CLIENTELE BEAUTY MAGAZINE

Meet TV's Anti Aging Skincare Expert

Dr. Andrew Ordon

The New Light Therapy Face Lift

How to look 4 years younger in only 14 days!

Dear Friend,

We can't stop the aging process, but if we can slow it down, so we look and feel younger than our years, we have done something wonderful. That has been my goal since I started Clientele over 30 years ago and I'm proud to share that vision with the wonderful Dr. Andrew Ordon.

You know him from the hit TV show <u>The Doctors</u> and here you'll get to learn a little more about him. He's not just a renowned plastic surgeon - but a great humanitarian as well.

We're also excited to introduce Clientele's new Gravity Control System in this issue. You've heard the term "space-age technology" before, but this new anti-aging tool uses light therapy actually developed by NASA! The LED lightwaves stimulate cellular activity and collagen production to help improve the look of your skin. We've combined the FirmaLight[™] with our new Gravity Control[™] Serum which contains Peptides, Youth Factors and Resveratrol to increase your skin's firmness and luminosity. In clinical studies, subjects looked 4 years younger in just 14 days!

Please stay in touch. Just go to <u>facebook.com/</u> <u>clienteleskincare</u>. Keep your comments coming – we love to hear from you!

Best wishes,

Dr. Pat Riley / Founder & CEO

The Clientele Difference

For over 30 years, Pat has worked with physicians and scientists trying to understand what causes us to age and what we can do to look and feel young for as long as possible. Clientele skincare brings you the benefits of this scientific research with breakthroughs that will keep you healthy and youthful.



Lotus Firming Serum Dramatically Diminishes the Signs of Aging!

- Contains Patented Sacred Lotus Extract from the seed that lives 1,000 years
- Reduces the appearance of wrinkles
- Improves skin tone, texture and radiance
- Increases skin firmness up to 55% in just 10 Minutes
- ✓ Increases elasticity up to 41% in 3 weeks

Lotus Firming Serum has the highest concentration of Sacred Lotus with Firming Plant Extracts, Antioxidants like Vitamin C, S.O.D., and 15 anti-aging ingredients, making this the ultimate anti-aging skin cocktail. It protects skin from free radicals that damage collagen and smoothes and rejuvenates the skin for a youthful, bright, and more radiant you! In addition, Lotus Firming Serum improves elasticity and provides skin with a radiant glow. Targets age-prone areas for younger-looking skin.

2.3 Fl oz. #68407 **\$75** plus s/h

www.clientelebeauty.com



Elastology 30-Second Eye Lift Kit

The Ultimate Age Eraser®!

- Reduce under-eye puffiness
- Diminish under-eye shadows
- Reduce appearance of wrinkles
- ✓ Firm & tone the skin
- Protect & nourish delicate eye area

Customers favorite! This three-step kit starts with Eye Science to reduce darkness and puffiness with four peptides. Then, apply Wrinkle Treatment to soften the appearance of lines with Collagen-Enhancing Vitamins and Sea Botanicals. Lastly, Peptide Wrinkle Concealer helps lubricate away crow's feet and protects the delicate tissue around the eyes while fighting the appearance of wrinkles with antioxidants.

Covers imperfections in just 30 seconds! #10922 (Value: \$102.50) Special: \$49 plus s/h CALL: 1 800 327-4660



There is a growing social awareness that we all must do what we can to help those less fortunate. I was thrilled to see <u>CNN</u> <u>Heroes</u> honor everyday people who changed the world with their acts of kindness and concern for others.



(From left to right : Victoria, Pat & Joel)

In Miami recently, Pastor Joel and Victoria Osteen packed the American Arena giving their inspirational message in a <u>Night of Hope</u> with Joel's Mom Dodie. Dodie looked beautiful and youthful at 77. She loves Clientele and we love her. Dodie is proof of miracles. She survived a deadly cancer diagnosis decades ago, which she describes in her book "Healed of Cancer" which shares her favorite Bible passages on healing.



Dodie Osteer



Joel gave a great inspirational message reminding us that God is creating opportunities for us every day. We need to be positive and walk in faith. Joel's conference sponsor is Save the Children. For just about \$1 a day, a child born into poverty can be given lifesaving healthcare, education and financial support.

