

HELENA RUBINSTEIN'S TECHNOLOGICAL SOLUTION:  
FIGHT AGEING TO MORE EFFECTIVELY FIGHT DARK SPOTS

DISCOVER THE NEW BREAKTHROUGH IN SKIN WHITENING AND  
ANTI-AGE EFFECTIVENESS WITH THREE-FOLD ACTION:

**POWER K COMPLEX**

A combination of:

**Kojic Acid + Ceramide White®**

To fight against the formation and  
accentuation of pigmentation spots  
-> **Respectively inhibits the  
formation and activity of  
Tyrosinase**



**AGE WHITE COMPLEX**

A combination of:

**Yeast Extract**

Reinforces the dermo-epidermal  
connexion area and thus prevents  
pigmentation spots from forming  
-> **Stimulates the production of  
collagens IV and VII**

**Gentian Extract**

Helps limit the production of  
melanin  
-> **Inhibits the proliferation of  
inflammatory mediators  
(IL-1a in particular)**



VISIBLE RESULTS ON PIGMENTATION SPOTS AND SIGNS OF AGEING

DIMINISHED SPOTS – INCREASINGLY LUMINOUS SKIN – MORE EVEN COMPLEXION – SMOOTHER WRINKLES AND FINE LINES

THE WOMEN SUBJECTS NOTED THAT\*:

	After 4 weeks*	After 8 weeks*
The number of spots has visibly diminished	83 %	87 %
The size of the spots has visibly diminished	85 %	90 %
The colour of the spots has visibly faded	88 %	92 %
The skin looks lighter and clearer	100 %	100 %
The complexion appears increasingly even	95 %	100 %

\*Self-evaluation survey conducted on 38 Asian women between the ages of 35 and 55.



AGE WHITE REVERSER  
POWER K

Two new anti-age and skin whitening treatments that are  
highly concentrated in Kojic Acid

For the very first time, the HR Laboratories have combined  
two anti-age and skin whitening complexes:

- Power K Complex (Kojic Acid + Ceramide White)
- Age White Complex (Yeast Extract + Gentian Extract)

To fight against the main causes of skin pigmentation and  
signs of cutaneous ageing.

Visible results after 4 weeks of product application:

Diminished spots – Increasingly luminous skin  
More even complexion – Smoother wrinkles and fine lines

The skin radiates with a clear, luminous glow!

LIVE BRILLIANTLY

Pigmentation spots are one of the first signs of cutaneous ageing in Asian skin.

TWO MAJOR SCIENTIFIC DISCOVERIES  
SHOW THE IMPACT OF AGE ON:

THE DEVELOPMENT  
OF DARK SPOTS

In 2008

An initial scientific discovery brought to light  
the fact that the dermo-epidermal connexion  
area directly beneath a pigmentation spot  
shows greater weakness in the supporting  
structure than that in the areas that don't have  
spots. This weakness increases with age,  
allowing the spot to root itself more deeply  
into the skin.

The need to protect and reinforce  
the dermo-epidermal connexion area

THE PROLIFERATION AND  
ACCENTUATION OF DARK SPOTS

In 2009

The Helena Rubinstein research laboratory  
has taken this a step further and discovered  
that with age, the inflammatory mediators  
generated by epidermal cells begin  
to multiply (particularly INTERLEUKIN 1),  
which stimulates the melanin production  
process. This causes pigmentation spots  
to rapidly develop.

The need to prevent inflammatory  
mediators from proliferating



## AGE WHITE REVERSER POWER K « AGELESS » WHITE TO COMBAT PHOTO AGEING PIGMENTATION

### WHY DEVELOP A SPECIFIC SERUM FOR THE EYE CONTOUR?

The eye contour is one of the areas that is most sensitive to premature signs of ageing and the formation of dark spots. Here, the skin is much thinner and more fragile than that over the rest of the face. Moreover, the support fibre network is more relaxed in the eye area. This fragile zone is particularly sensitive to external aggressions and is in constant movement due to the underlying muscles. Given all of these factors, it is essential to use an adapted whitening skin care product!

