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L'ORÉAL PARIS

# SKINCARE TRAINING

2023



[www.lorealparis.com.au](http://www.lorealparis.com.au)

L'ORÉAL  
PARIS



L'ORÉAL  
PARIS



**EXPERT SKINCARE  
FOR YOUTHFUL SKIN  
AT EVERY AGE**

INVEST IN YOU.  
BECAUSE YOU'RE WORTH IT.

THE OTHER SIDE  
L'ORÉAL  
PARIS

## OUR SKINCARE COMMITMENTS

Care about your Skincare? So do we.

At L'Oréal Paris we create advanced, effective skincare – for even the most sensitive skin. From our tolerance-testing to our independent cosmeto-clinical trials, you can be safe in the knowledge that our products are 100% safe for all skin types, and deliver on their claims.



**FROM FORMULAS TO TESTING,  
WE'RE COMMITTED TO YOUR SKIN**



TOLERANCE  
TESTED



INDEPENDENTLY  
TRIALED

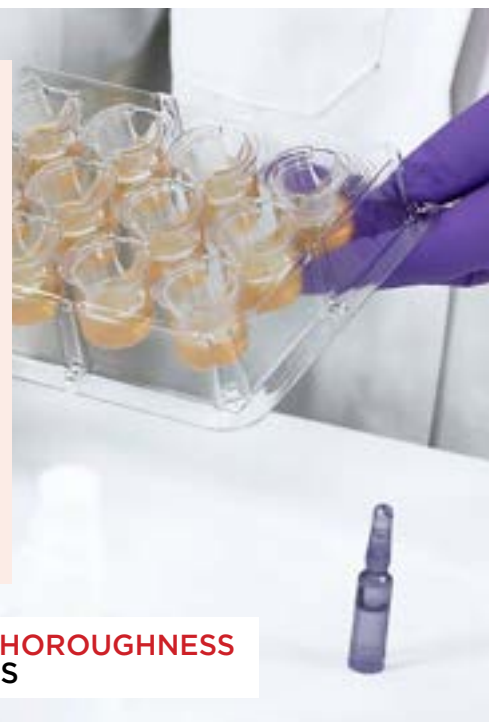


ETHICALLY  
DRIVEN

BECAUSE YOU'RE WORTH IT.

**To ensure our active ingredients are safe for all skin types, we apply our formulas on real skin 600 times (before it goes anywhere near yours).**

Our commitment to safety does not stop there. We have also developed a remarkable platform of predictive strategies that allow us to identify new ingredients or new innovations to constantly enhance our products' safety as well as their performance. In addition to this, our practice of listening to our consumers or other stakeholders helps us to understand their concerns and to consider these also when deciding to reduce or to remove certain ingredients.



**SAFE IN THE THOROUGHNESS  
OF OUR TRIALS**



**After we've tested the effectiveness of our products, they're tested again independently (so we're doubly sure).**

Our researchers relentlessly work to develop skincare products with better performance, integrating formulation technologies and actives with proven efficacy through cosme-to-clinical tests conducted by independent institutes.



**SAFE IN THE STRENGTH OF  
OUR FORMULAS**

**Placing ethics at the heart of our business, L'Oréal Paris is committed to a world without animal testing. That's why we completely stopped testing our products on animals over 30 years ago, well before new laws were established.**

At L'Oréal Paris, we take ethics very seriously, so when it comes to product testing – we're on the same page. That's why only the most rigorous safety evaluation procedures are used across our entire product range. We match this with a relentless effort to innovate new ground-breaking testing alternatives, like Episkin, which has been created with human skin cells to accurately mimic real skin (keeping our process clean and pure). It's important to note that regardless of our ongoing commitments, certain health authorities may still decide to independently conduct animal tests themselves for cosmetic products, as is still the case in China. This is something we push to change every day with L'Oréal acting as the most active company working alongside the Chinese authorities and scientists for over 10 years to have alternative testing methods recognised. All to permit the cosmetic regulation to evolve toward the total and definite elimination of animal testing.



**ETHICALLY DRIVEN  
ALTERNATIVE TESTING METHODS**



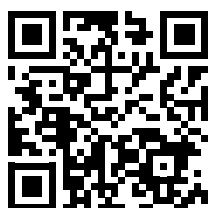
## IT'S NEVER BEEN SO EASY TO FIND YOUR EXPERT SKINCARE ROUTINE

### What is Skin Genius?

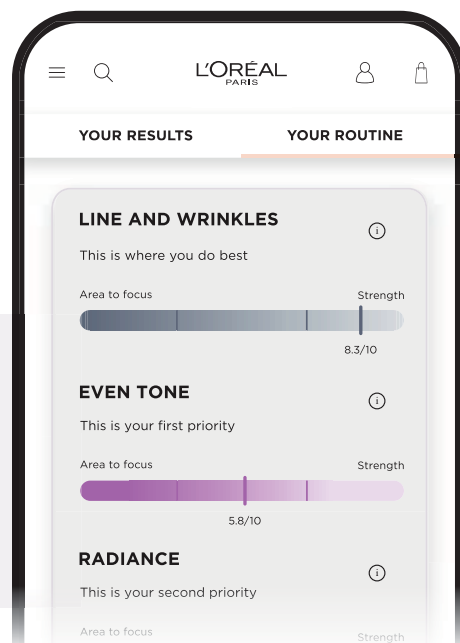
Skin Genius provides an on-the-spot expert skin diagnosis, and provides you with a personalised skincare regime. Powered by the latest in AI technology, the tool has been developed using a database of 10,000 facial images taken by real dermatologists and experts. This, paired with over 20 years of skin research at L'Oréal Paris, allows for a 95% grading accuracy on your personal skin analysis to provide the most accurate, personalised information and care routine. Results are defined within 5 dimensions of skin quality and tracked against an expert 10-grade scale.

### SKIN GENIUS ANALYSES 5 KEY SKIN ATTRIBUTES

- |                     |                 |
|---------------------|-----------------|
| 1. LINES & WRINKLES | 4. PORE QUALITY |
| 2. RADIANCE         | 5. EVEN TONE    |
| 3. FIRMNESS         |                 |



**TRY IT YOURSELF**  
SCAN NOW FOR  
YOUR PERSONALISED  
SKINCARE DIAGNOSIS



14  
**AGE PERFECT**  
GLYCOLIC BRIGHT

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36  
**AGE PERFECT**  
CLASSIC

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19  
**REVITALIFT**  
CLINICAL

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40  
**AGE PERFECT**  
CELL RENEWAL

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20  
**REVITALIFT**  
CLASSIC

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43  
**AGE PERFECT**  
GOLDEN AGE

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23  
**REVITALIFT**  
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**AGE PERFECT**  
INTENSE NUTRITION

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28  
**REVITALIFT**  
LASER

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**WRINKLE EXPERT**

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**YOUTH CODE**

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50  
**PURE CLAY**

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This Training Manual showcases our complete range of products available in Australia.

Each of our retail partners select the individual products and ranges they stock, so not every product may be available in your store. Each recommended retail price ("RRP") set out or referred to in this document is a recommended price only and there is no obligation to comply with the recommendation.

## VITAMIN C

### WHAT IS VITAMIN C?

Vitamin C is a potent dermatological active known to have a multitude of skin benefits. As an antioxidant, its ability to neutralise free radicals helps keep the skin visibly radiant, smooth and youthful. As a brightening active, it helps even your skin tone (caused by sun damage, external aggressors and other factors such as age and acne marks).

### WHY USE VITAMIN C?

Between the age of 20 and 30, three key internal biological processes start to slow down: epidermal turnover, collagen production & hyaluronic acid production. This can lead to the appearance of the 1st ageing signs including fine lines, rough texture, dullness, and uneven tone. Exposure to external stressors, such as UV rays & pollution, causes oxidative stress which accelerates this ageing process. That's why it's so important to start taking care of your skin from your 20's onwards. Dermatologists recommend applying a pure Vitamin C anti-ageing serum for face topically to prevent and correct early ageing signs for brighter, smoother skin.

### INTRODUCING THE NEW REVITALIFT CLINICAL 12% PURE VITAMIN C [TONE-PORE-LINE] SERUM

After more than 5 years of research and 200 formulas tested, the L'Oréal laboratories introduce a breakthrough serum. Harnessing the antioxidant power of the purest form of Vitamin C, the one most recommended by Dermatologists, at an ultra-stable high concentration, and boosted with Salicylic Acid and Vitamin E for enhanced efficacy. Scientifically proven results: Skin is 2X brighter\* and pores are 2X less visible.△

### HOW TO USE A VITAMIN C SERUM?

Get the most of this serum by incorporating it into your skin care routine with the following steps:

- Step 1.** Cleanse to remove impurities and prep skin for serums.
- Step 2.** Apply 3-5 drops of Revitalift Clinical 12% Pure Vitamin C serum over the face and neck to visibly even skin tone, reduce pores and smooth pores.
- Step 3.** For additional hydration, layer with Revitalift Filler 1.5% Pure Hyaluronic Acid Serum.

Moisturise and apply an SPF.

At night complete your derm recommended routine with Revitalift Pure Retinol Night Serum.



\*Cosmeto-clinical score vs baseline, 63 subjects, 4 weeks.

△After 8 weeks.



## NIACINAMIDE

Niacinamide is a derivative of Nicotinic acid and belongs to the Vitamin B family (namely Vitamin B3). Its uses in cosmetics has been widely known and practiced in regard to skin care, particularly products that are considered to be anti-ageing. Niacinamide has been proposed to help aid in reducing signs of skin ageing, particularly dark spots and pigmentation. It has been suggested to be a potential skin antioxidant, and as an ingredient to help reduce fine lines and wrinkles.

**The NEW L'Oréal Paris Pressed Cream** is formulated with Retinol + **Niacinamide**, acting as a soothing nutrient that helps even skin tone and reduce dark spots.



## HYALURONIC ACID

**Hyaluronic Acid** is found naturally in the epidermis layer of the skin and plays a vital role in preserving the skin's tone, elasticity and volume.

Sadly, with age our natural Hyaluronic Acid levels drop and our skin becomes drier, duller and less plump. This is where skincare products containing Hyaluronic Acid come into play to help replenish the skin.

Our **Revitalift Filler range** enriched with Hyaluronic Acid is scientifically proven to rehydrate the skin and reduce the appearance of wrinkles for plumper, bouncier skin and fuller-looking contours.

### INTRODUCING THE REVITALIFT FILLER 2.5% [HYALURONIC ACID + CAFFEINE] EYE SERUM

Revitalift Filler Hyaluronic Acid Eye Serum is the first dedicated serum for your eyes from L'Oréal Paris! Formulated with 1.5% Pure Hyaluronic Acid and 1% Pure Caffeine to replump eye lines, smooth and visibly reduce dark circles.

The breakthrough Triple Roller applicator with three cooling, stainless steel beads provides a full eye contour massage to help de-puff and revive tired looking eyes. Validated with dermatologists, **eyes look 5 years younger in just 2 weeks.\***

### INTRODUCING THE NEW REVITALIFT FILLER HYALURONIC ACID PLUMPING WATER-CREAM

Powered by Hyaluronic Acid and 3 nourishing Ceramides, this lightweight water-cream packs a punch but feels light as air on the skin. Validated with dermatologists, skin is 3X more plump in just 2 weeks.^

^Cosmeto-clinical study, 85 women, 2 weeks.



OUR NO.1  
SELLING  
SERUM



\*Equivalence in years of appearance improvement of crows feet, wrinkles & under eyes lines. 81 women cosmeto-clinical scorage after 2 weeks. Before/After from digital simulation of average clinical results. Results may vary from an individual to another.

# TRENDING SKINCARE INGREDIENTS

## RETINOL



### WHAT IS RETINOL?

Retinol is a derivative of Vitamin A, naturally present in living organisms and food. For cosmetics, Retinol is created by chemical synthesis.

**Retinol** stimulates cell renewal in epidermal deep layers: this thickens the living epidermis for a visible skin rejuvenation and anti-wrinkle effect.

### REVITALIFT LASER PURE RETINOL NIGHT SERUM

Validated with dermatologists, the Revitalift Laser Pure Retinol Night Serum is the highest concentration of Pure Retinol from L'Oréal Paris, scientifically proven to visibly reduce all wrinkles, even deep ones, for 100% of women.\*

### INTRODUCING THE REVITALIFT LASER RETINOL + NIACINAMIDE PRESSED NIGHT CREAM

L'Oréal Paris Revitalift Retinol + Niacinamide Pressed Cream combines two of the most powerful anti-ageing ingredients in one night cream. Formulated with **Retinol**, a top dermatologist-recommended ingredient, **in 14 nights wrinkles are visibly reduced and skin tone is more even\*\***.

### HOW TO USE RETINOL

Use only at night, and your skin will need time to get used to this powerful ingredient, so it is recommended to introduce it gradually into your evening skincare regime. When using Retinol, remember to always use a facial sunscreen or broad spectrum SPF moisturiser as Retinol sensitises your skin to UV rays.

Revitalift Laser Pure Retinol Night Serum and Revitalift Laser Retinol + Niacinamide Pressed Cream should not be used in conjunction with one another on the same night.



\*Cosmeto-clinical study on 49 women: scoring of face wrinkles at 4 months

\*\*Cosmeto-clinical study on 59 subjects, 2 weeks.

## GLYCOLIC BRIGHT

### WHAT IS GLYCOLIC ACID?

Glycolic acid is the smallest member of the Alpha Hydroxy Acid (AHA) family. Over centuries, glycolic acid benefits have become known to reduce skin discoloration through exfoliation methods and have proven effective for skin brightening.

Glycolic Acid at its core is an exfoliant used by dermatologists to penetrate deep into the pores, weakening the binding properties of the proteins that hold dead skin cells and debris to the skin's surface. Exfoliation can remove damaged skin and excess oil while promoting a brightened and renewed complexion – building an effective skincare regime is essential.

