin feels comfortable
My skin looks brighter
My skin looks more radiant
My skin feels rejuvenated
My skin look like it has had 8 hours sleep
My skin looks more youthful

Sleep Cream

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Olea Vitae™:

Cellular oil from plant stem cells of the wild olive tree, helps to recharge your skin cells' internal batteries.

Matrixyl 3000®:

Powerful peptide blend, helps to smooth wrinkles and improves tone and elasticity.

Niacinamide:

Powerful antioxidant, has strong anti-aging properties.

Marula Oil:

Rich in fatty acids, essential in maintaining healthy skin.

FORMULA

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NEED TO KNOW

ULTIMATE SLEEP CREAM 50ml

SHARE THIS

Achieve skin that looks like you had 8 hours sleep (even when you haven't)

Wake up to visibly smoother and more supple skin from first use.

With Olea Vitae, Matrixyl 3000®, Niacinamide and Marula Oil.

Deep and fine lines are reduced

Skin looks and feels less fatigued

Age spots are reduced

Skin feels firmer and rejuvenated

Elasticity is improved

Skin tone is more even

Skin looks brighter, healthier and more youthful

Skin feels nourished and more supple

HOW TO USE

Directions: apply a small amount onto your face and neck using small upward strokes, every evening after cleansing. Layer on top of your serum or facial oil.

Skin Types and Concerns

Suitable for all skin types

Key Claims

My skin looks like it has had a recharge **95%**

My skin looks like it had **has a good nights sleep**

Woke up to skin feeling nourished **96.12%**

My skin feels rejuvenated **95%**

My skin looks more youthful **90%**

My skin feels firmer

My fine lines look reduced

My deep lines look reduced

My age spots look reduced

My skin looks healthier **95%**

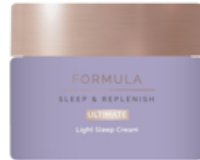
My skins elasticity feels improved

RRP: £22.50

STROKE NO. 7490

Light Sleep Cream

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Olea Vitae™:

Cellular oil from plant stem cells of the wild olive tree, helps to recharge your skin cell's internal batteries.

Matrizyl 3000®:

Powerful peptide blend, helps to smooth wrinkles and improves tone and elasticity.

Niacinamide:

Powerful antioxidant, has strong anti-aging properties.

Marula Oil:

Rich in fatty acids, essential in maintaining healthy skin.

NEED TO KNOW

ULTIMATE LIGHT SLEEP CREAM 50ml

SHARE THIS

The ultimate Light Sleep Cream with Olea Vitae™, Matrizyl 3000®, Niacinamide and Marula Oil. Skin looks like you had 8 hours sleep (even when you haven't)

HOW TO USE

Directions: apply a small amount onto your face and neck using small upward strokes, every evening after cleansing. Layer on top of your serum or facial oil.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims

Skin feels softer **98%**

Woke up to skin feeling nourished **97%**

Skin feels moisturised **97%**

Skin looks revived **96%**

My skin looks like it has had a recharge **88.35%**

My skin's elasticity feels improved **87.38%**

My skin feels protected **87.38%**

My skin looks healthier **94.17%**

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RRP: £22.50

STROKE NO. 7491

Anti-Fatigue Eye Cream

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Meiview™:

Powerful active, known to reduce puffiness and dark circles around the eyes.

Marula Oil:

Rich in fatty acids, essential in maintaining healthy skin.

Shea Butter:

A nourishing fat extracted from the nut of the African shea tree that helps soften, smooth and nourish the skin.

FORMULA

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NEED TO KNOW

Ultimate Anti-Fatigue Eye Cream
15ml

SHARE THIS

The ultimate Anti-Fatigue Eye Cream reduces dark circles, deep wrinkles and finer lines around the eyes. With Meiview, Marula Oil and Shea Butter.

Deep wrinkles and finer lines around the eyes are reduced

Dark circles look reduced

Crows feet look improved

Eye bags appear reduced

Skin around the eyes feels more firm

Skin around the eyes looks and feels less fatigued

Sin feels nourished and appears youthful and brighter

HOW TO USE

Directions: apply a small amount to the fingertip and gently pat around the eye lid and contour areas.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims

My deep lines look reduced

My dark circles look reduced

My dark circles look noticeably reduced

Crows feet look improved

My eye puffiness is noticeably reduced 80.67%

My skin looks instantly brighter

My skin feels instantly rejuvenated

I woke up to skin feeling nourished 89.92%

RRP: £17.50

STROKE NO. 7494

Soothing Hot Cloth Cleanser

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Squalane:

A plant-derived hydrocarbon to help nourish and hydrate the skin.