When Joel urged the audience to raise their hand and sponsor a child, I did along with hundreds of others. I would have been happy to sponsor a child in Africa, South America, or any other poor area of the world. Save the Children helps over 48 million children in 50 countries around the world. So imagine how surprised I was to be handed a picture of a cute little boy who lives in Nepal, in a remote agricultural region called Kapilvastu, 160 miles from Kathmandu, and the birthplace of Buddha, revered with the legend of the Sacred Lotus! Talk about miracles!

Nepal is home to Mt. Everest and the same mountain range where my father braved the Himalayas as a WWII pilot 168 times, earning him the Chinese Medal of Honor. What a blessing from God to be given the gift to help this child and his family in this remote region of the world. I hope each of you will consider being a Save the Children Sponsor. To help you get started, **Clientele** will give \$1 from every customer order from this issue to Save the Children. We thank you for your help, and we urge you to sponsor a child directly, by calling Save the Children at: 1-800-728-3843 (M-F 8 am - 5 pm) • Dr. Pat Riley

Dr. Andrew Ordon

Dr. Andrew P. Ordon, M.D., F.A.C.S, is an acclaimed Plastic Surgeon, TV Host, Philanthropist and Author. Recently he was honored with the 334th Golden Palm Star on the Palm Springs Walk of Stars, an honor bestowed to Hollywood's biggest Stars.

Dr. Ordon (www.DrOrdon.com) is a renowned expert in aesthetic plastic and reconstructive surgery with offices in Beverly Hills and Rancho Mirage. Dr. Ordon co-stars on CBS's Emmy Award winning hit daytime series, *The Doctors* (www.TheDoctorsTV.com), a fascinating show that gives important lifesaving health information and anti-aging discoveries. Each day Dr. Ordon answers health questions with a panel of medical experts: Dr. Travis Stork, Dr. Jim Sears and Dr. Lisa Masterson. Dr. Ordon was hand picked for the show by Dr. Phil McGraw who refers to him as the "plastic surgeon to the stars".

Dr. Ordon said, "For me, *The Doctors* is a new challenge that I embrace with the same passion and energy that I have had for 25 years in private practice. I am very excited about sharing my expertise and giving viewers a glimpse into what is possible through reconstructive and cosmetic surgery, as well as telling them about the latest trends in skin care, anti-aging and well-being."

Dr. Ordon is a Board Certified Ear, Nose, and Throat Physician who studied at USC, UCLA, and Loma Linda, respectively. He then completed his training program in Plastic and Reconstructive Surgery at the prestigious Lenox Hill Hospital/Manhattan Eye and Ear Infirmary Program in New York City. He is currently an Assistant Clinical Professor of Plastic Surgery at Dartmouth Medical College and the UCLA School of Medicine.



Dr. Ordon regards h i m s elf a s a n artist, as well as a physician/surgeon. "My craft allows me to make an impact and change the quality of l i f e f o r m y patients, whether

it's reconstructive surgery or changing something that people don't like about themselves with cosmetic surgery," said Dr. Ordon.

Dr. Ordon is the author of *Revealing the New You, A Guide to Plastic Surgery* and *Everything You Always Wanted to Know About Plastic Surgery.* He also contributed to one of the best-known textbooks in the field of plastic surgery entitled *Facial Aesthetic Plastic Surgery.*

Dr. Ordon is also a generous and compassionate humanitarian who dedicates much of his time away from the studio to serving others. Dr. Ordon is one of the founding members of the Surgical Friends Foundation (www.SurgicalFriends.org), a non-profit organization that provides reconstructive surgery to those here in the United States and abroad who otherwise would not be able to afford such surgeries. In California's Coachella Valley, Dr. Ordon works closely with the staff

Plastic Surgeon & National Television Authority

THE DOCLOFS

at Eisenhower Medical Center, where he often performs surgery on patients suffering from extreme cases of skin cancer.

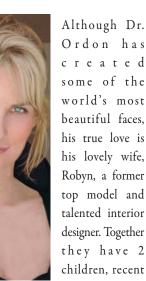
In the aftermath of the magnitude 7.0 earthquake that struck Haiti in January 2010, Dr. Ordon traveled with the other physicians from *The Doctors* to the devastated country to perform emergency and reconstructive surgeries on the injured.

