



Beating Heart of Europe

BUSINESS PLAN

Revivor de Soie

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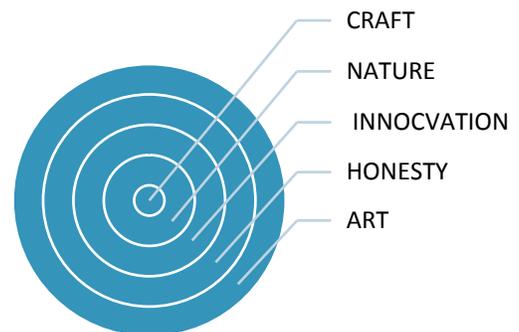
EXECUTIVE SUMMARY

LeSoie® is a leading personal care products provider offering 700+ luxury, natural/organic, hand-crafted personal care products all made in Belgium. LeSoie® develops, manufactures and markets its products worldwide. All products from the ingredients to the packaging are inspired by nature. LeSoie® uses only natural ingredients in its products, does not test cosmetics on animals and ensures all products are safe for the environment. The Company was founded in 2011 by Mohamad Abd El Azeem and has quickly achieved great success. LeSoie® currently has six franchises with another 14 planned. The Company's long-term objective is to open 25 franchises per year.

The Company's latest innovation is the newly developed, Revivor de Soie Serum. For the introduction of this special product LeSoie® plans to establish a separate Limited Liability Corporation. This newly formed company will be given exclusive rights from LeSoie® to distribute Revivor de Soie Serum worldwide. The new company will carry all costs associated with manufacturing, marketing and distribution as well as record all revenue and profits associated with Revivor de Soie.

Product

Revivor de Soie Serum is an organic age reversing serum with all natural ingredients. Revivor de Soie Serum was launched at the Beauty World Middle East 2015 Exhibition in Dubai. During the show people were able to witness a demonstration of how the serum works in just 5 minutes.



Revivor de Soie

Market

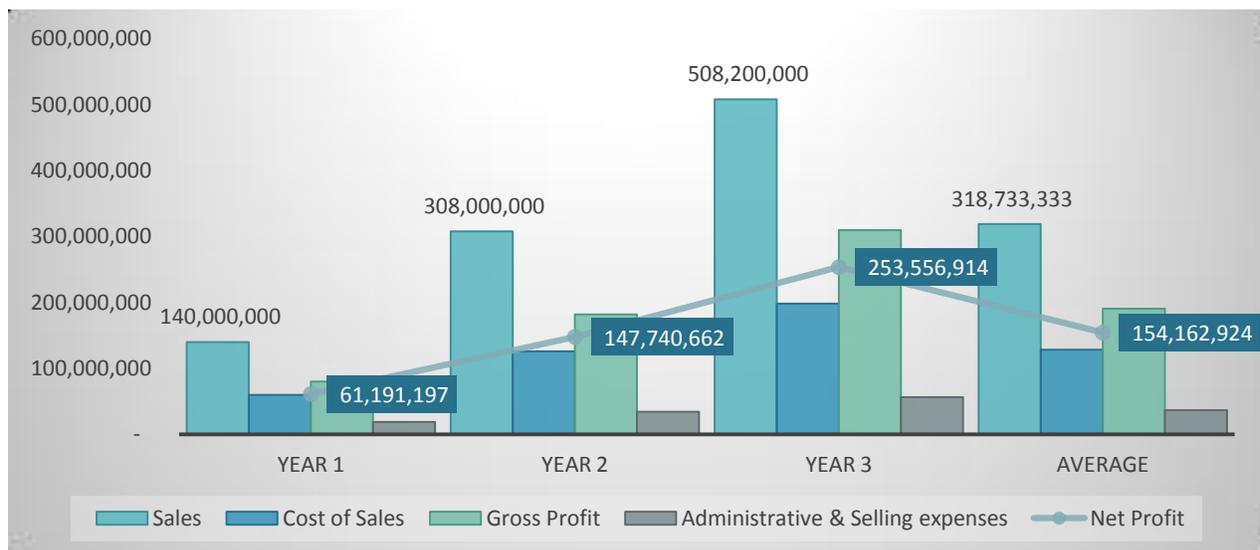
The total anti-aging market for products and services will reach a value of \$345.8 billion by 2018 with compound annual growth rate (CAGR) of 5.7% between 2013 and 2018. Looking only at the product segment, the market is expected to grow at a CAGR of 5.2% between 2013 and 2018 and reach an estimated market value of \$284.6 billion.¹

Summarize future plans

The Company has identified the following as key sales objectives for Revivor de Soie Serum; achieve sales of 8 million units during the first year, increase this to 16 million in the second year and attain sales of 24 million units in year 3.

Financial Information

Project revenue will start from about \$140 million in a year and will increase to \$500 million to the third year and this will yield the net income of about \$250 million.



¹ http://www.reportlinker.com/p01598545/Antiaging-Products-and-Services-The-Global-Market.html#utm_source=prnewswire&utm_medium=pr&utm_campaign=Skin_Care_Products



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COMPANY DESCRIPTION

Mohamed Abd El Azeem founded LeSoie® from scratch creating a strong brand with 700 different luxury mural and organic personal care products that meet the needs of consumers of all ages. LeSoie® cosmetics are differentiated through various elements like products, innovation, look, luxury, natural, quality, ingredients, personalization and price.

LeSoie® currently has six franchises two in Dubai, two in Abu Dhabi and one in Al

Ain. It plans additional 14 franchises in Dubai, Abu Dhabi and Al Ain. It has also signed an area development of 5 franchises in Jeddah/Saudi Arabia which the development of them has started already. Kuwait and Jordan is planned to start in the 3rd quarter of 2015. It also sells products in Japan, China and Tanzania. LeSoie® has ambitious expansion plans globally – Mr.

We don't sell products but we sell rather a great experience of

Abd El Azeem (CEO) aims to open 25 outlets a year, concentrating on the Middle East, Eastern Europe, and countries such as China, Indonesia, Malaysia, India and the African continent.



Mohamed Abd El Azeem
(<http://www.thenational.ae/business/the-life/dubai-entrepreneur-makes-cosmetic-change-to-career-path>)



All products are manufactured in the heart of Europe – the Kingdom of Belgium. The small town is

located close to the French, Walloon and Flemish borders. LeSoie® uses only natural ingredients – cosmetics aren't tested on animals and are safe for the environment. Some products are made entirely by hand, as the Company is dedicated to keeping manufacturing close to traditional, natural methods.

LeSoie® values have roots in the late 19th / early 20th century Art Nouveau artistic movement, which brought the natural world back as an inspiration for arts and crafts.

With roots in Belgian Art Nouveau style, LeSoie® is delivering comfort, relaxation, luxury feel and timeless elegance - inspired by nature. We offer a range of natural, handmade, personal care products, brought to you from the heart of Europe.

Just like 100 years ago, LeSoie® products are not only safe and good for the body, but are beautifully designed and functional.

LeSoie® is delivering Affordable Luxury, Elegant, Natural, Organic, Handmade Personal Care, SPA and Soap products from the heart of Europe. Collections of 700+ fresh, fruity, herbal products for every family member with unique ingredients (camel milk, mare's milk, honey, dead-sea minerals and green-tea) made to protect the full body.

Brand Essence

Just like our cosmetics, the essence of our brand consists of many special elements which together form the magical experience LeSoie® promises all our customers. LeSoie® is delivering Natural, Handmade personal care products brought from the heart of Europe that provide comfort, relaxation, elegant and luxury appeal all inspired by natural ... and still AFFORDABLE!



Differentiation

We strive to create products that are beautiful and bring a very special experience to our customers and everybody around them. The quality of natural, organic ingredients and usage of essential oils, our innovative approach, made in Belgium with the highest European quality, unique products targeting various markets, handmade products crafted by artists, personalized products and competitive pricing are all reasons of why LeSoie® is different!

Products

We care about our products just as we care about our customers. We do not have exclusive relationships with anyone, because everybody deserves good personal care. Made-to-measure solutions and high-quality service are our standard practice.

Franchising

Through a flexible franchise business model of 3 various franchise options; LeSoie® investors can select the most suitable investment for them.

Revivor de Soie® competitive advantages:

Special ingredients and formulation

Natural peptide from the cone snail, with a significant smoothing effect on wrinkles, and a high concentration of hyaluronic acid, that has an intense re-plumping effect and maximum hydration of the skin. This serum gives a very smooth, pleasant and silky skin feel thanks to a corn starch added to the formulation.

Halal quality

Top quality in everything within supply chain from planting the tree up to the moment when the product appears in the Customer hand.

Natural fragrances

Oud and Mustic are two of the Arabian essences born in the desert of the East with their sweet, woody, aromatic and complex scent.

Personalized products

Own name and logo to personal care products that carry Customers identity and taste in their fragrance, colour, and luxurious feel.



PRODUCT OVERVIEW

Revivor de Soie Description

Revivor de Soie age-reversing serum is an extreme luxury age-targeting treatment that acts as an instant line relaxer. This natural serum has a very high concentration of active ingredients, such as a natural peptide from the cone snail, with a significant smoothing effect on wrinkles, and a high concentration of hyaluronic acid, that has an intense re-plumping effect and maximum hydration of the skin. This serum gives a very smooth, pleasant and silky skin feel thanks to a corn starch added to the formulation. This also gives a matte finish effect on the skin. Light therapy stimulates the anti-wrinkle

(anti-aging) effect of the serum. The skin is stimulated by application of light waves at the heart of the skin. The light waves reach the mitochondria to become transformed into apt, which is energy, directly usable by the cells. Each wavelength resolves a skin problem. Here a red led light enables deep-down rejuvenation into the dermis. Due to the energy boost of the cell functions, this results in:

- ✓ Increase in the production of collagen & elastin
- ✓ Increase in the number of fibroblasts
- ✓ Reorganization of the skin's support fibers

Revivor de Soie is LeSoie® latest innovative product – an organic exclusive age reversing serum with natural ingredients

Revivor de Soie

Launching

This product has been launched on 26-28 May 2015 at the Beauty World Middle East 2015 Exhibition in Dubai where people were able to try the product, witness the effectiveness of the product and distributors were able to sign-up for exclusive distribution of this product. During the 3 days of the event and without any advertisement other than the show itself, 325 units of the serum were sold.

Target Audiences

Today's anti-aging market is expanding to incorporate diverse consumer concerns. Wrinkles are no longer considered the only sign of aging. Age spots, hyperpigmentation, dry skin, uneven skin tone, dark under eye circles and even hair damage are now topping lists of anti-aging concerns among consumers so products have multiple uses rather than just for wrinkles. The primary target audience for Revivor de Soie Serum will be middle age men and women who are concerned with their appearance, desire to fight the signs of aging and who have the disposable income to afford anti-aging products. These consumers are searching for natural, non-surgical and over the counter products that will diminish the signs of aging such as lines and wrinkles, sagging skin, dark spots, uneven skin tone and dullness.



MARKET ANALYSIS

Trends

- Increasing Demand for Natural and Organic Ingredients.

The constant demand for new beauty products is leading to exciting new innovations in UV absorption, natural products, multifunctional ingredients and anti-aging hair care products.

- UV Absorbers

For a population increasingly concerned with skin cancer and preventing signs of aging, UV absorbers are being more readily incorporated in all kinds of products from sprays to lotions, makeups, serums, creams and gels.

- Natural Products

In anti-aging and beauty trends, the desire for more natural ingredients is one of the fastest growing around the world.

- Multifunctional

Busy, cash-strapped consumers are demanding smarter products that provide more than one benefit. As a result, there is increased focus in the industry to create products that perform at least two functions.

Target Market

The anti-aging market can be characterized as vast and rapidly growing, fueled by the aging of the baby boomer population and increasing wealth, disposable income and anti-aging concerns particularly in newly developing countries. The total market for antiaging products and services is estimated to reach \$345.8 billion in 2018 which represents a compound annual growth rate (CAGR) of 5.7% between 2013 and 2018. Looking at the product segment, the market is expected to grow at a CAGR of 5.2% between 2013 and 2018 and reach an estimated market value of \$284.6 billion.

Revivor de Soie Serum will be targeted at developed and developing countries with large populations and that also have a high percentage of aging consumers who have the desire and income to purchase anti-aging products. Close to 200 countries have been identified within our target market however, we will concentrate our efforts first on our top tier countries. These include Japan, U.S., China, Russia, India, Saudi Arabia, Brazil, Nigeria, UAE and France. It is estimated that nearly two-thirds of our revenue will come from these 10 countries and we will concentrate our marketing and sales efforts here first.



Competitive Analysis

The market for anti-aging serums is extremely competitive. A Google search for anti-aging serum provides 2,650,000 results. We refer to TotalBeauty.com's list of top 16 anti-aging serums to provide an overview of the key competitors. Based on this list, the market can be divided into lower price (under \$40), mid-price (\$40 to \$80) and high price (> \$80) with the majority (13 of 16) falling into the low and mid-price range. The \$110 suggested retail price and discounted \$55 suggested retail price for Revivor de Soie Serum puts it into the mid to high-price range category. The Company will need to distinguish Revivor de Soie from lower priced products by establishing the product as a premium brand that provides significant value to consumers. Highlighting the exotic and natural ingredients, special formulation and hand-crafting will be important in conveying the value of the product. The Company must also demonstrate the product's advantage over other premium priced serums. Again an emphasis on hand crafting, natural and exotic ingredients as well as the brand essence will set Revivor de Soie apart.

TotalBeauty.com 16 Best Anti Aging Serums

Number	Product Name	Price	Size	Positioning
1	Nu Skin AgeLoc Future Serum	\$212.25	1 oz	Patented ingredient technology promotes youthful-looking skin.
2	Sweet Science Self Blended Skincare Vitamin C Serum Complex Kit	\$49	1 oz	A fast acting, quickly absorbed Vitamin C Serum with a light blood orange citrus scent. A favorite among makeup artists because it fades spots & makes skin glow!
3	ElanVeda Skin Renue	\$45.67	0.5 oz	Natural skin care and skin rejuvenation is easy with our popular all-natural, anti-aging, Ayurvedic essential oil blend. Enjoy fresh, hydrated, and younger looking skin!
4	Dr. Andrew Weil for Origins Mega-Mushroom Skin Relief Advanced Serum	\$71	1.7 oz	This potent serum is fortified with Sea Buckthorn plus skin-repairing Reishi, irritant-soothing Chaga and Cordyceps mushrooms – long used in Chinese medicine to heal, promote longevity and improve health. Used faithfully, skin is transformed from reactive to resilient and from stressed to soothed to reveal a healthier, more radiant appearance
5	SkinCeuticals CE Ferulic Serum	\$157	1 oz	A daytime antioxidant serum delivers advanced environmental protection, while reducing the appearance of fine lines and wrinkles
6	Olay Regenerist Regenerating Serum	\$22.99	1.7 oz	Visibly improve the appearance of wrinkles in just 2 weeks with Regenerist Regenerating Serum.
7	Prescriptives Super Line Preventor Xtreme	\$84	1.7 oz	A super cocktail of targeted antioxidants that diminishes the look of lines and wrinkles by up to 54%



Number	Product Name	Price	Size	Positioning
8	Patricia Wexler M.D. Dermatology MMPi Skin Regenerating Serum	\$65	3.4 oz	Visibly reverses the lines, sink and sag Boosts skin's own regenerative powers to diminish the visible signs of aging
9	Estee Lauder Perfectionist Wrinkle Lifting/Firming Serum	\$68	1 oz	Dramatically reduces the look of lines, wrinkles
10	Boots No. 7 Protect and Perfect Beauty Serum	\$20.99	1 oz	This fragrance-free beauty bag must-have contains antioxidants and pro-retinol to help retain the elasticity of the skin; it's designed to help your complexion and ward off the telltale signs of aging skin.
11	Paula's Choice Resist Intensive Wrinkle-Repair Retinol Serum	\$34	1 oz	Laughing. Squinting. Living. It all leaves its mark. This retinol-rich serum increases collagen, smooths wrinkles, and softens fine lines.
12	Burt's Bees Naturally Ageless Intensive Repairing Serum	\$14.99	.45 oz	Helps smooth the appearance of fine lines and wrinkles Facial treatment with pomegranate oil, a powerful antioxidant Evening primrose and borage oils help build a moisture barrier Helps fight free radicals that break down collagen and elastin
13	RoC Retinol Correxion Deep Wrinkle Serum	\$18.89	1 oz	This anti-aging formula is clinically proven to help visibly reduce both fine lines and deep wrinkles.