Hyaluronic Acid:

A water binding molecule that locks in moisture deep within the skin.

Avocado Oil:

A luxurious oil which helps replenish and nourish dry and dehydrated skin.

Marula Oil:

Rich in fatty acids, essential in maintaining healthy skin.

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NEED TO KNOW

ULTIMATE SOOTHING HOT CLOTH CLEANSER 190ml

SHARE THIS

Cleanse, refresh and deeply purify the skin, removing make up and impurities.

With Squalane, Hyaluronic Acid, Marula and Avocado Oils.

HOW TO USE

Directions: use every evening. Gently massage onto face and neck in circular movements. Soak muslin cloth in warm water and wipe over skin to remove cleanser.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims

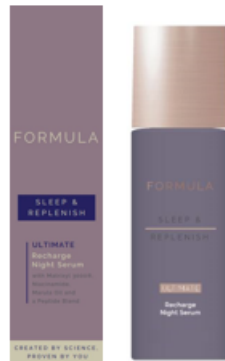
- Skin feels cleansed and deeply purified **97.44%**
- Product dissolved and removed daily grime, build up and pollution particles **96.15%**
- Skin looks instantly brighter and more radiant
- Product effectively removed make up, including waterproof make up
- My skin feels rejuvenated **97.44%**
- I woke up to skin feeling nourished on the morning after 1st use
- My skin looks and feels well rested on the morning after 1st use
- My skin appears and feels less fatigued on the morning after 1st use
- My skin instantly looks like it has had a recharge
- My skin instantly looks like it has had a good nights sleep

RRP: £15.00

STROKE NO. 7495

Recharge Night Serum

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Matrixyl 3000®:

Powerful peptide blend, helps to smooth wrinkles and improves tone and elasticity.

Peptide Blend:

Lipopeptides that help to lift and tighten the skin.

Niacinamide:

Powerful antioxidant, has strong anti-ageing properties.

Marula Oil:

Rich in fatty acids, essential in maintaining healthy skin.

NEED TO KNOW

ULTIMATE RECHARGE NIGHT SERUM 30ml

SHARE THIS

The Ultimate Recharge Night Serum achieves skin that looks and feels less fatigued. Reduces deep wrinkles and finer lines.

With Matrixyl 3000®, Niacinamide, Marula Oil and a Peptide blend.

HOW TO USE

Directions: apply onto dry, cleansed skin every evening. Massage into your face and neck. Follow with your night cream.

Skin Types and Concerns

Suitable for all skin types

Key Claims

My skin look like it has had 8 hours sleep from 1st use

My skin looks instantly more youthful

I woke up to skin feeling nourished from 1st use

My skin appears less fatigued from 1st use

My skin feels instantly firmer

My skin looks like it has had a recharge from 1st use

My skin looks plumper from 1st use

My skin looks brighter from 1st use

My skin looks more radiant from 1st use

Mu skin feels rejuvenated

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RRP: £27.50

STROKE NO. 7493

Ultimate Reviving Overnight Face Oil

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Renovage™:
Repairs loss of firmness and elasticity in skin, refining skin texture and evening skin tone.

Avocado Oil:
A luxurious oil which helps replenish and nourish dry and dehydrated skin.

Chia Seed Oil:
High in omega-3 and omega-6 fatty acids, integral to maintaining healthy skin cells.

Grape Seed Oil:
A rich source of antioxidants and fatty acids which helps to firm the skin and improve overall appearance.

NEED TO KNOW

ULTIMATE REVIVING OVERNIGHT FACE OIL 28ml

SHARE THIS

The Ultimate Reviving Overnight Face Oil with Renovage™, Avocado Oil, Chia and Grape Seed Oils

HOW TO USE

Directions: apply every evening onto dry, cleansed skin. Massage into your face and neck using upward strokes. To [super power](#) your regime, layer with Ultimate Sleep Cream.