In March of last year, Dr. Ordon traveled to India with Smile Train (www.SmileTrain.org) to perform cleft lip and palate surgeries on needy children. He has been an outspoken advocate for the organization, which oversees more than 100,000 surgeries a year in 77 of the world's poorest countries. The organization also provides children with dental care, orthodontics and speech therapy after surgery is completed.

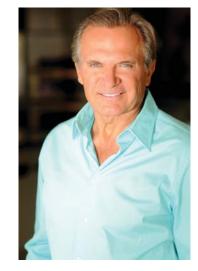
Dr. Ordon will tell you that a healthy lifestyle is the secret for staying young. He exercises daily and takes great care of himself. What is his prescription for great skin? "Great skin care. Cleanse and exfoliate but do not over dry your skin with too many Alpha Hydroxy Acids. Moisturize but don't combine too many layers of greasy creams that can clog pores. Be gentle on your skin. Wear your SPF 25 each day. Before seeking a face lift or other facial procedures, try new natural alternatives like LED light therapy that can boost collagen, decrease wrinkles and firm the skin."



Dr. Ordon says, " Make your health a priority. Eat a balanced diet. Drink lots of water. Nourish your skin from within with a healthy diet and take antioxidants. Wash your hands often and use alcohol wipes on your cellphone regularly."



college grads who are also pursuing careers in medicine. The Ordon's lead a busy lifestyle between the East and West Coasts. I interviewed Dr. Ordon while he vacationed in Mexico. His idea of relaxing? "Exercise. Tennis. Golf and Skiing." I said, "Well you had a full day!" He replied, "It's not dark yet, I am running out the door to hit the big waves and go surfing!"



We applaud Dr. Ordon who does it all. More than handsome, his eyes sparkle with boundless energy and enthusiasm for life.

- Pat Riley

Photos: Russell Baer and CBS Television Distribution/Stage 29 Productions

CLIENTELE. Gravity Control[™] System "Look years Younger" Help your skin defy gravity and look younger!

A combination of NASA's LED technology (FirmaLight[™]) and space age cosmetic peptides to help skin defy gravity (Gravity Control[™]Serum).

What it does:

- Look 4 years younger in 14 days!
- A cosmetic system that firms and lifts the skin's appearance.
- Stimulates circulation within the skin.
- Increases cell turnover for a fresh look.
- Improves the appearance of sagging skin and resistance to gravity.
- Improves firmness and elasticity.

2 week clinical tests showed:

- Skin appeared 4 years younger via Global Age Assessment
- 53% increase in skin luminosity via Minolta Chromameter
- 37% reduction in the appearance of lines & wrinkles via clinical grading
- 36% increase in skin moisturization using the Nova Impedance meter
- 29% reduction in lines & wrinkles
- Increases in skin firmness

During the clinical study, subjects noted:

- 97% reported an increase in radiance and luminosity, enhanced skin tone and clarity, more hydrated skin, reduced unevenness, and smoother skin texture.
- 93% reported a decrease in the appearance, number and depth of lines & wrinkles, less visible wrinkles, and firmer looking skin.
- 90% reported an increase in elasticity.
- 87% noted more tightened skin & a reduced look of pores.

www.clientelebeauty.com

How it Works:

- Skin layers absorb the LED (Photon) light waves which causes increased cellular activity. (680 nm wavelength)
- As cellular activity increases, collagen is stimulated and regeneration occurs.
- Gentle, non-invasive, low-current vibration massage tones and firms the skin.

How to Use:

- Cleanse face and neck.
- Apply Gravity Control Serum to face & neck.
- Turn on FirmaLight and gently move the unit over the skin.
- Enjoy looking younger in just 14 days!

System Includes: Gravity Control[™] Serum 1.7 FI Oz. FirmaLight[™] with Stand #10617 **\$189**

CALL: | 800 327-4660

Introducing... Elastology's Peptide Hydration Cream

Infused with Sacred Lotus, Apple Antioxidants and Pumpkin Enzyme.

- Contains DHEA-like youth peptides.
- Helps hydrate, smooth & firm skin's appearance.
- Refines skin texture.
- Improves the vitality and clarity of skin.
- Light-weight lotion.
- Non-greasy formula.



