AVON is at the forefront of skin care innovation with state-of-the-art research & development labs spanning six continents, hundreds of scientists, nearly 600 patents or patents pending, and partnerships with top universities and dermatologists.

At the Avon Skincare Institute, we relentlessly pursue the best in technology and formulation for high-performance skin care that delivers a beautiful difference for you.
Outsmarting aging starts with knowing the right regimen. This guide will help you discover how skin can be transformed by using Anew’s high-performance and technology-driven skin care. Ensuring your Customers stay one step ahead of aging is easier than ever.

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Beauty is more than skin deep

Skin is the body’s largest organ, and if you treat it with care, it will keep you looking and feeling your best. Not only does skin cover you from head to toe, it is made up of much more than what you see on the surface.

Skin is made up of 3 distinct layers

Epidermis
The outer layer of the skin, where visible signs of aging appear.

Dermis
The middle layer of the skin, just below the epidermis, that produces collagen and elastin.

Hypodermis
Below the dermis lies the hypodermis, consisting of a layer of subcutaneous fat. The depth of this varies from one person to the next. It contains blood vessels and nerves.

Start by knowing your skin type

In order to properly care for your skin, it helps to understand how skin works. Take a look at these common concerns to help you determine your customer’s skin type.

Skin types

- Clear appearance
- Even coloring
- Neither tight nor greasy
- Soft and supple, high degree of elasticity

Normal

- Irritated and tight after cleansing
- Often looks flaky
- Tendency toward fine lines and wrinkles

Dry

- Dryness on cheeks and a shiny appearance on nose and forehead (T-zone)
- Medium-sized pores
- May experience some tightness

Combination

- Shiny appearance and enlarged pores
- Rough or irregular feel
- Prone to blackheads and blemishes

Oily
Although skin starts aging the moment you’re born, the signs generally don’t start appearing until you’re around 30. While you can’t stop skin from aging completely, you can keep it looking youthful longer. Here are 7 things to keep in mind:

1. **THE SUN**
   - Aging specifically caused by UV rays is called photoaging. Sun exposure dries skin, thickens the epidermis and slows down cell renewal, which leads to fine lines, wrinkles and uneven tone. Avoid the sun when possible and wear sunscreen daily.

2. **SMOKING**
   - Smoking deprives skin of nutrients and oxygen, leaving it looking dull and lifeless. Smoking also causes harmful free radicals, which weaken collagen and elasticity, accelerating the aging process.

3. **STRESS & LACK OF SLEEP**
   - Stress and lack of sleep can lead to dryness, sensitivity, acne, excess oil or lackluster skin. Getting enough restorative sleep is vital to give your skin time to repair and rejuvenate.

4. **POLLUTION**
   - Pollutants in the air coat skin with grime that can block pores. Free radicals can break down skin’s structure, leading to wrinkles, roughness, dehydration and loss of elasticity.

5. **FACIAL EXPRESSIONS**
   - The 15,000 facial expressions you make every day can damage skin. Frowning, smiling, squinting—the constant movement of facial muscles causes skin fibers to slacken. Over time, these creases become wrinkles.

6. **EVERYDAY DIET**
   - Fast food, sugar and empty calories can wreak your waistline and your skin. The more nutrient-dense your diet is, the healthier your skin will be. Eat foods rich in essential fatty acids, vitamins and antioxidants.

7. **SLEEP POSITIONS**
   - The way you sleep can increase the appearance of wrinkles. Side sleeping can cause lines on your chin and cheeks. Sleeping face down can create lines on your forehead. Sleeping on your back is the best way to prevent lines.
Everyone tends to age differently, depending on genetics, lifestyle and overall health. However, there are visible signs that are common for every age range and stage of life.

- Skin begins to lose its natural radiance, looking more tired, stressed and dull
- Gradual loss of clarity, resulting in uneven skin tone
- Skin repairs itself at a slower rate and dryness may increase
- Fine lines appear, along with visible photodamage
- Signs of fine lines near the eyes
- Some loss of elasticity
- Skin repair and hydration continue to decrease
- More wrinkles, roughness, discoloration and unevenness appear
- Pores and age spots enlarge, along with sagging around the eyes, cheeks and jawline
- Skin repair and hydration significantly decrease
- Epidermis gets thinner
THE BEAUTY OF A SKIN REGIMEN

Following a consistent skin care routine is the best way to achieve radiant results everyone will notice. Luckily, it’s as simple as these four steps.