Skin Types and Concerns

Suitable for all skin types
Formulated for women's skincare

Key Claims

My skin look like it has had 8 hours sleep
My skin looks more youthful
My skins imperfections look reduced
My Age spots look reduced
My fine lines look reduced
My deep lines look reduced

My skin feels moisturised **99%**
My skin feels nourished **99%**

My skin's elasticity feels improved **91%**
My skin looks healthier **98%**
My skin feels firmer **89%**
My skin looks more radiant
My skin feels rejuvenated

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RRP: £25.00

STROKE NO. 7492

Sleep Discovery Collection

PRODUCT IMAGES



NEED TO KNOW

Experience the best of Sleep & Replenish with this selection of deluxe minis for a complete skincare regime and get skin that looks like you had 8 hours sleep (even when you haven't).

Created by science, proven by you - unlock your best skin.

- Contains 4 mini products from the sleep and replenish range (Information on following page):
 - ULTIMATE SOOTHING HOT CLOTH CLEANSER- 50ml
 - ULTIMATE SLEEP CREAM- 15ml
 - ULTIMATE RECHARGE NIGHT SERUM- 15ml
 - ULTIMATE ANTI-FATIGUE EYE CREAM- 15ml

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RRP: £25.00

STROKE NO. 7500

FORMULA

Restore & Nourish



Our Restore & Nourish range has been formulated to care for delicate, mature skin, providing a renewed resilience, instant hydration and comfort.

From the first day of use, skin feels more plump, smooth and firm.

With Ceramides and Collagen boosting actives

Skin type: Ageing skin; all skin types.

Products in the subrange:

Firming Night Cream

Replenishing Day Cream SPF

Toning Neck & Decolletage Cream- HERO

Radiance Super Serum

Skin-Perfecting Face Oil

Rejuvenating Cleansing Balm

Discovery Set

FORMULA

Restore & Nourish

Whole subrange claims (all products achieved)

After 1st use:

The product left my Skin feeling instantly replenished
The product left my Skin feeling instantly nourished
The product left my Skin feeling instantly smooth
The product left my Skin feeling instantly softened
The product left my complexion instantly healthy
The product left my Skin feeling instantly cocooned
The product left my Skin feeling instantly more comfortable
The product left my Skin feeling instantly hydrated
The product left my complexion instantly radiant
The product left my skin feeling instantly supple
The product left my skin appearing instantly rejuvenated
The product left my skin feeling instantly toned
This product helped my skin feel more plump, smooth and firm after
day 1

After 4-8 weeks:

The product left my skin feeling nourished
The product left my skin feeling intensely nourished
The product left my skin feeling replenished
The product left my skin feeling beautifully smooth
The product left my skin appearing firmed
The product left my skin feeling softened
The product left my complexion looking healthy
The product left my skin feeling cocooned
The product left my skin feeling hydrated
The product left my complexion looking radiant
The product left my skin appearing rejuvenated
The product left my skin feeling supple
The product left my skin feeling toned
The product left my skin with a renewed resilience
Skin is left feeling plump
Skin feels more bouncy
This product helped lift my skin
This product helped restore a youthful look to my skin
This product helped make my skin look more perfected
This product felt intensely moisturising
Skin was left looking illuminated
skin was left feeling revitalized
skin feels restored

Replenishing Day Cream SPF15

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Reforcyl®:

Plant extract. Targeted action to help restore mature skin.

Vitamin E:

Rich in antioxidants to help maintain healthy looking skin.

Cocoa Butter:

Rich moisturiser high in fatty acids and antioxidant polyphenols.

Blackcurrant Seed Oil:

Rich in essential fatty acids to help the skin look more radiant.

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NEED TO KNOW

ADVANCED REPLENISHING DAY CREAM SPF15 50ml

SHARE THIS

Intensely nourishing day cream, achieves a healthier, radiant and more youthful looking complexion. *Protects skin with SPF 15*
With Reforcyl, Vitamin E, Cocoa Butter and Blackcurrant Seed Oil.