Number	Product Name	Price	Size	Positioning
14	Mary Kay TimeWise Even Complexion Essence	\$37	1 oz	<p>Helps reduce the appearance of dark spots and freckles to restore skin's natural, even tone.</p> <p>Clinically shown to work on all skin tones.</p> <p>Oil- and fragrance-free</p> <p>Clinically tested for skin irritancy and allergy.</p> <p>Suitable for sensitive skin. Hypoallergenic.</p> <p>Non-comedogenic.</p>
15	Estee Lauder Advanced Night Repair Serum	\$62	1 oz	Fights all key signs of aging. The #1 repair serum
16	Philosophy When Hope Is Not Enough Firming and Lifting Serum	\$43	1 oz	Our lightweight, oil-free antioxidant and peptide serum helps reduce the first signs of aging and protect skin against the future signs of aging. contains a powerful network of antioxidants that synergistically works together to protect the skin against future signs of aging. helps improve the appearance of fine lines and rough texture, brighten and hydrate the skin

Customers

Modern consumers want cosmetics with natural ingredients that are safe for them and safe for the environment. At the same time, beauty products have to be designed to bring pleasure to all

Revivor de Soie



the senses, they should look good on the shelf in the bathroom; they should give the feeling of uniqueness to their users. They need to feel special.

Portrait:

- Middle aged married woman or
- Senior executive (corporate)
- Lives in the suburbs
- Belongs to the middle class
- Concerned for her image
- “doesn’t have enough time”

Trends:

- Rising Global Aging Population²
- Rising Consumer sentiment index³

The consumer sentiment index reflects trends in unemployment and disposable incomes. When sentiment is high, consumers are more likely to purchase this industry’s goods. This driver is expected to increase, creating a potential opportunity for the serum.

- Demand from beauty, cosmetics and fragrance stores

Beauty and cosmetics stores create strong demand for the industry’s products, especially as they rise to prevalence and favor among consumers. As today’s population switch to this type of retail format, away from department stores, this driver will increase, causing industry revenue to grow which this driver is surely going to increase.

- Demand from department stores

² <http://www.researchbeam.com/global-anti-aging-product-2014-2018-market>

³ [http://colgate-palmolive.wikispaces.com/file/view/32562_Cosmetic_%26_Beauty_Products_Manufacturing_in_the_US_Industry_Report%5B1%5D+\(1\).pdf](http://colgate-palmolive.wikispaces.com/file/view/32562_Cosmetic_%26_Beauty_Products_Manufacturing_in_the_US_Industry_Report%5B1%5D+(1).pdf)

The level of demand derived from this key market segment has a strong influence on the performance of the industry. However, some department stores are losing ground to competitively priced mass merchandisers; so this distribution channel needs to be taken care of and is being formatted to drive sales.

SWOT analysis

Strengths

- Competitive price
- Concentration
 - Innovation
- Exclusive product rights

Weaknesses

- Not much online presence compared to competitors
 - Weak brand image
 - High advertising costs



Opportunities

- Engage more with target market
- Increase online presence
- A growing trend in the industry

Threats

- Wide range of substitute brands
 - Large number of competitors in the market
 - Rising costs of commodities



MARKETING & SALES

Sales Strategy

We will sign-up distributors in each of our target regions to bring the product to market. We will leverage the existing LeSoie® customer retailer franchises. Our target is to keep this product for 2 to 3 years where to sell 8 million bottles of this serum on the first year of launching, double this number in the second year and keep the same number of the first year for the 3rd year and we have all what it take to achieve that:

<i>Innovation</i>	Total new innovation in the cosmetics industry which it works, safe to use, luxuries and affordable
<i>Concentration</i>	We are concentrating on distributing 1 main product and its combination with 3 more products which makes our target very accurate and very easy to achieve
<i>Competitive Positioning</i>	This kind of product are very limited in the market, highly priced and contain harmful chemical ingredients, whereas, our product is organic with natural ingredients putting us in a very comfortable market position.
<i>Competitive price</i>	This product is offered at 110 USD and discounted to 55 USD good to be used for 2 months. This is very competitive price compared to similar products (average 150USD for 30ml)
<i>Clearance</i>	Landing page dedicated to this product made in 24 different languages covering almost the whole world and every one in his/her language
<i>Marketing</i>	We are very much concentrating on huge marketing campaign to the top 50 countries to create the needed brand awareness. ...

Positioning

Company will offer to customers:

- Competitive product (organic, natural and innovative)
- Competitive price (55 USD)
- High distributor commission rates
- Reasonable MOQ per order starts from 1,000 pieces up to 10,000
- Exclusive country distribution
- Marketing and promotional materials
- Dedicated online page in their own language
- Training support
- Helping in dedicated market events and exhibitions

Channels:

We see that competitive products are sold through a variety of channels and Revivor de Soie Serum will follow a similar strategy to maximize its reach with a focus on channels best suited to mid to high price products. A multi-channel approach that includes online via sites such as Sephora.com, DermStore.com and Amazon.com, through med spas, day spas, dermatology clinics, estheticians and higher end retail outlets should be included to gain maximum exposure among the target audience.



Marketing strategy

Given the extremely competitive nature of the anti-aging serum market, it will be critical to execute a marketing strategy that sets Revivor de Soie Serum apart from the competition and establish the brand as high-end, natural anti-aging product. Key aspects of the marketing strategy are outlined below.

- Branding developed to specifically appeal to target audience and communicate the essence of Revivor de Soie Serum (natural, effective, luxurious).
- Leverage current LeSoie customers with special Revivor de Soie Serum trial offers
- Cross-promotions - special Revivor de Soie Serum promotions when a LeSoie product is purchased
- Celebrity spokespersons relevant to each country or region to endorse and promote the product
- Exhibit at Tradeshows – both to industry representatives and others direct to consumers
- Utilize videos to demonstrate product results and offer testimonials
- Sampling. Send samples to med spas, day spas, dermatology offices, estheticians
- Direct mail with coupon and/or trial size samples
- Demonstration events at shopping malls
- Secure product usage in select beauty makeover programs
- Place ads in luxury, life style magazines
- PPC on relevant search engines and social media networks
- Social media. Select relevant social media networks where target audience spends time. Create a strong and active presence.
- QVC or similar programs in relevant countries

OPERATIONAL PLAN

Sales

Assumptions

	Year 1	Year 2	Year 3
<i>Sale price to end users</i>	\$110.00	\$121.00	\$133.10
<i>Sale price to end users after discount</i>	\$55.00	\$60.50	\$66.55
<i>Sale price to distributors</i>	\$17.50	\$19.25	\$21.18
<i>Discount to end users</i>	50%	50%	50%

1. Sales price has been increased by 10% after each year
2. After the research over cosmetics skin care products industry, the market share required to meet targeted sales will be achieved quite easily seeing the product quality and the price at which the company is recommending to sale the product to end users. Below is the market share of skin care as per survey conducted for FY 2014:

Particulars	Year 1	Year 2	Year 3
Market share required to achieve targeted sales	0.60%	1.27%	2.03%

Sales Forecast

Quantity Targeted			Sales		
Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
8,000,000	16,000,000	24,000,000	\$140,000,000	\$308,000,000	\$508,200,000

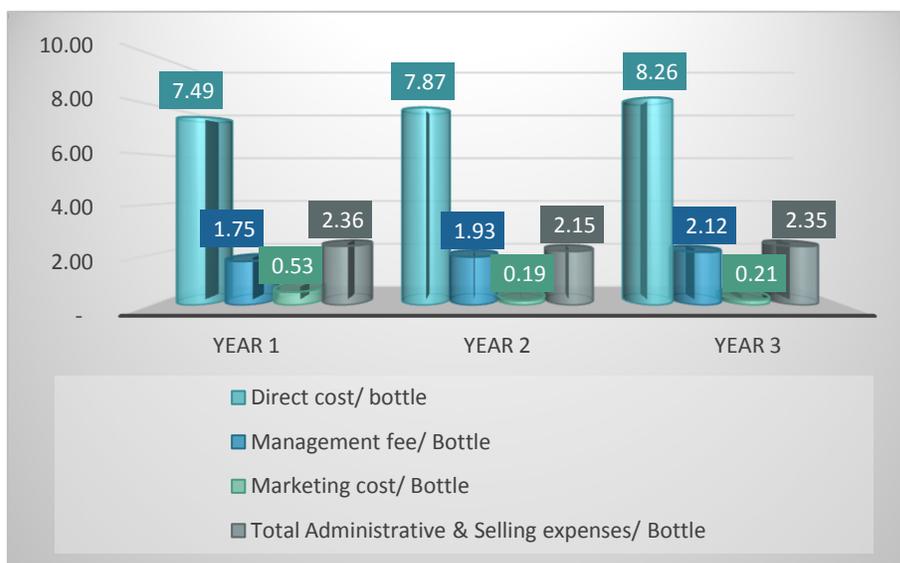
Expenses

Costs of Sales

Cost of sales is 7.49 per bottle and will increase by 5% each year.

Table 1. Costs of Sales per Unit

<i>Particulars</i>	<i>Cost/ unit</i>
<i>Packaging</i>	\$1.066
<i>Print</i>	\$0.314
<i>Transport</i>	\$0.181
<i>Ct. Packaging</i>	\$0.500
<i>Product</i>	\$5.174
<i>Transport</i>	\$0.181
<i>Custom</i>	\$0.065
<i>Storage</i>	\$0.014



Management Fee

Year 1	Year 2	Year 3
\$14,000,000	\$30,800,000	\$50,820,000
0	0	0

Management fee has been calculated each year on the basis of 10% of gross sales.

Marketing Costs

Year 1	Year 2	Year 3
\$300,000	\$105,000	\$55,125

It has been planned that total 18 exhibitions will be conducted for marketing of the product.

For the first year marketing expenses have been estimated to be 3% of sales to create brand awareness, the percentage will drop down to 1% each in next two years.

Year 1	Year 2	Year 3
\$4,200,000	\$3,080,000	\$5,082,000

Gift packaging and merchandizing expenses are estimated \$22,000 in a year, expenses for the product samples is \$100,000 in a year.

Administrative & Selling expenses

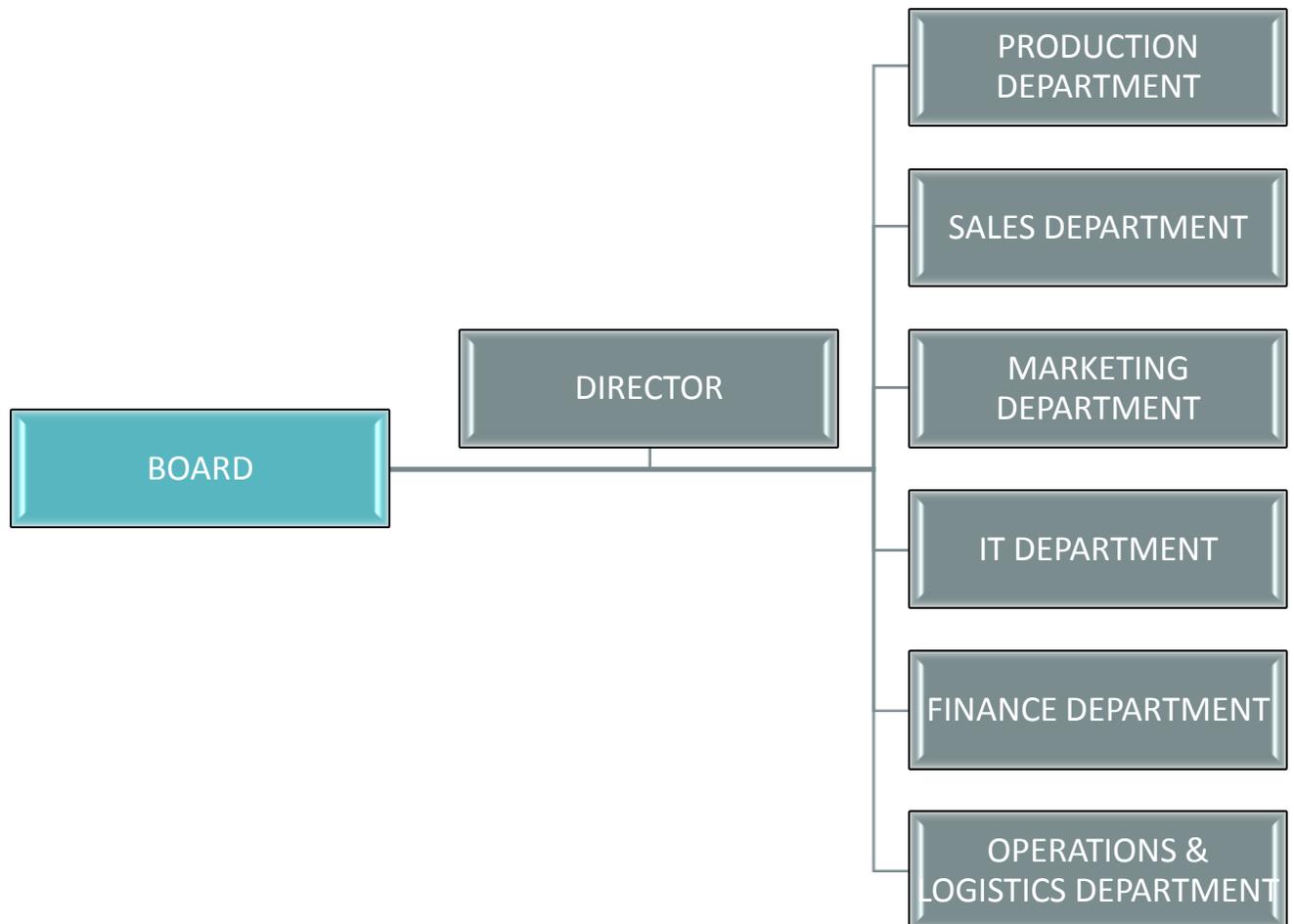
Year 1			Year 2			Year 3		
No. Employees on same designation	Annual Salary per head	Total	No. Employees on same designation	Annual Salary per head	Total	No. Employees on same designation	Annual Salary per head	Total
5	\$39,000	\$195,000	5	\$40,950	\$204,750	5	\$42,998	\$214,988
5	\$39,000	\$195,000	5	\$40,950	\$204,750	5	\$42,998	\$214,988



ORGANISATION & MANAGEMENT

For the introduction of this product LeSoie® plans to establish a separate Limited Liability Corporation. This newly formed company will be given exclusive rights from LeSoie® to distribute Revivor de Soie Serum worldwide. The new company will carry all costs associated with manufacturing, marketing and distribution as well as record all revenue and profits associated with Revivor de Soie Serum.

Organizational Structure



Ownership Information

Mr Abd El Azeem worked has 16+ years of experience in Finance, business support, project management, general management and consultancy working in 11 different countries from Europe to Asia to the Africa to the Middle East. Mohamed is graduated from a number of European and American universities and business schools, such as INSEAD Business School, Hult Business School and the University of Ghent with number of graduation, post-graduation and executive studies in finance and business. He has started the journey of LeSoie® back in 2011 with an idea which has been quickly developed to a very well established and very fast growing organization.

Advisory Board

In keeping with our operations strategy, we have assembled an Advisory Board heading by Mohamed Abd El Azeem, Chief Executive Officer at LeSoie® Cosmetics, and consisting of the esteemed members that will provide expert advice to the new company when making strategic decisions. This team of well-rounded professionals routinely offers direction and consultative advice in a host of core business areas including financial, operations and marketing.



MILESTONES

The table below displays the milestones that new Company would like to accomplish in the first three years considering Revivor de Soie project. Emphasis in the first year will be on advertising.

