

# PRIORI®

THE ANTI-AGING AUTHORITY



## FAQs

### What is **CoffeeBerry®** extract?

Unlike traditional coffee bean extracts which have been used in cosmetics for many years, **CoffeeBerry®** is the patented anti-aging extract of the whole coffee fruit which has been clinically tested and proven, pharmaceutically validated and medically endorsed!

### What is **CoffeeBerry®** Natureceuticals?

Anti-Aging Skin Therapy using Nature's Most Potent Botanical - **CoffeeBerry®** extract that delivers results typical of the best Cosmeceuticals. The first ever Natureceuticals™, all natural Cosmeceuticals, based on Nature's most potent source of antioxidants - **CoffeeBerry®** extract.

### How does **CoffeeBerry®** extract work?

**CoffeeBerry®** extract is the most potent form of natural antioxidants of any fruit, vegetable or tea so far tested by the USDA ORAC method – with a minimum ORAC value of 15,000 – its 3X more potent than green tea! Combined with its potent depigmenting properties, **CoffeeBerry®** extract delivers superior anti-aging skincare benefits including a visible reduction in fine lines and wrinkles and a dramatic reduction and evening of irregular skin tones.

### How is **CoffeeBerry®** extract unique?

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

## Why should you use PRIORI® CoffeeBerry® products?

It's the first and only all natural anti-aging skincare brand to deliver "cosmeceutical" results designed for the eco-conscious, natural health oriented consumer.

## How long will it take to see benefits?

Results vary from person to person. Please refer to the pharmaceutical grade clinical studies on the website for each of the products that include "undoctored", no Photoshop enhancements, real results from subjects that used the products over the period of time indicated: 3, 6 or 8 weeks. There is no such thing as a "facelift in a bottle" but the results we show are realistic expectations you can expect to achieve using the PRIORI® brand skincare products.

## What is the concentration of CoffeeBerry® extract in the products?

The concentration of CoffeeBerry® extract in the PRIORI® brand products varies depending on the product. The highest concentration products contain CoffeeBerry® extract at 0.5% and are all products except for the PRIORI® Revitalizing Cleanser that contains 0.1% CoffeeBerry® extract. NOTE: 1% CoffeeBerry® extract skincare products are only available the physician dispensing market channel in Revale skincare by STIEFEL LABORATORIES.

## What are the benefits from the CoffeeBerry® extract treatments?

To further enhance and extend your results with PRIORI® CoffeeBerry® Natureceuticals™ products these treatments provide enhanced skin moisturization, firm, tighten and brighten skin and rid the skin of impurities. Professional treatments are available through your skincare professional.

## How did we learn about the anti-aging skincare benefits of whole coffee cherry?

Coffee cherry handlers in the world's tropical coffee growing regions, in spite of a harsh sun drenched environment, have unusually smooth, soft, younger skin on their hands and lower arms because of their exposure to the natural anti-aging benefits of coffee cherry fruit during picking and harvest. This led scientists to examine the components of the whole coffee cherry and the development of the world's first and unique mycotoxin free whole coffee cherry extract – CoffeeBerry® extract.

## Can I find CoffeeBerry® extract in other skincare lines?

Use of CoffeeBerry® extract in topical skincare formulations to treat a skin change and protect the skin is protected by US and International patents.. PRIORI® is the exclusive licensee of these patents worldwide for the Professional Skincare Market Channel for therapeutic skincare products. Other Licensed companies in other skincare markets include Stiefel Laboratories.

What about other products appearing in the skincare market that contain **CoffeeBerry®** extract that are not licensed or referenced above?

If these products actually contain **CoffeeBerry®** extract then they are most likely infringing existing patents rights and should be reported us immediately. However, many of the **CoffeeBerry®** extract "look alikes" do not contain **CoffeeBerry®** extract at all!

For example, most of these contain Coffee bean (seed) extract- this is not the same Ingredient as PRIORI® **CoffeeBerry®** products. **CoffeeBerry®** extract is made from the entire Coffee fruit, the cherry- Coffee bean extract is made only from the seed ignoring the remaining 80% of the fruit! It's purely a marketing gimmick to confuse consumers at retail into thinking they are getting **CoffeeBerry®** extract.

Be careful, with all of the copycats - make sure you are getting the real thing - PRIORI® Bioengineered Skincare with **CoffeeBerry®** extract!

How can an Antioxidant like **CoffeeBerry®** extract CORRECT the signs of Aging?

Antioxidants are among the most popular anti-aging "cosmeceuticals" in the marketplace and have become the worldwide skincare anti-aging leaders. Plants have developed unique antioxidant cellular defenses against oxidative stress and aging because they are literally "stuck in the sun", lacking the mobility of animals to relocate to less toxic environmental stress when needed. The fruit of the coffee plant, or the coffee cherry as it is known, has developed extraordinary defenses against environmental stress, being cultivated in the warmer sun drenched equatorial regions of our planet, and has thus evolved superior antioxidant defense compounds. These super rich defense compounds are known as polyphenols and whole coffee cherry is loaded with the most potent mixture!

Has the effect of **CoffeeBerry®** extract been proven?

**CoffeeBerry®** extract has 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 aging. More effective than green tea extract in all studies, it is not surprising that the clinical benefits in aging skin were dramatic and visible after only short periods of use.

What is ORAC?

ORAC: Oxygen Radical Absorbance Capacity - The ORAC standard testing protocol was developed for the USDA to inform consumers about the antioxidant health benefits of major food sources. In the chart below, **CoffeeBerry®** extract, with a minimum ORAC value of 15,000 was considerably higher than all other fruits, vegetables and teas tested, in fact 3X higher than any other food source; compare to Teas (507 - 4796), Fruits (104 - 5770), Vegetables (150 - 1770)

## Can I use PRIORI® CoffeeBerry® Skincare products if I am pregnant or lactating?

Cosmetics, Cosmeceuticals and most Prescription Drugs are not tested for reproductive toxicology. CoffeeBerry® extract has been tested and did not produce any adverse effects. However, PRIORI® CoffeeBerry® skincare products have not been tested and it is a personal choice between the client and his/her physician if any products should be used during pregnancy. Client's should always refer to their doctor for this answer.

## Are there any side effects for CoffeeBerry®?

CoffeeBerry® extract is a brand new highly active molecule ingredient for dermatology. Consistent with other highly effective skincare ingredient introductions in the past such as Benzoyl peroxide, Retin-A, Hydroquinone, etc and unavoidably, there will always be someone somewhere that will have a reaction to any skincare ingredient.

Although CoffeeBerry® extract has been rigorously safety tested it is recommended that before using PRIORI® CoffeeBerry® skincare products on a regular basis that you test the product on the inside of your forearm and wait 24 hours to ascertain that your skin is tolerant to the highly bioactive combination of polyphenol antioxidants found in whole Coffee cherry before commencing regular daily use of the products. In most cases, minor skin irritation can be managed by amount of product applied and frequency of use until skin is acclimated.

## Is CoffeeBerry® extract appropriate for sensitive skin?

Yes. There are no special precautions for sensitive skin other than performing the patch test described prior to use.

## Have the products ever been tested on Animals?

No, the products are not tested on Animals. All clinical testing is performed on human subject volunteers.

## How do I incorporate PRIORI® CoffeeBerry® with my existing Skincare line?

Start Low (application) and go Slow (frequency of use) until the skin is fully acclimated.