

## Reclaim your triangle of youth™.



- Clinically shown to visibly lift skin and reduce the look of deep lines and wrinkles
- Improves skin elasticity and firmness
- Tightens the appearance of sagging skin and gives facial contours a firmer look
- Helps cheeks, jawline and neck appear firmer and more lifted
- Includes Volu-Firm® Complex, plus two new ingredients that support skin's natural collagen, elastin and hyaluronic acid

### ***Did you know?***

Volu-Firm® Advanced Lifting Serum concentrates its action by reclaiming your triangle of youth. This triangle – full cheeks, a defined jawline, a taut neck – embodies youthfulness. But as skin ages, this area can become compromised. The cheeks can appear hollow. The jawline can start to sag. And crepiness can begin to show on the neck. Your best defense is Volu-Firm® Advanced Lifting Serum.

**POWER STATEMENT:**  
**Reclaim your triangle of youth™.**

TimeWise Repair® Volu-Firm® Advanced Lifting Serum is our most precise and powerful serum ever. We clinically tested it from every angle, and the results speak for themselves. These impressive numbers reflect the percentage of panelists who showed improvement:

- Sagging skin along the cheeks and jawline is visibly lifted: 100%†
- Skin overall is visibly lifted: 98%†
- Skin firmness is improved: 82%†
- Deep lines and wrinkles are visibly reduced: 98%†
- Skin elasticity is enhanced: 78%†
- Skin moisture is immediately increased: 100%\*

†Based on one 12-week independent clinical study in which 45 women used the serum twice a day. Numbers reflect the percentage of panelists who showed improvement.

\*Based on bio-instrument testing. Number reflects percentage of panelists who showed improvement.

When we asked women to try Volu-Firm® Advanced Lifting Serum, a majority\*\* of them said they would switch from their current serum, and that their skin looks the best it's looked in years! The reasons why? These visible age-defying results:

- **Firmer triangle of youth:** Helps cheeks, jawline, neck appear firmer and more lifted
- **A tighter effect:** Sagging skin appears tightened and skin overall looks and feels tighter
- **Renewed look of youthfulness:** Softens the look of lines and wrinkles on the face and neck and improves the look of crepiness in the neck area
- **Plus, instant gratification:** 9 out of 10 women said their skin immediately felt softer, smoother and more moisturized\*\*

\*\*Based on panelists who agreed with statements in a 6-week independent consumer study in which 195 women used the serum twice a day

**THE SCIENCE BEHIND THE BEAUTY: THE BENEFITS OF THE VOLU-FIRM® COMPLEX, PLUS**

- **Alpinia galanga leaf extract** supports natural collagen, elastin and hyaluronic acid.††
- **Schisandra extract** supports natural elastin.††

††Based on in vitro testing of key ingredients

**ORDER OF APPLICATION**

Volu-Firm® Foaming Cleanser

Volu-Firm® Advanced Lifting Serum

Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30\*

**OR** Volu-Firm® Night Treatment with Retinol Volu-Firm® Eye Renewal Cream

**FORMULA ATTRIBUTES:**

- Suitable for sensitive skin
- Fragrance-free
- Oil-free
- Non-comedogenic
- Dermatologist tested
- Suitable for contact lens wearers
- Suitable for sensitive eyes

**USE UP RATE:**

- 1 month based on twice per day usage

**SHELF LIFE:**

- 3 years

\*over the counter drug product