### AGE WHITE REVERSER POWER K EYE SERUM

**RESULTS :** Upon application, the eye contour is instantly smooth and soft. Day after day, wrinkles and fine lines diminish. Dark circles are erased. The size, intensity and number of dark spots are visibly reduced.

## A COMPLETE WHITENING AND ANTI-AGE RITUAL TO EFFECTIVELY COMBAT PHOTO AGEING PIGMENTATION

1. PURIFY
2. PREPARE THE SKIN
3. LOCALLY CLARIFY
4. INTENSELY CLARIFY
5. SOOTHE & MOISTURISE
6. PROTECT



AGE WHITE REVERSER Whitening foaming cleanser [melano d-code]

To rid the skin of impurities and facilitate the removal of dead cells



AGE WHITE REVERSER Soothing lotion anti-age whitening [melano d-code]

To soothe and soften the skin



AGE WHITE REVERSER POWER K EYE SERUM anti-age whitening kojic acid concentrated

For a bright and radiant gaze



AGE WHITE REVERSER POWER K SERUM anti-age whitening kojic acid concentrated

For high visible results on both dark spots & ageing



AGE WHITE REVERSER Soothing emulsion anti-age whitening [melano d-code]

To protect, soothe and soften the skin



AGE WHITE REVERSER Superior cream hydra whitening [melano d-code]

For a long lasting moisturised and soft skin



PREMIUM UV AGE REVERSER Anti-age UV protection SPF 40 PA+++ SPF 50 PA+++

For reinforced skin protection

## AGE WHITE POWER K: THE ESSENTIALS

### FOR WHOM?

For all women who wish to more effectively fight against the formation and accentuation of pigmentation spots.

### DISCOVERY

The Helena Rubinstein anti-age and skin whitening expertise reveals the impact of age on the formation, proliferation and intensity of pigmentation spots.

### CLAIM

Fights ageing to more effectively fight dark spots

Visible results:

Pigmentation spots have diminished

The skin is more luminous

The complexion is increasingly even

Wrinkles and fine lines are smoother

### THE SECRET BEHIND THE FORMULA

The **Power K Complex** (Kojic Acid + Ceramide White) is combined with the **Age White Complex** (Yeast Extract + Gentian Extract) to synergistically fight against the main causes of skin pigmentation

### THE "ABSOLUTE MUST" IN MAKE-UP FOR AN IMMEDIATE EFFECT

Protect your skin with PREMIUM UV AGE REVERSER MAKE-UP BASE  
Even out your complexion by adding a touch of luminosity to the skin, using COLOR CLONE MAGIC TOUCH  
Apply the make-up base to your face, which envelops the skin in a light and transparent veil.

## LA NOUVELLE PROTECTION ANTI-UV ANTI-ÂGE

INSPIRATION: THE WHITE LOTUS MIRACLE  
Behind the immaculate appearance of the White Lotus is a natural barrier phenomenon: a true miracle of nature!

### FOR NEW HIGH-TECH PROTECTION « MEXO LOTUS » COMPLEX

- MEXORYL SX & XL, TITANIUM DIOXIDE
- WHITE LOTUS EXTRACT

"UV repellent"  
Protects the skin from the harmful effects of the sun and premature signs of ageing

"Free-radical repellent"  
Protects the skin from internal damages caused by the harmful effects of free-radicals

### PERFECT ALLIANCE BETWEEN PLEASURE & PROTECTION

For youthful-looking, silky soft and optimally moisturised skin

## TWO LEVELS OF UV PROTECTION FOR DIFFERENT NEEDS



**SPF 40:** A light apricot coloured texture that immediately adds luminosity to the complexion. It is also an ideal make-up base that beautifully enhances the skin, leaving it shine-free.  
**SPF 50:** This formula with reinforced anti-wrinkle and dark spot action, provides the skin with 12 hours of continuous protection and moisture-replenishment.