**STEP 1: CLEANSE**

- Cleansing skin helps eliminate excess oil, debris and makeup while refreshing skin. Thoroughly wash with your Anew cleanser and gently rinse with warm water.

**STEP 2: TREAT**

- Concentrated and powerful, treatments deliver results targeted toward specific skin concerns. Apply your Anew treatment to dry skin after cleansing.

**STEP 3: MOISTURIZE**

- A day moisturizer with SPF hydrates and helps protect against sun damage, while night creams help repair and rejuvenate. Apply your Anew moisturizer by using small, firm circular movements, taking care to avoid the delicate eye area.

**STEP 4: EYE**

- Designed to work for the eye area, Anew eye creams help correct the appearance of dark circles, puffiness, sagging or crow’s-feet. Use your ring finger to gently apply cream, starting at the inner corner of the eye, moving outward, and then above the eye and below the brow.

**SKIN CARE TIPS**

- **WASH** your hands before applying products to avoid transfer of bacteria.
- **ALWAYS** apply serums and moisturizers to cleansed, dry skin. When using both, apply serum first.
- **APPLY** creams in circular movements on the face and use a gentle tapping motion around the eyes.
**PRODUCT GUIDE**

- Dermatologist-tested
- Enhances your Anew skin care regimen
- To find the Anew regimen that works for you, check out the online Avon Skin Advisor on avon.com

## SKIN TYPE

<table>
<thead>
<tr>
<th>SKIN TYPE</th>
<th>CLEANSING BRUSH</th>
<th>ILLUMINATING RICH CLEANSING FOAM</th>
<th>COMFORTING CREAM CLEANSER &amp; MASK</th>
<th>PURIFYING GEL CLEANSER</th>
<th>REFINING DAILY SCRUB</th>
<th>MICELLAR CLEANSING WATER</th>
<th>FACIAL CLEANSING WIPES</th>
<th>REVITALIZING TONER</th>
</tr>
</thead>
<tbody>
<tr>
<td>All skin types— including sensitive skin</td>
<td>Normal/Combination— shiny in T-zone, dry everywhere else</td>
<td>Normal/Dry— dull and rough with barely visible pores</td>
<td>Oily/Combination— shiny and greasy with enlarged pores</td>
<td>All Skin Types</td>
<td>All Skin Types</td>
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<td>All Skin Types</td>
<td>All Skin Types</td>
</tr>
</tbody>
</table>

## KEY BENEFIT

- Cleanses 5X better than hands alone.† Enhances our foam, cream and gel cleansers.
- Balances skin by eliminating oils without stripping moisture.
- Makes dry skin feel nourished and overall texture appear smoother.
- Eliminates excess oil from skin.
- Provides gentle exfoliation and refines the look and feel of skin texture.
- Cleanses while attracting and maintaining moisture, so skin feels softer.
- Easy, one-step makeup removal and convenient for on the go.
- Clarifies and refines, improving the look of pores. Leaves skin feeling conditioned.

## USAGE

- **A.M./P.M.**: Wet brush head. Dispense cleanser onto hands and massage over face. Gently move cleansing brush over face in a circular motion for 1 to 2 minutes. Rinse face and remove and rinse brush head.
- **A.M./P.M.**: Lather over wet face, massage, then rinse. Can be used with the brush.
- **A.M./P.M.**: Massage over dry face. Tissue off or rinse with water. Can be used with the brush.
- **A.M./P.M.**: Lather over wet face, massage, then rinse with water. Can be used with the brush.
- **A.M./P.M.**: Massage over wet face, avoiding lips. Rinse thoroughly.
- **A.M./P.M.**: Saturate a cotton pad and smooth over face and neck. No need to rinse off.
- **A.M./P.M.**: Gently wipe face with one towelette.
- **A.M./P.M.**: Moisten a cotton pad with toner and smooth over face and neck.

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**ANEW CLEAN**

WORKS WITH ANY ANEW SKIN CARE COLLECTION!

1. **CLEANSE**
   
   Use your ANEW CLEAN cleanser. Follow with the REVITALIZING TONER.

2. **TREAT**
   
   Use high-performance ANEW CLINICAL products to address specific concerns.

