



What is it?

The only professional skincare brand with Advanced AHA!

How does it work?

Improved skin moisturization and exfoliation leads to “normalized” skin function and better skin health, returning the skin to a more youthful, healthy appearance.

How is it unique?

It's the only AHA brand with LCA Complex: pH correct Lactic Acid and essential skin vitamin antioxidants: A, C, E & Pro-Vitamin A in a time-released liposome complex.

Your Stepping Stone to Idebenone Complex Superceuticals®

PRIORI® Advanced AHA Cosmeceuticals helps restore your skin's basic health and fitness. PRIORI® provides the latest in AHA technological advances – LCA Complex – a powerful combination of lactic acid and essential vitamin antioxidants. Ideal for dry, sensitive skin, problem-prone skin and mature acne. Produces intensive results:

- Provides multi-layer skin exfoliation
- Revitalizes dry, mature and sun-damaged skin
- Increases epidermal and dermal moisture levels
- Evens pigmentation
- Stimulates dermal proteins, collagen and elastin fibers
- Minimizes the look of fine lines and wrinkles

PRIORI®
THE ANTI-AGING AUTHORITY



DISCOVER THE SCIENCE OF SKIN TRANSFORMATION

PRIORI® 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.

PRIORI® CoffeeBerry® Natureceuticals™

Nature's Most Potent Anti-Ageing Botanical

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

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

PRIORI® Idebenone Superceuticals®

The Most Powerful Anti-Ageing Antioxidant

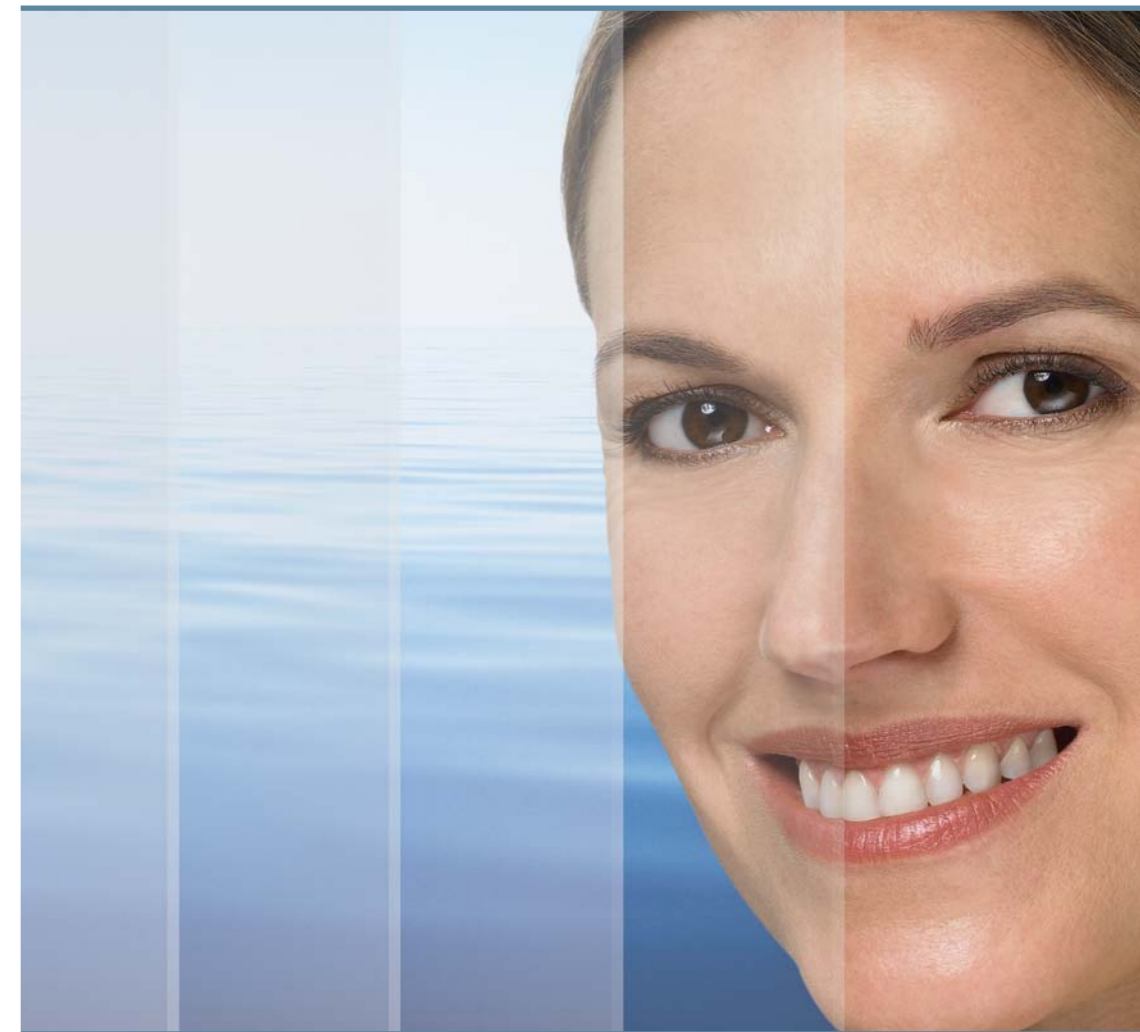
Targets ageing at the cellular source – the mitochondria, and provides the highest level of topical free radical protection – EPF® 95. Ideal for consumers who have reached a plateau with their current skincare regimen and want more: the “triathlon” of skin fitness. The second step in the PRIORI® anti-ageing skincare treatment program, after the client has maximized skin health and fitness with Advanced AHA.