### WHY USE GLYCOLIC ACID

Glycolic Acid is one of the trendiest buzzwords on the skincare scene. It can be found in everything from moisturisers to serums. It works to fix a variety of different skin care issues. Glycolic Acid benefits have become known to boost skin rejuvenation and reduce skin discoloration through exfoliation. As a naturally occurring ingredient, Glycolic Acid is a safe and effective component of many leading skin care products; designed to help your skin feel smoother and look more radiant. Glycolic acid has been praised throughout the skincare world for its many uses and effortless simplicity.

### GLYCOLIC BRIGHT RANGE

L'Oréal Skincare Laboratories has developed Glycolic Bright, inspired by the science of a peeling procedure. Now you can experience the benefits of an in-clinic facial peel without leaving home.

The Glycolic Bright skincare range is scientifically proven to brighten skin & visibly reduce dark spots. Formulated with Glycolic Acid, a gentle chemical exfoliant, the range acts on 4 key dimensions that can inhibit the appearance of bright, glowing skin: dark spots, dullness, unevenness and roughness.

Discover your Glycolic Bright regime with the complete range of skincare essentials – a cleanser, serum, sheet mask, and moisturisers for both morning and evening.



## COLLAGEN

**Collagen** is a major component of the skin, known as the 'skin's cushion'. It plays a role in strengthening skin, maintaining elasticity and hydration.

As women reach menopause, they typically lose 30% of the natural collagen in their skin, which typically causes skin sagging, age spots & visible dehydration. Luckily, collagen-enhanced skincare can help to fight these signs of ageing.

The L'Oréal Paris Laboratories have formulated our daily dose of Collagen Amino Acid Fractions into the **Age Perfect Classic Collagen Tightening Range**. The collagen-enhanced formula's work to visibly firm and re-tighten skin for instant & lasting results.



## ANTIOXIDANTS

**NEW CREAM  
IN 2023**

ENRICHED WITH AN  
**ANTIOXIDANT  
RECOVERY  
COMPLEX**

**NEOHESPERIDIN**  
L'ORÉAL DEVELOPED  
ANTIOXIDANT

+  
**Vitamin E**

Antioxidants help to support the skin's natural renewal process and helps mother cells replenish their defence systems after the environmental assaults of the day when skin is most receptive to repair – at night.

The Age Perfect Cell Renewal Midnight Serum and NEW Age Perfect Cell Renewal Midnight Cream are formulated with an antioxidant recovery complex. Millions of new cells are revealed for visibly smoother, more radiant and younger-looking skin.

Neosperedin is a L'Oréal Paris developed antioxidant derived from bitter orange peel, extracted from green chemistry, that protects mother cells from UVA and other oxidative stress. The skin naturally produces Vitamin E when cells feel attacked by oxidative stress. As skin ages, Vitamin E levels diminish.

**GLYCOLIC BRIGHT INSTANT GLOWING FACE SERUM 30ML**

RRP \$54.99

Brighten skin & visibly reduce dark spots.

Experience the benefits of an in-clinic facial peel without leaving home with the Glycolic Bright Instant Glowing Face Serum. The serum is formulated with an optimum concentration of 1% Glycolic Acid, for radiant, smoother looking skin after 7 days\*.

**KEY FEATURES & SKIN BENEFITS**

- Scientifically proven to instantly brighten skin & visibly reduce the appearance of dark spots
- Validated by dermatologists
- Immediate result: skin is luminous & visibly glowing
- In 2 weeks: dark spots are visibly reduced and imperfections appear minimised
- Skin appears visibly more even and glowing.

\*Cosmeto-clinical evaluation, 32 women, 4 weeks



**GLYCOLIC BRIGHT GLOWING DAY CREAM SPF15 15ML**

RRP \$49.99

Brighten skin & visibly reduce dark spots.

The hydrating day cream is formulated with SPF 15 to protect against UV rays and brightening Glycolic Acid to help brighten and visibly reduce dark spots for even, glowing skin.

**KEY FEATURES & SKIN BENEFITS**

- Scientifically proven to instantly brighten skin & visibly reduce the appearance of dark spots
- Validated by dermatologists
- Contains SPF 15 to protect against UVA/UVB rays
- Hydrating cream nourishes the skin
- Layers well under makeup for a flawless, hydrated base.



**GLYCOLIC BRIGHT NIGHT CREAM 15ML**

RRP \$49.99

Brighten skin & visibly reduce dark spots.

The night cream is formulated with brightening Glycolic Acid, boosting skin glow overnight and minimising the appearance of dark spots.

**KEY FEATURES & SKIN BENEFITS**

- Scientifically proven to instantly brighten skin & visibly reduce the appearance of dark spots
- Validated by dermatologists
- Contains Glycolic Acid to fight dullness overnight
- Vitamin E to help repair the skin barrier while you sleep
- Wake up with brighter, glowing skin.



**GLYCOLIC BRIGHT GLOWING DAILY CLEANSER FOAM 100ML**

RRP \$15.99

Brighten skin & visibly reduce dark spots.

The foam cleanser is formulated with brightening Glycolic Acid to exfoliate and remove dullness for even, glowing skin.

**KEY FEATURES & SKIN BENEFITS**

- Scientifically proven to instantly brighten skin & visibly reduce the appearance of dark spots
- Validated by dermatologists
- Gently exfoliates to reveal more luminous skin
- Removes makeup and impurities
- The dense, creamy foam improves the appearance of dullness.



**GLYCOLIC BRIGHT INSTANT GLOWING SERUM-INFUSED SHEET MASK 22G**

RRP \$10.95

Brighten skin & visibly reduce dark spots.

Experience the benefits of an in-clinic facial peel without leaving home with the Glycolic Bright Instant Glowing Serum Mask. The Sheet mask is formulated with brightening Glycolic Acid, to visibly reduce dark spots and even imperfections for glowing skin.

**KEY FEATURES & SKIN BENEFITS**

- Scientifically proven to instantly brighten skin & visibly reduce the appearance of dark spots
- Validated by dermatologists
- In 15 minutes: Skin is more nourished, luminous and visibly glowing
- Day after day: dark spots are visibly reduced and skin looks more even
- Contains our highest concentration of brightening actives in one product.



REGIME

DAY



CLEANSE



SERUM



MOISTURISE

NIGHT



CLEANSE



SERUM



MOISTURISE

DAY OR NIGHT TREATMENTS



MASK







# REVITALIFT

Australia's #1 Anti-Ageing Skincare Brand  
Revitalift harnesses the latest innovations in anti-ageing tested by leading skincare experts and scientists.

Our formulas have high concentrations of active ingredients including Hyaluronic Acid, Vitamin C and Retinol, developed to help fight the signs of ageing and hydrate skin everyday.

Our 4 franchises: **Revitalift Filler**, **Revitalift Laser**, **Revitalift Classic** and the **NEW Revitalift Clinical**, all work to fight all signs of ageing each targeting unique skin concerns.

\*IRI MarketEdge, AU Grocery & Pharmacy Scan, Unit & Value Sales, Total L'Oréal Paris Anti-Ageing Skincare, MAT To 02/01/2023

## CLASSIC

ADVANCED PRO-RETINOL  
TO SMOOTH + FIRM SKIN

30+



## FILLER [HA]

HYALURONIC ACID  
TO PLUMP +  
HYDRATE SKIN

25+

NEW



## LASER X3

PRO-RETINOL, HYALURONIC ACID + VITAMIN C  
TO VISIBLY REDUCE WRINKLES

40+



## CLINICAL

12% PURE VITAMIN C  
TO BRIGHTEN SKIN  
+ REDUCE PORES

NEW



**12% PURE VITAMIN C FACE BRIGHTENING SERUM 30ML**

RRP \$59.99

Correct the 3 key early signs of ageing: uneven tone, visible pores and fine lines.

Revitalift Clinical 12% Pure Vitamin C Serum is a new generation of Vitamin C Serum that is suitable for all skin types – even sensitive. Harnessing the antioxidant power of the purest form of Vitamin C, the one most recommended by Dermatologists, at an ultra-stable, high concentration, and boosted with Salicylic Acid and Vitamin E for maximum efficacy.

**KEY FEATURES & SKIN BENEFITS**

A powerful cocktail of anti-ageing actives:

- High-potency 12% Pure Vitamin C in every drop
- Formula and results validated by Dermatologists
- Powerful antioxidant to protect from environmental damage
- Scientifically proven to correct and protect against the first signs of ageing [visibly even skin tone, reduce pores and smooth lines]
- Multi-action formula boosted with Salicylic Acid and Vitamin E
- Ultra-stable formula that stays potent until the last drop
- Suitable for sensitive skin with no burning or tingling
- Non-greasy, hydrating texture that provides a smooth, luminous base for make-up

**HOW TO USE**

Get the most of this serum by incorporating it into your skincare routine with the following steps:

**Step 1.** For optimum results, cleanse your skin beforehand

**Step 2.** Apply Revitalift 12% Pure Vitamin C serum to visibly even skin tone and reduce the appearance of lines and pores. For additional hydration, layer with Revitalift 1.5% Pure Hyaluronic acid serum.

**Step 3.** Complete your routine with your day cream and SPF of at least 15.



**REVITALIFT CLASSIC CONCENTRATED SERUM 30ML**

RRP \$39.99

Smooths wrinkles & firms skin.

Revitalift Classic Serum is formulated with ultra-concentrated anti-ageing actives to reduce wrinkles and smooth the skin leaving it feeling more supple and firm.

**KEY INGREDIENTS & SKIN BENEFITS**

- **Advanced Pro-Retinol**, a powerful dermatologist-inspired anti-wrinkle ingredient that helps smooth the skin surface.
- **Fibrelastyl**, a firming complex that enhances skin tone for firmer looking skin.
- **Adenosine**, a strong anti-wrinkle active to fight signs of ageing.
- Reduces wrinkles, smooths the skin and crow's feet, leaving skin feeling more supple and firm.

**HOW TO USE**

Use morning and night, alone or before your Revitalift Day and Night Creams. Apply a few drops on finger tips and delicately massage over the face.



**REVITALIFT CLASSIC EYE CREAM 15ML**

RRP \$36.99

Smooths wrinkles & firms skin.

Revitalift Classic Eye Cream helps to hydrate and tone the eye contour area and visibly reduce wrinkles and crow's feet.

**KEY INGREDIENTS & SKIN BENEFITS**

- **Advanced Pro-Retinol**, a powerful dermatologist-inspired anti-wrinkle ingredient that helps smooth the skin surface.
- **Fibrelastyl**, a firming complex that helps reinforce skin elasticity for firmer skin.

**HOW TO USE**

Apply every morning and evening. Apply gently, starting from the inner corner of the eye to the outer corner, by lightly tapping with the fingertips.



**REVITALIFT CLASSIC DAY CREAM 50ML**

RRP \$36.99

Smooths wrinkles & firms skin.

Revitalift Classic Day Cream helps to reduce the appearance of wrinkles and improve the skin's elasticity.

**KEY INGREDIENTS & SKIN BENEFITS**

- **Advanced Pro-Retinol**, a powerful dermatologist-inspired anti-wrinkle ingredient to fights the signs of ageing and give you younger, smoother looking skin.
- **Fibrelastyl**, a firming complex to help reinforce skin elasticity for firmer skin.

**HOW TO USE**

Apply daily on a thoroughly cleansed face and neck using circular motions.



**REVITALIFT CLASSIC REVITALIFT DAY CREAM SPF 15 50ML**

RRP \$36.99

Smooths wrinkles & firms skin.

Revitalift Classic Day Cream SPF 15 provides protection against ageing with anti-wrinkle, extra-firming and sun protection for the skin.

**KEY INGREDIENTS & SKIN BENEFITS**

- **Advanced Pro-Retinol**, this anti-wrinkle, extra-firming formula fights the signs of ageing and gives you younger, smoother looking skin.
- **Fibrelastyl**, a firming complex to help reinforce skin elasticity for firmer skin
- **UVA/UVB** protection with broad spectrum filters to protect the skin against premature ageing such as wrinkles and age spots.

**HOW TO USE**

Apply daily on a thoroughly cleansed face and neck using circular motions.



**REVITALIFT CLASSIC FRAGRANCE-FREE HYDRATING DAY CREAM 50ML**

RRP \$36.99

Smooths wrinkles & firms skin.

Our first fragrance-free day cream, Revitalift Classic Fragrance-Free Hydrating Day Cream delivers an advanced anti-wrinkle and firming efficacy, specifically designed for sensitive skin. Formulated with Lifting Probiotic Extracts, a new natural origin derived from Biotechnology.

**KEY INGREDIENTS & SKIN BENEFITS**

- **Pro-Retinol**, a powerful dermatologist-inspired anti-wrinkle ingredient. Helps to smooth skin surface.
- **Lifting Probiotic Extracts**, extracted from natural origin ferments. Helps to stimulate skin's natural lifters (elastin and collagen) for visibly firmer skin.

**HOW TO USE**

Apply daily on a thoroughly cleansed face and neck using circular motions.



**REVITALIFT CLASSIC NIGHT CREAM 50ML**

RRP \$36.99

Smooths wrinkles & firms skin.

Revitalift Classic Night Cream helps stimulate skin cell renewal to help keep skin looking youthful, firm and wrinkle-free.

**KEY INGREDIENTS & SKIN BENEFITS**

- **Advanced Pro-Retinol**, a powerful dermatologist-inspired anti-wrinkle ingredient to fight the signs of ageing and give you younger, smoother looking skin.
- **Fibrelastyl**, a firming complex which helps to reinforce skin elasticity for firmer skin.

**HOW TO USE**

Apply every evening on a thoroughly cleansed face and neck using circular motions.



**REVITALIFT MILKY CLEANSING FOAM 100ML**

RRP \$14.99

Smooths wrinkles & firms skin.

