

PRIORI®

THE ANTI-AGING AUTHORITY



PRIORI® The Anti-Aging Authority- Anti-Aging Skincare Lines

Introducing PRIORI®

The Joe's created their personal signature professional skincare brand PRIORI® in 2004, now sold in over 23 countries worldwide including its recent launch in the US marketplace where it currently is growing rapidly. PRIORI® is not just about the most advanced anti-aging 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® offers Cosmeceuticals, Superceuticals® and Natureceuticals™ anti-aging skincare.

Which PRIORI® Anti-aging line is best for me?

To better understand how to choose which PRIORI® skincare line is best for you we have created a "fitness analogy". All of PRIORI's Skincare ranges are for anti-aging skin therapy so the first fundamental step in selecting the range best for you involves a personal lifestyle choice - are you the "eco friendly", earth conscious, green planet consumer that is looking specifically for all natural skincare products or are you a consumer that is simply looking for the most technologically advanced bioengineered skincare available in the market today? If you are former, you are part of the fastest growing segment of the cosmetic industry worldwide - the Natural skin care segment and the right choice for you is PRIORI® Natureceuticals™ with CoffeeBerry - the first All Natural skincare brand that delivers cosmeceutical results with all natural ingredients - no parabens, no petro chemicals, just pure natural ingredients - the PRIORI® Skin Yoga anti-aging fitness analogy. And if you are looking for an all natural extension of your skincare we are proud to offer an eco-friendly mineral skin caring line with CoffeeBerry extract, Perfecting Minerals, that will naturally perfect and protect your skin with the highest free radical protection and with an SPF 25, UVA 10 PA+++

On the other hand, if you are looking for the absolute best results science can deliver, and do not mind a few synthetic ingredients or bio-engineered technologies then you are ready to start with PRIORI® Advanced AHA Cosmeceuticals on a pathway that will ultimately lead you to PRIORI® Superceuticals with Idebenone. Its best to start with a two tiered approach here, similar to any person just entering a fitness regime; you simply can not start with the Triathlon, you must first start with basic training - its no different for your skin! The first step in any anti-aging skincare fitness program is to achieve a level of optimal skin health and fitness through enhanced skin moisturization, essential vitamin replenishment and proper skin exfoliation -

resulting in skin normalization. This is achieved through use of PRIORI® Advanced AHA Cosmeceuticals -- priming and acclimating the skin for the ultimate step in skin rejuvenation. Once your skin has reached a plateau of skin benefits from Advanced AHA, you are now ready to graduate to the final level of skin rejuvenation - the Triathlon of Skin Fitness - PRIORI® Superceuticals® with Idebenone, the first ever bioengineered antioxidant skin therapy system that treats both intrinsic and extrinsic aging at the source.

If that was not enough, we now have a new Anti-aging category- Target Skin Therapy- Cellular Recovery Serum with DNA Enzyme Complex to Boost and "jumpstart" your results from any of our PRIORI® skincare regimens.

- PRIORI® CoffeeBerry® Natureceuticals™ - Fitness Analogy: Skin Yoga Nature's Most Potent Anti-Aging Botanical

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

PRIORI® CoffeeBerry® Natureceuticals™ - Perfecting Minerals Care for Nature and Nature will Care for you

100% Natural, and the first and only skin caring mineral line that contains CoffeeBerry® extract, nature's most potent anti-aging botanical, to fight free radicals and the causes of skin aging. An natural extension to your skincare.

PRIORI® Advanced AHA Cosmeceuticals - Fitness Analogy: Basic Skin Health & Fitness

The Proven Multi-layer Skin Renewal System

The latest AHA technological advances utilizes a novel LCA complex that combines Lactic Acid and a multifunctional 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 skincare regimen.

PRIORI® Idebenone Complex Superceuticals® - Fitness Analogy: The Triathlon of Skin Fitness

The Most Powerful Anti-Aging Antioxidant

Targets aging at the cellular source - the mitochondria, and provides the highest level of topical free radical protection - EPF® 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-aging skincare treatment program, after the client has maximized skin health and fitness with Advanced AHA.

PRIORI® DNA Enzyme Complex Target Skin Therapy-Fitness Analogy: Personal Trainer for Skin Fitness

Specific Anti-Aging Cellular Booster

Enhance your results with your current skincare regimen for faster and visible anti-aging results! Encourages cells to self heal and rejuvenate, further diminishing the appearance of fine lines, wrinkles and uneven skin tones.