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CLIENTELE.

NEW



48 mL @ 1.7 Fl Oz

cleanse

Gentle Soy Antioxidant Wash & Sponge

An extra-gentle and pH-balanced cleanser. Suds away impurities and makeup, leaving your skin smooth, moist and soft. Contains Aloe, Soy Protein, Green Tea, Soy Isoflavones and Vitamins A Palmitate, E & B5. Sponge gently exfoliates aged skin cells. 8 Fl. oz. #11170 ^{\$}35 plus s/h

exfoliate

Thermal Facial Pumpkin Scrub

Delight your senses and rejuvenate your complexion! This delicious blend of pumpkin enzymes, honey, apple and cinnamon contains powerful antioxidants to smooth and protect the skin. Water activates the gentle, warming properties that feel wonderful. It deep cleanses pores and removes dull, lifeless skin. Smells delicious, feels fantastic and leaves skin glowing!

4 Fl. oz. #12187 **\$35** plus s/h

nourish

Lotus Pure Moisture

Lightweight, oil-free and fragrance free. This gentle moisturizer softens and smoothes skin. Lessens dryness. Temporarily plumps tiny lines and gives skin a more supple, radiant appearance. Contains cutting edge Nanopeptides, Nanovitamins, Firming Plant Extracts, Lotus and Ceramides. 1.7 Fl. oz. #27002 ^{\$}48 plus s/h

protect

Age Blocker® SPF 25

Clientele's most advanced treatment to help prevent photo-aging and reduce the appearance of wrinkles. Moisturizes, protects and beautifies skin. Contains 10 Antioxidants including S.O.D., Co-Q10 and Beta Carotene, plus Aloe, Enzymes, Elasticity Builders, Sacred Lotus Seed Extract and Sunscreen. Oil-Free. Lightweight. 1.2 oz. #11136 **\$75** plus s/h

replenish

Firming Night Peptides

This ultra rich cream combines the latest discoveries in the field of Peptides, Antioxidants and anti-aging research with patented Enzymes, Vitamins, and special Plant Extracts to help firm, hydrate and smooth your skin. With regular use, you'll see lines and wrinkles visibly soften and enjoy a firmer, younger looking complexion.

1.2 oz. #71206 **\$75** plus s/h











Refresh, smooth and reduce dark circles under your eyes!



Eye Science

#15026 \$35 plus s/h

Use day or night to help alleviate the appearance of under-eye dark circles and puffiness, and to reduce the look of fine lines and wrinkles. Contains Elastology's patented Sacred Lotus Seed Extract, Vitamins A, C, and E, and Antioxidants to fight free radical damage. Also rich in mineral copper, vital to collagen. This advanced formula contains 4 state of the art peptides and has been shown to produce dramatic clinical results after 4 weeks. 0.5 oz.

In a 4 week consumer response study of **Eye Science**.

 89% noted improved firmer, softer, smoother skin, a decrease in the appearance of fine lines and wrinkles, and in the number of wrinkles around the eyes.

84% noted improved skin tone and texture.

 79% noted that their skin looked dramatically younger.

Instant tightening gel makes you look years younger!



New improved formula & packaging

DermaTight[™]

This powerful gel works overnight when skin cell function is in high gear to contour, firm and tighten the skin's appearance, and also in the morning for a firmer, lifted look. Enhances skin's smoothness and promotes cell renewal. Improves skin moisturization and hydration. Contains Clientele's exclusively patented Sacred Lotus Seed Extract, Snap 8 Peptide and Marine Algae to smooth wrinkles, and nourishing Mushroom Extract. Gentle enough to be used every day, lightweight and oil-free. 1.7 oz.

#95122 \$75 plus s/h

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A DermaTight™ Clinical Study Revealed:

 97% reported a tighter, firmer, lifted look to skin

 97% reported a reduced appearance of lines & pores, and smoother skin texture

 93% noted after one application a decreased depth & number of wrinkles

 90% reported improved skin clarity, and that their skin looked young



Does your neck match your face? For many women the answer is no! Neck Envy.

The result of extensive Dermatological research at Clientele. Developed to address key concerns of neck aging such as

IN A 4 WEEK CLINICAL STUDY OF **Neck Envy**.