Revitalift Milky Cleansing Foam is a soft and rich milky creamy texture that lathers abundantly in contact with water, rinses off easily and leaves your skin clean and purified.

**KEY INGREDIENTS & SKIN BENEFITS**

- Exfoliating agent **LHA** instantly removes makeup residue and thoroughly eliminates impurities.
- **Glycerin** to gently smooth roughness for visibly revived skin.

**HOW TO USE**

Gently apply onto wet face and rinse off with water. Avoid eye area. For a full routine, follow with Revitalift Classic Day Cream or Night Cream.



REGIME

DAY



CLEANSE



SERUM



EYES



MOISTURISE & PROTECT

NIGHT



CLEANSE



SERUM



EYES



MOISTURISE

**REVITALIFT FILLER [HA] 1.5% HYALURONIC ACID SERUM 30ML**

RRP \$54.99

Replumps skin & restores volume.

Revitalift Filler [HA] 1.5% Pure Hyaluronic Acid Serum delivers an advanced anti-wrinkle efficacy with rapid absorption and a non-greasy finish. Scientifically proven to reduce wrinkles by 47% in 6 weeks.\*

**KEY FEATURES & SKIN BENEFITS**

A scientifically formulated blend of 2 forms of pure Hyaluronic Acid to help retain skin's own moisture:

- **0.5% Macro Hyaluronic Acid** to intensely hydrate and smooth skin's surface by retaining 1000x its weight in water.
- **1% of Micro Hyaluronic Acid** smaller in size to penetrate into the skin's deeper layers to help plump out wrinkles from within. Replenishes moisture for plumped, supple and youthful looking skin.

**HOW TO USE**

Apply a few drops every day and night to a clean and dry face and neck. Follow up with Filler Day or Night Cream.

\*Cosmeto-clinical scoreage, 53 women.



OUR NO.1  
SELLING  
PRODUCT



**REVITALIFT FILLER [HA] 2.5% HYALURONIC ACID EYE SERUM 20ML**

RRP \$49.99

Replumps eye wrinkles & visibly reduces dark circles.

Filler Eye Serum intensely smooths and replumps even the thinnest lines around the eyes while re-energising the skin to visibly reduce dark circles and puffy eye bags. Validated with dermatologists, **eyes look 5 years younger in just 2 weeks.\***

**KEY FEATURES & SKIN BENEFITS**

- Formulated with **1.5% Pure Hyaluronic Acid** and **1% Pure Caffeine** to replump eye lines, smooth and visibly reduce dark circles.
- With a breakthrough Triple Roller applicator made of 3 stainless steel beads, this luxurious eye serum serves as a full eye contour massager.

**HOW TO USE**

Apply on thoroughly cleansed, dry skin every morning and evening. Massage in small circles from the inner corner of your eye up to your temple.

\*Equivalence in years of appearance improvement of crows feet, wrinkles & under eyes lines. 81 women cosmeto-clinical scoreage after 2 weeks. Before/After from digital simulation of average clinical results. Results may vary from an individual to another.



**REVITALIFT FILLER [HA] REPLUMPING EYE CREAM 15ML**

RRP \$49.99

Replumps skin & restores volume.

Revitalift Filler [HA] Intensive Replumping Eye Cream concentrated with Hyaluronic Acid to fill lines and replump skin.

**KEY FEATURES & SKIN BENEFITS**

- For the first time, L'Oréal Paris® can target volume loss around the eye area: from the inner corner of the eyes to the cheekbone, which can lose volume as you age.
- Contains the highest concentration of **Hyaluronic Acid** ever formulated in a L'Oréal Paris® eye cream.
- Day after day your eye contours look replumped.

**HOW TO USE**

Use every morning and night. Using the curved side, put a small amount of cream in the inner eye contour area. Then, using the flat end, massage gently from the inner side of the eye, outwards.



**REVITALIFT FILLER [HA] REPLUMPING DAY CREAM 50ML**

RRP \$49.99

Replumps skin & restores volume.

Revitalift Filler [HA] Revolumising Day Cream is enriched with Hyaluronic Acid to fill lines and replump skin.

**KEY FEATURES & SKIN BENEFITS**

Powered by 3 types of Hyaluronic Acid:

- **Macro Hyaluronic Acid** rehydrates and smoothes skin's surface
- **Micro Hyaluronic Acid** plumps out wrinkles by penetrating skin's layers
- **New Micro-Filler Hyaluronic Acid** delivers a deep plumping efficacy against wrinkles

**HOW TO USE**

Apply every morning to a well cleansed face and neck in upwards movements starting from the lower face and neck and moving upwards.



**REVITALIFT FILLER [HA] SPF 15 DAY CREAM 50ML**

RRP \$49.99

Replumps skin & restores volume.

Revitalift Filler [HA] Replumping Day Cream SPF15 helps to protect skin from UVA and UVB, this lightweight formula helps to fight photoageing and protects your skin's bounce.

**KEY FEATURES & SKIN BENEFITS**

Powered by 3 types of Hyaluronic Acid:

- **Macro Hyaluronic Acid** rehydrates and smoothes skin's surface
- **Micro Hyaluronic Acid** plumps out wrinkles by penetrating skin's layers
- **New Micro-Filler Hyaluronic Acid** delivers a deep filling efficacy against wrinkles

**HOW TO USE**

Apply every morning to a well cleansed face and neck in upwards movements starting from the lower face and neck and moving upwards.



**REVITALIFT FILLER [HA] REPLUMPING NIGHT CREAM 50ML**

RRP \$49.99

Replumps skin & restores volume.

Revitalift Filler [HA] Replumping Night Cream fills fine lines and replumps the skin. A formula inspired by cosmetic injections to help you get the bounce back of 10 years ago, night after night.\*

**KEY FEATURES & SKIN BENEFITS**

Powered by 2 types of Hyaluronic Acid:

- **Micro Hyaluronic Acid** plumps out wrinkles by penetrating skin's layers
- **New Micro-Filler Hyaluronic Acid** delivers a deep filling efficacy against wrinkles
- Also enriched with **Galanga**, a firming extract of plant origin, this exclusive formula fills wrinkles and re-plumps the skin for a smoother, re-volumised appearance.
- Night after night, your skin looks plumper, firmer, with visibly younger facial contours.

**HOW TO USE**

Apply every evening to a well cleansed face and neck in upward movements starting from the lower face and neck and moving upwards.

\*Cosmeto-clinical scoreage, 53 women.





**REVITALIFT FILLER [HA] REPLUMPING SERUM SHEET MASK 30G / 1 SHEET**

RRP \$10.99

Replumps skin & restores volume.

Revitalift Filler [HA] Replumping and Smoothing Sheet Mask is concentrated with Replumping Hyaluronic Acid Serum for a brighter, plumper and more youthful looking skin in just 15 minutes.

**KEY FEATURES & SKIN BENEFITS**

- This naturally sourced Japanese cotton fabric sheet mask is designed to deliver a more concentrated dose of **Hyaluronic Acid**.
- The mask targets fine lines and wrinkles to revive and plump the skin.
- After 1 mask – Skin is replumped with moisture, it looks fresher, smoother and firmer.
- After 3 Masks – Lines appear smoother. Skin looks plump and revolumised with a more hydrated, radiant and younger-looking appearance.

**HOW TO USE**

Apply mask to cleansed face and leave for 15 minutes, remove and massage any excess serum into the face and neck, or remove with a cotton pad. Use weekly for a skin boost as part of your skincare regime, or before a special event.



**REVITALIFT FILLER 7 DAY INTENSIVE REPLUMPING AMPOULES 7 X 1.3ML**

RRP \$49.95

Replumps skin & restores volume.

Revitalift Filler [+HA] Replumping Ampoules are a 7 Day Intensive Treatment which provides plumpness and moisture to the skin in just one week.

- Enriched with a high concentration of **Hyaluronic Acid**, the formula penetrates deeply into the skin, providing the necessary moisture for healthy looking skin.
- Also contains **Vitamin B5**, an essential nutrient with soothing power, to help revitalize the skin.
- Each highly concentrated essence ampoule is sealed until use to preserve the benefits and freshness of the formula.
- After each use, your skin is hydrated, fine lines are reduced and the skin appears fuller.

**HOW TO USE**

Apply after cleansing and before your moisturising regime. Hold upright and flick the cap (thinner end) so that the product falls into the body of the ampoule. Dispense product into the palm of your hand and apply to face and neck. Let it absorb completely and follow with your normal skincare regime.



**REVITALIFT FILLER PLUMPING WATER CREAM 50ML**

RRP \$59.99

Replumps skin & restores volume.

L'Oréal Paris' NEW Revitalift Filler Plumping Water Cream intensely hydrates and re-plumps lines & wrinkles for plumper, younger looking skin. The perfect base for makeup!

Packaged in our innovative press-pump jar for optimal hygiene and the perfect single dosage with just 1 press!

- Formulated with 2 types of Hyaluronic Acid: Micro Hyaluronic Acid to intensely re-plump lines and wrinkles, and Micro-epidermic Hyaluronic Acid which is 50X smaller and able to penetrate deeper into the skin's layers to fill lines and wrinkles from within.
- 3 types of nourishing Ceramides which help to reinforce the skin's barrier and lock in moisture. Niacinamide and Glycerin also combine to further lock in lasting hydration.
- In just 2 weeks, skin is 3X more plump with lines reduced for 100% of women.\*

**HOW TO USE**

Apply one pump of the Water-Cream every morning and night, after serum, on a thoroughly cleansed face and neck.

\*Validated by dermatologists. Suitable for all skin tones and types, including sensitive skin. Lightweight, non-sticky, rapidly absorbing. \*Cosmeto-clinical scorage, 85 women, 2 weeks



**REVITALIFT REPLUMPING GEL WASH 150ML**

RRP \$17.99

Replumps skin & restores volume.

Revitalift Replumping Gel Wash is an anti-ageing hydrating cleanser for smoother, firmer and plumped looking skin.

**KEY FEATURES & SKIN BENEFITS**

- **Hyaluronic Acid**, a powerful dermatological ingredient, known for its deeply hydrating and skin-plumping properties.
- Skin is instantly cleansed, hydrated and smoothed in just one use.

**HOW TO USE**

Morning and evening, apply a small amount of wet face and neck. Massage delicately with circular motions. Rinse off with water. In case of contact with eyes, rinse them immediately and thoroughly. For the full routine, follow with Revitalift Filler Serum and Day or Night Cream.



**REVITALIFT FILLER [HA] REPLUMPING EYE & LIP MAKEUP REMOVER 125ML**

RRP \$17.99

Removes waterproof makeup & rehydrates skin.

Revitalift Filler Replumping Eye & Lip Makeup Remover is formulated with Pure Hyaluronic Acid & Arginine to replump skin, improve skin appearance and strengthen lashes. The powerful formula effectively removes even waterproof makeup and is suitable for sensitive eyes.

- Skin looks replumped with moisture [+28% more hydrated\*].
- Removes all makeup, even waterproof makeup.
- Tolerance tested and suitable for sensitive eyes.

**HOW TO USE**

Shake well before use. Apply onto skin with a cotton pad and swipe to remove makeup. No need to rinse off.

\*Instrumental test on 24 subjects



**REVITALIFT FILLER [HA] COOLING EYE SERUM-MASK**

RRP \$8.99

Skin feels intensely hydrated & plumps skin.

Revitalift Filler Cooling Eye-Serum Mask contains the power of ½ bottle of eye serum\* to deeply moisturise skin and plump out the appearance of eye lines. The powerful formula of 1% Hyaluronic Acid & Caffeine helps to re-energise skin and boost the eye contours. The sheet mask is made of breakthrough Alginate Tissue from algae fibers gives a fresh jelly-like texture and an instant -5°C cryo effect for revived eyes. Full eye coverage.

**KEY FEATURES & SKIN BENEFITS**

- **After 1 mask:** Intensely hydrates and eyes look more awakened.
- **After 3 masks:** Eye bags look reduced and eye contour appears smoother.
- Tolerance tested and suitable for sensitive eyes.

**HOW TO USE**

Unfold and apply the eye mask on clean, dry skin. Smooth the mask gently and leave on for 15 minutes. Remove the mask and massage the excess formula into the skin.

\*Based on the amount of half 20ml eye serum.



REGIME

DAY



CLEANSE



SERUM



EYES



MOISTURISE

NIGHT



CLEANSE



SERUM



EYES



MOISTURISE

DAY OR NIGHT TREATMENTS



AMPOULE



MASK

**REVITALIFT LASER X3 PURE RETINOL NIGHT SERUM 30ML**

RRP \$59.99

Visibly reduces 100% of wrinkles, even deep ones.\*

Revitalift Laser X3 Pure Retinol Deep Wrinkle Night Serum is our most potent, highest concentration of pure Retinol. Validated with dermatologists, the powerful formula is scientifically proven to visibly reduce all wrinkles, even deep ones.

**KEY FEATURES & SKIN BENEFITS**

- Retinol is a top dermatologist-recommended ingredient which helps to visibly renew skin overnight.
- **0.2% Pure Retinol** is an optimal concentration that has been dermatologist-validated for fast, visible results.
- It is proven to fight stubborn signs of ageing like deep wrinkles, age spots and uneven skin texture.

**HOW TO USE**

Your skin will need time to get used to Retinol. It is recommended to introduce gradually. Apply 3-4 drops to clean, dry skin in the evening before Revitalift Laser Night Moisturiser. Always use a broad spectrum sunscreen with a minimum of SPF 15 the morning after. WEEK 1: Use 2 nights per week WEEK 2: Use every other night WEEK 3: Use nightly as tolerated.