Cosmeceuticals
advanced skincare science

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IDEBENONE The Idebenone technology is protected by numerous US and International patents: AU 767 909, CA 2 375 537, CN ZL 00 809 884.0, EP 1 194 115, US 6,756,045, ZA 2002/0053, HK 05 101 647.0, NO 2002-0071, BR PI 00 11 958-0. Additional patents pending. The CoffeeBerry® trademark and related pending patents are exclusively licensed by J&J Technologies, LC.

WHO SAYS YOU'RE ONLY YOUNG ONCE?



ADVANCED AHA COSMECEUTICALS

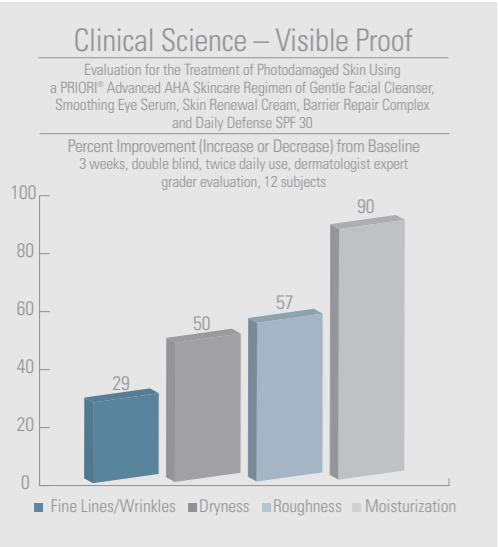
THE PROVEN MULTI-LAYER SKIN RENEWAL SYSTEM



Advanced AHA Cosmeceuticals

The first signs of skin ageing come from decreased skin moisture content combined with a decrease in skin's natural exfoliation and renewal rate, resulting in dull skin, lack of suppleness, dryness, uneven pigmentation, fine lines and wrinkles. Advanced AHA with LCA Complex, a unique combination of Lactic acid with time released essential skin antioxidant vitamins, corrects both of these problems and helps normalize skin exfoliation and cell renewal rate to return the skin to a more youthful, healthy appearance.

AHAs are natural skin exfoliators. Our skin is constantly renewing itself by a natural process of cell turnover. As we age, the process slows down, dead cells back up in our outer skin layer, the skin becomes dull, sallow, coarse, and is prime residence for fine lines, wrinkles and uneven skin tones. AHAs exfoliate the skin and return skin cell exfoliation to its natural youthful rate, resulting in improved appearance in fine lines, wrinkles, pigmentation and restoring a more youthful, radiant glow to the skin.



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

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



A COMPLETE RANGE OF ANTI-AGEING FACE AND BODY PRODUCTS

Gentle Facial Cleanser (180 ml)

- Contains 13% LCA Complex (12% Lactic Compound + 1% MFAS*) in a gentle, light lathering cleanser that gently exfoliates the skin, leaving it soft, soothed and radiant.
- Gently removes makeup and daily residue. Ideal for all skin types, including the most sensitive. pH 4.4.



Invigorating Face & Body Scrub (200 ml)

- Contains 16% LCA Complex (15% Lactic Compound + 1% MFAS*) in a gentle, light lathering and invigorating face and body scrub that gently exfoliates the skin, leaving it soft, smooth and radiant.
- Use once a week for normal skin and up to three times a week for rough and very dry skin. For all skin types. pH 3.8.



Perfection Facial Gel (30 ml)

- Contains 16% LCA Complex (15% Lactic Compound + 1% MFAS*) plus 1% Salicylic Acid and peptides in a gel texture.
- Ideal for mature problem-prone skin to minimize breakouts, pore clogging and reduce the appearance of fine lines and wrinkles. pH3.8.



