

# AGE WHITE REVERSER POWER K

*'AGELESS' WHITE TO COMBAT  
PHOTO AGEING PIGMENTATION*



LIVE BRILLIANTLY

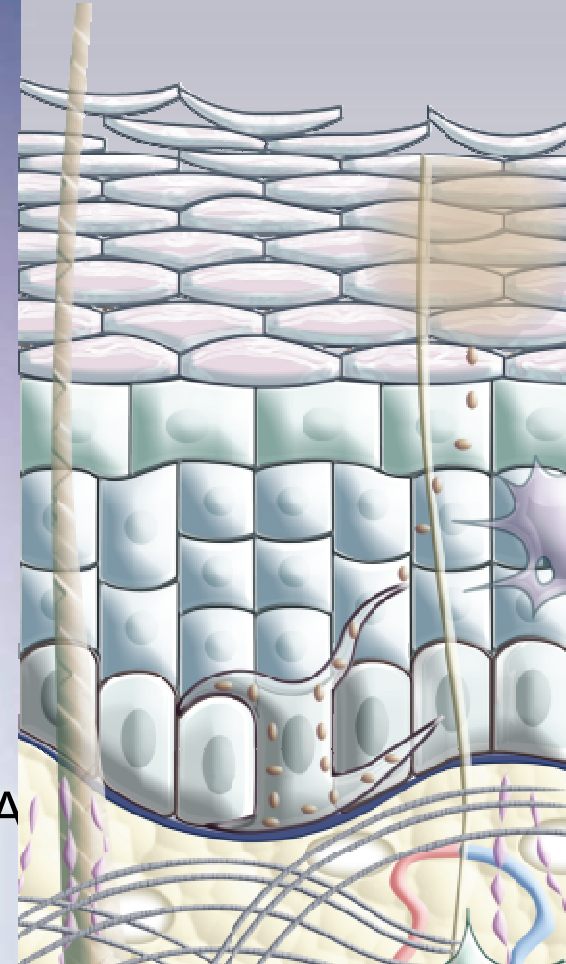
*“As I get older, the number of dark spots on my skin are increasing and they are harder to fight.  
It is embarrassing because it betrays my age...”.*

## FIGHT AGEING TO BETTER FIGHT DARK SPOTS

TWO MAJOR SCIENTIFIC DISCOVERIES:

- **2008:** WITH AGE, DARK SPOTS ROOT THEMSELVES MORE DEEPLY INTO THE SKIN (discovery presented *at the World Dermatology congress in Buenos Aires*)