\*Cosmeto-clinical study on 49 women: scoring of face wrinkles at 4 months



**REVITALIFT LASER RETINOL + NIACINAMIDE PRESSED CREAM**

RRP \$59.95

NEW Revitalift Laser Retinol + Niacinamide Pressed Cream from L'Oréal Paris is formulated with **Retinol** and **Niacinamide** to visibly reduce wrinkles and even skin tone, in just 14 nights. With luxurious breakthrough press-pump packaging for optimal hygiene and the perfect dosage with every press.

L'Oréal Paris Revitalift Laser Retinol + Niacinamide Pressed Cream combines two of the most powerful anti-ageing ingredients in one night cream. Formulated with Retinol, a top dermatologist-recommended ingredient known to visibly reduce wrinkles and renew skin, and Niacinamide, a soothing nutrient that helps even skin tone and reduce dark spots. With an added 12% complex of soothing ingredient including Hyaluronic Acid, the formula ensures optimal tolerance and leaves skin feel deeply moisturised and nourished.

**KEY FEATURES & SKINCARE BENEFITS**

- Formulated with Retinol & Niacinamide
- Visible reduces wrinkles
- Corrects uneven skin tone
- Innovative pressed-jar
- Suitable for all skin types

For the first time in L'Oréal Paris, the formula is packaged into a breakthrough pressed jar. The ultimate anti-ageing duo of Retinol & Niacinamide freshly pressed into a deeply hydrating yet lightweight night cream, the pressed-jar technology ensures optimal hygiene and delivers the perfect dose in just one press.

- Overnight skin feels intensely moisturised and nourished.
- In 14 nights wrinkles are visibly reduced and skin tone is more even. Neck skin is smoother and firmer.
- In 8 weeks wrinkles and skin tone evenness continue to improve. Skin is intensely smoothed and radiant.

\*Cosmeto-clinical scorage, 31 women, 2 weeks.

**HOW TO USE**

Retinol may cause initial redness, tingling or dryness. Your skin will need time to get used to this powerful ingredient. It is recommended to introduce it gradually.

**WEEK 1:** Apply one pea-sized pump 2 nights per week to face, avoiding the eyelids. Use an additional pea-sized pump for the neck and décolletage. Always use a broad spectrum sunscreen with a minimum of SPF 15 the morning after to protect skin.

**WEEK 2:** Apply every other night.

**WEEK 3:** Apply nightly as tolerated. Avoid intentional exposure to sun and artificial UV, as skin may be more sensitive.

It is normal to experience some initial redness, tingling or dryness while using Retinol. If this happens, stop using it for a few days, then use less frequently. If severe irritation develops and lasts, discontinue use and talk to your doctor. Do not use on broken/irritated skin or on eyelids or lips. Do not use in conjunction with other Retinol products.



**REVITALIFT LASER X3 ANTI-AGEING POWER SERUM 30ML**

RRP \$49.99

Reduce wrinkles, re-densify skin & re-model contours.

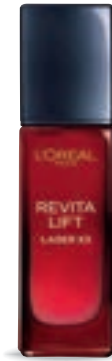
Revitalift Laser X3 Serum is an incredibly powerful anti-ageing serum that visibly reduces wrinkles, re-densifies and re-surfaces skin.

**KEY FEATURES & SKINCARE BENEFITS**

- **Fragmented Hyaluronic Acid** – a skincare gold standard ingredient. Formulated in its small form to help reduce wrinkles meticulously.
- **Pro-Xylane™** Concentrated at 3% – a unique anti-ageing active from L'Oréal research. Formulated to help correct wrinkles, redensify skin and firm skin contours.
- The silky, luxurious serum melts into your skin, providing in-depth anti-ageing action to correct wrinkles, re-surface skin texture and boost the effectiveness of your moisturiser.

**HOW TO USE**

For daily use, apply 2-3 drops every day and night before your Laser Day or Night moisturisers and gently massage in for a concentrated boost.



**REVITALIFT LASER X3 EYE CREAM 15ML**

RRP \$49.99

Reduce wrinkles, re-densify skin & re-model contours.

Revitalift Laser X3 Eye Cream visibly reduces wrinkles, visibly reduces under-eye bags, helps to firm up the skin and stimulates microcirculation.

**KEY FEATURES & SKINCARE BENEFITS**

- Active ingredients **Pro-Xylane™** (concentrated at 3%), and **Fragmented Hyaluronic Acid** offer an in-depth anti-ageing action.
- **Caffeine** helps reduce under-eye bags and puffiness.
- The fluid texture glides on easily with a metal applicator for an instant cooling effect.

**HOW TO USE**

Apply every morning and evening around the eye area. Press the tube to dispense the cream. Massage into the eye contour area with the metal applicator by smoothing from the inside to the outside.



**REVITALIFT LASER X3 DAY CREAM 50ML**

RRP \$49.99

Reduce wrinkles, re-densify skin & re-model contours.

Revitalift Laser X3 Day Cream is a powerful anti-ageing moisturiser that visibly reduces wrinkles, re-densifies skin and re-supports contours.

**KEY FEATURES & SKINCARE BENEFITS**

- With the powerful anti-ageing ingredient **Pro-Xylane™** (concentrated to 3%) and **Fragmented Hyaluronic Acid**, it delivers three key actions for in depth anti-ageing: wrinkle reduction, re-densifying the skin and firming contours.

**HOW TO USE**

Apply every morning to a freshly cleansed face and neck, massaging into the skin in circular motions.



**REVITALIFT LASER X3 SPF15 DAY CREAM 50ML**

RRP \$49.99

Reduce wrinkles, re-densify skin & re-model contours.

Revitalift Laser X3 Day Cream SPF 15 provides protection against ageing.

**KEY FEATURES & SKINCARE BENEFITS**

- Enriched with concentrated **Pro-Xylane®** renowned for its strong anti-wrinkle properties to stimulate and strengthen the support of the skin and concentrated LHA, a powerful exfoliant that resurfaces the skin, evens out skin tone and improves texture.
- UVA/UVB filters in the **SPF15 broad spectrum sunscreen** fight against the rays responsible for premature skin ageing and helps prevent the formation of age spots.

**HOW TO USE**

Apply every morning to a freshly cleansed face and neck, massaging into the skin in circular motions.



**REVITALIFT LASER X3 NIGHT CREAM 50ML**

RRP \$49.99

Reduce wrinkles, re-densify skin & re-model contours.

Revitalift Laser X3 Night Mask-Cream helps reduce the visible signs of ageing and boosts the skin's repair process whilst you sleep.

**KEY FEATURES & SKINCARE BENEFITS**

- This rich Night-Mask Cream envelopes the skin and releases its active ingredients throughout the night.
- With the powerful anti-ageing ingredient **Pro-Xylane™** (concentrated to 3%) and fragmented **Hyaluronic Acid**, it delivers three key actions for in depth anti-ageing: wrinkle reduction, re-densifying the skin and firming contours.

**HOW TO USE**

Apply every evening to a freshly cleansed face and neck, massaging into the skin in circular motions.



**REVITALIFT LASER RESURFACING GLYCOLIC GEL WASH 150ML**

RRP \$17.99

Cleanse, exfoliate & brighten skin.

L'Oréal Paris Revitalift Laser 3.5% Glycolic Acid Gel Wash provides the exfoliation of a scrub without the use of harsh beads, helping to exfoliate and refine your pores. The optimal concentration of Glycolic Acid helps to remove dead skin cells, smooth and brighten the skin for instant visible results.

**KEY FEATURES & SKINCARE BENEFITS**

- Immediately impurities are removed. Dead skin cells are exfoliated. Skin is smoother and brighter.
- Days after days skin looks renewed, resurfaced and pores are visibly refined.
- Dermatologically tested. Suitable for sensitive skin and daily use.

**HOW TO USE**

Apply a small amount in the morning and evening to a wet face, massaging into the skin with circular motions. Rinse off with water. Avoid contact with eyes and rinse thoroughly if contact occurs. Follow with your day or night anti-ageing regime. This product may increase your skin's sensitivity to the sun; use in conjunction with SPF protection during the day.



**REVITALIFT LASER TRIPLE ACTION ANTI-AGEING CREAM-MASK**

RRP \$10.99

Firm, brighten & smooth skin

Revitalift Laser Triple Action Anti-Ageing Cream-Mask contains 3 powerful derm actives (Peptide, Hyaluronic Acid & Vitamin C\*) to deeply hydrate and visibly fight ageing signs. An innovative 3 layer mask – cotton gauze layered with skin fitting tissue for an intense full face wrapping bandage effect to lock in moisture and active ingredients.

**KEY FEATURES & SKINCARE BENEFITS**

- **After 1 mask:** Skin is visibly firmed by +11%\*\*; skin tone is brightened, and skin texture appears smoother.
- **After 3 masks:** Skin is deeply nourished and feels softer for 84%\*\*\* of women.
- **Overtime:** Skin feels regenerated and strengthened.

**HOW TO USE**

Unfold and apply the moisture-soaked mask on a clean face. Adjust the mask and leave on for 15 minutes. Remove the mask and massage the excess formula into the skin and neck or remove it with a cotton pad.



\*Vitamin C = Vitamin Cg. \*\*Instrumental test on 40 subjects. \*\*\*Consumer test on 67 subjects.



REGIME

DAY



CLEANSE



SERUM



EYES



MOISTURISE & PROTECT

NIGHT



CLEANSE



SERUM

OR



EYES



MOISTURISE

OR



CONCENTRATED NIGHT TREATMENTS



PURE RETINOL NIGHT SERUM



RETINOL PRESSED CREAM & LASER SHEET MASK

PURE FERMENT ESSENCE AGE 30+

YOUTH CODE PRE-ESSENCE SERUM 30ML

RRP \$59.95

Stimulates cell renewal for radiant, youthful looking skin.

Youth Code Skin Activating Ferment Pre-Essence Serum strengthens the skin's barrier and enhances cell renewal to improve the overall quality of the skin for a radiant, youthful looking complexion. With age, skin regeneration slows down making the skin more vulnerable to external aggressors causing fine lines and dryness. For the first time, L'Oréal Paris® has developed a highly concentrated ferment serum at 98% purity thanks to ultrasonic extracting techniques.

KEY FEATURES & SKINCARE BENEFITS

- Strengthens skin and improves skincare absorption
- Drop by drop, this serum stimulates skin's cell-renewal and activates its youth from within
- Skin is left refined, bouncy and resilient

HOW TO USE

Apply every morning and evening to a thoroughly cleansed face and neck. Use before applying your serum or day cream to help boost its efficacy.



L'ORÉAL  
PARIS

# AGE PERFECT

L'Oréal Paris Age Perfect is passionate about empowering women to be comfortable in their skin, no matter their age. We encourage women to age with confidence and support this by providing products to help them look and feel their best at every life stage.

**Defy your years, but never deny your age.**

As skin ages, it becomes more fragile and dehydrated, leading to sagging and age spots. Skin begins to feel dry, and the complexion may become grey, dull and lack radiance. L'Oréal Paris has developed the Age Perfect formula's to specifically target the key concerns of mature skin helping all women to bring out the best skin.

Our 4 franchises: **Age Perfect Classic, Age Perfect Cell Renewal, Age Perfect Golden Age** and **Age Perfect Intense Nutrition** are enriched with high concentrations of active ingredients that target these unique concerns of mature skin.



## CLASSIC



ENHANCED WITH  
**COLLAGEN AMINO  
ACID [AA] FRACTIONS**  
TO FIRM SAGGING &  
TIGHTEN

## CELL RENEWAL



ENHANCED WITH  
AN **ANTIOXIDANT  
RECOVERY COMPLEX**  
TO PROTECT SKIN  
AGAINST FREE RADICALS  
FOR VISIBLE SKIN  
REGENERATION

## GOLDEN AGE



ENHANCED WITH  
**PEONY POLYPHENOLS  
& CALCIUM B5**  
TO RESTORE  
ROSY RADIANCE &  
STRENGTHEN

## INTENSE NUTRITION



ENHANCED WITH RICH  
**NEW ZEALAND  
MANUKA HONEY**  
TO DEEPLY NOURISH  
& REPAIR

**AGE PERFECT COLLAGEN TIGHTENING EYE CREAM 15ML**

RRP \$36.99

Fight sagging & tighten mature skin.

Age Perfect Collagen Tightening Eye Cream is formulated for mature skin to tighten and reduce sagging around the eye area.

**KEY FEATURES & SKIN BENEFITS**

- **Collagen Amino Acid [AA] Fractions** are components of collagen, naturally found in skin that help to visibly firm and re-tighten skin.
- Immediately, your skin is intensely nourished and the eye contour is more hydrated and comfortable.
- Day after day, your eye contours appear lifted, skin is visibly tightened and looks smoother and more radiant.

**HOW TO USE**

Apply daily on the eye contour in a dabbing motion in the morning and evening after using your toner. Gently smooth the formula with your fingers from the inner to the outer of the eyes. Follow your routine with the Age Perfect Classic Day or Night Moisturiser.

**AGE PERFECT COLLAGEN TIGHTENING DAY CREAM 50ML**

RRP \$36.99

Fight sagging & tighten mature skin.

Age Perfect Collagen Tightening Day Cream is formulated for mature skin to fight sagging and reduce the appearance of age spots for skin that is intensely re-hydrated, more elastic and radiant.

**KEY INGREDIENTS & SKIN BENEFITS**

- **Collagen Amino Acid [AA] Fractions** are components of collagen, naturally found in skin that help to visibly firm and re-tighten skin.
- **Melanin-Block** to visibly reduce age spots and pigmentation.

**HOW TO USE**

Apply daily in the morning to a thoroughly cleansed face & neck. For best results, use alongside Age Perfect Collagen Tightening Eye Cream & follow with Collagen Tightening Night Cream in the evening.



AGE PERFECT SPF15 DAY CREAM 50ML

RRP \$36.95

Fight sagging & tighten mature skin.

Age Perfect SPF15 Day Cream is formulated for mature skin to fight sagging and reduce the appearance of age spots. The exclusive formula helps reduce the appearance of existing age spots and contains UV filters to prevent the appearance of new ones.

