

DISTRIBUTED BY :
Skinbrands
The Pavilion, Josselin Road,
Basildon, Essex, SS13 1QB
t: 03330 14 24 34
e: info@skinbrands.co.uk





PRIORI[®]
SKIN DECODED

WE ARE **ADAPTIVE SKINCARE**

Every one of us is different—with different skin on a cellular level. Like snowflakes. That's why our new generation of Piori Skincare products are carefully formulated using the latest technology to recognize your individuality and provide you with exactly what you need...exactly when you need it.

Piori's adaptive skincare is a solution that understands the intricate communication system of your skin—the slight nuances that make you, you. All Piori products are formulated to read your skin and decode its very specific needs for replenishment, hydration, protection and recovery. By using these remarkable advancements in biotechnology, our formulas respond and deliver results for you and your most ideal skin.

That's Adaptive Skincare...and it's all you. Only you.



PRIORI[®]


SKIN DECODED



SCIENCE. IT'S A BEAUTIFUL THING.

Skin decoded.

It sounds scientific—because it is. (As it should be.) Each person's skin chemistry is different and this is why "one size fits all" skincare doesn't work perfectly for you and your unique needs. Puri is skin science created to respond to your individual environment, nutrition and genetics. Our products decode your skin's individual needs and voila! Your skin responds in ways you've never seen before...because it makes beautiful sense. Let's do this.





ADAPTIVE SOLUTIONS.

Core


Go-to products with the perfect combination of recovery, nourishment and protection so you can go about your day, and night, knowing you are doing the best for your skin. Priori Adaptive Core Formulas give real-time benefits you can see and feel, all day long.

Superceutical

Charged with advanced biotech compounds, Priori Adaptive Superceutical Formulas work to give you the visible corrective benefits you need in real-time. Your skin will pull from these complex formulas only what is needed, only when it is needed, to reveal more radiant and hydrated skin.

Natural

Go natural now or when product sensitivity is a must. Priori Adaptive Natural Formulas are filled with the very best nature has to offer, for the results you demand, just when you need it.



fx1: ADAPTIVE CORE FORMULAS



GENTLE CLEANSER **LCA fx110**

6.0 FL.OZ. (180mL)

Rich and complex, this formula not only cleans and exfoliates but enhances skin's barrier functions to protect you from daily environmental damage. Your skin takes just what it needs leaving you dewy, radiant and yes, more youthful.

- **13% LCA Complex** for advanced moisturization, multi-layer skin renewal and antioxidant protection
- **Anti-Irritant Complex** for anti-irritant, anti-inflammatory and calming action



GEL PERFECTOR **LCA fx120**

1.0 FL.OZ. (30mL)

A truly multi-functional formula that works to unclog pores and manage that tricky T-zone area that can lead to adult acne and breakouts. Reduces the appearance of fine lines and wrinkles while leaving skin radiant and revitalized. A true multi-tasker.

- **16% LCA Complex** for advanced moisturization, multi-layer skin renewal and antioxidant protection
- **1% Salicylic Acid** to unclog pores in a lightly textured gel
- **Pentapeptide-4** to help boost collagen



SKIN RENEWAL CREME **LCA fx121**

1.7 FL.OZ. (50mL)

This complex formula works all day and night to release exactly what your skin needs to reduce the appearance of fine lines and wrinkles for improved skin texture. Skin looks softer, more hydrated and smoother as it continually replenishes itself all day & all night.

- **16% LCA Complex** for advanced moisturization, multi-layer skin renewal and antioxidant protection
- **Sericin** rich in moisturizing emollients, helps smooth appearance of wrinkles



HAND AND BODY REPLENISHER **LCA fx141**

4.0 FL.OZ. (120mL)

This ultra-luxurious emulsion does it all—providing skin with a customized treatment that gently exfoliates, enhances much-needed moisture and provides essential antioxidants for a softer, smoother appearance. Piori's adaptive technology enables your skin to draw exactly what it needs from this multi-layered formula. Now hands and body get the same amazing Piori treatment as your face.

- **16% LCA Complex** for advanced moisturization, multi-layer skin renewal and antioxidant protection
- **Sericin** rich in moisturizing emollients, helps smooth appearance of wrinkles

fx1: ADAPTIVE CORE FORMULAS

EYE SERUM **LCA fx130**

0.5 FL.OZ. (15mL)



This light textured “balm-gel” features Priori’s adaptive technology allowing for instant but long-lasting results by enabling your skin to draw exactly what it needs for the delicate area around your eyes. A multi-layer formula that boosts hydration, reduces dark circles and minimizes the appearance of lines and wrinkles. One busy balm.