NEED TO PROTECT & STRENGTHEN THE DECA

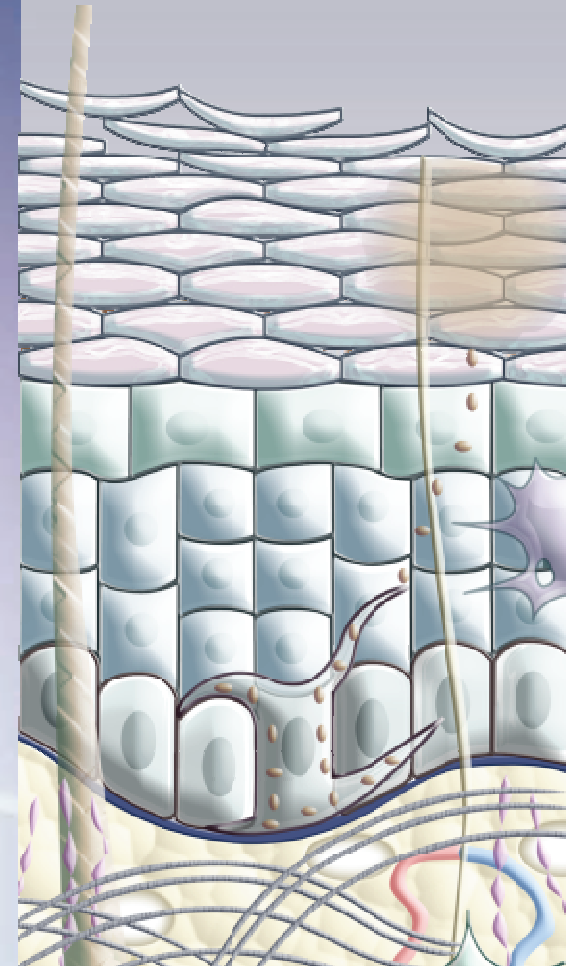


## FIGHT AGEING TO BETTER FIGHT DARK SPOTS

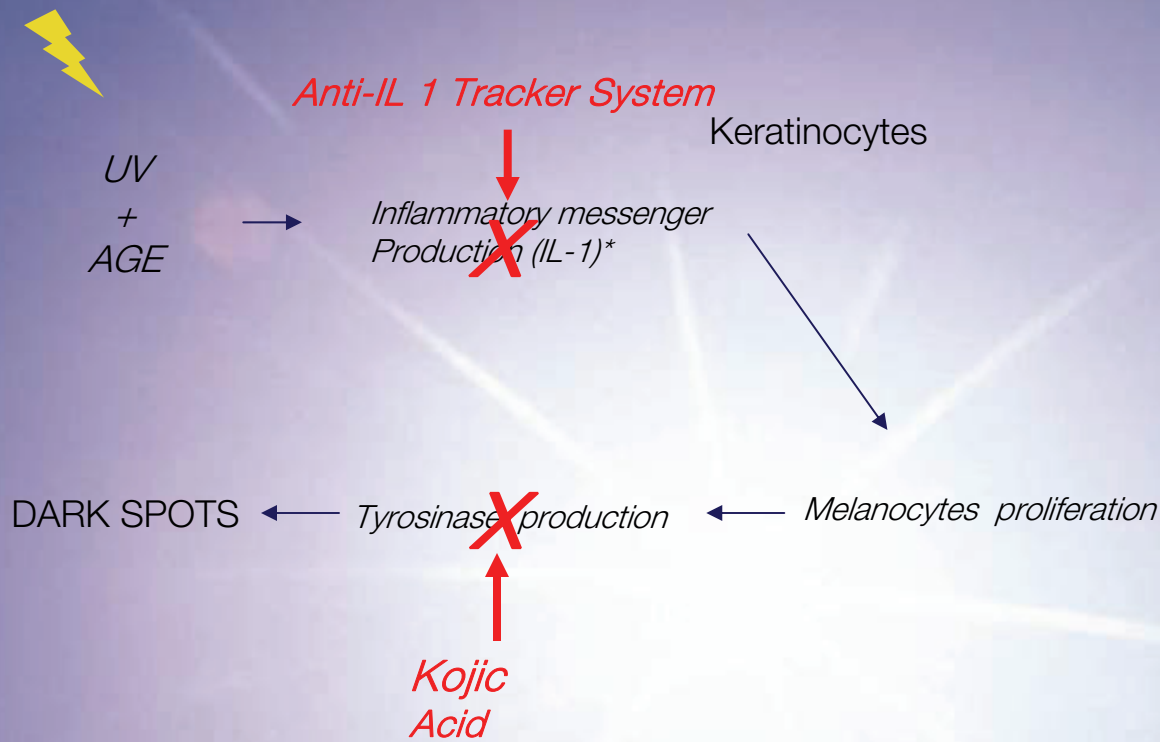
### TWO MAJOR SCIENTIFIC DISCOVERIES:

- **2009:** WHITE AGE, the inflammatory mediators produced by the cells in the epidermis multiply, heightening the production of melanin responsible for dark spots proliferation.

NEED TO FIGHT AGAINST THE PROLIFERATION  
OF INFLAMMATORY MEDIATORS



## MASTERING MELANOGENESIS PROCESS



\*IL-1 is a primary mediator that responds to inflammation

# AGE WHITE REVERSER POWER SERUM **K**

anti-age whitening  
kojic acid concentrate



LIVE BRILLIANTLY

## FIGHT AGEING TO BETTER FIGHT DARK SPOTS AGE WHITE REVERSER POWER K TECHNOLOGY

1

### POWER K COMPLEX

Kojic Acid  
&  
Ceramide White®



Inhibits & Prevents  
the Formation of Tyrosinase

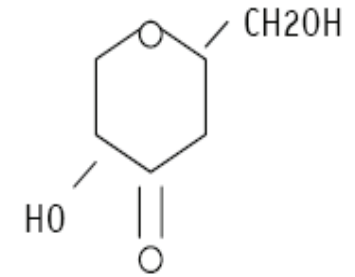
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### AGE WHITE COMPLEX

Yeast Extract  
&  
Gentian Extract



Stimulates the production  
of Collagen IV & VII  
&  
Inhibits Inflammatory Mediators Proliferation



## HIGH VISIBLE RESULTS ON BOTH DARK SPOTS & AGE

- **APPEARANCE OF SPOTS IS AS IF “STOPPED”:**  
The skin radiates from its inner luminosity and whiteness.
- **THE SKIN APPEARS YOUNGER:**  
Wrinkles and fine lines are significantly diminished.  
The skin is smoother.