KEY INGREDIENTS & SKIN BENEFITS

- **Melanin-Block** to visibly reduce age spots.
- **Soya Bean Extract** which is rich in proteins and helps to stimulate the natural synthesis of the skin's supporting fibres.

HOW TO USE

Apply daily in the morning to a thoroughly cleansed face & neck. For best results, use alongside Age Perfect Collagen Tightening Eye Cream & follow with Collagen Tightening Night Cream in the evening.



AGE PERFECT COLLAGEN TIGHTENING NIGHT CREAM 50ML

RRP \$36.99

Fight sagging & tighten mature skin.

Age Perfect Collagen Tightening Night Cream is formulated for mature skin to fight sagging and reduce the appearance of age spots for skin that is intensely re-hydrated, more elastic and radiant.

KEY INGREDIENTS & SKIN BENEFITS

- **Collagen Amino Acid [AA] Fractions** are components of collagen, naturally found in skin that help to visibly firm and re-tighten skin.
- **Melanin-Block** to visibly reduce age spots and pigmentation.

HOW TO USE

Apply daily in the evening to a thoroughly cleansed face & neck. For best results, use alongside Age Perfect Collagen Tightening Eye Cream & follow with Collagen Tightening Day Cream in the morning.



AGE PERFECT CLEANSING WIPES 25 WIPES

RRP \$9.49

Anti-Wrinkle & Anti-Fatigue.

Age Perfect Anti-Fatigue Cleansing Wipes instantly de-crinkles and revives mature skin whilst preventing dryness. Skin is visibly reinforced and left with a long-lasting feeling of softness and comfort.

KEY INGREDIENTS & SKIN BENEFITS

- Enriched with **Pro-Calcium** and **sweet almond oil**, to instantly de-crinkle and revive mature skin whilst also helping to prevent dryness.

HOW TO USE

Gently wipe over the face and closed eyes without rinsing. Avoid contact with the eyes.



**AGE PERFECT CLEANSING MILK 200ML**

RRP \$14.95

Anti-Wrinkle & Anti-Fatigue.

Age Perfect Cleansing Milk has been developed specifically for mature skin. Skin is perfectly cleansed, looks clearer and feels smoother with a lasting sensation of freshness and comfort.

**KEY INGREDIENTS & SKIN BENEFITS**

- Enriched with **Magnesium** and **Vitamin C** to cleanse and re-energise your skin.
- Signs of fatigue are reduced.
- Day after day, your skin is nourished and gradually appears revitalised.

**HOW TO USE**

Apply daily, every morning on the face with cotton. Avoid contact with the eyes. Apply with care.



**AGE PERFECT TONER 200ML**

RRP \$14.95

Anti-Wrinkle & Anti-Fatigue.

Age Perfect Toner has been developed specifically for mature skin. Complete your cleansing routine to gently comfort skin and reduce signs of fatigue.

**KEY INGREDIENTS & SKIN BENEFITS**

- Enriched with **Vitamin C** and **Vitamin B5** to nourish mature skin.
- Day after day, skin is toned and refreshed.

**HOW TO USE**

Apply daily with a cotton pad after cleansing, before your Age Perfect Cream.

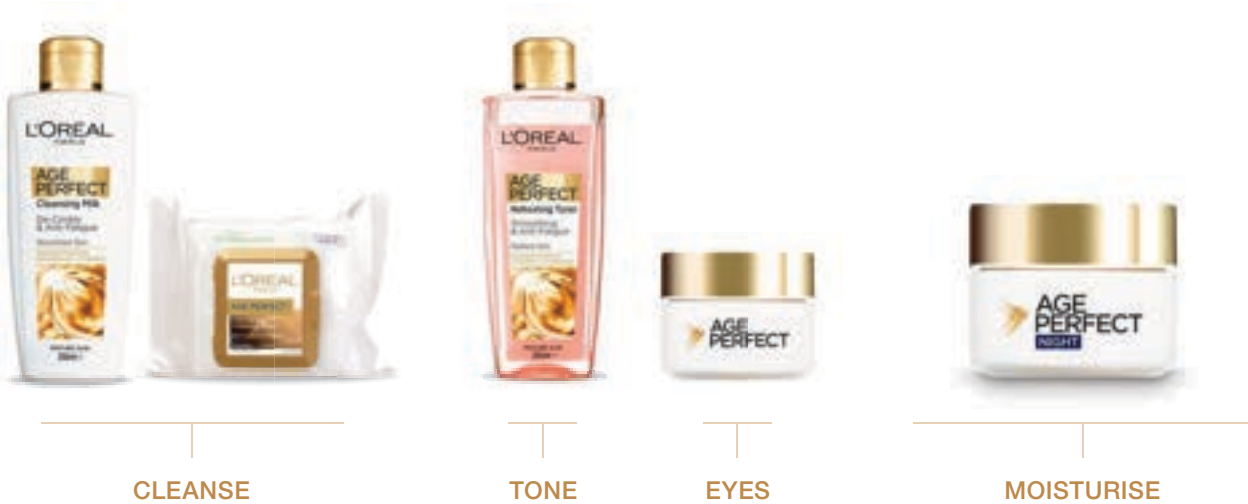


REGIME

DAY



NIGHT



AGE PERFECT CELL RENEWAL MIDNIGHT SERUM 30ML

RRP \$59.95

Regenerate & revitalise mature skin.

The NEW Midnight Serum introduces a new meaning to luxury serums, enhanced with our unique Antioxidant Recovery Complex designed to boost skin cell turnover at night for more radiant, younger-looking skin. This lightweight antioxidant face serum hydrates the skin with a non-greasy finish, making it suitable for all skin types and skin tones. It's preferred to the USA's #1 Luxury Night Serum\*.

KEY INGREDIENTS & SKIN BENEFITS

- L'Oréal developed antioxidant; **Neohesperidin** — derived from bitter orange — and Vitamin E to increase protection against free radical damage.
- **Hyaluronic Acid** — an ingredient well-known for its exceptional hydrating properties which prevent excessive moisture from leaving the skin.
- Made without parabens or mineral oil, this antioxidant face serum is allergy-tested and suitable for even sensitive skin.

HOW TO USE

Apply the serum every morning and evening to your freshly cleansed face. Apply before using the Age Perfect Cell Renewal Day and Night creams. Apply a few drops to your fingertips and massage into your face in a circular motion.



AGE PERFECT CELL RENEWAL REGENERATING EYE SERUM 15ML

RRP \$49.99

Reduce dark circles, smooth & illuminate.

Inspired by Mother Cells Science, this Illuminating Eye Cream has the power to improve epidermal cell renewal for younger looking skin.

KEY INGREDIENTS & SKIN BENEFITS

- The combination of 2 powerful antioxidants to protect cells against free radicals.
- **Neohesperidin**  
Broad spectrum antioxidant extracted from bitter orange, following green chemistry process.
- **Vitamin E**  
An essential antioxidant naturally found in the skin which decreases due to external aggressors.

HOW TO USE

Apply the serum every morning and evening around the eye area. Squeeze the tube to dispense the serum. Massage into the eye contour area with the metal applicator by smoothing from the inside to the outside.



\*Based on USA Consumer Preference Study conducted on 350 women over 4 weeks. Preference based on which serum left skin feeling more: moisturised, smooth, silky, fresh, comfortable, radiant, plump.



**AGE PERFECT CELL RENEWAL REVITALISING SPF15 DAY CREAM 50ML**

RRP \$44.95

Reveal new cells to improve skin vitality & firmness.

Inspired by Mother Cells Science, this Revitalizing Day Cream has the power to improve epidermal cell renewal for younger looking skin.

**KEY INGREDIENTS & SKIN BENEFITS**

- The combination of 2 powerful antioxidants to protect cells against free radicals.
- **Neohesperidin**  
Broad spectrum antioxidant extracted from bitter orange, following green chemistry process.
- **Vitamin E**  
An essential antioxidant naturally found in the skin which decreases due to external aggressors.



**HOW TO USE**

Apply every morning on your freshly cleansed face and neck. Avoid contact with your eye area. For best results, use alongside Midnight Serum & Eye Cream.

**MIDNIGHT CREAM 50ML**

RRP \$54.99

Smoother, Firmer, Younger-Looking Skin.

The NEW Cell Renewal Midnight Cream melts into the skin and envelopes it in a comforting, lightweight veil, that infuses skin with actives overnight for rapid recovery. In just one night recover the skin moisture barrier.\*

Enriched with Neohesperidine and vitamin E, the antioxidant complex supports skin's natural renewal process for 1.5 times faster skin moisture barrier recovery\* while you sleep. It protects cells and promotes the recovery of skin's barrier. Midnight Cream is efficient on all key anti-aging items: wrinkles, smoothness, radiance, and firmness. Renew your skin night after night.\*\*

\*Instrumental test, 24 women

\*\*based on skin surface cell exfoliation



REGIME

DAY



SERUM



EYES



MOISTURISE

NIGHT



SERUM



EYES



MOISTURISE

AGE PERFECT GOLDEN AGE ROSY EYE CREAM 15ML

RRP \$39.95

Restore rosy radiance to mature skin.

Age Perfect Golden Age Rosy Eye Cream is enriched with radiant pink pigments to instantly awaken eyes.

KEY INGREDIENTS & SKIN BENEFITS

- **Peony Polyphenols** to help the skin recover its natural rosy glow.
- **Calcium B5** known for its strengthening properties to help restore rosy radiance to mature skin.

HOW TO USE

Apply the eye cream day and night on a thoroughly cleansed face, from the inner corner to the outer corner of the eye, gently patting with your fingertips. For best results, use alongside Golden Age Serum, Day & Night Creams.



AGE PERFECT GOLDEN AGE ROSY DAY CREAM 50ML

RRP \$36.95

Restore rosy radiance to mature skin.

Age Perfect Golden Age Rosy Day Cream has been specifically formulated for very mature skin to boost your natural rosy tone and help fight sagging. The formula stimulates the epidermis to help restore skin density and to revive its rosy colour for radiant, more beautiful skin every day.

KEY INGREDIENTS & SKIN BENEFITS

- **Peony Polyphenols** work to stimulate the epidermis reviving skin's natural rosy colour. Skin is left more radiant.
- **Calcium B5** with strengthening properties to help fight sagging.

HOW TO USE

Apply every day on a thoroughly cleansed face and neck after serum. Apply with circular motions for better absorption. For best results use alongside Age Perfect Golden Age Serum, Eye Cream & Night Cream.



AGE PERFECT GOLDEN AGE ROSY DAY CREAM SPF15 50ML

RRP \$38.95

Restore rosy radiance to mature skin.

Age Perfect Golden Age Rosy Day Cream has been specifically formulated for very mature skin to boost your natural rosy tone and help fight sagging. The formula stimulates the epidermis to help restore skin density and to revive its rosy colour for radiant, more beautiful skin every day. Also with SPF 15 sunscreen, the skin is protected against UV rays.

KEY INGREDIENTS & SKIN BENEFITS

- **Peony Polyphenols** work to stimulate the epidermis reviving skin's natural rosy colour. Skin is left more radiant.
- **Calcium B5** with strengthening properties to help fight sagging.
- **SPF 15** to protect the skin against UV rays.

HOW TO USE

Apply every day on a thoroughly cleansed face and neck after serum. Apply with circular motions for better absorption. For best results use alongside Age Perfect Golden Age Serum, Eye Cream & Night Cream.



## AGE PERFECT GOLDEN AGE ROSY NIGHT CREAM 30ML

RRP \$36.95

Restore rosy radiance to mature skin.

Age Perfect Golden Age Re-Densifying Night Cream is specifically formulated for very mature skin to re-hydrate and restore its natural colour with a healthy rosy glow.

**KEY INGREDIENTS & SKIN BENEFITS**

- Concentrated in **Neo-Calcium**, this formula encourages the repair of the skin's barrier whilst you sleep.
- In the morning skin is visibly fresh, rested and perfectly hydrated.
- Night after night, the skin gradually regains density and facial contours are visibly re-defined

**HOW TO USE**

Apply every day on a thoroughly cleansed face and neck after serum. Apply with circular motions for better absorption. For best results use alongside Age Perfect Golden Age Serum, Eye Cream & Day Cream.



REGIME

DAY



EYES

MOISTURISE & PROTECT

NIGHT



EYES

MOISTURISE

**AGE PERFECT INTENSE NUTRITION DAY CREAM 50ML**

RRP \$36.95

Nourish & repair mature, very dry skin.

Age Perfect Intense Nutrition Rich Repairing Day Cream is specifically formulated for mature, very dry skin to deeply nourish and strengthen the skin's density.

**KEY INGREDIENTS & SKIN BENEFITS**

- Enriched with **Manuka Honey**, originating from New Zealand, concentrated in essential nutrients and minerals to help repair the skin's barrier function.
- **Calcium B5**, known for its densifying properties, to help restore skin density and support skin tone.

**HOW TO USE**

Apply all over the face and neck in the morning after thoroughly cleansing. For best results, use alongside Intense Nutrition Serum & Night Cream.



**AGE PERFECT INTENSE NUTRITION NIGHT CREAM 50ML**

RRP \$36.95

Nourish & repair mature, very dry skin.

Age Perfect Intense Nutrition Rich, Repairing Night Cream is specifically formulated for mature, very dry skin to deeply nourish and strengthen the skin's density.

**KEY INGREDIENTS & SKIN BENEFITS**

- Enriched with **Manuka Honey**, originating from New Zealand, concentrated in essential nutrients and minerals to help repair the skin's barrier function.
- **Calcium B5**, known for its densifying properties, to help restore skin density and support skin tone.

**HOW TO USE**

Apply all over the face and neck in the evening after thoroughly cleansing. For best results, use alongside Intense Nutrition Serum & Day Cream.