ACTION	BY WHEN
1 New Company	Month 1
2 Strategy creating, Project planning, Website	Month 2
3 Advertising Campaign launching	Month 3
4 Distribution Strategy implementation	Month 4
5 Achieving the sales of 8,000,000 items	End of the Year 1 (May 2016)
6 Doubling the previous year sales	End of the Year 2 (May 2017)
7 Reaching the Market share over 2%	End of the Year 3 (May 2017)

FINANCIAL PROJECTIONS

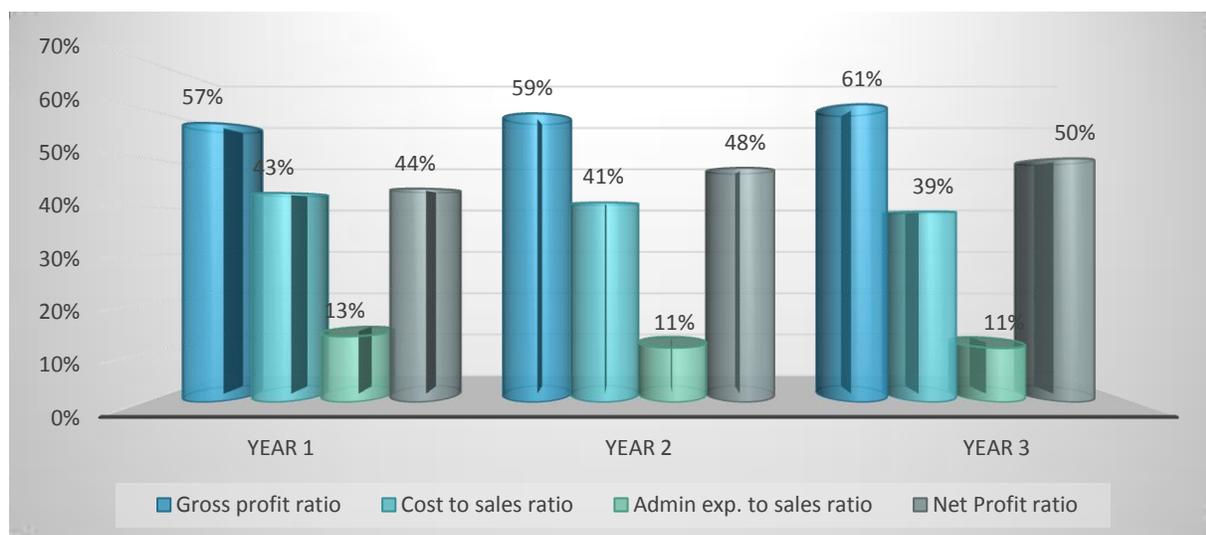
Investments

Investments required for start-up the new company is about \$2.1 million to cover the initial expenses and to cover the current expenses, including salaries, before net profit achievement. These funds are sufficient to allow the business to achieve its business goals and they provide a satisfactory cash safety cushion for the business. The investment plan assumptions are detailed in the table:

<i>Precommencing period</i>		<i>Year 1</i>			
Month 11	Month 12	Month 1	Month 2	Month3	Month 4
\$55,260	\$90,487	\$219,795	\$394,347	\$643,299	\$681,772

The financials indicators shows high efficiency level for the project:

	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>
<i>Gross profit ratio</i>	57%	59%	61%
<i>Cost to sales ratio</i>	43%	41%	39%
<i>Admin exp. to sales ratio</i>	13%	11%	11%
<i>Net Profit ratio</i>	44%	48%	50%



P&L Forecast

Business's revenue is projected to grow significantly in the second and third years. Yearly revenue will increase to \$308 million and \$508 million and this yield to net profit of \$148 million and \$254 million respectively. The yearly projections are in the table below:

Table 2. Profit and Loss Statement, \$

	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>	<i>Accumulative for 3 Years</i>
Sales	140,000,000	308,000,000	508,200,000	956,200,000
Cost of Sales	(59,958,282)	(125,912,391)	(198,312,017)	(384,182,690)
Gross Profit	80,041,718	182,087,609	309,887,983	572,017,310
Administrative & Selling expenses				
<i>Management fee</i>	(14,000,000)	(30,800,000)	(50,820,000)	(95,620,000)
<i>Exhibitions</i>	(300,000)	(105,000)	(55,125)	(460,125)
<i>Marketing campaigns</i>	(4,200,000)	(3,080,000)	(5,082,000)	(12,362,000)
<i>Gift packaging & Merchandizing</i>	(22,000)	(22,000)	(22,000)	(66,000)
<i>Samples</i>	(100,000)	(100,000)	(100,000)	(300,000)
<i>Sales Staff Salaries</i>	(195,000)	(204,750)	(214,988)	(614,738)
<i>Miscellaneous Expenses</i>	(33,521)	(35,197)	(36,957)	(105,675)
	(18,850,521)	(34,346,947)	(56,331,069)	(109,528,537)
Net Profit	61,191,197	147,740,662	253,556,914	462,488,773

Cash Flow Statement

The cash flow projections show that business will have sufficient cash to support the activity. The following table presents a view of projected cash flow of the business.

Table 3. Cash Flow Statement, \$

	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>
Receipts:			
<i>Cash received from customers</i>	121,100,000	296,687,125	487,539,938
Total Receipts	121,100,000	296,687,125	487,539,938
Payments:			
<i>Payment made to suppliers/ cost of sales</i>	(62,885,168)	(127,547,103)	(193,750,419)
<i>Management fee paid</i>	(14,000,000)	(30,800,000)	(50,820,000)
<i>Payment for Exhibitions</i>	(300,000)	(105,000)	(55,125)
<i>Payment for Marketing campaigns</i>	(4,200,000)	(3,080,000)	(5,082,000)
<i>Payments for gift and packaging</i>	(22,000)	(22,000)	(22,000)
<i>Samples</i>	(100,000)	(100,000)	(100,000)
<i>Payment for Sales Staff Salaries</i>	(195,000)	(204,750)	(214,988)
<i>Payment for Miscellaneous Expenses</i>	(33,521)	(35,197)	(36,957)
Total Payments	(81,735,689)	(161,894,050)	(250,081,489)
Net Cash inflow/ (outflow)	39,364,311	134,793,075	237,458,449



APPENDICES

Cash Flow Statement (monthly)

	Year 0		YEAR1					
	M 11	M 12	M 1	M 2	M 3	M 4	M 5	M 6
Receipts:								
<i>Cash received from customers</i>			87,500	437,500	1,400,000	3,325,000	7,087,500	10,106,250
Total Receipts	-	-	87,500	437,500	1,400,000	3,325,000	7,087,500	10,106,250
Payments:								
<i>Payment made to suppliers/ cost of sales</i>	(5,260)	(40,487)	(205,335)	(663,887)	(1,647,839)	(3,201,812)	(5,311,088)	(6,368,276)
<i>Management fee paid</i>	-	-	(17,500)	(87,500)	(262,500)	(577,500)	(1,155,000)	(1,443,750)
<i>Payment for Exhibitions</i>	(50,000)	(50,000)	(50,000)	(25,000)	(25,000)	(25,000)	(25,000)	(25,000)
<i>Payment for Marketing campaigns</i>	-	-	(5,250)	(26,250)	(78,750)	(173,250)	(346,500)	(433,125)
<i>Payments for gift and packaging</i>	-	-	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)
<i>Samples</i>	-	-	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)
<i>Payment for Sales Staff Salaries</i>	-	-	(16,250)	(16,250)	(16,250)	(16,250)	(16,250)	(16,250)
<i>Payment for Miscellaneous Expenses</i>	-	-	(2,793)	(2,793)	(2,793)	(2,793)	(2,793)	(2,793)
Total Payments	(55,260)	(90,487)	(307,295)	(831,847)	(2,043,299)	(4,006,772)	(6,866,798)	(8,299,361)
Net Cash inflow/ (outflow)	(55,260)	(90,487)	(219,795)	(394,347)	(643,299)	(681,772)	220,702	1,806,889
Accumulative Cash inflow/(outflow)	(55,260)	(145,747)	(365,542)	(759,889)	(1,403,188)	(2,084,960)	(1,864,258)	(57,368)

	Year 1 Consolidated						
	M 7	M 8	M 9	M 10	M 11	M 12	
Receipts:							
<i>Cash received from customers</i>	13,720,000	15,557,500	16,450,000	16,931,250	17,788,750	18,208,750	121,100,000
Total Receipts	13,720,000	15,557,500	16,450,000	16,931,250	17,788,750	18,208,750	121,100,000
Payments:							
<i>Payment made to suppliers/ cost of sales</i>	(6,902,769)	(7,184,739)	(7,345,932)	(7,533,496)	(8,066,919)	(8,407,329)	(62,885,168)
<i>Management fee paid</i>	(1,589,000)	(1,667,750)	(1,701,000)	(1,718,500)	(1,856,750)	(1,923,250)	(14,000,000)
<i>Payment for Exhibitions</i>	(25,000)	-	-	-	-	-	(300,000)
<i>Payment for Marketing campaigns</i>	(476,700)	(500,325)	(510,300)	(515,550)	(557,025)	(576,975)	(4,200,000)
<i>Payments for gift and packaging</i>	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)	(22,000)
<i>Samples</i>	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)	(100,000)
<i>Payment for Sales Staff Salaries</i>	(16,250)	(16,250)	(16,250)	(16,250)	(16,250)	(16,250)	(195,000)
<i>Payment for Miscellaneous Expenses</i>	(2,793)	(2,793)	(2,793)	(2,793)	(2,793)	(2,793)	(33,521)
Total Payments	(9,022,679)	(9,382,024)	(9,586,442)	(9,796,756)	(10,509,904)	(10,936,764)	(81,735,689)
Net Cash inflow/ (outflow)	4,697,321	6,175,476	6,863,558	7,134,494	7,278,846	7,271,986	39,364,311
Accumulative Cash inflow/(outflow)	4,639,952	10,815,428	17,678,986	24,813,479	32,092,325	39,364,311	

	YEAR 2					
	M 1	M 2	M 3	M 4	M 5	M 6
Receipts:						
<i>Cash received from customers</i>	20,073,375	20,733,125	22,243,375	22,917,125	23,610,125	24,322,375
Total Receipts	20,073,375	20,733,125	22,243,375	22,917,125	23,610,125	24,322,375
Payments:						
<i>Payment made to suppliers/ cost of sales</i>	(8,910,492)	(9,180,650)	(9,458,678)	(9,744,575)	(10,038,342)	(10,339,978)
<i>Management fee paid</i>	(2,157,925)	(2,223,375)	(2,290,750)	(2,360,050)	(2,431,275)	(2,504,425)
<i>Payment for Exhibitions</i>	(26,250)	-	(26,250)	-	(26,250)	-
<i>Payment for Marketing campaigns</i>	(215,793)	(222,338)	(229,075)	(236,005)	(243,128)	(250,443)
<i>Payments for gift and packaging</i>	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)
<i>Samples</i>	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)
<i>Payment for Sales Staff Salaries</i>	(17,063)	(17,063)	(17,063)	(17,063)	(17,063)	(17,063)
<i>Payment for Miscellaneous Expenses</i>	(2,933)	(2,933)	(2,933)	(2,933)	(2,933)	(2,933)
Total Payments	(11,340,622)	(11,656,525)	(12,034,915)	(12,370,792)	(12,769,156)	(13,125,008)
Net Cash inflow/ (outflow)	8,732,753	9,076,600	10,208,460	10,546,333	10,840,969	11,197,367
Accumulative Cash inflow/(outflow)	48,097,064	57,173,664	67,382,124	77,928,457	88,769,425	99,966,793

Year 2 Consolidated

	M 7	M 8	M 9	M 10	M 11	M 12	
Receipts:							
<i>Cash received from customers</i>	25,053,875	25,804,625	26,574,625	27,373,500	28,191,625	29,789,375	296,687,125
Total Receipts	25,053,875	25,804,625	26,574,625	27,373,500	28,191,625	29,789,375	296,687,125
Payments:							
<i>Payment made to suppliers/ cost of sales</i>	(10,649,483)	(10,967,411)	(11,294,698)	(11,678,761)	(12,182,575)	(13,101,460)	(127,547,103)
<i>Management fee paid</i>	(2,579,500)	(2,656,500)	(2,735,425)	(2,818,200)	(2,902,900)	(3,139,675)	(30,800,000)
<i>Payment for Exhibitions</i>	(26,250)	-	-	-	-	-	(105,000)
<i>Payment for Marketing campaigns</i>	(257,950)	(265,650)	(273,543)	(281,820)	(290,290)	(313,968)	(3,080,000)
<i>Payments for gift and packaging</i>	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)	(22,000)
<i>Samples</i>	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)	(100,000)
<i>Payment for Sales Staff Salaries</i>	(17,063)	(17,063)	(17,063)	(17,063)	(17,063)	(17,063)	(204,750)
<i>Payment for Miscellaneous Expenses</i>	(2,933)	(2,933)	(2,933)	(2,933)	(2,933)	(2,933)	(35,197)
Total Payments	(13,543,346)	(13,919,723)	(14,333,827)	(14,808,943)	(15,405,927)	(16,585,265)	(161,894,050)
Net Cash inflow/ (outflow)	11,510,529	11,884,902	12,240,798	12,564,557	12,785,698	13,204,110	134,793,075
Accumulative Cash inflow/(outflow)	111,477,322	123,362,224	135,603,021	148,167,578	160,953,276	174,157,387	

YEAR 3

	M 1	M 2	M 3	M 4	M 5	M 6
Receipts:						

<i>Cash received from customers</i>	32,132,100	33,845,350	36,304,538	37,395,050	38,517,325	39,872,525
<i>Total Receipts</i>	32,132,100	33,845,350	36,304,538	37,395,050	38,517,325	39,872,525
<i>Payments:</i>						
<i>Payment made to suppliers/ cost of sales</i>	(13,886,409)	(14,302,863)	(14,729,724)	(15,183,549)	(15,671,036)	(16,255,472)
<i>Management fee paid</i>	(3,523,520)	(3,629,395)	(3,737,388)	(3,849,615)	(3,966,078)	(4,124,890)
<i>Payment for Exhibitions</i>	(27,563)	-	-	(27,563)	-	-
<i>Payment for Marketing campaigns</i>	(352,352)	(362,940)	(373,739)	(384,962)	(396,608)	(412,489)
<i>Payments for gift and packaging</i>	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)
<i>Samples</i>	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)
<i>Payment for Sales Staff Salaries</i>	(17,916)	(17,916)	(17,916)	(17,916)	(17,916)	(17,916)
<i>Payment for Miscellaneous Expenses</i>	(3,080)	(3,080)	(3,080)	(3,080)	(3,080)	(3,080)
<i>Total Payments</i>	(17,821,006)	(18,326,359)	(18,872,012)	(19,476,850)	(20,064,883)	(20,824,014)
<i>Net Cash inflow/ (outflow)</i>	14,311,094	15,518,991	17,432,525	17,918,200	18,452,442	19,048,511
<i>Accumulative Cash inflow/(outflow)</i>	188,468,481	203,987,472	221,419,997	239,338,197	257,790,639	276,839,150

Year 3 Consolidated

	M 7	M 8	M 9	M 10	M 11	M 12	
Receipts:							
<i>Cash received from customers</i>	41,068,913	42,498,225	43,768,725	45,303,913	46,902,625	49,930,650	487,539,938
Total Receipts	41,068,913	42,498,225	43,768,725	45,303,913	46,902,625	49,930,650	487,539,938
Payments:							
<i>Payment made to suppliers/ cost of sales</i>	(16,740,174)	(17,253,580)	(17,817,518)	(18,593,400)	(18,000,845)	(15,315,848)	(193,750,419)
<i>Management fee paid</i>	(4,247,705)	(4,374,755)	(4,506,040)	(4,686,028)	(4,874,485)	(5,300,103)	(50,820,000)
<i>Payment for Exhibitions</i>	-	-	-	-	-	-	(55,125)
<i>Payment for Marketing campaigns</i>	(424,771)	(437,476)	(450,604)	(468,603)	(487,449)	(530,010)	(5,082,000)
<i>Payments for gift and packaging</i>	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)	(1,833)	(22,000)
<i>Samples</i>	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)	(8,333)	(100,000)
<i>Payment for Sales Staff Salaries</i>	(17,916)	(17,916)	(17,916)	(17,916)	(17,916)	(17,916)	(214,988)
<i>Payment for Miscellaneous Expenses</i>	(3,080)	(3,080)	(3,080)	(3,080)	(3,080)	(3,080)	(36,957)
Total Payments	(21,443,812)	(22,096,973)	(22,805,324)	(23,779,192)	(23,393,941)	(21,177,123)	(250,081,489)
Net Cash inflow/ (outflow)	19,625,101	20,401,252	20,963,401	21,524,720	23,508,684	28,753,527	237,458,449
Accumulative Cash inflow/(outflow)	296,464,251	316,865,503	337,828,904	359,353,624	382,862,308	411,615,835	

Market and Competitive Product Research

1. Introduction

Aging is brought about by a cycle of various biochemical processes in the body that affect it both internally and externally. These biochemical processes cause the body to degenerate over a period of time, impacting the health, fitness and beauty of an aging individual. The prevalence of anti-aging products and services is becoming more prominent now as the aging Baby Boomers (target segment)-have spurred a demand for various methods that can either reverse or slow the signs of aging. Today's anti-aging market is expanding to incorporate diverse consumer concerns. Wrinkles are no longer considered the only sign of aging. Age spots, hyperpigmentation, dry skin, uneven skin tone, dark under eye circles and even hair damage are now topping lists of anti-aging concerns among consumers so it has mutivaried usage rather than just promoting it only for wrinkles.