Skin feels instantly firmer and smooth
Wrinkles and fine lines are smoothed
Skin is left feeling toned and lifted
Complexion looks healthier, radiant and more youthful
Skin feels intensely nourished and hydrated
Skin feels beautifully soft and comfortable
Skin looks more perfected

HOW TO USE

Directions: apply a small amount onto your face and neck using small upward strokes every morning after cleansing. Layer on top of your serum or facial oil.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims

The product left my skin appearing instantly rejuvenated
Product left skin feeling revitalised **88.62%**
This product left my skin looking illuminated **86.99%**

Skin is left feeling plump
Skin feels more bouncy
This product helped lift my skin
This product helped my skin feel more plump, smooth and firm after day 1
This product made my skin look 7 years younger
This product made my skin look 5 years younger
This product helped restore a youthful look to my skin
This product helped make my skin look more perfected
The product left my skin feeling intensely nourished

RRP: £22.50

STROKE NO. 7497

Firming Night Cream

PRODUCT IMAGES



NEED TO KNOW

ADVANCED FIRMING NIGHT CREAM 50ml

SHARE THIS

*The Advanced Firming Night Cream with Reforcyli[®],
Scottish Thistle Extract and Blackcurrant Seed Oil*

HOW TO USE

Directions: apply a small amount onto your face and neck using small upward strokes, every evening after cleansing. Layer on top of your serum or facial oil.

KEY INGREDIENTS & WHAT THEY DO

Reforcyli[®]:

Plant extract. Targeted action to help restore mature skin.

Scottish Thistle Extract:

Helps to fight inflammation seen in mature skin.

Blackcurrant Seed Oil:

Rich in essential fatty acids to help the skin look more radiant.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims

The product left skin feeling replenished **99.17%**

The product left skin feeling softened **99.17%**

The product left complexion looking healthy **97.52%**

The product left skin feeling intensely nourished **95.87%**

The product left my skin feeling restored **96.69%**

Skin is left feeling plump **89.26%**

The product left my complexion looking healthy **97.52%**

This product left my skin feeling revitalised **95.04%**

FORMULA

RRP: £22.50

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STROKE NO. 7496

Toning Neck & Décolletage Cream

PRODUCT IMAGES



NEED TO KNOW

ADVANCED TONING NECK & DÉCOLLETAGE CREAM 50ml

SHARE THIS

The Advanced Toning Neck & Décolletage Cream with Reforcy!, Shea Butter, Glauicine and Blackcurrant Seed Oil

HOW TO USE

Directions: apply every morning and evening onto a cleansed neck and décolletage. Massage using light upward strokes.

KEY INGREDIENTS & WHAT THEY DO

Reforcy!®:

Plant extract. Targeted action to help restore mature skin.

Shea Butter:

A nourishing fat extracted from the nut of the African shea tree that helps soften, smooth and nourish the skin.

Glauicine:

Stimulates lipolysis and improves skin structure for more contoured firmer skin.

Blackcurrant Seed Oil:

Rich in essential fatty acids to help the skin look more radiant.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims

Product left skin feeling softened **98.23%**
Product left skin feeling nourished **97.35%**
Product felt intensely moisturising **94.69%**
Product left skin feeling supple **94.69%**

The product left my skin feeling rejuvenated **90.27%**
The product left my skin feeling softened **98.23%**
The product left my skin appearing firmed **75.22%**
The product left my skin feeling revitalised **87.61%**

RRP: £25.00

FORMULA

STROKE NO. 7498

CREATED BY SCIENCE. PROVEN BY YOU

Radiance Super Serum

PRODUCT IMAGES



NEED TO KNOW

ADVANCED RADIANCE SUPER SERUM 30ml

SHARE THIS

The Advanced Radiance Super Serum with Reforcyll®, Vitamin E, Scottish Thistle Extract and Blackcurrant Seed Oil

HOW TO USE

Directions: apply onto dry, cleansed skin every morning and evening. Massage into your face and neck. Follow with your day or night cream.

KEY INGREDIENTS & WHAT THEY DO

Reforcyll®:

Plant extract. Targeted action to help restore mature skin.

Vitamin E:

Rich in antioxidants to help maintain healthy looking skin.

Scottish Thistle Extract:

Helps to fight inflammation seen in mature skin.