- 95% noted improvement in firmness, softness, and smoothness
- 90% noted less fine lines & wrinkles
- 79% saw a reduced area of wrinkles, improved skin texture & more beautiful skin
- 68% noted a reduction in depth of lines and wrinkles

creases, lines, wrinkles, dry, rough, tortoise texture and uneven spotted appearance. It contains Clientele's patented anti-aging Sacred Lotus, Dermaxyl[®], a collagen-boosting peptide complex, free radical fighting antioxidants from Malaysian Palm Oil-rich in Tocotrienols, Grape Seed Extract, Elastology's super firming & skin brightening botanicals, illuminators & much more. 1 oz.

#17342 \$43 plus s/h

For a perfect complexion and a flawless finish . .



Silksation. Face Primer

Provides a vitamin-rich silicon complex with Patented Sacred Lotus Seed Extract. Smooth on skin before makeup for a silky feel and smoother, more even makeup application. Helps to beautify your skin and gives makeup a perfect smooth and silky look. 1.1 oz.

#16594 \$37 plus s/h

CUSTOMER HOT PICKI Silksation

Silksation, Face Primer

• Customers rave over the results of this remarkably effective makeup primer!

CALL: I 800 327-4660

Replenish & Reawaken the youthful appearance of your skin with our most powerful youth factors!

Estro-Lift

Golden Lotus Serum with EGF Youth Factor

A special intensive treatment for mature women! A rejuvenating cell Youth Factor plus Clientele's Botanical Lotus Complex are infused into this dramatic skin youthifier. Rich in line smoothing Ceramides, Peptides and Mushroom Extract, it reduces the look of wrinkles and skin fatigue. Skin appears revived, hydrated and younger looking. 1.1 Fl oz. #70416 **\$59*** plus s/h **New Lower Price!*

Restoracel[™]

Estro-Lift's most powerful anti-aging cream. Contains Nanospheres infused with Youth Factor EGF, Vitamins A, B, C, E, and Co-Q10. Takes years off the look of your complexion and helps restore a healthy glow. Use a few times a week or as often as needed for dramatic results. 0.75 oz. #60011 **\$99** plus s/h

> SAVE & Try Both for just... \$129 plus s/h #11751

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Estro_Lift Golden Lotus

Serum

CLIENTEL

Shirley Jones

US Academy Award Winner still as beautiful as ever thanks to Estro-Lift.

Restorace!"

Newly Updated! Estro-Lift_® Complete Skincare **Offer!** Enjoy the benefits of Estrokin® with this complete kit: • Facial Wash (8 FL. OZ.) • Double Strength Nighttime Estro-Lift • Intensive Serum (1 oz.) Face Therapy (1.6 oz.) orial Wash • Day Therapy SPF 25 (1oz.) Double Strength • Eye Therapy (.5 oz.) Neck Therapy (2.25 oz.) Estro Lift Sponge & Spatula LIENTEL Estea Sill 89 PLUS S/H 29 PLUS S/H SPECIAL OFFER \$335 value! Auto Delivery every 90 days #23296 #23296A Estro-Lift. Intensive Serum with Mx2 Newly Updated Formula! The symphony of state-of-the-art ingredients to Boosts Collagen help revitalize skin's youthful appearance now Matrixyl Peptide helps reduce the appearance of deep wrinkles by as much as 68% includes Matrixyl®, the regenerating peptide that Increases moisture 21% in 10 minutes rebuilds and restores suppleness and diminishes Collaxyl Peptide increases communication the look of lines & wrinkles. Plus there's at the DEJ for skin Estro-Lift Hyaluronate to hold moisture, plump up the skin, rejuvenation \$55 PLUS S/H and decrease the appearance of lines. All this is **Itensive** Serum Revitalizes complexion added to the Estro-Lift base of Lotus Seed Extract, FABULOUS! (1.1 oz.) Phytoestrogens & essential Youth Factors. #92276 Estro-Lift_® Get Acquainted Kit (Travel sizes) Formulated for women with mature skin to help replenish youthful factors, diminish signs of aging, and revitalize tired, dull skin. • Facial Wash (2 FL. OZ.) Estro-Lift • Double Strength \$39 PLUS S/H Estro Lift Nighttime Face Therapy (.5 oz.) Estra Sil \$70 package value! • Day Therapy SPF 25 (.5 oz.) #12280 • Redensity Therapy (.5 oz.) stro_Lil • Wrinkle Filler (.25 oz.) Sponge & Spatula Estro-Lift_® Body Beautiful Look Younger All Over! \$45 PLUS S/H Estro-Lift® Body Skin Therapy is a moisturizing body lotion packed \$109 combo value! with special nutrients to help hydrate and beautify your skin. (7.8 Fl oz.) #91207 Estro_Lift Estro-Lift[®] Hand & Nail Therapy is an ultra-rich skin protectant cream that replenishes your skin for beautiful hands and contains Biotin to strengthen nails. (1 oz.) Estro-Lift® Lip Perfecting Balm soothes, smoothes and conditions lips. (0.25 oz.) Spatula included. CALL: 1 800 327-4660