3. **MOISTURIZE**
   
   A.M.: Use your ANEW DAY MOISTURIZER WITH BROAD SPECTRUM SPF 25. P.M.: Use your ANEW NIGHT MOISTURIZER.

4. **EYE**
   
   A.M./P.M.: Use your ANEW eye product.
ANEW IS POWERFUL ANTI-AGING SKIN CARE.
For over 20 years, Anew has launched some of the most effective treatments to dramatically transform skin and visibly erase years for a beautiful, younger-looking complexion.
REVIVE THE LOOK OF TIRED SKIN

Forget dull, uneven skin. With the ANEW Vitale collection, you can finally get the well-rested, radiant look you want.

powered by VitaTone Complex

The formulas help offset the look of sleep-deprived skin and the visible effects of stress.
The **ANEW Vitale skin care collection** re-energizes the look of tired skin and helps skin appear more radiant and even-toned.

**powered by VitaTone Complex**

The formulas help offset the look of sleep-deprived skin and the visible effects of stress.

### HOW DO I USE IT?

- **A.M.**
  - Use it every morning
  - Apply it on cleansed skin after your Anew Clinical treatment

- **P.M.**
  - Use it every night
  - Apply it on cleansed skin after your Anew Clinical treatment

### WHO IS IT FOR?

- **Women noticing the first signs of aging:** dullness, visible pores, uneven skin tone and loss of radiance
- **In 3 days, skin looks naturally radiant and more even toned, and pores look smaller and more refined**
- **In 2 weeks, 90% of women showed an improvement in skin’s texture and clarity**
- **Wake up to skin that appears more radiant and vibrant**
- **In 1 week, 94% of women saw a more uniform, even-tone appearance to skin**
- **Use it every night**
  - Apply it on cleansed skin after your Anew Clinical treatment

- **Women concerned with puffiness and tired-looking eyes**
- **Overnight, helps reduce the look of under-eye puffiness**
- **Helps you look bright-eyed, well-rested and refreshed all day, even without a full night’s rest**
- **Use it every morning and night**
  - Apply it on cleansed skin after your Anew moisturizer

### WHY DO I USE IT?

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*Based on a consumer-perception study. **Based on dermatologist-supervised clinical studies.*
The secret to getting visibly noticed is now yours to share! With the ANEW Reversalist collection, skin becomes noticeably renewed to reduce the look of lines and wrinkles.

SKIN LOOKS RENEWED AND VIRTUALLY LINE-FREE

COMPLETE RENEWAL

The formulas work above and within skin’s surface layers to repair the look of lines and wrinkles like never before.

formulated with Tri-Elastinex

The formulas work above and within skin’s surface layers to repair the look of lines and wrinkles like never before.
The ANEW Reversalist skin care collection dramatically reduces the look of fine lines and wrinkles for skin that looks completely renewed.

formulated with Tri-Elastinex

The formulas work above and within skin’s surface layers to repair the look of lines and wrinkles like never before.

<table>
<thead>
<tr>
<th>WHO IS IT FOR?</th>
<th>WHY DO I USE IT?</th>
<th>HOW DO I USE IT?</th>
</tr>
</thead>
</table>
| • Women noticing more serious signs of aging, such as fine lines and wrinkles | • Hydrates and noticeably renews the look of skin for a virtually line-free look  
• 91% of women agreed the look of fine lines and wrinkles was reversed* | • Use it every morning  
• Apply it on cleansed skin after your Anew moisturizer |
| • Women noticing more serious signs of aging, such as fine lines and wrinkles | • Surpassed a top-selling prestige anti-aging cream in reducing the look of fine lines and wrinkles**  
• 95% of women agreed that skin looks renewed for a younger, smoother, virtually line-free look* | • Use it every night  
• Apply it on cleansed skin after your Anew Clinical treatment |
| • Women concerned with fine lines and dullness in the eye area | • In 1 week, lines and wrinkles were visibly reversed  
• 100% of women agreed the eye area is instantly illuminated* | • Every morning and evening, apply the hydrating cream to the entire eye area on cleansed, dry skin after your Anew moisturizer  
• Every morning after applying the cream, apply the veil to the under-eye area and reapply as needed to instantly brighten |

*Based on those who expressed an opinion in a consumer-perception study.  
**Based on a clinical study after 8 weeks.
Let your skin lie about your age. The ANEW Platinum collection helps noticeably recapture the look of youthful contours.