Blackcurrant Seed Oil:

Rich in essential fatty acids to help the skin look more radiant.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims

The product left skin feeling softened **98.37%**

The product left skin feeling beautifully smooth **97.56%**

The product left complexion looking healthy **97.56%**

The product left skin feeling supple **95.93%**

The product left my skin feeling restored **91.87%**

The product left my complexion looking healthy **91.87%**

The product left my skin feeling restored **91.87%**

This product left my skin feeling revitalised **90.24%**

RRP: £27.50

FORMULA

STROKE NO. 7499

CREATED BY SCIENCE. PROVEN BY YOU

Illuminating Cleansing Balm

PRODUCT IMAGES



NEED TO KNOW

ADVANCED ILLUMINATING CLEANSING BALM 150g

SHARE THIS

The Advanced Illuminating Cleansing Balm with Evening Primrose, Avocado and Blackcurrant Seed Oils

HOW TO USE

Directions: use morning and evening. Gently massage onto face and neck in circular movements. Soak muslin cloth in warm water and wipe over skin to remove balm.

KEY INGREDIENTS & WHAT THEY DO

Evening Primrose Oil:

Highly beneficial oil rich in linoleic acid and known to help renew skin resilience.

Avocado Oil:

A luxurious oil which helps replenish and nourish dry and dehydrated skin.

Blackcurrant Seed Oil:

Rich in essential fatty acids to help the skin look more radiant.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims

Product left complexion looking healthy **98.59%**
Product left skin feeling beautifully smooth **98.59%**
Product left skin feeling softened **97.18%**
Product left complexion looking radiant **97.18%**

The product left my skin feeling cocooned **92.96%**
The product left my skin feeling nourished **95.77%**
The product left my skin feeling hydrated **95.77%**
The product left my complexion looking radiant **97.18%**

FORMULA

RRP: £15.00

CREATED BY SCIENCE. PROVEN BY YOU

STROKE NO. 7451

Skin-Perfecting Face Oil

PRODUCT IMAGES



NEED TO KNOW

ADVANCED SKIN-PERFECTING FACE OIL 28ml

SHARE THIS

The Advanced Skin-Perfecting Face Oil with Squalandryl, Sweet Almond Oil, Vitamin E and Blackcurrant Seed Oil

HOW TO USE

Directions: apply onto dry, cleansed skin every morning or evening, or layer on top of your serum. Massage into your face and neck using upward strokes.

KEY INGREDIENTS & WHAT THEY DO

Squalandryl:

A fruit extract rich in antioxidants to help firm skin and improve elasticity.

Sweet Almond Oil:

Well known for its moisturisation and skin rejuvenation qualities.

Vitamin E:

Rich in antioxidants to help maintain healthy looking skin.

Blackcurrant Seed Oil:

Rich in essential fatty acids to help the skin look more radiant.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims

Product left skin feeling softened **94.92%**

Product left complexion looking healthy **94.92%**

Product left skin beautifully smooth **92.37%**

Product felt intensely moisturising **94.07%**

The product left my skin feeling firmed **79.66%**

This product felt intensely moisturising **94.07%**

The product left my complexion looking healthy **94.92%**

The product left my complexion looking radiant **88.89%**

FORMULA

RRP: £25.00

STROKE NO. 7460

CREATED BY SCIENCE. PROVEN BY YOU

Restore Discovery Collection

PRODUCT IMAGES



NEED TO KNOW

Experience the best of Restore & Nourish with this selection of deluxe minis for a complete skincare regime and achieve skin that from first use feels more plump, smooth and firm.

Created by science, proven by you - unlock your best skin.

- Contains 4 products from the restore and nourish range (information on following page):
 - ADVANCED TONING NECK & DÉCOLLETAGE CREAM- 15ml
 - ADVANCED RADIANCE SUPER SERUM- 15ml
 - ADVANCED REPLEISHING DAY CREAM SPF15- 15ml
 - ADVANCED FIRMINING NIGHT CREAM- 50ml

FORMULA

CREATED BY SCIENCE. PROVEN BY YOU

RRP: £25.00

STROKE NO. 7502

FORMULA

Prevent & Brighten Range



Our Prevent & Brighten range has been formulated to tackle the early signs of ageing by reducing the appearance of fine lines and wrinkles and leaving skin looking brighter, less dull and healthier.

With Retinol and Squalane

Skin type: Ageing; all skin types.