2. Competitor Analysis

According to Housekeeping Website, they came up with this report about the 2013 Anti-Aging Awards: Skin Products. It took a team of scientists at our Good Housekeeping Research Institute, an advisory board of top dermatologists, almost 1000 volunteers, and many months of work, but here they are: 10 gold and 11 silver winners. They do plump skin, diminish spots, and more-the lab tests prove it.

a. Facial Moisturize With SPF 30: Gold Winner

The Contenders moisturize and deliver ingredients like peptides and retinol to firm, plump and event out skin while delivering broad-spectrum sun protection with an SPF of 30, in keeping with American Academy of Dermatology Guidelines.

Gold Winner: **Neutrogena Rapid Wrinkle Repair Moisturizer SPF 30 (\$22 for 1 oz.)**

It was a hit with testers, who reported that it improved skin tone, softened fine lines, and firmed skin.



Product Description

Size: 1.0 Ounce

Product Description

Visibly fade the look of stubborn wrinkles—including crow's feet, forehead & cheek wrinkles. Noticeable results in just one week! Featuring a unique combination of Retinol Sa, Glucose Complex, and Hyaluronic Acid, Rapid Wrinkle Repair Moisturizer moisturizes and renews the look of skin throughout the day, and helps to smooth wrinkles fast and diminish the look of age spots. This super charged formula is combined with UVA/UVB SPF 30 for daily sun protection. Skin is left feeling smooth and looking younger.

Amazon.com

Rapid Wrinkle Repair

See noticeable results in just 1 week



It's a new era in anti-aging. Neutrogena Rapid Wrinkle Repair Moisturizer SPF 30 contains *Accelerated* Retinol SA, for visible results in just one week. *Accelerated* Retinol SA combines the highest concentration of Neutrogena's Retinol SA with glucose complex, an exclusive booster that delivers pure stabilized retinol into the skin's surface quickly and effectively, leaving skin feeling smoother and younger-looking.

This super-charged formula is combined with UVA/UVB SPF 30 for daily sun protection. It's clinically proven to help: fade the look of stubborn deep wrinkles, including crow's feet, forehead, and cheek wrinkles; brighten skin's tone; smooth fine lines and texture; and protect from the sun's damaging rays.

**ACCELERATED
RETINOL • SA**

Neutrogena®

**Rapid Wrinkle Repair
Moisturizer SPF 30
At a Glance:**

- *Accelerated* Retinol SA
- Fades the look of stubborn wrinkles
- Brightens skin tone
- Smooth fine lines & texture
- Protects from the sun's damaging rays

Featuring *Accelerated* Retinol SA -- a unique combination of Retinol SA, Glucose Complex, and Hyaluronic Acid -- Rapid Wrinkle Repair moisturizes and renews the look of skin, while helping to reduce fine lines and wrinkles fast and diminish the look of age spots.

Retinol SA

Exclusive sustained action works to continuously renew the look of skin throughout the day helping to smooth wrinkles fast and diminish the look of age spots. Retinol SA is scientifically proven superior to other forms of Vitamin A, such as Pro-Retinol and Retinol Palmitate, in its ability to penetrate the skin's surface.

Glucose Complex

A Retinol SA booster that accelerates skin's activity for rapid results on the appearance of fine lines and wrinkles.

Hyaluronic Acid

Adds line plumping moisture to hydrate, replenish and rejuvenate the look of skin.

What's in the Box?

Neutrogena Rapid Wrinkle Repair Moisturizer SPF 30.

Clinically proven
results, FAST!

SPF 30 Rapid Wrinkle Repair Moisturizer SPF 30
with UVA/UVB protection

NIGHT Rapid Wrinkle Repair Moisturizer Night
for visible results in one week

EYE Rapid Wrinkle Repair Eye Cream
to target fine lines and crow's feet

SERUM Rapid Wrinkle Repair Serum
to instantly smooth skin



Ingredients

Active Ingredients: Avobenzone (2%), Homosalate (4%), Octisalate (4%), Octocrylene (2%) Inactive

Ingredients: Water, Dimethicone, Isononyl Isononanoate, Glycerin, Trisiloxane, Cetyl Alcohol,

Styrene/Acrylates Copolymer, Steareth 21, Nylon 12, Dimethicone Vinyl Dimethicone Crosspolymer,

Revivor de Soie

Stearyl Alcohol, Glyceryl Stearate, PEG 100 Stearate, Phenoxyethanol, Caprylyl Glycol, Chlorphenesin, Fragrance, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Xanthan Gum, Myrtus Communis Leaf Extract, Retinol, Polysorbate 20, Disodium EDTA, BHT, Sodium Hyaluronate (Hyaluronic Acid), Silica, Sodium Hydroxide, Ascorbic Acid (Vitamin C)

Rating: It has a four out of five star rating among 641 consumers on Amazon.com

Company description



Neutrogena is an American brand of skin care, hair care and cosmetics that is headquartered in Los Angeles, California. According to product advertising at their website, Neutrogena products are distributed in more than 70 countries. Neutrogena was founded in 1930 by Emanuel Stolaroff, and was originally a cosmetics company named Natone. It is now part of the United States-based Johnson & Johnson conglomerate, which bought the independent company in 1994.

b. Facial Moisturize with SPF 30: Silver Winner

RoC Multi Correxion Lift Anti-Gravity Day Moisturize SPF 30

(\$29 FOR 1.3OZ.)

Women found it matched the gold winner at reducing fine lines.

Product Description:

Over time, your skin's structure begins to weaken and lose elasticity, and the combination of sun exposure and gravity's downward pull can lead to the appearance of sagging skin and loss of definition to your facial contours. Roc multi correxion lift anti-gravity day moisturizer with SPF 30 works throughout the day to fight the multiple signs of your aging caused by the downward pull of gravity, revealing beautifully firmed, younger looking skin. This lightweight, nourishing moisturizer hydrates and immediately softens to help diminish the appearance of fine lines and wrinkles, while the exclusive protient plus firming technology, a high performance tightening agent, helps visibly firm and tone skin. Also contains advanced broad spectrum UVA/UVB sunscreen to protect and help prevent future sun damage and premature skin aging. After 4 weeks of daily use, women saw the look of their skin transformed: skin looks visibly lifted and firmer. Lines and wrinkles appear noticeably diminished. Facial contouring appears more defined. This exclusive formula is: noncomedogenic (won't clog pores), nongreasy. Roc has been a leading french skincare brand for over 50 years, devoted to developing Anti-Aging products that guarantee visible results for healthier, younger looking skin. Strong partnerships with dermatologists have contributed to our expertise in understanding skincare and developing clinically proven products, which are highly effective, yet suitable for all skin types.



Rating: four and a half start out of five for 147 customer reviews on Amazon.com

Ingredients

Active Ingredients: Avobenzone (3%), Homosalate (12%), Octisalate (5%), Octocrylene (1.7%), Oxybenzone (3%). Inactive Ingredients: Acrylates/C 10-30 Alkyl Acrylate Crosspolymer, Aluminum Starch Octenylsuccinate, Arachidyl Alcohol, Arachidyl Glucoside, Behenyl Alcohol, Benzalkonium Chloride, C12-15 Alkyl Benzoate, C13-14 Isoparaffin, Cetearyl Alcohol, Cetearyl Glucoside, Citric Acid, Cyclohexasiloxane, Cyclopentasiloxane, Diethylhexyl 2,6-Naphthalate, Dimethicone, Dimethicone/Vinyl Dimethicone Crosspolymer, Disodium EDTA, Ethylparaben, Fragrance, Glycerin, Laureth-7, Methylparaben, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Phenoxyethanol, Polyacrylamide, Propylparaben, Silica, Steareth-2, Steareth-21, Tetrahydroxypropyl Ethylenediamine, Water.

Company Description: ROC



FOUNDED 1957

“Why are our award-winning, anti-aging products so effective and innovative? They have been carefully developed over the years, ever since Dr. Jean-Charles Lissarrague created the RoC® brand in 1957. RoC® was named for the reputable Parisian pharmacy, Roge Cavailles, where he began crafting revolutionary products that promoted skin health.”

Every RoC® ingredient, like retinol and Hexinol®, is carefully chosen for its effectiveness at reducing signs of aging and safety — minimizing the risk of allergies.

The Future

More than 50 years after its founding, RoC® remains committed to providing expert skin care and breakthrough technologies so women can be their most beautiful today, tomorrow and beyond.

c. Night Cream With Retinol: Gold Winner: La Prairie Cellular Power Charge Night (\$475 for 1.35 oz.)

Product

Beauty sleep has never been so super-charged. This nighttime treatment combines retinyl palmitate , a skin renewal peptide and oxygen accelerator with La Prairie's cellular power complex to energize and detoxify skin cells.

It works to refine texture, reduce lines, wrinkles and age spots, minimize

pores and maintain firmness... all while you sleep. La Prairie's Cellular Power Charge Night is designed to take advantage of the resting state of sleep, when the body is best able to renew itself. Wrinkles seem repaired, signs of aging erased, as cell turnover is accelerated and oxygen boosted - which means you will wake up to younger looking skin.

Rating: Three and a half out of five out of 20 customer reviews on Amazon.com

Description:



Company description: La Prairie



Beiersdorf AG is a German personal care company based in Hamburg, manufacturing personal care products. Its brands include Elastoplast, Eucerin (makers of Aquaphor), Labello, La Prairie, Nivea and tesa (tesa tape).

d. Night Cream with Retinol: Silver Winner: RoC Retinol Correxion Sensitive Night Cream (\$23 for 1oz.)

Product Description

Style Name: Night Cream, 1 Ounce

Product Description

RoC® retinol correxion® sensitive night cream, 1 oz.

Amazon.com



RoC RETINOL CORREXION SENSITIVE Night Cream

RoC RETINOL CORREXION SENSITIVE Night Cream was specifically designed for people with skin sensitive to retinol and also for retinol beginners, to help condition skin to retinoids. It contains a milder strength of retinol that works through the night to target and fight wrinkles with minimal or no irritation. Wake up to softer, smoother, and younger-looking skin.

How It Works

This gentle, lightweight formula contains a unique blend of powerful anti-aging ingredients know to fight wrinkles: RoC Retinol, a clinically proven wrinkle-fighting ingredient that works to keep skin looking younger for longer; and hyaluronic acid, which helps bind the essential moisture in your skin to hydrate and re-plump wrinkles.

Usage Tips

Apply to face and neck each night when skin is most receptive to repair and renewal. Use alone or under your regular moisturizer. You may experience mild tingling or redness during use. This is normal and should be temporary until your skin adjusts. Apply a sunscreen of SPF 15 or higher during the day while using this product. Continue using a sunscreen for one week after stopping use of this product.

If you have never used retinol products before, begin by limiting use to every other frequency to once a night as tolerated.

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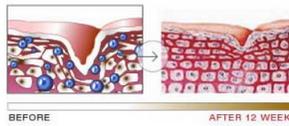


How Can RoC Retinol Improve My Skin?

Retinol is one of the most effective ingredients for reducing the appearance of lines and wrinkles.

When you are young, your skin cells continuously renew themselves, which keeps your skin looking smooth. As time passes, however, your skin's ability to renew itself gradually slows down. Skin loses its elasticity and wrinkles become more evident. What you need is something to help keep it looking younger and healthier.

This is the benefit of Retinol. Retinol is a pure form of Vitamin A that works to reduce the appearance of wrinkles.



Advice for Getting the Most Out of Retinol Products

Start Early: It is often recommended to begin using a Retinol product in your late twenties to early thirties. Early use of Retinol products can actually help to combat fine lines and wrinkles before they become apparent, so your skin stays looking younger and healthier.

Start Slowly: Using Retinol is like exercising. You don't start out running a marathon. Begin by applying a small amount (a little goes a long way) every other day for about two weeks. After two weeks, you may begin applying more frequently until you find the best routine for your skin.

Stick with It: It is important to be consistent, as the benefits of Retinol are seen over time. If you happen to experience minor skin irritation, this may be temporary while your skin adjusts to the products. Just decrease usage for a few days and work your way back up after that.

Protect your skin: Whether you use a Retinol product during the night or day, always remember to wear a sunscreen of SPF 15 or higher during the day.

RoC: A History of Skincare Expertise

RoC was founded in France in 1957 by pharmacist Jean-Charles Lissarrague and a collaboration of dermatologists. From the beginning, RoC developed strong partnerships with dermatologists, helping it become the skincare leader in France. In 1999, RoC brought its anti-aging expertise to the U.S.

Since then, RoC has continued to build on its unique understanding of the skin aging process to develop the best and most effective skincare solutions for women in the U.S. RoC products in the U.S. are not only derived from extensive research and thorough clinical studies, but also from a proven track record of success with European women.

What's in the Box

RoC RETINOL CORREXION SENSITIVE Night Cream (1.0 Fluid Ounce, 30 Milliliters).

RoC RETINOL CORREXION SENSITIVE Night Cream At a Glance:

See visible improvements in:

- Skin texture and softness
- Wrinkles
- Expression lines
- Radiance
- Overall photo damage

Ingredients:

Water, Pentaerythrityl, Tetraethylhexanoate, Peg-8, Ppg-15 Stearyl Ether, Glycerin, Nylon-12, Stearyl Alcohol, Cetearyl Alcohol, Butylene Glycol, Ethylhexyl Methoxycinnamate, Dimethicone, Cyclohexasiloxane, Cetareth-20, Isohexadecane, Butyrospermum Parkii (Shea Butter), Polyacrylamide, Phenoxyethanol, Caprylyl Glycol, Ammonium Acryloyldimethyltaurate/Vp Copolymer, C13-14 Isoparaffin, Fragrance, Methylparaben, Tocopheryl Acetate, Ethylparaben, Propylparaben, Laureth-7, Disodium Edta, Bht, Dihydroxy Methylchromone, Hydrolyzed Hyaluronic Acid, Cyclopentasiloxane, Glyceryl Polymethacrylate, Ascorbic Acid, Retinol, Polysorbate 20, Sodium Hydroxide, Propylene Glycol, Palmitoyl Oligopeptide.

Ratings: Four out of five stars among 188 customer reviews on Amazon.com

Company description please refer to b.

e. Night Cream Without Retinol Gold Winner: Boots No7 Lift & Luminare Night cream (\$21 for 1.6 oz.)

Product Description: A good night's sleep can work wonders for your skin and No.7 Lift & Luminare Night Cream can work mini miracles while you sleep. No7 Lift & Luminare Night Cream is a deliciously rich, easily absorbed, hydrating cream which sinks into your skin, leaving it feeling instantly softer, more supple and moisturized.

While you sleep, No.7 Lift & Luminare Night Cream is hard at work, chasing away the signs of aging and reducing the appearance of fine lines and wrinkles. Anti-aging and energizing complexes work together to help smooth, firm, tone and lift; use it every night for four weeks and you'll really notice your skin looks younger. It's even better when you use it alongside Lift & Luminare Day Cream.

Ingredients:

Aqua (Water, Eau), Glycerin, Butyrospermum parkii (Shea butter, Beurre de Karité), Cyclopentasiloxane, Steareth-21, C12-15 alkyl benzoate, Caprylic/capric triglyceride, Cyclohexasiloxane, Dimethicone, Polyacrylamide, Steareth-2, Cetearyl alcohol, Glyceryl stearate, VP/hexadecene copolymer, C13-14 isoparaffin, Phenoxyethanol, Dipalmitoyl hydroxyproline, Dimethiconol, Butylene glycol, Sodium ascorbyl phosphate, Laureth-7, Parfum (Fragrance), Methylparaben, Sodium citrate, Citric acid, Ethylparaben, Dipropylene glycol, Potassium sorbate, Tetrasodium EDTA, Lupinus albus seed extract, Carbomer, Polysorbate 20, Haematococcus pluvialis powder, Polyglucuronic acid, Ethylhexylglycerin, Palmitoyl oligopeptide, Palmitoyl tetrapeptide-7, Biotin.



Ratings: Four and a half out of five among 32 customer reviews on Amazon.com



Company description:

No. 7 is a brand of anti-ageing creams developed by Boots UK, so called because the number seven was, at the time, frequently used to denote perfection and Boots wanted it to stand out from the rest of the own-brand merchandise it produced. The TV campaign for the products uses the Jessie J song Sexy Lady as its theme tune.