DRAMATICALLY RESHAPE THE APPEARANCE OF SKIN FOR MORE YOUTHFUL-LOOKING DEFINITION

The formulas are designed to visibly recontour skin and reignite skin’s youthful shape.

with Paxillium TECHNOLOGY

Let your skin lie about your age. The ANEW Platinum collection helps noticeably recapture the look of youthful contours.
The ANEW Platinum skin care collection helps visibly improve sagging skin, down to your neckline, while noticeably reducing the look of deep wrinkles.

The formulas are designed to visibly recontour skin and reignite skin’s youthful shape.

WHO IS IT FOR?
- Women concerned with sagging skin on the face and neck, and deep facial wrinkles
- Women concerned with sagging skin on the face and neck, and deep facial wrinkles
- Women concerned with deep wrinkles around the eye and lip areas

WHY DO I USE IT?
- Over time, visibly recontours the face and neck for more youthful shape and definition
- In 1 day, the neck area looks revitalized and smoothed, and feels dramatically hydrated
- After 2 weeks, the neck and jawline look more defined and sculpted, and the look of wrinkles appears dramatically reduced
- Over time, helps to dramatically reshape the skin’s appearance for a more youthful-looking profile
- Over time, 79% saw more youthful definition in the eye and lip areas*
- In 3 days, 97% agree the skin around the eye area looks and feels more elastic*

HOW DO I USE IT?
- Use it every morning
- Apply it on cleansed skin after your Anew Clinical treatment
- Use it every night
- Apply it on cleansed skin after your Anew Clinical treatment
- Every morning and evening, apply it on cleansed skin after your Anew moisturizer
- Smooth it around the eye area with the rounded end of the applicator
- Apply it on and around the lips with the flat end of the applicator

*Based on women who expressed an opinion in a consumer perception study.
THE GOLD STANDARD IN ANTI-AGING

Anew Ultimate Multi-Performance
New and improved with Avon-Exclusive

Celluvive Complex

Now you can transform the look of multiple signs of aging with:

10

Visible Results

- Smooth Texture
- Skin Clarity
- Even Skin Tone
- Diminished Fine Lines & Deep Wrinkles
- Hydrated Skin
- Natural Volume
- Resilience
- Reduced Discoloration
- Firmness
- Lifted Skin

Anew Ultimate

MULTI-PERFORMANCE

Day

Night

www.avon.com
### ANEW Ultimate Multi-Performance Collection

The ANEW Ultimate Multi-Performance collection improves the look of multiple signs of aging with 10 visible results.

#### Formulas with Avon-Exclusive Celluvive Complex

Clear away visible age damage on the skin’s surface, dramatically diminishing the look of multiple signs of aging.

<table>
<thead>
<tr>
<th>A.M.</th>
<th>P.M.</th>
<th>A.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANEW ULTIMATE MULTI-PERFORMANCE DAY CREAM</td>
<td>ANEW ULTIMATE MULTI-PERFORMANCE NIGHT CREAM</td>
<td>ANEW ULTIMATE MULTI-PERFORMANCE EYE SYSTEM</td>
</tr>
</tbody>
</table>

#### Who is it for?
- Women experiencing multiple signs of aging, including uneven texture, loss of clarity, uneven skin tone and overall fine wrinkles
- Women experiencing multiple signs of aging, and who are looking to wake up to hydrated, firmer-looking skin
- Women experiencing multiple signs of aging in the eye area, including texture, clarity and fine wrinkles

#### Why do I use it?
- In 3 days, gives skin a firmer and more cushioned appearance all day*
- 100% of women, over time, showed an improvement in the look of key signs of aging: texture, clarity, uneven skin tone and overall fine wrinkles**
- Overnight, skin looks and feels replenished and firmer*
- 100% of women, over time, showed an improvement in the look of key signs of aging: texture, clarity, uneven skin tone and overall fine wrinkles**
- Instantly, the eye area looks tighter and virtually lifted*
- 100% of women, over time, showed an improvement in the look of key signs of aging in the eye area: clarity and fine wrinkles in the under-eye area**

#### How do I use it?
- Use it every morning
- Use it every night
- Every morning and evening, apply the cream to the upper eyelid and under-eye area, and along crow’s-feet

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*Based on a consumer-perception study.
**Based on a clinical study.
LUXE. RICH. RARE.
The ultimate transformative experience.