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Daily Nutrients is a complete health program for women with a full spectrum of vitamins, minerals and powerful antioxidants. Plus, special nutrients that target the skin, hair and nails such as MSM, a nutritional Sulfur that has been referred to as "Nature's Beauty Mineral."

Enjoy greater well-being because you are getting 'the best ingredients' with Clientele's exclusive AM/PM Daily Nutrients conveniently delivered to you fresh each month! You'll receive your last 2 months FREE (\$70 Savings) plus a Bonus Stress Control Nutrients with your 1st shipment, another \$24 Value. Cancel anytime by calling 1 800 327-4660. Enjoy great health and great skin.



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item	price	qty	tota
PAGE 2:			
Lotus Firming Serum 2.3 Fl oz. 68407	\$75		
PAGE 3:			
30 Second Eye Lift 10922 (Value \$102.50)	\$49		
PAGE 7:			
Gravity Control [™] System 10617 Gravity Control [™] Serum 1.7 Fl oz. FirmaLight [™] and Stand	\$189		
PAGE 8:			
Peptide Hydration Cream 1.7 Fl oz. 10222	\$52		
PAGE 9:			
Gentle Soy Antioxidant Wash & Sponge 8 Fl oz. 11170	\$35		
Thermal Facial Pumpkin Scrub 4 Fl oz. 12187	\$35		
Lotus Pure Moisture 1.7 Fl oz. 27002	\$48		
Age Blocker® SPF 25 1.2 oz. 11136	\$75		
Firming Night Peptides 1.2 oz. 71206	\$75		
PAGE 10:			
Eye Science [®] .5 Fl oz. 15026	\$35		
DermaTight® 1.7 Fl oz. 95122	\$75		
PAGE 11:			
Neck Envy® 1 Fl oz. 17342	\$43		
Silksation® Face Primer 1.1 Fl oz 16594	\$37		
PAGE 12			
Golden Lotus Serum 1.1 Fl oz. 70416	\$59		
Restoracel [™] 0.75 Fl oz. 60011	\$99		
Cost Savings Combo11751• Golden Lotus Serum 1.1 oz.• Restorace™ 0.75 oz.	\$129		

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Esto-Lift _® Complete Sk (Value \$335)		\$129		
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• Intensive Serum (1 oz.) (1	lighttime Face Therapy 1.6 oz.)			
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• Eye Therapy (.5 oz.) • S	Sponge & Spatula			
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PAGE 14:				
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- 3. Fold and place in envelope.
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Our Gift to You, a "Fresh & Firm Face"



Try Clientele's firming duo at night - have a Firm & Fresh Face by morning!

Revitalizing Facial

Boost the effects of your skincare with moisturizing & firming Antarcticine®, a Glycoprotein from the icy cold Arctic, plus energizing Ginseng, Japanese Green Tea, and South American Coffee. In just five minutes you can bring radiant beauty and softness to your skin. Feel the benefits:

Moisture
Healthy glow

- Satin smoothness Refreshing stimulation
- (5-10 Applications)

• Firming Night Cream

This advanced, 'all-in-one' skin beautifying complex combines the latest discoveries in Antioxidant and Anti-Aging research for up to an 82% increase in elasticity.

Firm, hydrate & smooth your skin. With regular use, lines and wrinkles visibly soften. 91% of users found that their skin looked younger! (1 oz.)

Item # 21510

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