Skin Renewal Cream (50 ml)

- Contains 16% LCA Complex (15% Lactic Compound + 1% MFAS*) in a gentle, lightweight cream designed specifically for reducing the appearance of fine lines and wrinkles.
- Ideal for mature, dry, sun-damaged skin. Improves skin texture and radiance, revealing a softer, smoother complexion. pH3.8.



Barrier Repair Complex (50 ml)

- Contains 2% LCA Complex (1% Lactic Compound + 1% MFAS*), plus a fortifying epidermal complex composed of natural skin lipid bi-layer components, including ceramides, cholesterol and essential fatty acids.
- All combined in a silky emulsion designed to enhance skin moisturization by providing essential skin nutrients that strengthen and help repair skin barrier function.
- Excellent for sensitive skin and mature, dry skin to replenish and revitalize impaired skin. pH 3.8.



Smoothing Eye Serum (15 ml)

- Contains 11% LCA Complex (10% Lactic Compound + 1% MFAS*), plus a muscle relaxing hexapeptide designed specifically to reduce the appearance of fine lines, wrinkles and puffiness in the delicate eye area.
- With instant and lasting action, restores vital moisture and firmness to promote a radiant more youthful appearance. pH 4.4.



Replenishing Masque (120 ml)

- Contains 2% LCA Complex (1% L-Lactic Compound + 1% MFAS) and instantly moisturizes and helps replenish the skin's natural barrier function while revitalizing the skin for a smoother, more supple complexion.
- A blend of moisturizing ingredients reduces the appearance of the signs of ageing and deeply hydrates, as vitamin antioxidants A, C, E and Pro-A help revitalize the skin and fight environmental damage.
- This enriching treatment leaves the skin looking radiant and revitalized. pH 4.0.



Daily Defense SPF 30 (75 ml)

- Contains 3% LCA Complex (2% Lactic Compound + 1% MFAS*) plus broad spectrum UVB and UVA active ingredients to protect against the sun's damaging rays that lead to premature skin ageing.
- An essential part of any anti-ageing skincare regime. pH 3.8.



Hand & Body Revitalizing Lotion (180 ml)

- Contains 16% LCA Complex (15% Lactic Compound + 1% MFAS*) in a silky luxurious emulsion that gently exfoliates to rejuvenate dry, aged, sun-damaged skin, leaving skin soft, smooth and hydrated. pH 3.8.



Advanced AHA Supplements (90 capsules)

- Also available Advanced AHA supplements, please ask your skin specialist for more details.

STEP	PRODUCT NAME	AM	PM	SKIN TYPE
CLEANSE	Gentle Facial Cleanser Invigorating Face and Body Scrub	•	•	All Skin Types All Skin Types
		[1-3 times per week]		
CORRECT	Perfection Facial Gel Skin Renewal Cream	•	•	Problem-prone Skin Fine Lines and Wrinkles, Dry Skin
HYDRATE	Barrier Repair Complex	•	•	All Skin Types, Dry Skin
PROTECT	Daily Defense SPF 30	•		All Skin Types
SPECIAL CARE	Smoothing Eye Serum Hand & Body Revitalizing Lotion	•	•	Fine Lines and Wrinkles (Eye Area) All Skin Types (Body)

3-Week Clinical Evaluation of PRIORI® Advanced AHA Skincare Regimen

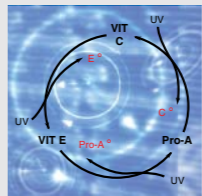


3-WEEK PROBLEM-PRONE SKIN CLINICAL STUDY

Evaluation for the treatment of problem-prone skin using a PRIORI® Advanced AHA skincare regimen of Gentle Facial Cleanser, Smoothing Eye Serum, Perfection Facial Gel and Daily Defense SPF 30 – 3 weeks, double blind, twice daily use, dermatologist expert grader evaluation, 12-subject clinical study. *Results may vary.*

3-WEEK PHOTO-DAMAGED SKIN CLINICAL STUDY

Evaluation for the treatment of photo-damaged skin using a PRIORI® Advanced AHA skincare regimen of Gentle Facial Cleanser, Smoothing Eye Serum, Skin Renewal Cream, Barrier Repair Complex and Daily Defense SPF 30 – 3 weeks, double blind, twice daily use, dermatologist expert grader evaluation, 12-subject clinical study. *Results may vary.*



*MULTI-FUNCTIONAL ANTIOXIDANT SEQUENCE (MFAS)

- Antioxidants in the human body are working together in a sequence to promote self-regeneration.
- MFAS-radical scavenging, self-regenerating.

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