ANEW ULTIMATE SUPREME
Advanced Performance Crème

DELIVERS 12X MORE MOISTURE
than Lancôme Absolue L’Extrait Regenerating Ultimate Elixir.*

Exquisite skin care created from the essence of TAHITIAN BLACK PEARL

Born in the exotic waters of Tahiti, the black pearl is known to improve skin's ability to retain moisture. Our luxurious yet lightweight night crème, infused with black pearl extract and our highest-level CelluVive anti-aging complex, helps repair the look of all visible signs of aging** while immersing skin in radiant moisture for the ultimate transformative experience.

*Based on those who expressed an opinion in a consumer-perception study.

**Based on a clinical study after four hours.
INSPIRED BY NOBEL PRIZE–WINNING RESEARCH, THE EXPERTS AT THE AVON SKINCARE INSTITUTE HAVE DEVELOPED A BREAKTHROUGH SERUM SO POWERFUL, IT IS DESIGNED TO DELIVER MAXIMIZED VISIBLE REPAIR EXACTLY WHERE YOU NEED IT.

The lightweight serum maximizes anti-aging benefits:

- It is designed to detect visible age damage on skin.
- It delivers powerful, visible anti-aging results exactly where your skin needs it.

Visibly improves:

- Hydration
- Texture
- Radiance
- The look of fine lines and wrinkles
- Firmness

How to use:


93% of women agreed it DRAMATICALLY IMPROVES SKIN’S overall APPEARANCE.*

*Based on those who expressed an opinion in a consumer-perception study.
### Anew AHA Refining Cream

**YOUR PERFECT PRODUCT FOR IMPROVING OVERALL APPEARANCE**

<table>
<thead>
<tr>
<th>WHAT DOES IT DO?</th>
<th>Improves overall appearance and texture to help skin look years younger</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOW DOES IT WORK?</td>
<td>Our noncomedogenic formula includes a one-of-a-kind mix of alpha hydroxy acids plus soothing agents and antioxidants</td>
</tr>
</tbody>
</table>

91% of women tested showed improvement in general overall skin aging

What to say:

Anew was first to bring alpha hydroxy acids (AHA) to the mass market, and it's still one of today's most effective anti-aging skin care ingredients.

### Anew Vitamin C Brightening Serum

**YOUR PERFECT PRODUCT FOR BRIGHTENING THE SKIN**

<table>
<thead>
<tr>
<th>WHAT DOES IT DO?</th>
<th>Restores skin brightness, clarity and even tone</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOW DOES IT WORK?</td>
<td>Our formula contains 10% pure Vitamin C, which helps reduce the appearance of brown spots and photodamage</td>
</tr>
</tbody>
</table>

100% of women tested showed improvement in skin texture, tone and sun damage

What to say:

Vitamin C is a powerful antioxidant that helps reduce the appearance of brown spots and sun damage, and helps fade post-acne marks.
WHO IS IT FOR?  
- Women concerned about environmental damage, such as wrinkles, sun spots, and dryness.

WHY DO I USE IT?  
- SPF 50 and Avon’s most advanced antioxidants protect skin  
- 100% of women showed improved skin tone, texture, and clarity*

HOW DO I USE IT?  
- Use it every morning  
- Apply it on cleansed, dry skin after your Anew Clinical treatment

*Based on a clinical study using both Anew Skinvincible Lotion and Cream.
### ANEW SKIN CARE GUIDE

<table>
<thead>
<tr>
<th>WHO IS IT FOR?</th>
<th>WHAT DOES IT DO?</th>
<th>HOW DO I USE IT?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Men concerned about the health of their skin</td>
<td>• Deeply cleanses and exfoliates skin</td>
<td>• Apply A.M./P.M. on a dry face</td>
</tr>
<tr>
<td>• Men looking for an effective and comfortable shaving experience</td>
<td>• Infused with aloe and Vitamin E; provides a close, comfortable shave</td>
<td>• Apply A.M./P.M. during the grooming routine before shaving</td>
</tr>
<tr>
<td>• Men looking for an effective and comfortable shaving experience</td>
<td>• Skin feels smooth and refreshed</td>
<td>• Apply A.M./P.M. during the grooming routine after shaving</td>
</tr>
<tr>
<td>• Men concerned about the health of their skin</td>
<td>• Soothing balm cools skin on contact and leaves skin feeling refreshed</td>
<td>• Use A.M. on a cleansed, dry face</td>
</tr>
<tr>
<td>• Men concerned about the health of their skin</td>
<td>• Invigorating scent helps jump-start the day</td>
<td></td>
</tr>
<tr>
<td>• Delivers 24 hours of moisture</td>
<td>• Broad Spectrum SPF 50 protects skin from sun damage</td>
<td></td>
</tr>
<tr>
<td>• Broad Spectrum SPF 50 protects skin from sun damage</td>
<td></td>
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</table>
For every skin concern, there’s a highly effective ANEW Clinical targeted treatment scientifically formulated to deliver powerful results.
AGE: **ALL AGES**