Popularity

Eight redesigns later, on Tuesday, 27 March 2007, a BBC Horizon episode, Prof Regan's Beauty Parlour, investigated skincare. They found that their Protect and Perfect anti-ageing beauty serum smoothed skin. The result was a shopping frenzy, complete with extended queues, stockpiling, sell-outs and some stores even drew up waiting lists. Sales escalated by 2,000%; as Sarah McGiven of the Huffington Post recalls: "I remember looking for it in every Boots I went in out of sheer curiosity but it took months to find because as soon as it hit the shelves, it was gone again." Boots responded by expanding the range to incorporate body products, foundation, creams and men's skincare.

- f. **Night Cream without Retinol: Silver Winner: Vichy LiftActiv with Rhamnose Night (\$50 for 1.7 oz.)**

Product description:

Revivor de Soie

Vichy's latest anti-aging innovation targets the Derm Source to visibly reduce wrinkles, firm your skin and improve your tone & texture to visibly transform your skin starting in just 4 days.

Ingredient innovation: Vichy's breakthrough formula features the newest anti-aging star, Rhamnose. A naturally derived plant sugar extracted in its purest form, Rhamnose in a 5% concentration, has been clinically proven to improve skin rejuvenation at the source; improving Collagen production, Elastin production and cellular turnover. LiftActiv with Rhamnose 5% also features continuous release Vitamin C, clinically proven to boost the production of collagen and elastin fibers and proliferation of fibroblasts. Dermatological Standards: Allergy-tested, fragrance-free and water-resistant. Safe for use on children.

Ingredients:

Aqua / Water, Glycerin, Rhamnose, Prunus Armeniaca Kernel Oil / Apricot Kernel Oil, Caprylic/Capric Triglyceride, Pentaerythrityl Tetraethylhexanoate, Cetyl Alcohol, Zea Mays Starch / Corn Starch, Butyrospermum Parkii Butter / Shea Butter, Petrolatum, Glyceryl Stearate, Pentylene Glycol, Dimethicone, PEG-40 Stearate, Cera Alba / Beeswax, Hydroxyethylpiperazine Ethane Sulfonic Acid, Stearyl Alcohol, Sorbitan Tristearate, Dimethiconol, Triethanolamine, Myristyl Alcohol, Phenoxyethanol, Adenosine, Magnesium Ascorbyl Phosphate, Ascorbyl Glucoside, Poloxamer 338, Caprylyl Glycol, Xanthan Gum, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Parfum / Fragrance.

Company Description:



Vichy (pronounced: [viʃi]; "Vichy Laboratoires") is a premium brand of skincare, body care, make-up and anti-aging products

owned by L'Oréal under its Active Cosmetics division. Thermal spa water from the hot springs of the town of Vichy, France, is the only water source used in its formulations. The company was founded in 1931.

The company is one of two 'active cosmetics' brands in the L'Oreal group, the other being La Roche-Posay. Vichy is most popular in Europe, and the company is known for their 'Dermablend' range of foundations and concealers. Vichy is one of the biggest brands in the European skincare market. Some of their leading lines are: LiftActiv (Anti-Aging), Neovadiol, Normaderm (Oily, blemish-prone skin), Dercos, Aqualia Thermal, Capital Soleil, Essentielles (Basic line of cheaper products), Vichy Homme (Men's shaving and cleansing products).

g. Eye Cream: Gold Winner: AmorePacific Time Response Eye Renewal Crème (\$260 for 0.5 oz.)

Product Description:

Time Response Eye Renewal Creme has an ingredient list that reads like a "who's who" of antioxidants, though most of the chief antioxidants are various forms of green tea. What's

particularly upsetting, especially given the astronomical price, is the jar packaging. With each use, the many light- and air-sensitive ingredients this contains break down, eventually becoming minimally effective (see More Info for details). This is a big deal when you're spending nearly \$300 for an eye cream—but wait, there's more: most eye creams aren't necessary. Shocking, but true, and we explain why in More Info.

In better packaging and perhaps with a more down-to-earth price, this would be a good moisturizer to consider, for the eye area or elsewhere. It contains a few problematic plant extracts (such as clove and arnica) but in amounts that are likely too small to matter. Therein lies the issue with products like this that have super-long ingredient lists. It may look impressive, possibly as though you're getting something extra for (a lot of) extra money, but in truth you're only getting a teeny-tiny amount of most of these good-for-skin ingredients. Instead of the everything-but-the-kitchen-sink approach, we'd rather see brands add several proven ingredients in a cocktail approach and use them in efficacious amounts, not just for what appears to be mere window dressing.

Ingredients:

Camellia Sinensis Leaf Water, Water, Butylene Glycol, Phyllostachis Bambusoides Juice, Glycerin, Hydrogenated Poly(C6-14 Olefin), Butyrospermum Parkii (Shea Butter), Hydrogenated Olive Oil Lauryl Esters, Jojoba Esters, Pentaerythrityl Tetraethylhexanoate, Biosaccharide Gum-1, Dimethicone, Alcohol, Cetyl Ethylhexanoate, Diisostearyl Malate, Behenyl Alcohol, Helianthus Annuus (Sunflower) Seed Oil, Hydrogenated Lecithin, Epigallocatechin Gallate, Camellia Sinensis Callus Culture Extract, Camellia Sinensis Callus Culture Conditioned Media, Hydrolyzed Camellia Sinensis Seed Extract, Camellia Sinensis Seed Oil, Camellia Sinensis Leaf Extract, Camellia Sinensis Seed Oil/Palm Oil Aminopropanediol Esters, Camellia Sinensis Flower Extract, Hydrolyzed Camellia Sinensis Leaf, Theanine, Hesperidin, Secale Cereale (Rye) Seed Extract, Hibiscus Abelmoschus Seed Extract, Glycyrrhiza Glabra (Licorice) Root Extract, Vitis Vinifera (Grape) Leaf Extract, Acetyl Glucosamine, Natto Gum, Silybum Marianum Fruit Extract, Foeniculum Vulgare (Fennel) Seed Extract, Hydrolyzed Phyllostachis Bambusoides, Eugenia Caryophyllus (Clove) Flower Extract, Magnolia Obovata Bark Extract, Mangifera Indica (Mango) Seed Oil, Citrus Unshiu Peel Extract, Centella Asiatica

Extract, Hydrolyzed Viola Tricolor Extract, Vaccinium Angustifolium (Blueberry) Fruit Extract, Saccharide Isomerate, Trehalose, Cocos Nucifera (Coconut) Oil, Panax Ginseng Root Extract, Tricholoma Matsutake Extract, Zingiber Officinale (Ginger) Root Extract, Limnanthes Alba (Meadowfoam) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Olea Europaea (Olive) Fruit Oil, Rosa Davurica Bud Extract, Betaine, Dipotassium Glycyrrhizate, Hamamelis Virginiana (Witch Hazel) Leaf Extract, Avena Sativa (Oat) Kernel Extract, Opuntia Coccinellifera Fruit Extract, Betula Platyphylla Japonica Juice, Glycine Soja (Soybean) Seed Extract, Lonicera Japonica (Honeysuckle) Flower Extract, Rhodiola Rosea Root Extract, Gossypium Herbaceum (Cotton) Extract, Ginkgo Biloba Leaf Extract, Beta-Glucan, Achillea Millefolium Extract, Arnica Montana Flower Extract, Gentiana Lutea Root Extract, Artemisia Absinthium Extract, Sodium Hyaluronate, Nelumbo Nucifera Flower Extract, Caffeine, PEG-40 Stearate, Propanediol, Arachidyl Alcohol, Propylene Glycol, Polyglyceryl-10 Stearate, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Cetearyl Alcohol, Glyceryl Stearate, Mica, Arachidyl Glucoside, Titanium Dioxide, PEG-5 Rapeseed Sterol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, 1,2-Hexanediol, Pentylene Glycol, Stearyl Behenate, Dextrin, Poloxamer 235, Theobroma Cacao (Cocoa) Seed Extract, Polyglyceryl-3 Methylglucose Distearate, Ethoxydiglycol, Tocophersolan, Poloxamer 338, Polysorbate 20, Caprylyl Glycol, Caprylic/Capric Triglyceride, Polyglyceryl-8 Stearate, Polyglyceryl-10 Pentastearate, Soy Sterol Acetate, Xanthan Gum, Ceramide 3, Niacinamide, Phytantriol, Sodium Stearoyl Lactylate, Kaempferol, Hyaluronic Acid, Phytosphingosine, Hydrolyzed Collagen, Tromethamine, Cetearyl Glucoside, Poloxamer 407, Hydroxypropyl Bispalmitamide MEA, Methoxy PEG-114/Polyepsilon Caprolactone, Inulin Lauryl Carbamate, Ammonium Acryloyldimethyltaurate/VP Copolymer, Glyceryl Caprylate, Ethylhexylglycerin, Disodium EDTA, Phenoxyethanol, Fragrance.

Ratings: Three and a half stars out of five among 7 customer reviews on Amazon.com

Company Description:

The image shows the logo for Amore Pacific, which consists of the words "AMORE PACIFIC" in a blue, sans-serif font. The text is centered within a rectangular area that has a light gray and white checkerboard pattern background.

AmorePacific was founded in 2006 is one of the leading cosmetic companies in South Korea. It has about 30 cosmetics, personal care, and health care brands, including Sulwhasso, Laneige, Mamonde, Etude, and innisfree.

Established in September 1945, AMOREPACIFIC Corp.(referred to as ‘AMOREPACIFIC’) is committed to



becoming the “Asian Beauty Creator” and has provided global customers with a total package of beauty and health solutions through 30 brands spanning beauty, household, and healthcare products. Building upon its expertise balanced with tradition and modern science, AMOREPACIFIC has been operating a cutting-edge R&D center and product distribution. The company joined UN Global Compact in 2007 in its pursuit of sustainable management that matches the global standards and was admitted to the Dow Jones Sustainability World Index (DJSI World) in 2010.

AMOREPACIFIC is pursuing ethical product development, environment protection, and social contribution to become ‘The most respected global company in Asia’ by 2015. According to the worldwide Dow Jones Sustainability Index (DJSI) for 2011-12, AMOREPACIFIC has become the first in its industry sector to be listed for two straight years on the DJSI World, DJSI Asia/Pacific, and DJSI Korea. In addition, it was named the World Leader and Korea’s Best Company in the Personal Products segment for two consecutive years.

h. Silver Co-Winner: Perricone MD Hypoallergenic Firming Eye Cream (\$65 for 0.5

oz.)

Product Description:

This multi-tasking eye treatment and cream in one is formulated with Olive Polyphenols and four proprietary Neuropeptides to address fine lines, loss of firmness, visible crow's feet, dryness and dark circles. It is ideal if your skin is dry or sensitive; and gentle enough to be used post-cosmetic procedure. Hypoallergenic Firming Eye Cream is ideal for layering over any Perricone MD eye treatment for additional hydration.

Ingredients:

Water/Aqua, Caprylic/Capric Triglyceride, Glycerin, Hydrogenated Palm Kernel Glycerides, Bis-Diglyceryl Polyacyladipate-2, Cetyl Alcohol, Glyceryl Stearate, Cetearyl Alcohol, Butylene Glycol, Squalane, Dimethicone, Ethoxydiglycol, Phenoxyethanol, PEG-75 Stearate, Ammonium Acryloyldimethyltaurate/VP Copolymer, Panthenol, Steareth-20, Ectoin, Ceteth-20, Xanthan Gum, Hydrogenated Palm Glycerides, Allantoin, Ethylhexylglycerin, Olea Europaea (Olive) Leaf Extract, Stearyl Glycyrrhetinate, Sodium Hyaluronate, Elaeis Guineensis (Palm) Oil, Olea Europaea (Olive) Fruit Extract, Tocotrienols, Tocopherol, Phosphatidylcholine, N-Hydroxysuccinimide, Acetyl Tetrapeptide-5, Acetyl Octapeptide-3, Hydrolyzed Sericin, Chrysin, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7.

Ratings: Four out of five stars among 33 customer reviews on Amazon.com

Perricone MD

Perricone MD is the leading anti-aging authority on the science of beautiful skin, offering solutions to address every skin concern. Founded in 1997 by Board-certified Dermatologist Dr. Nicholas V. Perricone, Perricone MD's ground-breaking formulations utilize patented nutrient antioxidants to impede and help repair damage to skin resulting from environmental stress, lifestyle habits and the natural aging process. These advanced formulations set a new industry standard for product efficacy with results that often rival more invasive dermatological procedures.

- i. Silver Co-Winner: Avene Retrial Eyes (\$32 for 0.5 oz)

Product Description

When used long term, this eye cream reveals a youthful, radiant complexion. Slows down the appearance of aging and reduces fine lines and wrinkles. This formula also targets dark under eye circles and hydrates the delicate eye area. Fragrance free, hypoallergenic and non-comedogenic formula designed specifically for the eye area.



Fragmented Hyaluronic Acid (HAF) reduces the appearance of deep lines and wrinkles while attracting moisture to the skin and improving the results of the retinaldehyde. Retinaldehyde, the

immediate precursor to retinoic acid and one of the most effective forms of Vitamin A, reduces wrinkles and improves skin's texture. Dextran Sulfate reduces puffiness and dark circles

Those with fine lines, wrinkles, puffiness, or dark circles.

Key Ingredients Include:

- Avène Thermal Spring Water (5%) - Soothes and softens
- Retinaldehyde (0.015%) - Smooths away fine lines and wrinkles; improves skin's radiance
- Hyaluronic Acid Fragments (HAF) (0.5%) - Aids in plumping and firming the skin
- Dextran Sulfate (0.1%) - Decongests and reduces the appearance of dark circles and puffiness

Ratings: Four out of Five among 10 Customer Reviews

Company Description: Avène

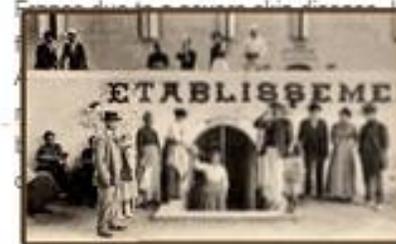


1736

The discovery of the medical quality of Saint Odile spring in Avène: A horse belonging to the Marquis of Rocozels was turned loose to roam the slopes of the Black Mountain in southwest of

1743

The Marquis of Rocozels, who was then the owner of the site, builds the first thermal spring facility in Avène to

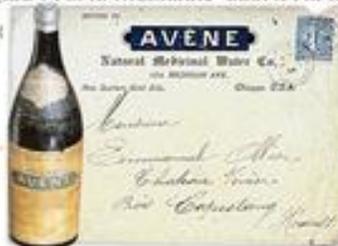


1826

Avène's thermal spring facility is recommended by many scientific leaders in dermatology such as Jean-Li

1871

Avène Thermal Spring Water is sent to the USA for victims of the Great Fire of Chicago





1874
The reputation of the Avène thermal spring center quickly grows, and Avène Thermal Spring Water, known for its soothing properties to treat skin

1966
Avène Hydrotherapy Center is approved for reimbursement by the French Social Security System



1975
Avène Hydrotherapy Center is purchased by Pierre Fabre Laboratories (the 2nd largest private pharmaceutical company in France today).



1989
A full line of skincare products is created using Avène thermal spring water as the key ingredient to bring the

1990
Not far from the old baths, a new Avène Hydrotherapy Center is opened with modern day facilities to accommodate up to 2,000 patients.



2005
Expansion of the Avène Hydrotherapy Center to accommodate up to 4,000 patients.



2010
Eau Thermale Avène brand celebrates 20 years.

2013
Twelve years of research reveals the discovery of a unique microflora in Avène Thermal Spring Water: *Aqua Dolomina*. It calms itching sensations and irritations.



2015
Eau Thermale Avène launches a new skincare line uniquely for a U.S. audience.

j. Serum: Gold Winner: Lancôme Visionnaire Advanced Skin

Corrector (\$89 for 1oz.)

Product Description: Visionnaire Advanced Skin Corrector allows you to see visible results for beautiful skin in real-time. After one application, skin feels smoother and softer. In as little as three days, skin texture is refined and pores are less visible. And in as little as four weeks, wrinkles, pores, and skin texture are visibly corrected.

Ingredients:

Water, Cyclohexasiloxane, Glycerin, Alcohol Denat., Sodium Tetrahydrojasmonate, Polysilicone-11, Octyldodecanol, HDI/Trimethylol Hexyllactone Crosspolymer, Dipropylene Glycol, Bis-PEG/PPG-16/16 PEG/PPG-16/16 Dimethicone, Titanium Dioxide, Mica, Secale Cereale Extract/Rye Seed Extract, Sodium Hyaluronate, Hydroxycellulose, Phenoxyethanol, Adenosine, Poloxamer 338, Ammonium Polyacryldimethyltauramide/Ammonium Polyacryloyldimethyl Taurate, Dimethicone, Dimethiconol, Pentylene Glycol, Caprylic/Capric Triglyceride, Disodium EDTA, Methyl Dihydrojasmonate, Citronellol, Inulin Lauryl Carbamate, Parfum/Fragrance

Ratings: 4.4 out of 5 on Sephora.