Products in this subrange:

Youthful Radiance Overnight Cream
Youth-Boosting Day Cream SPF 30
Multi-Action Retinoid Serum - HERO
Dark Circles Correcting Eye Cream
Fresh Faced Hydrating Cleanser
Age-Defying Face Mask
Discovery Set

FORMULA

Prevent & Brighten Range

Whole range claims:

- Skin instantly:
 - Feels more nourished
 - Looks healthier
 - Looks less dull
 - Feels more smooth
 - Feels more supple
- Would recommend to a friend yes
 - Would buy it

After 4-8 weeks:
Helps skin look brighter
Skin feels more nourished
Skin looks healthier
Skin looks less dull
Skin feels more smooth
Skin feels more supple

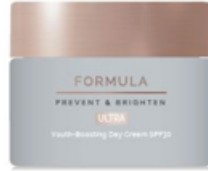
For all leave on products (not mask and cleanser) you can say:

- More prominent lines look reduced
 - Skin feels firmer
- Fine lines appear reduced

Youth-Boosting Day Cream SPF

PRODUCT IMAGES

NEED TO KNOW



KEY INGREDIENTS & WHAT THEY DO

Retinol Complex:

Helps to reduce the visible signs of ageing such as fine lines, lack of suppleness and skin.

Marula Oil:

Rich in fatty acids, essential in maintaining healthy skin.

Squalane:

A plant-derived hydrocarbon to help nourish and hydrate the skin.

Vitamin E:

Rich in antioxidants to help maintain healthy skin.

ULTRA YOUTH-BOOSTING DAY CREAM SPF30 50ml

SHARE THIS

The Ultra Youth-Boosting Day Cream SPF30 With Retinol Complex, Marula Oil, Squalane and Vitamin E

HOW TO USE

Directions: apply a small amount onto your face and neck using small upward strokes, every morning after cleansing. Layer on top of your serum or facial oil.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims - 111 women [4 week trial](#)

My skin feels softer **100%**

My skin feels more supple **99.10**

My skin looks healthier **99.10%**

My skin feels more nourished **98.20%**

My skin feels more supple **99.10%**

My skin looks healthier **99.10%**

My skin feels more hydrated **99.10%**

My skin feels softer **100%**

FORMULA

CREATED BY SCIENCE. PROVEN BY YOU

RRP: £22.50

STROKE NO. 7465

Youthful Radiance Overnight Cream

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Retinol Complex:

Helps to reduce the visible signs of ageing such as fine lines, lack of suppleness and skin dullness.

Bakuchiol:

A plant derived extract which fights the multiple signs of ageing including fine lines and wrinkles.

Squalane:

A plant-derived hydrocarbon to help nourish and hydrate the skin.

Vitamin E:

Rich in antioxidants to help maintain healthy skin.

NEED TO KNOW

ULTRA YOUTHFUL RADIANCE OVERNIGHT CREAM 50ml

SHARE THIS

The Ultra Youthful Radiance Overnight Cream with Retinol Complex, Squalane and Vitamin E

HOW TO USE

Directions: apply a small amount onto your face and neck using small upward strokes, every evening after cleansing. Layer on top of your serum or facial oil.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims – 112 women 4 week trial

My skin feels softer **99.11%**
My skin feels more nourished **98.21%**
My skin feels hydrated **97.32%**
My skin looks healthier **96.43%**

My skin looks less dull **91.96%**
My skin feels more supple **93.75%**
My skin feels hydrated **97.32%**
My skin looks healthier **96.43%**

RRP: £22.50

FORMULA

STROKE NO. 7454

CREATED BY SCIENCE. PROVEN BY YOU

Multi-Action Retinoid Serum

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Shea Butter:

A nourishing fat extracted from the nut of the African shea tree and helps soften, smooth and nourish the skin.

Vitamin E:

Rich in antioxidants to help maintain healthy skin.

Retinoid complex:

Helps to reduce the visible signs of ageing such as fine lines, lack of suppleness and skin dullness.