- **11% LCA Complex** for advanced moisturization, multi-layer skin renewal and antioxidant protection
- **Acetyl Hexapeptide** to help smooth fine lines and wrinkles
- **Caffeine** to help reduce puffiness

BARRIER RESTORE COMPLEXE **LCA fx140**

1.7 FL.OZ. (50mL)



Formulated with essential skin nutrients based uniquely on your personal skin condition, our silky-smooth emulsion strengthens and repairs your skin’s barrier function. This complex formula locks in moisture while replenishing and repairing weakened skin for a softer, smoother appearance. Two of our favorite things.

- **2% LCA Complex** for advanced moisturization, multi-layer skin renewal and antioxidant protection
- **Ceramides, cholesterol and essential fatty acids** to aid in restoring a healthy skin barrier
- **Anti-Irritant Complex** with anti-inflammatory soothing action



2xFOLIANT PEEL+SCRUB LCA fx160
6.76 FL.OZ. (200mL)

Formulated to deliver the perfect balance between mild chemical peel and mechanical micro exfoliator. Featuring Priori's adaptive skincare technology enabling your skin to draw exactly what it needs, exactly when you need it. Perfect for face or body exfoliation because it's not too strong, not too mild...it's just right. Meet your new daily or weekly exfoliator.

- **16% LCA Complex** for advanced moisturization, multi-layer skin renewal and antioxidant protection
- **Microspheres** to exfoliate surface skin cells
- **Anti-Irritant Complex** for anti-inflammatory and soothing action



HYDROFILL MASQUE LCA fx161
4.0 FL.OZ. (120mL)

By keeping hydration in and free radicals out, this masque helps restore, replenish, soothe and hydrate for a smoother, tighter, more supple appearance. Featuring Priori's adaptive technology, this multi-talented masque enables skin to draw just what it needs for the perfect calming and revitalizing results. Voila...you're good to glow.

- **2% LCA Complex** for advanced moisturization, multi-layer skin renewal and antioxidant protection
- **Sericin and Algae Extract** help deep moisturization
- **Vitamin antioxidants A, C, E & Pro-A** help revitalize the skin and fight environmental damage

fx2: ADAPTIVE SUPERCEUTICAL FORMULAS



ACTIVE CLEANSER **Q+SOD fx210**

6.0 FL.OZ. (180mL)

Gentle enough for daily use, but hard-working enough to provide optimum moisturizing, protection and skin renewal. This creamy, lightly lathering formula washes away your day and all its impurities without fragrance or oil—but with our multi-layered, Q+SOD Complex. No irritation here. Only clean, smooth, radiant skin.

- **CoQ10 + SOD** act as antioxidants, skin correctors and protectors
- **12% Lactic Acid** for a mild exfoliation, skin renewal and hyaluronic acid booster
- **0.5% Salicylic Acid** for deep cleansing, oil and bacteria control and skin decongestion



BRIGHTENING SERUM **Q+SOD fx220**

1.0 FL.OZ. (30mL)

Visibly improve the appearance of uneven skin tone with this complex brightener with our most advanced adaptive technology to dramatically deliver real, significant results. This skin clarifying must-have works in real-time to give your skin exactly what it needs, exactly when you need it. This is your ideal skin. Start brightening.

- **CoQ10** advanced skin antioxidant with great skin penetration
- **SOD** an enzyme antioxidant for superior skin protection and correction
- **15% Lactic Acid** to gently exfoliate skin, boost hyaluronic and collagen responses
- **0.15% Retinol** for skin resurfacing and renewing
- **Licorice & Mulberry** as skin lighteners



RECOVERY SERUM **DNA fx221**

1.7 FL.OZ. (50mL)

Formulated with the most powerful active ingredients and delivery system available, this amazing serum delivers actual DNA enzymes and Vitamins C & E when your skin needs it the most—both day and night. Boost your skincare regimen with adaptive technology that helps reverse DNA damage and lets your ideal, glowing, most perfect skin shine through.

- **DNA Enzyme Complex** to help repair and reverse DNA damage using all natural ingredients
- **Evodia Fruit Extract** for skin nourishing, moisturization and extra radiance
- **Sandalwood** to reduce the appearance of fine lines
- **Barley** for free radical protection
- **Vitamin C & E**, powerful antioxidants that help reduce appearance of hyperpigmentation and boost collagen



EYE CREME **Q+SOD fx230**

0.5 FL.OZ. (15mL)

This dreamy adaptive eye cream features a multi-functional formula that protects your most sensitive skin areas while delivering powerful rejuvenating benefits. Fine lines and wrinkles don't stand a chance against our exclusive antioxidant compound combined with Vitamin A for a smoother, more radiant appearance. Our adaptive technology delivers just what your eyes need...get ready for compliments.