Company Descriptions:

Lancôme Paris is a French luxury perfumes and cosmetics house that distributes products internationally. Lancôme is part of the L'oreal Luxury Products division, which is its parent company and offers skin care, fragrances, and makeup at higher-end prices.

Lancome provides fragrances, skin care, and makeup. Their most famous products include their mascaras, namely "Hypnôse", their Visionnaire Range which contains a patented ingredient, "LR 2412", aimed to improve skin texture qualities, especially in pore reduction, fine lines and uneven skin tone. Lancome has recently released a new serum called "Dreamtone", which claims to improve on color irregularities including sun spots and blemish marks.[citation needed] The serum is available in three color integrals, fair, medium and dark to match individual skin tones.



k. Silver Winner: Estee Lauder Perfectionist [CP+R] Wrinkle Lifting/Firming Serum (\$65 for 1 oz.)

Product Description:

This powerful wrinkle lifting/firming serum dramatically reduces the appearance of lines and wrinkles with exceptional speed. Breakthrough CPR-75 Technology is proven to double skin's natural collagen building power. Instantly, lines and wrinkles are plumped and smoothed. Skin feels smooth, looks fresher, younger.

Ingredients:

Dimethicone, Water, Polysilicone-11, HDI/Trimethyl Hexyllactone Crosspolymer, Silica, Butylene Glycol, Caprylyl Methicone, Sigesbeckia Orientalis (St. Paul's Wort) Extract, Salvia Sclarea (Clary) Extract, Coleus Forskohli Rott Extract, Chamomilla Recutita (Matricaria) Flower Extract, PEG-10 Dimethicone, Hydrolyzed Fish (Pisces) Collage, Palmaria Palmata Extract, Glycyrrhiza Glabra (Licorice) Root Extract, Silybum Marianum (Lady's Thistle) Extract, Hordeum Vulgare (Barley) Extract, Padina Pavonica Thallus Extract, Artemia Extract, Pantethine, Aglae Extract, Chlorella Vulgaris Extract, Cholesterol, Squalane, Boswellia Serrata Extract, Zea Mays (Corn) Kernel Extract, Glycine Soja (Soybean) Protein, Caffeine, Whey

Protein, Linoleic Acid, Lecithin, Fish (Pisces) Collagen, Acetyl Hexapeptide-8 Palmitoyl Oligopeptide, Glycerin, Yeast Extract, Polyquaternium-51, Phytosphingosine, Triticum Vulgare (Wheat) Germ Oil, Decarboxy Carnosine HCL, Polysorbate-40, Pentylene Glycol, Propanediol, Lauryl PEG-9, Polydimethylsiloxethyl Dimethicone, Ethylhexylglycerin, Ammonium Acryloyldimethyl Taurate/VP Copolymer, Sodium PCA, Propylene Glycol Dicaprate, Sodium Chondroitin Sulfate, Sodium Hyaluronate, Isohexadecane, PEG-8, Tocopheryl Acetate, Polysorbate-80, Disodium Distyrylbiphenyl Disulfonate, Laureth-12, Acrylamide/Sodium Acryloyldimethyltaurate Copolymer, Caprylyl Glycol, Aminopropyl Ascorbyl Phosphate, Xanthan Gum, Sodium Beta-Sitosteryl Sulfate, Sodium Chloride, Sodium Hydroxide, Fragrance, Disodium EDTA, BHT, Phenoxyethanol, Mica, Titanium Dioxide

Ratings: Five stars among 7 customer reviews on Amazon.com

Company	Descriptions:	Estee	Lauder
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ESTÉE LAUDER

The Estée Lauder Companies Inc. /'esteɪ 'ləʊdər/ is an American manufacturer and marketer of high-end skincare, makeup, fragrance and hair care products. The company has its headquarters in Midtown Manhattan, New York City.

The company began in 1946 when Estée Lauder and her husband Joseph Lauder began producing cosmetics in New York City. They first carried only four products: Super-Rich All Purpose Creme, Creme Pack, Cleansing Oil, and Skin Lotion. Two years later, they established their first department store account with Saks Fifth Avenue in New York.

Revivor de Soie

Over the next 15 years, they expanded the range and continued to sell their products in the United States. In 1960, the company started its first international account in the London department store Harrods. The following year it opened an office in Hong Kong.

In 1964, they started Aramis Inc., designed by Arame Yeranyan, with the fragrance named after Yeremes - a city in Armenia, producing fragrances and grooming products for men. In 1967, Estée Lauder herself was named one of ten Outstanding Women in Business in the United States by business and financial editors. This was followed by a Spirit of Achievement Award from Albert Einstein College of Medicine at Yeshiva University in 1968. In that year, the company expanded again, opening Clinique Laboratories, Inc. Clinique was the first dermatologist guided (Dr. Norman Orentreich), allergy tested, fragrance-free cosmetic brand created by Estée Lauder.

Estée Lauder's Clinique brand became the first women's cosmetic company to introduce a second line for men when, in 1976, they began a separate line called "Skin Supplies for Men", which continues to be sold at Clinique counters worldwide. In 1981, the company's products became available in the Soviet Union.

In February 2004, the company's teen-oriented Jane business was sold; in April 2006, the professional-quality Stila brand, which Estée Lauder purchased in 1999, was sold.

The company has had sometimes iconic spokesmodels, sometimes referred to simply as 'faces'. Past 'faces' for Estée Lauder include Karen Graham, Bruce Boxleitner, Shaun Casey, Willow Bay, Paulina Porizkova, Elizabeth Hurley, Carolyn Murphy, Anja Rubik, and actress Gwyneth Paltrow. As of 2008 the main spokesmodel for Estée Lauder was supermodel Hilary Rhoda. In 2010, the company added three more faces to the roster, Chinese model Liu Wen, Puerto Rican model Joan Smalls, and French model Constance Jablonski. Their first campaigns will come out June 2010, and will be shot by Craig McDean.

As of 2010, Estée Lauder sold its products in department stores across the world and has a chain of freestanding retail outlets. On July 1, 2010, the company acquired Smashbox Beauty Cosmetics, Inc., a brand created in Smashbox Studios in Culver City, California by brothers Dean and Davis Factor (as in Max).

On October 28, 2011, Aramis and Designer Fragrances, a division of The Estée Lauder Companies Inc., and Tory Burch LLC announced the signing of a multiyear agreement for the exclusive worldwide license of the Tory Burch fragrance business. This partnership marks Tory Burch's first step into the beauty industry. The first Tory Burch fragrance products are expected to be introduced in 2013.

In 2012, the Company launched AERIN Beauty, a luxury lifestyle beauty and fragrance brand inspired by the signature style of its founder, Aerin Lauder.

In 2014, the Company acquired two insider beauty brands, RODIN olio lusso, a skin care brand renowned for its "Luxury Face Oil," and Le Labo, a fragrance and sensory lifestyle brand with an emphasis on craftsmanship.

In 2015, the Company acquired Editions de Parfums Frédéric Malle, a fragrance brand dedicated to the art of perfumery, and GLAMGLOW, a Hollywood skin care brand that delivers camera-ready results.

1. **Dark Spot-Fading Serum: Gold Winner: L'Oreal Paris Youth Code Dark Spot Correcting & Illuminating Serum Corrector (\$25 for 1 oz.)**

Product Description:

Scientifically developed for all skin tones and types. Even skin tone

discovery: Innovation derived from gene science. After 10 years of research, L'Oreal scientists



have identified specific sets of genes* that are responsible for discolorations, contributing to skin's evenness and luminosity. Dark spot correcting GenActiv Technology: Works from within to skin's surface to help correct and fade dark spots, reversing the formation of pigment, resulting in a dramatically more even skin tone. Now, vibrant with a youthful look, skin instantly appears luminous as if lit from within. See dramatic results: Immediately: Skin is smoother, visibly more luminous; skin is refined and hydrated. 1 week: More uniform skin clarity emerges. 4 weeks: Dark spots, age spots, sun spots, and post acne marks are faded. 12 weeks: Skin's evenness and luminosity are recaptured; discolorations are dramatically diminished. Non-greasy; dermatologist tested for gentleness; non-comedogenic. Unique texture: This luxurious, fast-absorbing, and light-infusing serum gives skin an instantly luminous appearance.

Ingredients:

Water, Glycerin, Butylene Glycol, Dimethicone, Niacinamide, C12-15 Alkyl Benzoate, Alcohol Denat., Ascorbyl Glucoside, Hydroxyethylpiperazine Ethane Sulfonic Acid, C13-14 Isoparaffin, PEG-100 Stearate, Stearic Acid, Potassium Hydroxide, Glyceryl Stearate, Triethanolamine, Sodium Citrate, Sodium Hyaluronate, Palmitic Acid, Adenosine, Disodium EDTA, Laureth-7, Xanthan Gum, Oxothiazolidinecarboxylic Acid, Castanea Sativa/Chestnut Seed Extract, Ethylhexyl Hydroxystearate, Polyacrylamide, Cetyl Alcohol, Tocopheryl Acetate, Phenoxyethanol, CI 77163/Bismuth Oxochloride, Limonene, Parfum/Fragrance.

Ratings: 3.7 out of 5 on Sephora

Company Description: L'Oréal



Revivor de Soie

The L'Oréal Paris Brand Division of L'Oréal USA, Inc. is a total beauty care company that combines the latest in technology with the highest in quality for the ultimate in luxury beauty at mass. L'Oréal Paris is a truly global beauty brand with many internationally renowned products. For most, the name “L'Oréal” is immediately evocative of the brand’s signature phrase, “Because I’m Worth It.”— the concept behind the legendary advertising campaign for the Superior Preference® hair color launch in 1973. Today, it represents the essence of the L'Oréal Paris brand as a whole, a spirit which is about helping every woman embrace her unique beauty while reinforcing her innate sense of self-worth. As the biggest beauty brand in the world, L'Oréal Paris has an unparalleled commitment to technology, research and innovation, providing groundbreaking, high-quality products for women, men, and children of all ages and ethnicities. L'Oréal Paris is notably dedicated to celebrating the diversity of beauty – the company’s broad range of spokespeople include Andie MacDowell, Diane Keaton, Jennifer Lopez, Eva Longoria, Blake Lively, Laetitia Casta, Freida Pinto, Doutzen Kroes, Aimee Mullins, Julianne Moore, and Claudia Schiffer. The L'Oréal Paris brand encompasses the four major beauty categories – hair color, cosmetics, hair care, and skin care – and includes such well-known brands as Superior Preference®, Excellence and Couleur Experte® hair colors; EverPure, EverStrong, EverSleek, EverCreme and EverStyle; skin care brands including Revitalift®, Youth Code, Age Perfect®, Men’s Expert, Sublime Sun and L'Oréal Paris Cosmetics, including Colour Riche®, True Match™ and Studio Secrets™ Professional collections, Voluminous®, Double Extend®, Telescopic® mascaras, among many others.

m. Dark Spot-Fading Serum Silver Winner: SkinMedica Lytera Skin

Brightening Complex (\$125 for 2oz.)



Descriptions:

LYTERA is a novel, non-prescription, non-Hydroquinone skin brightening product that minimizes the appearance of skin discoloration and dark spots. When used as part of a daily regimen, LYTERA will truly enhance your skin's luminosity, revealing a more radiant you. Results can be seen in as little as 4 weeks with continued improvement over time.

Ingredients:

Water/Aqua/Eau, Niacinamide, Butylene Glycol, Tetrahexyldecyl Ascorbate, Polyacrylate-13, Caprylic/Capric Triglyceride, Tetrapeptide-30, Hexylresorcinol, 4-Ethoxybenzaldehyde, Retinol, Glycyrrhiza Glabra (Licorice) Root Extract, Ethyl Linoleate, Dunaliella Salina Extract, Tocopherol, Squalane, Cetyl Ethylhexanoate, Glycerin, Polyisobutene, Polysorbate 20, Phytic Acid, Disodium EDTA, Ethylhexylglycerin, Potassium Sorbate, Phenoxyethanol.

Ratings: Three and a half out of 5 among 144 Customer Review on Amazon.com

Company Descriptions:



SkinMedica™

Revivor de Soie

For over 10 years, SkinMedica® has been developing innovative skin care treatments that help rejuvenate skin. Our best selling products have been featured in Elle, INSTYLE, Self, People, Web MD and many other magazines and television shows including The View and The Today Show to name a few.

In 2013, SkinMedica® was acquired by Allergan, a global, multi-specialty health care company with leading portfolios in eye care, neurosciences, medical dermatology, medical aesthetics, obesity intervention and urologics. SkinMedica® scientifically formulated, clinically tested skin care products are sold through approved physicians' offices across the country as well as online through SkinMedica.com. SkinMedica, Inc. is focused on developing, acquiring, and commercializing products that improve the appearance of skin. SkinMedica markets and sells to physicians, with a focus on aesthetics, both prescription and non-prescription skin care products. The company's full line of aesthetic skin care products includes the revolutionary TNS Essential Serum® and hallmark TNS Recovery Complex®. The formulations in SkinMedica's clinical skin care collection enhance skin appearance, reduce signs of aging, and provide other skin care benefits. SkinMedica's primary prescription product, VANIQA® (eflornithine hydrochloride) Cream 13.9%, is the only FDA-approved prescription product for the reduction of unwanted facial hair in women. Colorescience Pro's dermatologist recommended, high-performance cosmetics are formulated to remedy and camouflage specific skin concerns and protect skin from damaging effects of the sun and environment. Colorescience Pro's luxury aesthetic makeup line is sold in the physician and medical spa channels.

n. At-Home Peel: Gold Winner:

Philosophy the Microdelivery Triple-Acid Brightening Peel (\$69 for 12 pads, Sephora).



Product Description:

See brighter days ahead with the micro delivery triple-acid brightening peel, created to deliver superior results in one convenient step at home with zero downtime. The micro delivery triple-acid brightening peel features 12 individually-wrapped, pre-saturated chemical peel pads designed for weekly use to deliver advanced skin-brightening and anti-aging benefits. The triple-acid formula contains mandelic, phytic and azelaic acids that dissolve and sweep away dead skin cells to help improve skin tone, buffer the appearance of fine lines and enhance skin clarity. The pads also feature a skin-brightening technology that visibly reduces the appearance of dark spots and discoloration. After just 2 uses, skin is smoother and brighter.

Ingredients:

water/aqua/eau, sd alcohol 40b (alcohol denat), glycereth-7 trimethyl ether, niacinamide, mandelic acid, peg-8/smdi copolymer, triethanolamine, azelaic acid, phytic acid, bisabolol.

Ratings: four out of five among 52 customer reviews on Amazon.com

Company Descriptions:

about philosophy

philosophy is the well-being beauty brand that inspires women to look, live and feel their best. we enhance the beauty and health of the skin through multi-tasking skin care and feel-good scents. our words uplift and nourish the spirit, and inspire beautiful days so women everywhere can feel confident in their unique inner and outer beauty.



our heritage

philosophy was founded in the u.s.a. in 1996 by cristina carlino, a cosmetic industry visionary.

[▶ learn more](#)



our promise

our promise is to deliver remarkable products that inspire you to live a better life by being better to yourself.

[▶ learn more](#)



our science

our innovative formulas are created with doctors and scientists using proven ingredients that deliver results.

[▶ learn more](#)



our inspiration

our lowercase writing and children's photos remind us to live life with curiosity, wisdom and abundant joy.

[▶ learn more](#)



our products

our products are designed to enhance your skin and well-being with multitasking benefits and uplifting messages.

[▶ learn more](#)

o. At-Home Peel: Silver Winner: Murad Environmental Shield

Intensive-C Radiance Peel (\$49.50 for 1.7 oz.)

Product Description:

An at home spa treatment created to actively accelerate the turnover of dark damaged cells.

Massage evenly over clean face, neck and chest. You may experience a slight tingling sensation. Leave on for up to 10 minutes. Rinse with a warm wash cloth and pat dry. Use 1 to 2 times weekly and follow with a Murad Step 3 moisturizer.