## HIGH VISIBLE RESULTS ON BOTH DARK SPOTS & AGE

BRILLIANT RESULTS	AFTER 4 WEEKS*	AFTER 8 WEEKS*
The number of spots is visibly diminished	83%	87%
The size of the spots is visibly reduced	85%	90%
The colour of the spots is visibly softened	88%	92%
The skin is more clarified	100%	100%
The skin texture looks more refined	100%	97%
The complexion looks more radiant	98%	97%
The complexion looks more transparent	98%	95%
The complexion looks more uniform	95%	100%
The dark circles look visibly reduced	90%	90%
The skin looks softer	98%	97%
The skin looks smoother	98%	95%
The skin looks fairer	93%	100%
The skin looks lighter	98%	97%

\* Auto-evaluation conducted on 38 Asian Women aged between 35 & 55

# AGE WHITE REVERSER POWER SERUM K

anti-age whitening  
kojic acid concentrate

A WHITE SERUM THAT DELICATELY MELTS  
INTO THE SKIN...

FOR A MORNING AND NIGHT APPLICATION



## AFTER 8 WEEKS OF USE, THE SERUM TEXTURE IS “ACCLAIMED” BY WOMEN\* ...

The product has no “noodle effect”	95%
The product doesn't leave the skin feeling sticky	85%
The product provides a refreshing sensation to the skin	92%
Product fitting the subject's skin type	100%
Product fitting the subject	95%
The colour of the product is pleasant	100%
The texture of the product is pleasant	100%
The aspect of the product is pleasant	100%
The scent of the product is pleasant	92%
The application is easy	100%
The product is comfortable	97%
The product leaves the skin comfortable	100%

\*auto-evaluation conducted on 38 Asian Women aged between 35 & 55

## RESULTS ARE CONFIRMED vs COMPETITION THROUGH A BLIND TEST CONDUCTED ON ASIAN WOMEN ... THEY SAY :

### OVERALL GOOD KEY SCORES FOR THE NEW FORMULA

- TEXTURE : Easy to apply, good spreading & penetration, “sara-sara finish”
- RESULTS : Clarified & radiant complexion, reduction of “yellowish” complexion.

#### EXCEPTIONAL RESULTS

	HR New	HR Current	Competition*
Overall Likeability	81	77	78
Global rate / 10	6,9	6,6	6,8
Texture	92	84	88
The skin is clarified	61	58	59
Reduces “yellowish” aspect of the skin	48	46	45

\* Average



# AGE WHITE REVERSER POWER EYE SERUM **K**

anti-age whitening  
kojic acid concentrate



# AGE WHITE REVERSE POWER EYE SERUM **K**

anti-age whitening  
kojic acid concentrate

A FRESH AND LIGHT FORMULA THAT MELTS  
SOFTLY IN THE SKIN FOR A BRIGHT AND  
RADIANT GAZE



# AGE WHITE REVERSER POWER EYE SERUM

anti-age whitening  
kojic acid concentrate

## MORNING AND NIGHT APPLICATION

- 1- With the tip of the finger, drain the top of the upper lid and the bottom lid (along the dark circles) from the inside to the outside.
- 2- Proceed to small pressures using fingertips (index and middle finger) on the lower part of the eyes, starting from the inner corner towards the temple.



## PREMIUM UV AGE REVERSER

anti-age UV protection SPF 50 / PA +++

Mexoryl SX + XL

UV 12 h

## PREMIUM UV AGE REVERSER

anti-age UV protection SPF 40 / PA +++

Mexoryl SX + XL

Make up Base





## ANTI-UV, ANTI-AGE NEW PROTECTION

### « MEXO LOTUS » COMPLEX



PERFECT ALLIANCE BETWEEN PLEASURE & PROTECTION

Complete Protection Against UV Induced Damages  
Hydrated & velvety skin



## THE 'LOTUS EFFECT':

A natural self-cleansing surface which repels water and dirt. The lotus leaf has micro and nano structures, creating a contact angle with water and causing it to bead and roll away, gathering dirt along the way.

Inspired by the "Lotus effect", HR laboratories have conceived Premium UV Age Reverser:

**As if UV rays roll away on the skin like the water on the lotus leaf, for an immaculate complexion".**

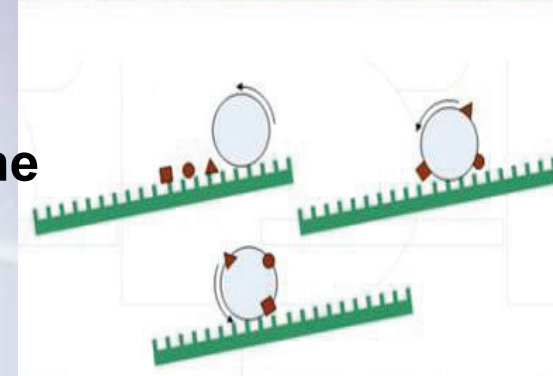
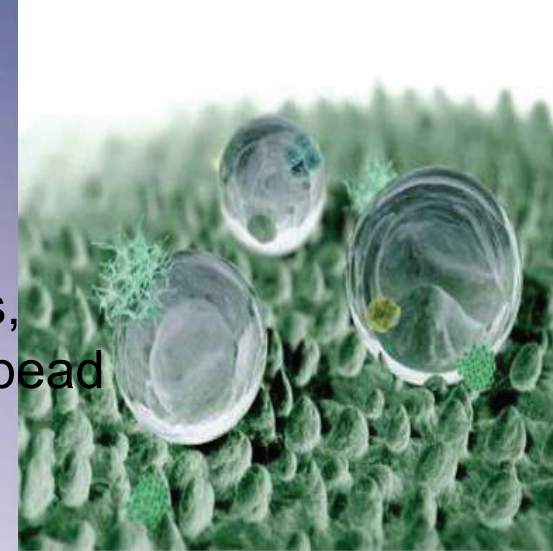


Diagram showing a droplet cleaning a superhydrophobic surface by rolling off

## TWO UV PROTECTIONS FOR DIFFERENT NEEDS

### PREMIUM UV AGE REVERSER SPF 50 PA+++

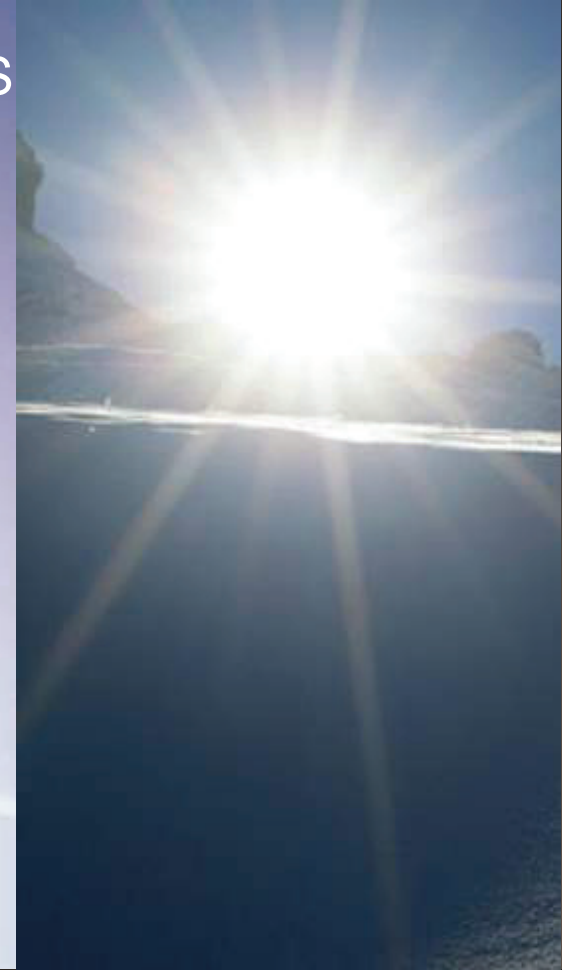


12 HOURS OF HYDRATION  
&  
PROTECTION FOR THE SKIN

### PREMIUM UV AGE REVERSER SPF 40 PA+++



INSTANTLY ILLUMINATES THE COMPLEXION.  
IDEAL MAKE-UP BASE (no shiny effect)



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

### 1- PURIFY



#### AGE WHITE REVERSER

whitening foaming  
cleanser  
[melano d-code]

TO RID THE SKIN OF  
IMPURITIES AND  
FACILITATE THE  
REMOVAL OF DEAD  
CELLS

### 2- PREPARE THE SKIN



#### AGE WHITE REVERSER

SOOTHING LOTION  
anti-age whitening  
[melano d-code]

TO SOOTHE AND  
SOFTEN  
THE SKIN

### 3- LOCALLY CLARIFY



#### AGE WHITE REVERSER POWER EYE SERUM

anti-age whitening  
kojic acid concentrate  
  
FOR A BRIGHT AND RADIANT  
GAZE

### 4- INTENSELY CLARIFY



#### AGE WHITE REVERSER POWER K SERUM

anti-age whitening  
kojic acid concentrate  
  
FOR HIGH VISIBLE RESULTS  
ON BOTH DARK SPOTS &  
AGEING

### 5- SOOTHE & MOISTURISE



#### 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

### 6- PROTECT



#### PREMIUM UV AGE REVERSER

Anti-age UV protection  
SPF 40 PA +++  
SPF 50 PA +++

FOR A REINFORCED  
SKIN PROTECTION