- **CoQ10 + SOD** act as antioxidants, skin correctors and protectors
- **15% Lactic Acid** to gently exfoliate skin, boost hyaluronic and collagen responses
- **0.15% Retinol** for skin resurfacing and renewing
- **Caffeine** to help reduce puffiness and dark circles
- **Palmitoyl Tripeptide 3** to help firm and tighten skin

fx2: ADAPTIVE SUPERCEUTICAL FORMULAS



MOISTURIZING CREME **Q+SOD fx240**

1.7 FL.OZ. (50mL)

Our advanced formula specially charged with the biotech compound Q+SOD is the magic behind the real corrective visibly apparent results you'll see. This is what your skin's been lacking and now, it's glowing accordingly. Our rich, yet lightweight multi-layered formula recognizes exactly what your skin requires to improve radiance and moisturization for a softer, smoother complexion...aka, that glow.

- **CoQ10 + SOD** cellular targeted antioxidant complex for enhanced protection and correction
- **15% Lactic Acid** for advanced moisturization and multi-layer skin renewal
- **Retinol** for skin resurfacing and renewal
- **Advanced Moisture Complex**



BROAD SPECTRUM SPF 45 **TETRA fx250**

1.7 FL.OZ. (50mL)

Next generation sunscreen—four levels of protection smart enough to adapt to what your skin needs, when it's needed. This multi-layer, broad-spectrum mineral formula shields you from free radicals, pollutants and the sun's radiation. With Infrared Protection Complex, antioxidants and DNA repair enzymes, this is the one to start each day 24/7 — no matter your skin type. Protection looks beautiful on everyone.

- **Proprietary 4 Level Protection** with Infrared, SPF, DNA Enzyme and Antioxidant Complex

fx3: ADAPTIVE NATURAL FORMULAS

MINERAL SKINCARE fx350 UBER FINISHING 0.42 FL.OZ. (12g)



This feathery fine powder flatters and softens the face through a natural matte finish that keeps your makeup looking flawless throughout the day...yes flawless. Gentle on the skin, these all-natural ingredients protect with a botanical complex rich in essential vitamins to renew your glow every time you touch up. Oh, and the appearance of fine lines, wrinkles and unevenness? What fine lines, wrinkles and unevenness? Carry on.

- **0.5% Botanical Complex:** 30 powerful antioxidants from a proprietary blend of Acai, grape seed, turmeric, green tea, chlorogenic acid & cocoa
- **Talc-Free, Preservative-Free**



MINERAL SKINCARE fx351 - 355 BROAD SPECTRUM SPF 25; SHADES 1-5

A triple threat of the very best kind, Priori's Mineral Skincare provides 3 solutions for your most ideal skin. Sunscreen protection, antioxidants and smooth foundation coverage. This one easy-to-use powder applies evenly for a great look and efficient protection in most environments.

- **Zinc Oxide** for Broad Spectrum SPF 25, UVA 10, PA+++ protection
- **0.5% Botanical Complex:** 30 powerful antioxidants from a proprietary blend of Acai, grape seed, turmeric, green tea, chlorogenic acid & cocoa
- **Talc-Free, Preservative-Free**

ADAPTIVE FORMULAS

REGIMEN	fx1: CORE	fx2: SUPERCEUTICAL	fx3: NATURAL
1: CLEANSE	GENTLE CLEANSER LCA fx110	ACTIVE CLEANSER Q+SOD fx210	
2: SERUM/ TREAT	GEL PROTECTOR LCA fx120	BRIGHTENING SERUM Q+SOD fx220	
	SKIN RENEWAL CRÉME LCA fx121	RECOVERY SERUM DNA fx221	
3: EYE	EYE SERUM LCA fx130	EYE CRÉME Q+SOD fx230	
4: HYDRATE/ MOISTURIZE	BARRIER RESTORE COMPLEXE LCA fx140	MOISTURIZING CRÉME Q+SOD fx240	
	HAND AND BODY REPLENISHER LCA fx141		
5: PROTECT		BROAD SPECTRUM SPF 45 TETRA fx250	BROAD SPECTRUM SPF 25 SHADES 1-5 MINERALS fx351-355
6: WEEKLY	2xFOLIANT PEEL + SCRUB LCA fx160		UBER FINISHING 12g MINERALS fx350
	HYDROFILL MASQUE LCA fx161		



PRIORI[®]
SKIN DECODED