NEW ZEALAND MANUKA HONEY AGE 60+

INTENSE  
NUTRITION

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REGIME

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DAY



MOISTURISE

NIGHT



MOISTURISE

### HYDRATING ANTI-WRINKLE DAY CREAM 35+ 50ML

RRP \$19.95

Wrinkle Expert Hydrating Anti-Wrinkle Day Cream 35+ is designed to fight the first signs of ageing that begin to appear at the age of 35.

#### KEY INGREDIENTS & SKIN BENEFITS

- Enriched with **Collagen Biospheres** that penetrate the surface of the skin where they expand up to 9 times their volume, helping to re-plump fine lines and wrinkles.
- Triple action:
  1. 1st signs of wrinkles are visibly reduced. Skin is re-plumped and looks younger.
  2. Skin elasticity is improved, and skin is left looking smoother, more radiant & supple.
  3. 24h hydration. Skin feels nourished and more comfortable. Over time, skin appears less dry.

#### HOW TO USE

Apply in the morning to the face and neck after thoroughly cleansing.



### INTENSIVE ANTI-WRINKLE DAY CREAM 45+ 50ML

RRP \$19.95

Wrinkle Expert Intensive Anti-Wrinkle Day Cream 45+ fights skin concerns for those over the age of 45, such as wrinkles and loss of firmness.

#### KEY INGREDIENTS & SKIN BENEFITS

- Enriched with **Retino-Peptides**, a powerful complex of **Pro-Retinol A** and **peptides** which helps to stimulate the regeneration process of cells within the skin's epidermal layer.
- Triple action:
  1. Reduces wrinkles. Skin is left smoother, wrinkles and fine lines are less visible, and skin looks rejuvenated.
  2. Improves firmness. Week after week, skin becomes firmer, more elastic, and regains tonicity.
  3. Hydrates. Skin is intensely moisturised, feels supple and more comfortable.

#### HOW TO USE

Apply in the morning to the face and neck after thoroughly cleansing. For best results, follow with Wrinkle Expert 45+ Night Cream in the evening.



### INTENSIVE ANTI-WRINKLE NIGHT CREAM 45+ 50ML

RRP \$19.95

Wrinkle Expert Intensive Anti-Wrinkle Night Cream 45+ fights skin concerns for those over the age of 45, such as wrinkles and loss of firmness.

#### KEY INGREDIENTS & SKIN BENEFITS

- Enriched with **Retino-Peptides**, a powerful complex of **Pro-Retinol A** and **peptides** which helps to stimulate the regeneration process of cells within the skin's epidermal layer.
- Triple action:
  1. Reduces wrinkles. Skin is left smoother, wrinkles and fine lines are less visible, and skin looks rejuvenated.
  2. Improves firmness. Week after week, skin becomes firmer, more elastic, and regains tonicity.
  3. Hydrates. Skin is intensely moisturised, feels supple and more comfortable.

#### HOW TO USE

Apply in the evening to the face and neck after thoroughly cleansing. For best results, follow with Wrinkle Expert 45+ Day Cream in the morning.





**RE-DENSIFYING ANTI-WRINKLE DAY CREAM 55+ 50ML**

RRP \$19.95

Wrinkle Expert Re-Densifying Anti-Wrinkle Day Cream 55+ addresses the specific skin needs of mature skin.

**KEY INGREDIENTS & SKIN BENEFITS**

- Enriched with **calcium**, to help to restore the skin's natural barrier function by increasing the epidermal lipids synthesis.
- Triple action:
  1. Reduces wrinkles. Scientifically proven to reduce wrinkles leaving the skin looking smoother.
  2. Re-densifies skin. Day after day skin feels firmer.
  3. Re-define contours. Facial contours appear more defined and improved after 4 weeks.

**HOW TO USE**

Apply in the morning to the face and neck after thoroughly cleansing. For best results, follow with Wrinkle Expert 55+ Night Cream in the evening.

**RE-DENSIFYING ANTI-WRINKLE CREAM 55+ NIGHT 50ML**

RRP \$19.95

Wrinkle Expert Re-Densifying Anti-Wrinkle Night Cream 55+ addresses the specific skin needs of mature skin.

**KEY INGREDIENTS & SKIN BENEFITS**

- Enriched with **calcium**, to help to restore the skin's natural barrier function by increasing the epidermal lipids synthesis.
- Triple action:
  1. Reduces wrinkles. Scientifically proven to reduce wrinkles leaving the skin looking smoother.
  2. Re-densifies skin. Day after day skin feels firmer.
  3. Re-define contours. Facial contours appear more defined and improved after 4 weeks.

**HOW TO USE**

Apply in the evening to the face and neck after thoroughly cleansing. For best results, follow with Wrinkle Expert 55+ Day Cream in the morning.

## 3 PURE CLAYS: KAOLIN, MONTMORILLONITE &amp; GHASSOUL AGE 20+

## PURE CLAY DETOXIFYING CHARCOAL MASK 50ML

RRP \$19.95

Detox masks to transform your skin.

Pure Clay Detoxifying + Brightening Charcoal Mask is deep cleansing with a creamy texture that detoxifies the skin's surface and works deep into the pores, leaving the skin visibly detoxified and brightened.

## KEY INGREDIENTS &amp; SKIN BENEFITS

- Enriched with a unique combination of 3 pure clays:
  - **Kaolin**, highly concentrated with silicates to absorb impurities and excess oil.
  - **Montmorillonite**, rich in minerals to purify and re-balance the skin while reducing imperfections.
  - **Ghassoul**, absorbs impurities and oils without causing irritation, leaving skin smooth, fresh and radiant.
- **Black Charcoal**, which acts like a magnet to draw out impurities and blackheads.



## HOW TO USE

On Cleansed Skin: Use 2-3 times a week. Apply a thin layer over the entire face, avoiding the eyes and lips. Leave for 10 to 15 minutes, then rinse with warm water or a wet towel.

## PURE CLAY MARINE ALGAE ANTI-BLEMISH MASK 50ML

RRP \$19.95

Detox masks to transform your skin.

Pure Clay Anti-Blemish Mask combines 3 Pure Clays with the soothing properties of Marine Algae Extract to help clear blackheads and tighten pores.

## KEY INGREDIENTS &amp; SKIN BENEFITS

- Enriched with a unique combination of 3 pure clays:
  - **Kaolin**, highly concentrated with silicates to absorb impurities and excess oil.
  - **Montmorillonite**, rich in minerals to purify and re-balance the skin while reducing imperfections.
  - **Ghassoul**, absorbs impurities and oils without causing irritation, leaving skin smooth, fresh and radiant.
- **Marine Algae Extract** to help clear blackheads and tighten pores.



## HOW TO USE

On Cleansed Skin: Use 2-3 times a week. Apply a thin layer over the entire face, avoiding the eyes and lips. Leave for 10 to 15 minutes, then rinse with warm water or a wet towel.

**3 PURE CLAYS: KAOLIN, MONTMORILLONITE & GHASSOUL AGE 20+****PURE CLAY CHARCOAL DETOXIFYING GEL WASH 150ML**

RRP \$14.95

Purifies, detoxes and exfoliates skin.

Pure Clay Charcoal Detoxifying Gel Wash with foaming gel formula deeply cleanses & visibly detoxifies the skin to reveal a brighter complexion.

**KEY INGREDIENTS & SKIN BENEFITS**

- Enriched with a unique combination of 3 pure clays:
  - **Kaolin**, highly concentrated with silicates to absorb impurities and excess oil.
  - **Montmorillonite**, rich in minerals to purify and re-balance the skin while reducing imperfections.
  - **Ghassoul**, absorbs impurities and oils without causing irritation, leaving skin smooth, fresh and radiant.
- **Charcoal** visibly detoxifies and brightens the skin.

**HOW TO USE**

Apply to damp skin. Massage gently in small circular motions. Rinse thoroughly. Avoid the eye contours. For external use only.

# FAQ

## WHY DO I NEED A SERUM?

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Serums are designed to boost the efficacy of our skincare and add additional care to our daily regime. They contain a higher concentration of active ingredients than day or night creams, and are formulated in a more fluid texture allowing them to penetrate deeply into the skin. Apply morning and/or evening before you apply your day or night cream.

## WHAT IS AN ESSENCE?

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A more recent skincare trend, essence formulations are similar to a serum in that they contain high concentrations of active ingredients but are formulated in an even lighter texture for deeper penetration. Best used on clean, dry skin as the very first product in your skincare regime followed by a serum if needed and then your day or night creams. Our Youth Code Skin Activating Essence helps to stimulate cell renewal.

## WHY SHOULD WE EXFOLIATE OUR SKIN?

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Exfoliating products are formulated to revitalise the look and feel of the skin. Exfoliation can be achieved in two ways; by mechanically by using grainy textured scrubs that physically help to slough away dead skin cells, or more scientifically by using products that contain exfoliation ingredients such as AHA's (Alpha Hydroxy Acids) and BHA's (Beta Hydroxy Acids) that are known to gently help dissolve the cement that holds the dead skin cells such as our Glycolic Acid Resurfacing Gel Wash.

Exfoliants help to combat the signs of skin ageing as with age our skins natural ability to regenerate and renew itself slows down leading to a build up of dead skin cells on the surface causing a dull appearance. Regular exfoliation helps remove these cells, allowing for fresh new cells to shine through whilst stimulating the regeneration of those cells. Our Revitalift Laser X3 Ampoules can help with this as it contains highly concentrated 10% Glycolic Acid, the dermatologist's peeling ingredient. The complex weakens the binding properties of the proteins holding dead skin cells and debris to the surface of the skin revealing resurfaced and clearer skin.



## WHY A NIGHT CREAM?

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At night our body slows down, however the skin carries on working moving from its main daily role of protection to one of repair.

Whilst day creams are designed to protect and hydrate our skin throughout the day, night creams are formulated to replenish and promote cell renewal which occurs mostly whilst we are sleeping.

Specific night creams are preferable to using your day cream at night as whilst their functions and ingredients are different, day creams mostly contain sun filters which are not needed. It is good to start using a specific night cream from around the age of 25 or earlier if you need to.

## WHY/WHEN DO I NEED AN EYE CREAM?

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The eye contour area also benefits from a specific skincare routine. The skin around our eyes is more fragile than that on the rest of our face. It contains less natural oil, is thinner in texture, and often the first area we notice the visible signs of ageing. It is best to start using an eye cream from the age of around 20 to 25, but ensure its suited to the skin needs and isn't too heavy, as those developed for more mature skin types can be too rich and may cause skin congestion.

# FAQ

## REVITALIFT LASER X3 PURE RETINOL NIGHT SERUM

### WHAT IS RETINOL?

Retinol is a derivative of Vitamin A, naturally present in living organisms and food. For cosmetics, Retinol is created by chemical synthesis. There are many retinols available in the market: complexes, derivatives, and PURE. Dermatologists recommend Pure Retinol because it is the most researched and effective anti-aging ingredient. Our Revitalift Laser Pure Retinol Night Serum contains 0.2% Pure Retinol.

### WHAT DOES IT DO?

Created by L'Oréal Paris and validated with Dermatologists, our new serum is designed to visibly correct the signs of ageing, including deep wrinkles. It does this by stimulating cell renewal in the deeper layers of the epidermis.

### WHO IS IT FOR?

As part of the L'Oréal Paris Revitalift Laser range, its designed for women aged 40+, or those who feel they need to address the visible signs of ageing. In a clinical study, women showed a visible reduction of 100% of wrinkles, even deep ones.\*



### STARTING A PURE RETINOL ROUTINE

This night serum contains high potency retinol which may cause initial redness, tingling or dryness which is normal, even if you've used Retinol before. Your skin may need time to get used to this powerful ingredient, so it's important to introduce it gradually.

Use a couple of times a week at first and slowly move to nightly use, as tolerated.

Always read the product carton before use, and always use Broad Spectrum SPF in the AM to protect skin.

**Week 1:** apply 3 - 4 drops to clean and dry skin twice a week and before your night moisturiser.

**Week 2:** use every other night.

**Week 3:** use nightly if tolerated. It is normal to experience some redness, tingling or dryness when using retinol. If this happens, stop using for a few days, then use less frequently. If severe irritation develops and lasts, talk to your doctor. Avoid sun exposure and contact with eyes and lips. Always use a Broad Spectrum sunscreen of at least SPF15 in the morning.

### CAN I USE OTHER SERUMS WHILE USING PURE RETINOL?

When using L'Oréal Paris Pure Retinol Night Serum, you may follow with your Night moisturiser after applying, however you should avoid using it in conjunction with other serums in your same night regime. In the morning, you can use L'Oréal Paris Filler Serum to give your skin an extra boost of hydration. Our Pure Retinol Night Serum is formulated with soothing ingredients like Glycerin and Hyaluronic Acid to help balance the drying effects of retinol.

**SPF REMINDER:** When using retinol products, always use an SPF protective moisturiser the morning after, such as Revitalift Laser X3 Day Cream SPF 15.

\*Cosmeto-clinical study on 49 women: scoring of face wrinkles at 4 months.

# GLOSSARY KEY INGREDIENTS

**3% Pro-Xylane™:** a powerful anti-ageing molecule concentrated at 3% to stimulate and strengthen the support fibres of the skin. Pro-Xylane™ was created by the L'Oréal Laboratories, the result of 14 years of experimentation and the object of 30 patents. Derived from a natural sugar (xylose) mostly found in Beech trees.

**Adenosine:** a strong anti-wrinkle active that helps with cell metabolism to fight signs of ageing.

**Advanced Pro-Retinol:** a powerful anti-wrinkle ingredient known to stimulate cell renewal for a deep anti-ageing and firming action.

**Black Tea:** known to be rich in vitamins, antioxidants and amino acids, the formula protects skin cells for longer, thereby improving skin quality.