Sweet Almond Oil: Well Known for its smoothing and skin nourishing qualities

NEED TO KNOW

ULTRA MULTI ACTION RETINOID SERUM 30ml

SHARE THIS

The Ultra Multi-Action Retinoid Serum with Shea Butter, Sweet Almond Oil, Vitamin E and Retinoid Complex

HOW TO USE

Directions: apply every morning and evening onto dry, cleansed skin. Massage into your face and neck. Follow with your day or night cream. With day use, apply a daily sunscreen with an SPF of at least 25 afterwards.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims – 109 women 8 week trial

My skin feels softened **92.45%**

My skin feels more nourished **91.51%**

My skin feels smoother **90.57%**

My skin looks healthier **89.62%**

My skin feels more nourished **91.51%**

My skin looks healthier **89.62%**

My skin looks less dull **88.68%**

My skin feels softened **92.45%**

FORMULA

CREATED BY SCIENCE. PROVEN BY YOU

RRP: £27.50

STROKE NO. 7456

Dark Circle Correcting Eye Cream

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Retinoid complex:

Helps to reduce the visible signs of ageing such as fine lines, lack of suppleness and skin dullness

Seaweed Extract:

Helps to reduce dark circles and fine lines around the eye area.

Squalane:

A plant-derived hydrocarbon to help nourish and hydrate the skin.

Marula Oil:

Rich in fatty acids, essential in maintaining healthy skin.

NEED TO KNOW

ULTRA DARK CIRCLE CORRECTING EYE CREAM 15ml

SHARE THIS

The Ultra Dark Circle Correcting Eye Cream with Retinoid Complex, Seaweed Extract and Marula Oil

HOW TO USE

Directions: apply a small amount to the fingertip and gently pat around the eye lid and contour areas.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims – 103 women 4 week trial

My skin feels more nourished **98.06%**

My skin feels hydrated **95.15%**

My skin feels smoother **95.15%**

Helps to prevent skin that would normally look dull from looking dull **92.23%**

My skin feels refreshed **92.23%**

My skin feels hydrated **95.15%**

My skin looks healthier **90.29%**

My skin feels more nourished **98.06%**

FORMULA

CREATED BY SCIENCE. PROVEN BY YOU

RRP: £17.50

STROKE NO. 7457

Fresh-Faced Hydrating Cleanser

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Squalane:

A plant-derived hydrocarbon to help nourish and hydrate the skin.

Shea Butter:

A nourishing fat extracted from the nut of the African shea tree which helps soften, smooth and nourish the skin.

Vitamin E:

Rich in antioxidants to help maintain healthy skin.

NEED TO KNOW

ULTRA FRESH-FACED HYDRATING CLEANSER 190ml

SHARE THIS

*Dissolves makeup and impurities leaving skin looking renewed.
With Squalane, Shea Butter and Vitamin E.*

HOW TO USE

Directions: use every morning. Gently massage onto face and neck in circular movements. Soak muslin cloth in warm water and wipe over skin to remove cleanser.

Skin Types and Concerns

Suitable for all skin types

Formulated for women's skincare

Key Claims – 65 women 2 week trial

Product dissolved and removed daily grime, build up and pollution particles **96.92%**

My skin feels more hydrated **95.38%**

My skin feels more nourished **95.38%**

Skin is left feeling cleansed and free of impurities **93.85%**

My skin feels more hydrated **95.38%**

My skin feels more nourished **95.38%**

My skin feels smoother **90.77%**

My skin looks healthier **93.85%**

FORMULA

CREATED BY SCIENCE. PROVEN BY YOU

RRP: £12.50

STROKE NO. 7458

Age-Defying Face Mask

PRODUCT IMAGES



KEY INGREDIENTS & WHAT THEY DO

Retinoid Complex:

Helps to reduce the visible signs of ageing such as fine lines, lack of suppleness and skin dullness.

Alpine Willow Herb Extract:

Helps to soothe and restore the skins natural balance.

White Willow Bark:

With Beta-Hydroxy-Acid properties to help improve the skins texture and visible appearance by encouraging cell turnover.

Vitamin E:

Rich in antioxidants to help maintain healthy skin.

NEED TO KNOW

ULTRA AGE-DEFYING FACE MASK 50ml

SHARE THIS

The Ultra Age-Defying Face Mask with Retinoid Complex, Alpine Willow Herb, White Willow Bark and Vitamin E.

HOW TO USE

Directions: apply to cleansed damp skin, leave for 15-20minutes and rinse well with warm water. Use up to three times a week.

Skin Types and Concerns

Suitable for all skin types

Key Claims – 60 women 2 week trial

My skin texture appears more refined **92.42%**

My skin looks more perfected **92.42%**

My skin tone looks more even **90.91%**

My skin has got its glow back **90.91%**

FORMULA

CREATED BY SCIENCE, PROVEN BY YOU

RRP: £25.00

STROKE NO. 7459