For every skin concern, there’s a highly effective ANEW Clinical targeted treatment scientifically formulated to deliver powerful results you can see.

<table>
<thead>
<tr>
<th>WHO IS IT FOR?</th>
<th>WHY DO I USE IT?</th>
<th>HOW DO I USE IT?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Women experiencing dullness, uneven skin tone and a loss of radiance and smoothness</td>
<td>• One-step, at-home peel exfoliates to visibly retexturize and resurface skin, leaving it smooth, even and refreshed</td>
<td>• Use morning or evening 2 to 3 times a week</td>
</tr>
<tr>
<td></td>
<td>• Results superior to a professional 35% glycolic peel at home*</td>
<td>• Glide the pad over a cleansed face and follow with your Anew moisturizer</td>
</tr>
<tr>
<td></td>
<td>• Women experiencing dullness, uneven skin tone, sun spots, post-acne marks and fine lines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Current peel users looking for additional benefits</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Results superior to a professional 35% glycolic peel at home*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Our most powerful peel ever features an exclusive Multi-Acid Complex designed to improve the look of multiple signs of aging, including fine lines, photodamage and the appearance of post-acne marks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 100% of women showed improvement in skin texture and photodamage**</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Women experiencing signs of aging that include uneven skin tone, loss of radiance and roughness</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Simultaneously exfoliates, retexturizes and revitalizes for younger-looking, smoother, glowing skin</td>
<td>• Use it every evening</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Apply it on a cleansed, dry skin and follow with your Anew moisturizer</td>
</tr>
<tr>
<td></td>
<td>• 79% as effective as a professional microdermabrasion without the irritation†</td>
<td></td>
</tr>
</tbody>
</table>

*In 6 of 8 attributes tested over a 7-week period.
**Based on a 7-week clinical test.
†Based on a clinical study vs. 3 professional microdermabrasion treatments over 12 weeks.
For every skin concern, there’s a highly effective ANEW Clinical targeted treatment scientifically formulated to deliver powerful results you can see.

<table>
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<th>WHY DO I USE IT?</th>
<th>HOW DO I USE IT?</th>
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<tbody>
<tr>
<td>Women who want to reduce the look of deeper lines and wrinkles in targeted areas</td>
<td>Retinol is the #1 dermatologist-recommended and most widely recognized wrinkle-fighting ingredient.</td>
<td>Use it in the evening. Use it to fine and deeper lines on cleansed, dry skin and follow with your Anew moisturizer.</td>
</tr>
<tr>
<td>Retinol is the #1 dermatologist-recommended and most widely recognized wrinkle-fighting ingredient.</td>
<td>Contains a dual-delivery system of Retinol, plus Vitamins C and E to provide targeted wrinkle-fighting action all day*.</td>
<td>Use it every evening. Apply it to fine and deeper lines on cleansed, dry skin and follow with your Anew moisturizer.</td>
</tr>
<tr>
<td>Instantly, lines are less apparent; in 1 week, smooths and resurfaces the look of deeper lines**</td>
<td>Lighterweight, fast-acting treatment pairs Retinol with our exclusive Amino Acid complex to deliver visible wrinkle-fighting results.</td>
<td>Use it every morning and evening. Apply it on cleansed, dry skin and follow with your Anew moisturizer.</td>
</tr>
<tr>
<td>Women who want to dramatically reduce the overall look of fine lines and wrinkles</td>
<td>Women noticing discoloration, dullness, uneven skin tone and loss of radiance.</td>
<td>9 out of 10 women saw a dramatic improvement in skin tone for flawless, younger-looking skin**</td>
</tr>
<tr>
<td>Retinol is the #1 dermatologist-recommended and most widely recognized wrinkle-fighting ingredient.</td>
<td>Powerful formula with DSX-7 Technology dramatically reduces the look of 7 types of discolorations.</td>
<td>100% of women tested showed improvement in the look of fine lines and wrinkles*.</td>
</tr>
<tr>
<td>Women who want to reduce the look of deeper lines and wrinkles in targeted areas</td>
<td>9 out of 10 women saw a dramatic improvement in skin tone for flawless, younger-looking skin**</td>
<td>Use it in the evening. Use it to fine and deeper lines on cleansed, dry skin and follow with your Anew moisturizer.</td>
</tr>
</tbody>
</table>