**Black Truffle extract:** renowned for its longevity, which helps to stimulate skin cell renewal.

**Caffeine:** helps reduce puffiness around the eye area.

**Calcium B5:** famous for its strengthening properties, to help restore skin density and support skin tone.

**Centella Asiatica:** a plant traditionally used in Chinese medicine known for its repairing and soothing properties.

**Collagen Amino Acid [AA] Fractions:** are components of collagen, naturally found in skin. Our Amino Acid Fractions work together with other ingredients in the formula to visibly firm and retighten skin.

**Fibrelastyl:** a firming complex, which enhances skin tone for extra firm skin.

**Fibroxyll:** a firming extract of plant origin, its exclusive formula gradually replumps the skin for a smoother, revolumised appearance.

**Fragmented Hyaluronic Acid:** is a form of Hyaluronic Acid with a low molecular weight so it is able to penetrate deeper to repair and correct the appearance of wrinkles.

**Galanga:** a firming extract of plant origin, its exclusive formula fills wrinkles and replumps the skin for a smoother, revolumised appearance.

**Ghassoul:** absorbs impurities and oils without causing irritation, leaving skin smooth, fresh and radiant.

**Glycolic Acid Complex:** an exfoliant used by dermatologists, the complex weakens the binding properties of the proteins holding dead skin cells and debris to the surface of the skin.

**Hyaluronic Acid:** penetrates through the epidermis for a deeper anti-ageing moisturising action.

**Japanese Cotton:** designed to absorb 10X more serum than a regular fabric sheet mask to deliver a more concentrated dose of Hyaluronic Acid.

**Kaolin:** highly concentrated with silicates to absorb impurities and excess oil.

**LHA:** a derivative of salicylic acid (BHA) created by L'Oréal Research & Innovation to gently exfoliate the skin to reveal a smooth and even skin tone, and is complementary to Pro-Xylane.

**LHA + Pro-Ceramide:** tightens pores, and viably refines the skin texture. It gently exfoliates to reveal a smooth and even skin tone.

**Lifting Probiotic Extracts:** extracted from natural origin ferments, help to stimulate skin's natural lifters (elastin and collagen) for visibly firmer skin.

**Magnesium:** helps with cell renewal in the epidermis and the restoration of its barrier function.

**Manuka Honey:** originating from New Zealand, is famous for its use in the medical community as a powerful raw ingredient. This rich repairing range enriched with Manuka Honey, concentrated in essential nutrients and minerals which are infused in this nourishing formula to help to nourish and repair the skin.

**Melanin Block™:** helps reduce the appearance of existing age spots and prevent the appearance of new ones.

**Montmorillonite:** rich in minerals to purify and re-balance the skin while reducing imperfections.

**Neohesperidin:** a L'Oréal patented antioxidant derived from bitter orange to encourage skin cell renewal.

**Niacinamide:** also known as Vitamin B3, helps to soothe and brighten skin overall for a more even, healthier looking complexion.

**Peony Polyphenols:** formulated to help rehydrate the skin and restore its natural colour with a healthy rosy glow.

**Pro-Calcium:** a calcium derivative that is known for its ability to help strengthen the skin.

**Pure Retinol:** stimulates cell regeneration in epidermal deep layers which thickens the living epidermis for a skin rejuvenation and anti-wrinkle effect.

**Red Ginseng:** a powerful ingredient known for its stimulating properties to help boost skin to fight signs of fatigue.

**Soya Bean Extract:** rich in protein, helps stimulate the natural production and maintenance of the skin fibres.

**Sweet Almond Oil:** known for its soothing and hydrating benefits.

**Vitamin B5:** an essential nutrient with soothing power to help revitalise the skin.

**Vitamin C:** a powerful anti-oxidant that's used for its anti-ageing and brightening properties.

**Vitamin E:** known for its anti-oxidant and skin softening abilities.







The advertisement features three men against a dark blue background with light streaks. On the left, a close-up of a man's face with a beard and mustache, wearing a black leather jacket. In the center, a man in a white shirt and black tie. On the right, a man in a dark blue jacket and black turtleneck. The L'Oréal Paris Men Expert logo is in the top right corner.

L'ORÉAL  
PARIS  
MEN EXPERT

L'ORÉAL PARIS  
MEN EXPERT

—  
2023

**SKINCARE  
TRAINING**

[www.menexpert.com.au](http://www.menexpert.com.au)

4

**SKINCARE**

HYDRA ENERGETIC

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6

**SKINCARE**

MAGNESIUM DEFENSE  
/ HYDRA SENSITIVE

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7

**SKINCARE**

PURE CHARCOAL

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10

**SKINCARE**

POWER AGE

---

13

**HAIR COLOUR**

ONE-TWIST

---

14

**BEARD CARE**

WITH BARBER CLUB

---

15

**HAIR STYLING**

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17

**HYGIENE**

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## HYDRA ENERGETIC

DULL SKIN  
REGIME

GIVE YOUR SKIN A  
BOOST OF ENERGY

WITH VITAMIN C  
AND PROTEIN



## MAGNESIUM DEFENCE

HYPOALLERGENIC  
RANGE

MAGNESIUM STRENGTHENS  
SKIN AGAINST EXTERNAL  
AGGRESSORS

HYALURONIC ACID DEEPLY  
HYDRATES SKIN



## PURE CARBON

ANTI-ACNE  
REGIME

VOLCANIC MINERALS ABSORB  
SEBUM AND PREVENT LIGHT  
REFLECTION

DUAL SALICYLIC ACID FIGHTS  
SPOTS AND ERASES ACNE MARK



**HYDRA  
ENERGETIC**

**MEN EXPERT HYDRA ENERGETIC WAKE-UP EFFECT WASH 100ML**

RRP \$10.99

For normal / tired skin.

L'Oréal Men Expert® Hydra Energetic Wake-Up Effect Wash refreshes and invigorates the skin. Enriched with Guarana and Vitamin C, this cooling, invigorating face wash gives skin an instant refresh and a deep clean. Specifically designed for men with tired looking skin, it instantly energises skin for an instant healthy looking glow.



**MEN EXPERT HYDRA ENERGETIC SCRUB 100ML**

RRP \$10.99

For normal / tired skin.

Discover the Hydra Energetic Deep Exfoliating Daily Face Scrub by L'Oréal Men Expert. This facial cleanser is designed to remove impurities and eliminate shine for skin that are prone to clogged pores. This face scrub intensely cleanses and purifies the skin leaving it feeling soft and refreshed.



**MEN EXPERT HYDRA ENERGETIC MOISTURISER 50ML**

RRP \$16.99

For normal / tired skin.

L'Oréal Men Expert® Hydra Energetic 24H Anti-Fatigue Moisturiser instantly energises skin and helps fight the 5 signs of fatigue: dark circles, tired features, loss of firmness, roughness and dullness. Enriched with energising Guarana and Vitamin C to instantly awaken tired skin, its lightweight, non-greasy and cooling texture provides skin with 24 hours of lasting hydration and energy.

- 91% of men say skin looks instantly fresher.
- 95% of men agree skin has a fresh healthy glow after just 4 weeks.\*

\*Instrumental test



**MEN EXPERT HYDRA ENERGETIC MOISTURISER SPF15 50ML**

RRP \$16.99

For normal / tired skin.

L'Oréal Paris Men Expert Hydra Energetic SPF15 Anti-Fatigue Men's Moisturiser is formulated with UV Filters for protection from UVA & UVB rays, and enriched with energising Guarana (a natural source of caffeine) and Vitamin C to instantly energise and awaken tired skin. The lightweight, non-greasy and cooling texture provides skin with 24 hours of lasting hydration. Now with UV Protection save your skin from sun damage with this Hydra Energetic Moisturiser! UVA/UVB filters in the SPF 15 broad spectrum sunscreen fight against the rays responsible for premature skin ageing.



**HYDRA ENERGETIC RECHARGING TISSUE MASK**

RRP \$7.95

For normal / tired skin.

Our Hydra Energetic tissue mask has an XL size to fit a man's face. Enriched with taurine, the mask intensely moisturises the skin while reducing excess oil. Skin is left smooth, feeling hydrated and perfectly matte.



**THE EYE ROLL-ON HYDRA ENERGETIC**

RRP \$17.99

For normal / tired skin.

The Eye Roll-On Hydra Energetic is an iconic men's under eye care product consisting of 3 anti-fatigue ingredients: [vitamin C] + [proteins] + [caffeine]

It instantly fights signs of fatigue [dark circles – eye bags – fine lines], leaving behind a super fresh and wide awake effect.

Tested under dermatological and ophthalmological control



**MAGNESIUM DEFENSE/  
HYDRA SENSITIVE**

**MEN EXPERT MAGNESIUM DEFENSE FACE WASH 100ML**

RRP \$10.99

For sensitive skin.

NEW L'Oréal Men Expert® Magnesium defense face wash contains magnesium to strengthen the skins natural barrier and hyaluronic acid to deeply moisturise. Skin is left feeling cleansed but not tight. 0% alcohol and 100% hypoallergenic, ideal for sensitive skin.



**MEN EXPERT MAGNESIUM DEFENSE MOISTURISER 50ML**

RRP \$16.99

For sensitive skin.

NEW L'Oréal Men Expert® Magnesium defense moisturiser contains magnesium to strengthen the skins natural barrier and hyaluronic acid to deeply moisturise. Skin is left feeling soft and protected against external aggressors. 0% alcohol and 100% hypoallergenic, ideal for sensitive skin.



**MEN EXPERT HYDRA SENSITIVE SHAVING GEL 200ML**

RRP \$6.95

For sensitive skin.

L'Oréal Men Expert® Hydra Sensitive Shaving Gel is a specific formula developed for sensitive skin that is enriched with soothing Aloe Vera for less irritations and provides your skin with "Fire-shield" protection while shaving, resulting in fewer micro-cuts and a safer shave.



**MEN EXPERT PURE CHARCOAL ANTI-IMPERFECTION FACE WASH 100ML**

RRP \$10.99

For oily / acne-prone skin

L'Oréal Men Expert® Pure Charcoal Wash helps fight 5 male skin imperfections: oily skin, spots, marks, blackheads and roughness. This deeply cleansing formula draws out excess sebum for an intense, squeaky clean. Enriched with purifying active Oak Charcoal, its deeply cleansing formula leaves skin fresh and purified in just one wash.



**MEN EXPERT PURE CHARCOAL ANTI-BLACKHEAD SCRUB 100ML**

RRP 10.99

For oily / acne-prone skin

L'Oréal Men Expert® Pure Charcoal Scrub is powered by anti-bacterial Salicylic Acid to fight against stubborn blackheads and oiliness. This unclogging scrub unleashes 2000 natural beads per use to fight against stubborn blackheads and draw out excess oil like a magnet. It instantly washes away oil and dirt and eliminates dead cells to unclog pores and prevent future blackheads. Highly exfoliating but gently enough for everyday use.



**MEN EXPERT PURE CARBON MOISTURISER 50ML**

RRP \$18.99

For oily / acne-prone skin

The L'Oréal Paris Pure Carbon Anti-Imperfection Moisturiser for men is enriched with Volcanic Minerals and Airlicium™ to absorb sebum and helps reduce light reflection making the skin smoother and softer. Powerful Dual Salicylic Acid provides exfoliating properties that help to reduce the appearance of marks.



**NEW IN  
2023**





NEW

# POWER AGE

REVITALISING ROUTINE

WITH  
HYALURONIC ACID DUOS



**X3**  
ACTIONS

DEEP HYDRATION  
VISIBLY REDUCE WRINKLES  
FIRM + TIGHTEN

ALL THE POWER OF HYALURONIC  
ACID TO RECHARGE YOUR SKIN'S  
STRENGTH & FRESHNESS

**MEN EXPERT POWER AGE ANTI-AGEING FACE SERUM 30ML**

RRP \$29.99

For ageing skin.

The Power Age Multi-Action Anti-Ageing Serum from L'Oréal Paris Men Expert is boosted with a powerful combination of 2 types of Hyaluronic Acids; MICRO [HA] goes into the upper skin layers to fight ageing signs, MACRO [HA] remains on skin upper layers to instantly hydrate skin.

This men's face serum helps to reduce the appearance of fine lines and wrinkles by locking in essential moisture for lasting hydration.

**NEW IN  
2023****MEN EXPERT POWER AGE MOISTURISER 50ML**

RRP \$23.99

For ageing skin.

The Power Age 24H Anti-Ageing Moisturiser from L'Oréal Paris Men Expert is boosted with a duo of hyaluronic acids, an ingredient well-known for its deeply hydrating properties, playing a key role in the integrity of the skin structure and in the retention of skin hydration.

This ultra-efficient anti-ageing moisturiser for men provides 3 powerful actions: firms and strengthens skin's elasticity, provides intense moisture for fresher & revitalized skin, increases skin smoothness.

**NEW IN  
2023****MEN EXPERT POWER AGE EYE ROLLER 15ML**

RRP \$23.99

For ageing skin.

The Power Age Eye Cream from L'Oréal Paris Men Expert is boosted with a duo of hyaluronic acids, an ingredient well-known for its deeply hydrating properties, playing a key role in the integrity of the skin structure and in the retention of skin hydration.

The under-eye roller ball deposits the perfect amount of cream to provide essential moisture to the eye area for lasting hydration. This men's eye cream helps to minimise the appearance of fine lines and wrinkles.

**NEW IN  
2023****ERASE WRINKLES MOISTURISER 50ML**

RRP \$22.99

For first signs of ageing.

30+

L'Oréal Men Expert® Erase Wrinkles Moisturiser smoothes the skin to visibly reduce wrinkles. Skin appears instantly revitalised and well-rested. Enriched with Boswelox™ to help counteract skin microcreasing, Erase Wrinkles Daily Moisturiser smoothes the skin to visibly reduce wrinkles. The formula is also enriched with ADS™ Active Defense System, a powerful soothing ingredient which helps reinforce the skin's natural resistance against daily aggressions.