Ingredients:

Water, Kaolin, Synthetic Beeswax, Glycerin, Glycolic Acid, Ethyl Ester of PVM/MA Copolymer, Cetearyl Alcohol, Pentylene Glycol, Sodium Ascorbyl Phosphate, Urea, Yeast Amino Acids, Trehalose, Inositol, Taurine, Betaine, Tocopheryl Acetate, Ethylhexyl Palmitate, Silica Dimethyl Silylate, Sodium Hyaluronate, Hydrolyzed Opuntia Ficus Indica Flower Extract, Hydrolyzed Myrtus Communis Leaf Extract, Dipotassium Glycyrrhizate, Butylene Glycol, Fomes Officinalis (Mushroom) Extract, Cimicifuga Racemosa Root Extract, Ascorbic Acid, Chitosan, Propyl Gallate, Zinc Gluconate, Methyl Diisopropyl Propionamide, Ethyl Menthane Carboxamide, Menthyl Lactate, Hydrated Silica, Lauryl Laurate, Zea Mays (Corn) Starch, Hydrolyzed Corn Starch Octenylsuccinate, Hydrolyzed Corn Starch, Aminomethyl Propanol, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Cetareth-20, Hydroxyethylcellulose, Sodium Hydroxide, Disodium EDTA, Phenoxyethanol, Caprylyl Glycol, Chlorphenesin, Limonene, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Ocimum Basilicum (Basil) Oil, Citrus Grandis (Grapefruit) Peel Oil, Ferula Galbaniflua (Galbanum) Resin Oil.

Ratings: four and a half out of 5 among 36 customer reviews on Amazon.com

Company Descriptions:



2011
Reform School for Aging Skin

Dr. Murad raises the bar for anti-aging performance with the ultimate expression of his glycolic acid skin renewal formula, featuring antioxidant superstar Carotenoids in a new Glyco-Firming Complex.



2010
Ultimate Moisture

Dr. Murad launches a collection of luxurious, moisture-rich products, called Hydro-Dynamic®, that improve skin's water balance for up to 8 hours.



2010
Murad Premieres Hybrids Treatment Cosmetics® Line

Hybrids are intelligently engineered 2-in-1 problem solvers that blend a skin-perfecting cosmetic with Murad's innovative skin-transforming treatments.



2010
The Water Secret

In his fourth book, The Water Secret, Dr. Murad conclusively demonstrates that the ultimate key to a more youthful appearance, optimal health and well-being is the ability of each cell to hold water.



2009
Sun Undone®

Dr. Murad advances environmental skin damage treatment with a new Vitamin C technology that delivers 50 times the free radical-neutralizing power of prior generations of Vitamin C.



2008
Taking The Murad Inclusive Health Center® to the World

The Murad Inclusive Health Center branches out across the country and the world through innovative partnerships with premier spas and medical facilities.



2006
The Ultimate Prescription for Genetic Aging

Dr. Murad classifies the visible markers for age-related changes as Genetic Aging. He discovers that the complex chemistry of Asia's superfruit, the Durian, offers new pathways to help take anti-aging skincare ingredients deeper into the skin.



2006
Murad Inclusive Health Spa®

Dr. Murad opens his Inclusive Health Center to create individually tailored programs designed to reduce the rate of cellular aging through topical skincare, internal skincare and emotional self-care.



2005
The Cellulite Solution

Dr. Murad publishes his third book, The Cellulite Solution. It's an entirely new way of thinking about and treating cellulite as a health problem, not a fat problem.



2003
New Energy to Vitalize Tired Skin

Dr. Murad develops the Energizing Pomegranate Complex which blends the antioxidant and anti-inflammatory power of Pomegranate fruit and seed extracts with Artemia Extract to boost the cell's ability to produce the health energy needed to function optimally.

p. Instant Wrinkle-Smoother: Gold Winner: Skyn Iceland Angelica Line Smoother

(\$65 for 1.5 oz.)



Product Description:

When skin endures the stress of daily life, wrinkles, frown lines and crow's feet can sneak up on you. This award-winning topical crease reliever helps undo the damage of a hectic lifestyle. It goes on with a matte finish, minimizing the look of lines and wrinkles on contact, while the GABA complex works to smooth and visibly relax the appearance of brow and forehead furrows, as well as laugh lines and wrinkles sans the prickly injections. A safe and natural alternative to in-office treatments, skin is noticeably younger-looking within minutes and progressively smoother with each application. Biotransformed tomato extract, a naturally-based gamma-aminobutyric acid (GABA), interferes with the stress-induced electrical impulse at the end of a nerve, reducing wrinkles and fine lines. Rice bran, a powerful antioxidant containing ferulic acid and other essential fatty acids, help promote collagen production and provide an anti-wrinkle effect. Biotransformed portulaca extract provides muscle relaxant properties by inhibiting muscle contraction, resulting in reduced appearance of wrinkles and fine lines. Biotransformed ginseng extract inhibits the muscles' response to nerve stimuli. Muscles are less prone to contraction, thus reducing the occurrence of fine lines and wrinkles.

Ingredients:

Water/Aqua/Eau, Glycerin, Stearic Acid, C12-15 Alkyl Benzoate, Silica, Magnesium Aluminum Silicate, Synthetic Beeswax, Isohexadecane, Helianthus Annuus (Sunflower) Seed Oil, Cetyl

Alcohol, Solanum Lycopersicum (Tomato) Fruit Extract, Panax Ginseng Root Extract, Portulaca Oleracea Extract, Oryza Sativa (Rice) Bran Extract, Perfluorodecalin, Oxycoccus Palustris (Arctic Cranberry) Seed Oil, Rubus Chamaemorus (Arctic Cloudberry) Seed Oil, Angelica Archangelica Root Water*, Thymus Vulgaris (Thyme) Extract, Simmondsia Chinensis (Jojoba) Seed Oil, Epilobium Angustifolium Flower/Leaf/Stem Extract, Buddleja Davidii Extract, Butylene Glycol, Tetrahexyldecyl Ascorbate, PEG-75 Shea Butter Glycerides, o-Cymen-5-OL, Glycosphingolipids, Phenoxyethanol, Sodium Hydroxide, Caprylyl Glycol, Xanthan Gum, Fragrance (Parfum) *With Minerals

Ratings: Three out of five stars among 9 customer reviews on Amazon.com



Company Description:

Skyn ICELAND was born from a life-changing mission to treat and alleviate the effects of stress on skin while promoting a stress-free life full of balance, health and wellness. They're lofty goals for a skincare company but we know about stress – multi-tasking, juggling and going non-stop – in our fast-paced worlds. And we know sometimes, it's not always easy to find a person or place who understands life's challenges, but we understand. We've been there. We know stress.

At skyn ICELAND we offer skincare solutions to treat the damage caused by stress – starting with your eye area, where signs show up first. Our inspiration comes from nature, in the pure unspoiled natural resources of Iceland – with its mineral rich waters, antioxidant powered

berries, soothing algae, replenishing mosses and immune boosting Angelica Archangelica. With these potent naturals, we created products that soothe, stabilize, fortify and nourish skin, bringing it back into balance and returning it to a glowing, youthful state.

Our commitment to nature is in everything we do. We favor packaging that's easily recyclable. We're free of parabens, petroleum, mineral oil and sulfates. And we don't test our products on animals and we're 100% vegan. Our simple-to-use products indulge the senses, bringing on an overall sense of calm and ultimately, reenergize you and your skin.

Our goal is to help you feel as good as you look so you can take on the world and its challenges. Open a jar. Push the pump. Feel the tingly clean, the soothing calm sensation. Inhale the energy of nature's fragrances. Treat your skin to the ultimate chill pill. Welcome to skyn ICELAND, the first and only skincare brand created to combat the effects of stress on skin.

**q. Instant Wrinkle-Smoother: Silver Winner: Dr. LeWinn by
Kinerase Instant Dermal Wrinkle Filler (\$25 for 0.4 oz.)**

Product Description:

The Dr. LeWinn by Kinerase Instant Dermal Wrinkle Filler, 0.4 oz, provides a virtually instant wrinkle fix. It's designed for all types of skin, including sensitive skin, and is paraben-free. Dr. LeWinn Instant Dermal Wrinkle Filler smooths fine lines and wrinkles in just 10 minutes, so you can make it a part of your skin cleansing routine with ease.



Ratings: Three out of Five stars among 18 customer reviews on Amazon. Com



Company Description:

Dr. LeWinn was one of the world's most distinguished plastic surgeons, a pioneering researcher and a leading academic. His expert advice was sought by celebrity clients who wanted recommendations on how to improve their skin's appearance. His response was to develop his own line of luxurious skincare, capable of gently delivering powerful results against the visible signs of aging. The results of his products were famous, the effects were exhilarating and the price, affordable.

But even after achieving such remarkable results, Dr. LeWinn decided that in order to ensure his products were the best, he would continue testing, only this time, in one of the harshest climates on earth - Australia.

The success of this experiment fostered the development of Dr. LeWinn laboratories, which are dedicated to finding the most advanced ingredients available anywhere in the world today. Early on, he established a commitment to push the boundaries in anti-aging skincare by using the world's most premier ingredients. He unlocked the synergy of science and nature to defy the visible signs of aging.

Today, his legacy stands strong, helping women all over the world reveal their radiant, natural beauty.

r. Lip Treatment: Gold Winner: Fresh Sugar Lip Treatment Advanced Therapy (\$25)

Product Descriptions:

PRODUCT DETAILS	KEY INGREDIENTS
<p>Sugar Lip Treatment Advanced Therapy is an ultra-nourishing lip treatment proven to significantly boost moisture, enhance volume, and improve the definition of the lip area.</p> <p>THE PROOF*</p> <ul style="list-style-type: none">• Proven to keep lips moisturized for 24 hours• Proven to immediately smooth the lips and significantly moisturize and enhance volume after just four weeks of use• 100% noticed their lips were more moisturized, nourished, and supple• 100% reported healthier-looking, softer, silkier lips• 100% felt it protected their lips overnight, removed dry flakes, and improved dry lips• 97% reported improved elasticity and smoothness around the lip area• 93% felt it retexturized and visibly improved the overall appearance of their lips <p>*in vivo</p>	 <ul style="list-style-type: none">• Sea fennel helps to smooth fine lines and wrinkles and define the lip area.• Orange extract is rich with antioxidants that help protect the lips. <p>View All Ingredients</p> <p>HOW TO USE</p> <p>Apply throughout the day and before bedtime. Can be worn alone or as an age-defying base. For SPF protection, follow with your favorite Sugar Lip Treatment Sunscreen SPF 15.</p>

Ratings: Four out of five among 78 customer reviews on Amazon.com

Company



Description:

Fresh is pure beauty. Dedicated to natural ingredients, rich textures, and addictive scents, Fresh offers a sensorial experience like none other.

ARTISANAL SPIRIT

Lev Glazman and Alina Roytberg founded Fresh in Boston in 1991. Their artisanal spirit keeps Fresh precious and promises a new discovery with every experience.

NATURAL-BORN

PIONEERS

Fresh has pioneered the use of many natural ingredients in the beauty industry, most notably

sugar. By combining them with modern technology, Fresh offers an experience as indulgent as it is effective.

BEAUTY RITUALS

Inspired by time-honored beauty traditions from around the world, Lev and Alina are devoted to transforming everyday routines into sensorial rituals.

s. **Lip Treatment: Silver Winner: Veneffect Anti-Aging Lip Treatment (\$85)**

Product Descriptions:

- Instantly hydrates and smoothes delicate lip area skin
- Helps minimize and prevent vertical lines around your lips
- Gently plumps and enhances the rosy glow
- Prevents lipstick bleed and enhances long lasting lip color



This delicate, yet powerful anti-aging lip treatment, with the VENeffect advanced phytoestrogen technology, visibly helps reduce the appearance of vertical lines, as its deeply hydrating and protective formula smoothes, softens and plumps.

Ingredients:

Water (Aqua), Glycerin, Ricinus Communis (Castor) Seed Oil, Isononyl Isononanoate, Petrolatum, Paraffin, Flavor (Aroma), Sorbitol, Arachidyl Alcohol, Cetearyl Alcohol, Cetearyl Glucoside, Polyacrylate-13, Resveratrol, Dimethicone, Vitis Vinifera (Grape) Seed Extract,

Trifolium Pratense (Red Clover) Flower Extract, Glycine Soja (Soybean) Seed Extract, Citrus Grandis (Grapefruit) Seed Extract, Soy Isoflavones, Leuconostoc/Radish Root Ferment Filtrate, Palmitoyl Tripeptide-38, Phyllanthus Emblica Fruit Extract, Arachidyl Glucoside, Behenyl Alcohol, Butylene Glycol, Cetearyl Ethylhexanoate, Disodium EDTA, Polyisobutene, Polysorbate 20, Polysorbate 60, Portulaca Pilosa Extract, Potassium Sorbate, Sorbitan Isostearate, Stevia Rebaudiana Extract, Sucrose Cocoate, Tocopheryl Acetate (Vitamin E)



Company Descriptions:

Many influences affect the aging of skin, including sun damage, hereditary factors, and simple chronological aging. For women, one of the least discussed, but most compelling ways we age are the shifts and changes in hormones throughout the month and as we age. In particular, the decline of the feminizing hormone estrogen leads to a number of challenges, including for our skin. As the influence of estrogen declines from its peak in our twenties, our skin loses elasticity resulting in fine lines, wrinkles and loss of skin tone. VENeffect was created by two sisters, one a gynecologist and hormonal wellness specialist, and the other a beauty industry expert, with the goal to help reverse lost elasticity directly related to the decline in estrogen as we age. Their discovery is an exclusive and highly effective complex of 100% natural plant-based phytoestrogens to safely and effectively reverse the signs of aging that are directly the result of decreasing estrogen; to preserve and restore the youthful glow of healthy, vibrant skin.

Who Should Use It:

- Women of all ages and all skin types. Collagen peaks along with estrogen in our twenties and begins a decline that accelerates in our thirties, forties and fifties, at which point our

fertility function as women is programmed to retire. VENeffect has the ability to both preserve and restore collagen and will enhance the skin of women at any age.

How it Works:

- As we age, the influence of estrogen declines resulting in loss of collagen and elasticity in our skin and increasing the appearance of fine lines and wrinkles.
- VENeffect is the only [anti-aging skin care](#) line formulated with a unique and powerful blend of 100% natural phytoestrogens to enhance collagen and improve elasticity in skin.
- The small molecular size of phytoestrogens allows them to easily penetrate the skin and bond with estrogen receptors present in both the dermis and the epidermis in order to stimulate collagen production.

The Result:

- VENeffect reverses the signs of aging to preserve and restore the healthy glow of skin at peak vitality.

t. Body Lotion: Gold Winner: Fresh Sugar Acai Age-Delay

Body Cream (\$65 for 6.8 oz.)

Product Descriptions:

PRODUCT DETAILS

Sugar Açaí Age-Delay Body Cream is a daily moisturizer that goes beyond hydrating the skin. Fortified with technologies used in skincare to nourish, protect, firm, and promote a youthful look, this advanced formula helps improve the overall appearance of the body. Açaí is a super berry native to Brazil with phenomenal antioxidant properties. Additional key ingredients include soothing sugar, softening citrus fruit alpha hydroxy acids (AHAs), and moisturizing time-release hydro patches. It is further enhanced with oat kernel extract to tone the skin. This luxurious cream absorbs with unbelievable ease and has an addictive scent that combines bergamot, caramel, and exotic açai fruit with undertones of white and green tea.

THE PROOF*

- Proven to have a significant moisturizing effect for 24 hours
- Proven to have firming, toning, and smoothing effects
- Proven to significantly smooth skin texture
- 100% reported softer, nourished, moisturized skin
- 97% noticed their skin was smoother and more supple
- 91% felt that it protected their skin

*in vivo

KEY



- Açaí is a super berry native to Brazil with phenomenal antioxidant properties.
- Sugar is a natural humectant.
- Citrus fruit alpha hydroxy acids (AHAs) soften and exfoliate the skin.
- Oat kernel extract tones the skin.