*Based on a 2-week clinical test.
**Based on those who expressed an opinion in a consumer-perception study.
For every skin concern, there’s a highly effective ANEW Clinical targeted treatment scientifically formulated to deliver powerful results you can see.

### ANEW CLINICAL THERMAFIRM FACE-LIFTING CREAM

- **WHO IS IT FOR?**
  - Women who want to visibly lift, tighten and firm sagging skin

- **WHY DO I USE IT?**
  - Formula with Triple Sonic Technology provides visible lifting, firming and tightening in just 3 days
  - **87%** of women felt their youthful facial shape was visibly restored after 4 weeks*

- **HOW DO I USE IT?**
  - Use it every morning and/or evening
  - Apply it on cleansed, dry skin and follow with your Anew moisturizer

*Based on women who expressed an opinion in a consumer-perception study.

### ANEW CLINICAL ADVANCED WRINKLE CORRECTOR

- **WHO IS IT FOR?**
  - Women noticing more serious signs of aging: loss of elasticity, fine lines and wrinkles

- **WHY DO I USE IT?**
  - Formula with 4D Wrinkle-Reverse Technology plumps the look of lines and wrinkles while visibly improving elasticity and resilience**
  - Over time, the look of fine lines and deep wrinkles is improved by 28%***

- **HOW DO I USE IT?**
  - Use it every morning and evening
  - Apply it on cleansed, dry skin and follow with your Anew moisturizer

**Based on a consumer-perception study.
***Based on a clinical study.

### ANEW CLINICAL INFINITE LIFT TARGETED CONTOURING SERUM

- **WHO IS IT FOR?**
  - Women who want to visibly lift and tighten sagging skin

- **WHY DO I USE IT?**
  - Formula with patent-pending Polypeptide Lift Complex boosts multiple dimensions of visible lifting
  - Visibly tightens, defines, firms and contours for more youthful-looking skin; targets 4 key facial zones: cheeks, chin, jawline and jowls

- **HOW DO I USE IT?**
  - Use it every morning and evening
  - Using the massaging roller applicator, apply in an upward motion along the cheeks, chin, jawline and jowls; pat gently with fingertips and follow with your Anew moisturizer

**Based on a clinical study.

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*ANEW CLINICAL*
For every skin concern, there’s a highly effective **ANEW Clinical targeted treatment** scientifically formulated to deliver powerful results you can see.

<table>
<thead>
<tr>
<th>WHO IS IT FOR?</th>
<th>WHY DO I USE IT?</th>
<th>HOW DO I USE IT?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Women who want to counteract the effects of dehydrated skin and want a youthful-looking, hydrated complexion</td>
<td>• See a dramatic lift in 7 days</td>
<td>• Use 3X a week overnight, alone or over your favorite Anew night cream</td>
</tr>
</tbody>
</table>
| • Women noticing sagging, drooping and wrinkling around the eye area         | • Tightens the look of your entire eye area instantly                          | • Use it every morning and evening on cleansed, dry skin after your Anew moisturizer  
  • Apply gel to upper eyelid and brow-bone area, and cream to under-eye area | • Women concerned with their under-eye dark circles                           | • Formula with Shadow Erase Complex and self-adjusting sheer optics improves the look of dark circles over time |
| • Women noticing sagging, drooping and wrinkling around the eye area         | • 93% of women saw the look of dark circles dramatically reduced*               | • Use it every morning and evening on cleansed, dry skin after your Anew moisturizer  
  • Twist off the applicator cap to unlock, and use the applicator to pat cream under the eye |

*Based on those who expressed an opinion in a consumer-perception study.*
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