EXPERT SKINCARE TAILORED TO MEN'S NEEDS

**OILY / ACNE-PRONE**



CLEANSE



SCRUB



MOISTURISE

**NORMAL / DULL**



CLEANSE



SCRUB



MOISTURISE



EYE CREAM

**SENSITIVE**



MOISTURISE



MOISTURISE



SHAVE

**AGEING**



SERUM



MOISTURISE



EYE CREAM

L'ORÉAL  
PARIS  
MEN EXPERT

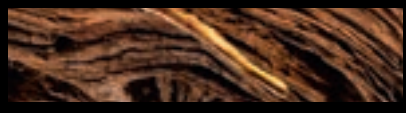
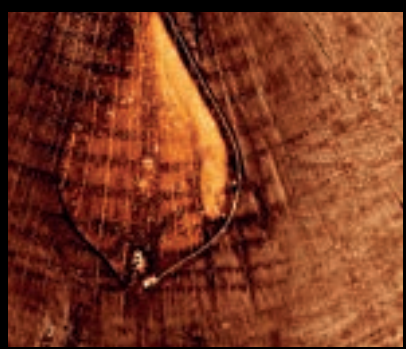
# ONE-TWIST HAIR COLOUR

5 MIN - 3 SIMPLE STEPS

FOR NATURAL GREY  
COVERAGE



DON'T MAN UP,  
OPEN UP.



EXPERT BEARD  
RANGE CO-CRAFTED  
WITH BARBERS

## BARBER CLUB

3-IN-1 BEARD + FACE + HAIR WASH  
WITH CEDARWOOD ESSENTIAL OIL

L'ORÉAL  
PARIS  
MEN EXPERT

## ONE-TWIST HAIR COLOUR

### SHADE 02 – NATURAL BLACK

RRP \$16.90

Specially developed for men's hair, this semi-permanent hair dye covers grey hair in just 5 minutes: easy and mess-free, our innovative ONE-TWIST technology works in just 5 minutes for a natural looking result that perfectly blends with your original hair colour. So natural, that no one will know you coloured your hair. Delivered in our new patent pending precise applicator, its ammonia-free blends greys, fades naturally in 6 weeks, and offers scalp comfort.

#### HOW TO USE

Easy-mix and mess-free application: just TWIST, SHAKE, APPLY the hair dye & leave for only 5 minutes. Refer to the instruction leaflet for detailed application instructions.



### SHADE 03 – DARK BROWN

RRP \$16.90

Specially developed for men's hair, this semi-permanent hair dye covers grey hair in just 5 minutes: easy and mess-free, our innovative ONE-TWIST technology works in just 5 minutes for a natural looking result that perfectly blends with your original hair colour. So natural, that no one will know you coloured your hair. Delivered in our new patent pending precise applicator, its ammonia-free blends greys, fades naturally in 6 weeks, and offers scalp comfort.

#### HOW TO USE

Easy-mix and mess-free application: just TWIST, SHAKE, APPLY the hair dye & leave for only 5 minutes. Refer to the instruction leaflet for detailed application instructions.



### SHADE 04 – MEDIUM BROWN

RRP \$16.90

Specially developed for men's hair, this semi-permanent hair dye covers grey hair in just 5 minutes: easy and mess-free, our innovative ONE-TWIST technology works in just 5 minutes for a natural looking result that perfectly blends with your original hair colour. So natural, that no one will know you coloured your hair. Delivered in our new patent pending precise applicator, its ammonia-free blends greys, fades naturally in 6 weeks, and offers scalp comfort.

#### HOW TO USE

Easy-mix and mess-free application: just TWIST, SHAKE, APPLY the hair dye & leave for only 5 minutes. Refer to the instruction leaflet for detailed application instructions.



### SHADE 05 – NATURAL BROWN

RRP \$16.90

Specially developed for men's hair, this semi-permanent hair dye covers grey hair in just 5 minutes: easy and mess-free, our innovative ONE-TWIST technology works in just 5 minutes for a natural looking result that perfectly blends with your original hair colour. So natural, that no one will know you coloured your hair. Delivered in our new patent pending precise applicator, its ammonia-free blends greys, fades naturally in 6 weeks, and offers scalp comfort.

#### HOW TO USE

Easy-mix and mess-free application: just TWIST, SHAKE, APPLY the hair dye & leave for only 5 minutes. Refer to the instruction leaflet for detailed application instructions.



**MEN EXPERT BARBER CLUB 3-IN-1 BEARD + FACE + HAIR WASH 200ML**

RRP \$19.95

Expert beard grooming.

L'Oréal Men Expert® Barber Club 3-in-1 Beard + Face + Hair Wash enriched with natural Cedarwood Essential Oil to wash away beard flakes, residue & odours leaving the beard feeling softer. The wash also gently cleanses your face, leaving skin feeling fresh and works for your hair to thoroughly cleanse the scalp, leaving hair feeling more smooth and fresh.

**MEN EXPERT BARBER CLUB SHORT BEARD & FACE MOISTURISER 50ML**

RRP \$18.95

Expert beard grooming.

L'Oréal Men Expert® Barber Club Moisturiser helps take your beard from scruffy to sleek. Specially formulated for short beards, this nourishing moisturiser is enriched with Cedarwood Essential Oil to help soothe skin irritation and soften facial hair. The lightweight, non-greasy gel formula hydrates and softens for 24 hours.

**MEN EXPERT BARBER CLUB LONG BEARD AND SKIN OIL 30ML**

RRP \$18.95

Expert beard grooming.

L'Oréal Men Expert® Barber Club Beard Oil tames, softens and smoothes beard without greasiness. Enriched with natural Cedarwood Essential Oil, it soothes irritation while nourishing the skin underneath.



**MEN EXPERT BARBER CLUB MESSY HAIR CLAY POMADE 75ML**

RRP \$14.95

Medium hold, matte finish.

L'Oréal Men Expert® Barber Club Messy Hair Clay Pomade helps to create a matte, messy hair look that can be re-shaped all day – with medium hold and a no-shine matte finish. Ideal for medium-long hair. Somewhere in between a wax and a cream, this easy workable texture helps to effortlessly achieve your desired look. For best results, apply to dry hair and define individual hair strands.

**MEN EXPERT BARBER CLUB SLICK HAIR WAX POMADE 75ML**

RRP \$14.95

Strong hold, high shine.

L'Oréal Men Expert® Barber Club Slick Hair Wax Pomade helps you achieve perfectly slick, neat style – this slick wax guarantees strong hold, high shine and style that won't budge throughout the day. Perfect to help tame and style short, thick or reckless hair. For best results, apply on damp hair. Use a comb & hair dryer to slick perfectly.

**MEN EXPERT EXTREME FIX INDESTRUCTIBLE FIXING PASTE 75ML**

RRP \$13.95

Ultra strong hold, matte finish.

L'Oréal Men Expert® Extreme Fix Indestructible Fixing Paste allows you to create your look without compromise. Long lasting ultra-strong hold for up to 48 hours – suitable for all hair types. This workable creamy texture guarantees effortless and easy style. For best results rub paste into palms, work into damp hair from roots to ends and style with finger tips.

**MEN EXPERT BARBER CLUB BEARD & HAIR STYLING PASTE 75ML**

RRP \$14.95

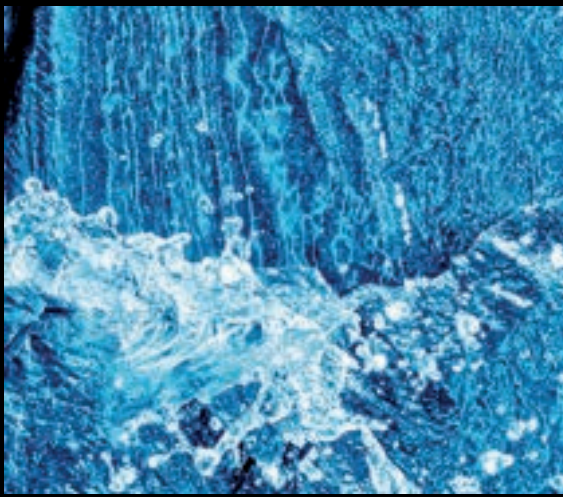
Expert beard grooming.

L'Oréal Men Expert® Barber Club Beard & Hair Styling Paste helps to achieve perfect beard and hair styles with ease. The creamy, workable paste provides long-lasting beard control and defined hairstyle with medium hold and shine. Ideal for all day beard control and definition.



# HYGIENE

HIGH PERFORMANCE DEODORANT & SHOWER ESSENTIALS



## CARBON SHOWER GEL AND CARBON PROTECT

**5-IN-1 SHOWER GEL**

**4-IN-1 ANTI-PERSPIRANT**

**POWERED BY BLACK CARBON**

- 48h anti-odour system
- Anti-humidity
- Anti-bacterial
- Anti white & yellow marks



**L'ORÉAL**  
PARIS  
**MEN EXPERT**



**MEN EXPERT TOTAL CLEAN 5-IN-1 CARBON SHOWER GEL 300ML**

RRP \$5.95

L'Oréal Men Expert® Total Clean 5-in-1 Carbon Shower Gel deeply cleans with a refreshing fragrance and makes showering SO easy: its 5-in-1 benefits mean it can be used for face, body, hair, shaving and moisturising.

**MEN EXPERT INVINCIBLE SPORT SHOWER GEL 300ML**

RRP \$5.95

L'Oréal Men Expert® Invincible Sport Shower Gel enriched with Camphor acts in 5 ways to help you relax after sport; deeply cleanses, instantly cools, invigorates skin, hydrates and with a spicy aromatic fragrance. Your shower staple to feel instantly cool, clean and revitalised.

**MEN EXPERT HYDRA ENERGETIC TAURINE SHOWER GEL 300ML**

RRP \$5.95

L'Oréal Men Expert® Hydra Energetic Taurine Shower Gel 100% engineered for men. Looking for an energy boost for your skin? Discover the boosting power of Taurine in a shower gel, awaken your skin and feel full of energy all day long with the power of Taurine.

**MEN EXPERT STOP STRESS SHOWER GEL 300ML**

RRP \$5.95

L'Oréal Men Expert® Stop Stress Shower Gel 100% crafted for men to help relieve body stress. Suitable for your body, face and hair with a relaxing fresh woody fruity fragrance.

**MEN EXPERT MAGNESIUM DEFENSE SHOWER GEL 300ML**

RRP \$5.95

NEW L'Oréal Men Expert Magnesium defense shower gel contains magnesium to strengthen the skins natural barrier and hyaluronic acid to deeply moisturise. Skin is left feeling clean but not tight. 0% alcohol and 100% hypoallergenic, ideal for sensitive skin.



**MEN EXPERT CARBON PROTECT ANTI-PERSPIRANT 150G/250ML**

RRP \$7.49

L'Oréal Men Expert® Carbon Protect Anti-Perspirant provides 48 hour total protection to fight against odour, perspiration, bacteria and yellow stains. 4-in-1 technology enriched with carbon for maximum performance. Fights all signs of perspiration with:

1. Long-lasting anti-odour system.
2. Ultra absorbent Micro Captors to help combat wetness.
3. Anti-yellow stains and anti-white marks technology.
4. Anti-bacterial active

Total protection. Long lasting fresh fragrance.

**MEN EXPERT THERMIC RESIST ANTI-PERSPIRANT 150G/250ML**

RRP \$7.49

L'Oréal Men Expert® Thermic Resist 48 hour Anti-Perspirant provides 48 hour protection. Its high performance formula has been tested and proven effective at temperatures of up to 45 degrees. It provides sweat protection from heat rushes due to physical activity, extreme temperatures and stressful situations.

**MEN EXPERT INVINCIBLE SPORT ANTI-PERSPIRANT 150G/250ML**

RRP \$7.49

L'Oréal Men Expert® Invincible Sport Anti-Perspirant enriched with ultra-absorbing Magnesia, a compound used by weight lifters & gymnasts to increase gripping power. Control humidity for up to 96hr for high-performance protection. A fresh woody fragrance is the only thing you'll smell of after a workout.

**MEN EXPERT FRESH EXTREME ANTI-PERSPIRANT 150G/250ML**

RRP \$7.49

L'Oréal Men Expert® Fresh Extreme Anti-Perspirant Spray delivers ultra-absorbent technology that helps combat wetness for a proven 48hr dry effect.





## FAQ

### IS MEN'S SKIN DIFFERENT TO WOMEN'S SKIN?

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The differences between men and women's skin are largely due to hormonal influences and studies have shown that when compared to women's skin, men's skin is:

- thicker (on average 22% thicker on the face)\* and contains a greater level of collagen\*\*
- oilier, so can be more susceptible to imperfections
- ages later but more noticeably
- can become irritated and weakened by shaving
- transpires/sweats more.

\* Escoffier C., de Rigal J., Rochefort A., Vasselet R., Lévêque J.L. & Agache P.: Age-related mechanical properties of human skin: an in vivo study. *J Invest Dermatol* 1989; 93:353-7.

\*\* Schuster S., Black M.M., MacVitie E.: The influence of age and sex on skin thickness, skin collagen and density. *Br J Dermatol* 1975, 93: 639-643.

### HOW LONG DOES IT TAKE TO SEE RESULTS ON MY SKIN?

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Formulated with high-performance active ingredients, Men Expert products have immediate visible results on hydration and comfort. The anti-aging effect can be observed after a few weeks of use.

For more details, see the full descriptions and test results of the products you use.

### WHAT ARE L'ORÉAL MEN EXPERT VALUES?

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Men Expert has made men's health and well-being its main concern. The brand has partnered with the Movember Foundation, the only NGO dedicated to men's health operating on a global scale. In addition to supporting extensive awareness and prevention campaigns, Men Expert helps fund medical research programs dedicated to men.