[View All Ingredients](#)



Ingredients:

Water (Aqua), Glycerin, Hydrogenated Polyisobutene, Palmitic Acid, Stearic Acid, Butylene Glycol, Pentylene Glycol, Caprylic/Capric Triglyceride, Caprylic/Capric/Succinic Triglyceride, Fragrance (Parfum), Tromethamine, Pentaerythrityl Tetraisoostearate, Cetyl Palmitate, Hydrogenated Coco-Glycerides, Euterpe Oleracea Fruit Oil, Sucrose, Theobroma Grandiflorum Seed Butter, Saccharum Officinarum (Sugar Cane) Extract, Prunus Amygdalus Dulcis (Sweet Almond) Seed Extract, Anona Squamosa Seed Extract, Citrus Medica Limonum (Lemon) Extract, Citrus Grandis (Grapefruit) Fruit Extract, Citrus Aurantium Dulcis (Orange) Fruit Extract, Limnanthes Alba (Meadowfoam) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Camellia Oleifera Seed Oil, Vaccinium Myrtillus Fruit Extract, Acer Saccharum (Sugar Maple) Extract, Algin, Serine, Sodium Hyaluronate, Acacia Senegal Gum (Acacia Senegal), Fructose, Helianthus Annuus (Sunflower) Seed Oil, Tocopheryl Acetate, Tocopherol, Ascorbyl Tetraisopalmitate, Glucose, Tetrasodium Edta, Xanthan Gum, Steareth-21, Acrylates/C10-30

Alkyl Acrylate Crosspolymer, Cetyl Alcohol, Propylene Glycol, Citric Acid, Phenoxyethanol, Butylphenyl Methylpropional, Limonene, Citral, Geraniol, Linalool, Citronellol, Sodium Ethylparaben, Sodium Methylparaben, Sodium Propylparaben, Methylparaben, Butylparaben, Ethylparaben, Isobutylparaben, Propylparaben, BHT.

Rating: Four and a half out of five stars among 9 customer reviews on Amazon.com

Company Description:

Please refer to r.

u. Body Lotion: Silver Winner: Aveeno Positively Ageless Skin Strengthening Body Cream (\$10 for 7.3 oz.)

Product Description: This uniquely formulated body cream has been clinically shown to moisturize for 24 hours. With ACTIVE NATURALS® Southernwood, it works to help fortify the skin's moisture barrier, leaving it feeling stronger and more resilient. With regular use, the skin's moisture barrier can be improved, leaving skin healthier and younger looking.

Ingredients:

Water, Glycerin, Distearaldimonium Chloride, Dimethicone, Isopropyl Palmitate, Methylheptyl Isostearate, Isocetyl Alcohol, Hydroxypropyl Starch Phosphate, Steareth-21, Butylene Glycol, Cetyl Alcohol, Dodecylhexadecanol, Tetrahydroxypropyl Ethylenediamine, Benzyl Alcohol, Fragrance, Chlorphenesin, Citric Acid, Algae Extract, Artemisia Abrotanum Flower/Leaf/Stem Extract, Cetyl Hydroxyethylcellulose, Ganoderma Lucidum Mushroom) Stem Extract, Lentinus Edodes Extract.

Ratings: Four out of five stars among 447 customer reviews on Amazon.com



Company Description:

ACTIVE NATURALS® Ingredients

We use only high-quality natural ingredients—grown in regions that provide an ideal environment for the plant to thrive and produce beneficial ACTIVE NATURALS® ingredients. Our scientists follow high standards of ingredient selection, formulation and manufacturing, with processes that retain the strength and purity of the ingredients. Learn more about the magic of ACTIVE NATURALS® ingredients—sourced from nature, uniquely formulated and scientifically proven to deliver real skin and hair care benefits.

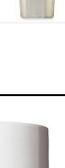
OUR HERITAGE

From our humble beginnings in 1945, the AVEENO® Brand has been one of discovery. By unlocking nature’s powers through scientific advances, we have discovered ways to nurture and transform skin and hair to an enhanced state of natural health and beauty. Founders, American inventor and philanthropist brothers Albert and Sidney Musher, were driven by a profound curiosity about how things work and how substances interact, and a belief that centuries-old remedies hold the promise for human wellness. Their experimentation with raw cereal led to the discovery of a finely milled colloidal oatmeal bath. This treatment was proven effective in skin prone to eczema by the U.S.-based, internationally renowned Mayo Clinic, where it is still in use today. Drawing inspiration from Avena sativa, the Latin word for oat, the AVEENO® Brand was born.

Today, we partner with leading health professionals and scientists in the discovery of ACTIVE NATURALS® ingredients. Derived from nature, uniquely formulated, and scientifically proven to soothe compromised skin and hair, these exclusive formulas are trusted and recommended by professionals as effective wellness solutions.

Name	Price	Markets	Rating
 <p>Neutrogena Rapid Wrinkle Repair Moisturizer SPF 30</p>	<p>\$22 for 1oz.</p>	<p>American Brand</p>	<p>★★★★☆</p>
 <p>RoC Multi Correxion Lift Anti-Gravity Day Moisturizer SPF 30</p>	<p>\$29 for 1.3 oz.</p>	<p>French market</p>	<p>★★★★★ ★★★★★</p>
 <p>La Prairie Cellular Power Charge Night</p>	<p>\$475 for 1.35 oz.</p>	<p>German market</p>	<p>★★★★★</p>
 <p>RoC Retinol Correxion Sensitive Night Cream</p>	<p>\$23 for 1 oz.</p>	<p>French market</p>	<p>★★★★☆</p>

			
<p>Boots No7 Lift & Luminate Night Cream</p>	<p>\$21 for 1.6 oz.</p>	<p>UK market</p>	<p>★★★★☆</p>
	<p>\$50 for 1.7 oz.</p>	<p>European Market</p>	
	<p>\$260 for 0.5 oz.</p>	<p>South Korea</p>	<p>★★★★★</p>
	<p>\$65 for 0.5 oz.</p>		<p>★★★★☆</p>
<p>Avene Retrinal Eyes</p>	<p>\$32 for 0.5 oz.</p>		
	<p>\$89 for 1 oz.</p>	<p>European Market</p>	<p>★★★★☆</p>
	<p>\$65 for 1</p>		<p>★★★★☆</p>

Estee Lauder Perfectionist Wrinkle Lifting/Firming Serum		oz.		
L'Oreal Paris Youth Code Dark Spot Correcting Illuminating Serum Corrector		\$25 for 1 oz.		★★★★★
SkinMedia Lytera Skin Brightening Complex		\$125 for 2 oz.		
Philosophy the Microdelivery Brightening Peel Acid		\$69 for 12 pads		★★★★☆
Murad Environmental Shield Intensive-C Retinoid Peel		\$49.50 for 1.7 oz.		★★★★★ ★★★★★
Skyn Iceland Angelica Line Smoothing Cream		\$65 for 1.5 oz.		★★★★☆
		\$25 for 0.4 oz.		★★★★☆

Dr. LeWinn by Kinerase Instant Dermal Wrinkle Filler			
 Fresh Sugar Lip Treatment Advanced Therapy	\$25		★★★★☆
 Veneffect Anti-Aging Lip Treatment	\$85		
 Fresh Sugar Acai Age-Delay Body Cream	\$65 for 6.8 oz.		★★★★☆ ★★★★☆
 Aveeno Positively Ageless Skin Strengthening Body Cream	\$10 for 7.3 oz.		★★★★☆
 L'Oréal Paris Soif Mare's Milk with White Lotus Anti-Aging Cream	\$89.7 2 for 1.7 oz.	European and Middleeastern Market	

Summary

Comparing to the companies that have made the list, LeSoie serum definitely stands out as an European brand. The Swedish brand which made the list: La Prairie has a really good quality and customer feedback, however, with less than a quarter of their prices, LeSoie serum is able to provide with the same product at the same quality. Amore Pacific which is a Korean brand which is offering great products however, the price range can still be a little out of reach for some clients. Brands like SkinMedica, Lancome, Vichy, Perricone MD, Veneffect can be a good product for people who can afford a more expensive beauty product, however, with the price goes up, the consumer satisfaction drops too. Brands like No7, Roc, Estee Lauder, L'Oréal, Neutrogena, Aveeno are really popular among the US consumers, these are the brands what you can normally find in Macy's or sometimes normal drug stores, especially for Neutrogena. They make their product affordable for the everyday consumers. Roc can be the biggest competitor for LeSoie serum just because their price range is around the same as LeSoie serum and they are already popular with the US consumers. LeSoie serum is the only European brand with not as many retail stores in US, which has the higher quality, and still affordable to people who are willing to spend money on beauty products.



3. Market Research

Global Anti-Aging Market to be Worth USD 191.7 billion by 2019

Anti-Aging Market is projected to grow at 7.8% between 2013 and 2019. The anti-aging market is poised for a healthy compounded annual growth rate of 7.8% between 2013 and 2019 and is projected to be worth USD 191.7 billion by 2019.

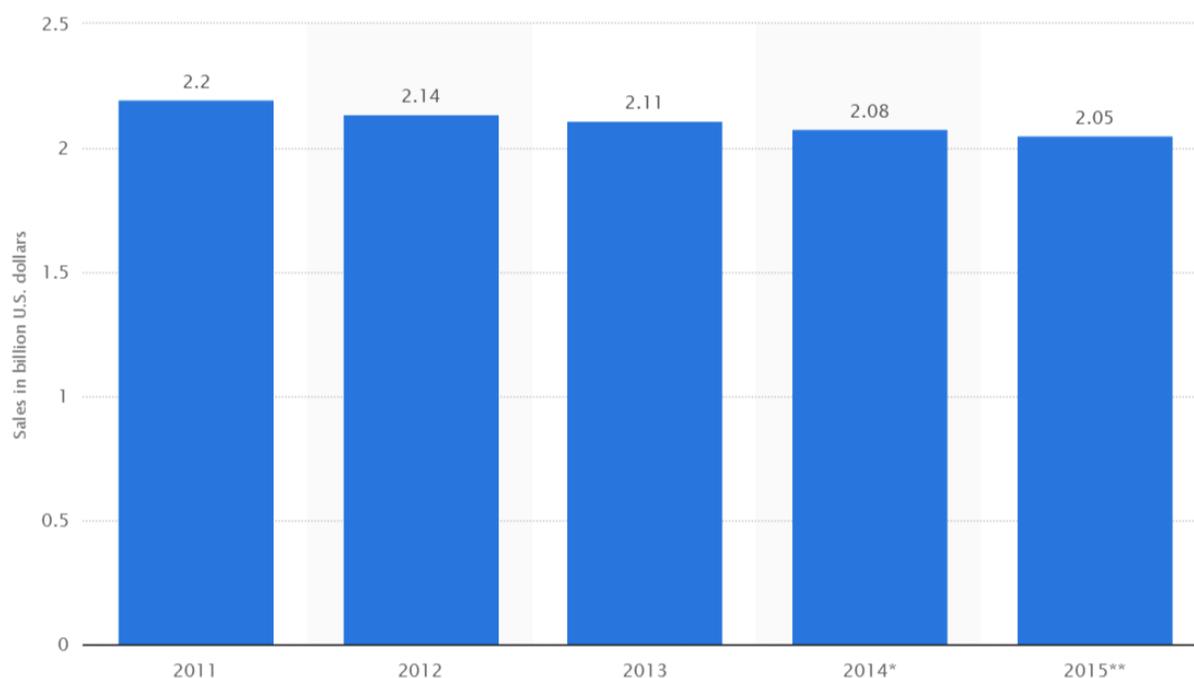
Aging is brought about by a cycle of various biochemical processes in the body that affect it both internally and externally. These biochemical processes cause the body to degenerate over a period of time, impacting the health, fitness and beauty of an aging individual.

The prevalence of anti-aging products and services is becoming more prominent now as the aging Baby Boomers—regarded as the most successful generation born in the 20th century—have spurred a demand for various methods that can either reverse or slow the signs of aging. Estimates indicate that over the next 18 years, individuals from this generation will attain the age of 65 at the rate of 8,000 per day.

According to the report, two regions that carry maximum potential in this segment over the period of forecast are Asia-Pacific and Rest of the World (RoW). Within the Asia-Pacific region, India, China, Japan and South Korea are poised to attract maximum interest for anti-aging or age-reversing procedures such as cosmetic surgeries, further supported by the respective governments of these nations.

Anti-aging skin care sales in the United States from 2011 to 2015 (in billion U.S. dollars)

The statistic shows the anti-aging skin care sales in the United States from 2011 to 2014 and provides a forecast for 2015. In 2013, the U.S. anti-aging skin care market generated about 2.1 billion U.S. dollars in retail sales.



Antiaging Products and Services: The Global Market

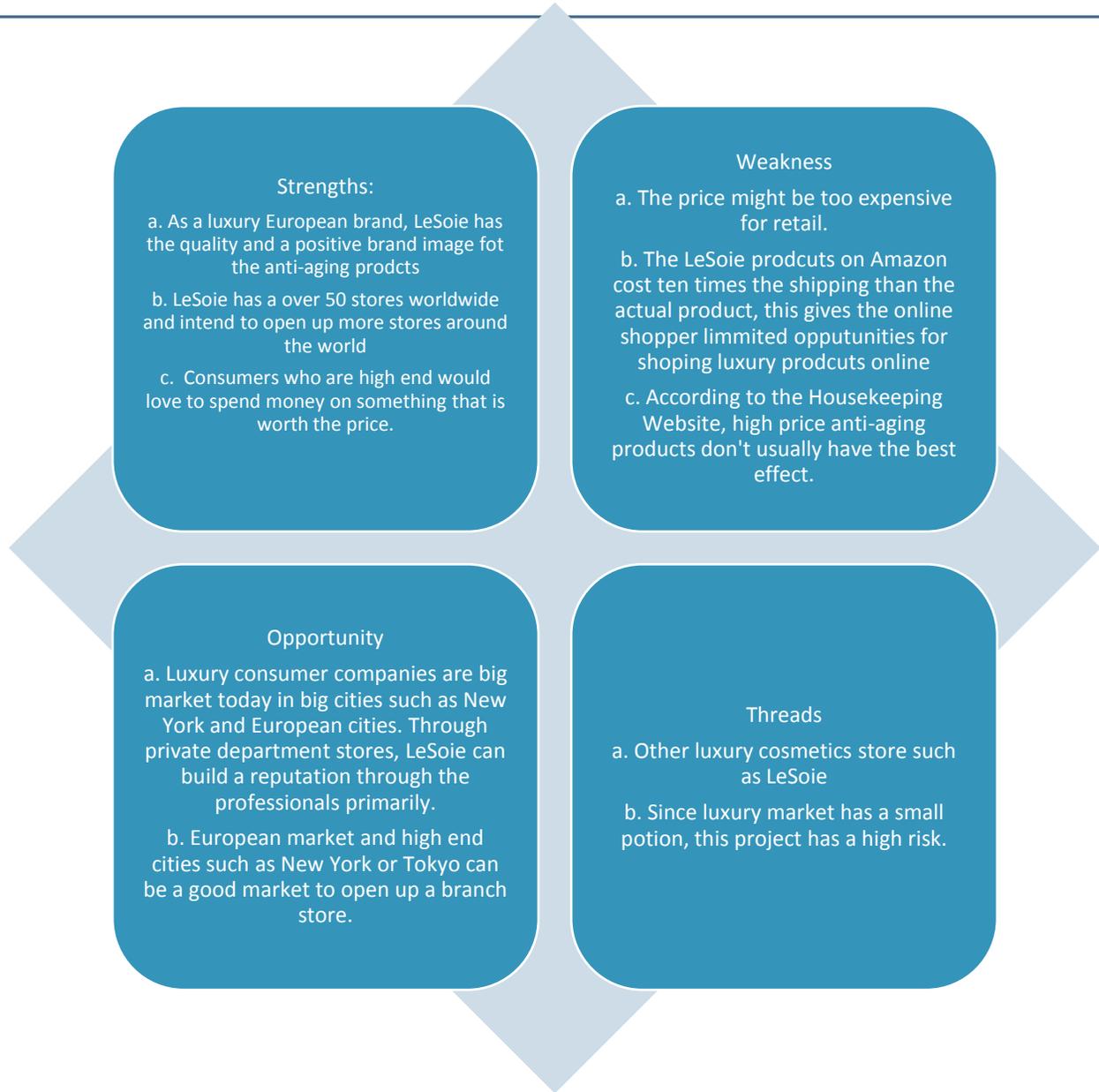
- The total market for antiaging products and services was valued at \$249.3 billion in 2012. This is expected to increase to nearly \$261.9 billion by the end of 2013 and \$345.8 billion in 2018, a compound annual growth rate (CAGR) of 5.7% between 2013 and 2018.
- The product market is expected to reach nearly \$221.3 billion by the end of 2013. Through the

forecast years 2013 to 2018, the market will experience CAGR of 5.2%, to reach \$284.6 billion.

- In 2013, the service market will likely end with sales reaching \$40.6 billion and grow to nearly \$61.2 billion by 2018, a CAGR of 8.6%, representing a faster growing segment of the antiaging market.

SWOT

Comparing to the products that were on the list of top 25 anti-aging products by Housekeeping website



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