

**USE IT TODAY OR
WISH THAT YOU HAD.**



IDEBENONE COMPLEX SUPERCEUTICALS[®]

**THE MOST POWERFUL
ANTI-AGEING ANTIOXIDANT**



PRIORI[®]
THE ANTI-AGING AUTHORITY

Idebenone Complex Skincare Superceuticals®

The First Antioxidant To Fight Both Internal & External Ageing!

Introducing **Idebenone Complex** (Hydroxydecyl Ubiquinoyl Dipalmitoyl Glycerate), a new improvement in the PRIORI® Idebenone Superceuticals® technology, modified for better delivery, improved results and enhanced skin compatibility. The most advanced anti-ageing skincare molecule discovered to date is the foundation for PRIORI®'s clinically proven Idebenone formulas, delivering a whole new level of skin rejuvenation and protection against premature skin ageing. PRIORI® Superceuticals® helps correct the signs of skin ageing, reduces the appearance of fine lines and wrinkles, evens skin tones and texture, brightens and restores youthful radiance, and protects against environmental stress better than any other antioxidant in the market with the highest EPF® (Environmental Protection Factor®) rating of 95+!

Cosmeceuticals are products that impart a visible lasting difference in the skin; i.e., they are based on ingredients that do more than cover up, fill in and hide. Cosmeceuticals function is to help cells improve beneficial skin metabolic pathways and/or inhibit age-related pathways. Superceuticals® are multifunctional cosmeceuticals that take anti-ageing skincare to the next level! **Idebenone Complex** is such a compound.

Ageing is the result of damage caused to cells by oxidative stress (free radicals) that comes from two primary sources:

1. **Internal Sources of Free Radicals:** intrinsic ageing, including free radicals generated by the mitochondria, where the natural process by which our cells make energy occurs.
2. **External Sources of Free Radicals:** extrinsic ageing, damage caused by the environment such as sunlight (UV radiation), air pollution, ozone, cigarette smoke, etc.

For the first time, we have an antioxidant so unique, it addresses the very essence of cellular ageing at its source – free radicals produced by cellular metabolism! no other antioxidant fights environmental free radicals better than Idebenone.

{ ...he's not just a chemist,
he's a pioneer of cosmeceuticals. }

Joseph A. Lewis II
PRIORI® Founder and Chemist
Your Anti-Ageing Secret Weapon



A COMPLETE RANGE OF ANTI-AGEING FACE AND BODY PRODUCTS



Facial Cleanser (180 ml)

- Optimally designed to enhance skin barrier functions while gently cleansing and exfoliating the skin
- Combines Idebenone Complex, AHA, BHA with the most state-of-the-art molecules for skin cleansing
- Delivers results you have never expected from a skin cleanser



Eye Serum (15 ml)

- Dramatic rejuvenation for the delicate eye area
- PRIORI®'s own AHA and Vitamin A with Idebenone Complex provides fast results without the risk of drying or photo-sensitivity associated with other alpha-hydroxy acid formulations. Dramatically reduces the appearance of fine lines and wrinkles around the delicate eye area in only a matter of weeks



Smooth Lines (30 ml)

- High-performance anti-ageing skincare product. PRIORI® Smooth Lines with Idebenone Complex
- Helps to smooth fine lines and reduces the appearance of wrinkles within only a few weeks
- Protects skin from damaged caused by oxidative stress



Radical Defense (30 ml)

- The new standard in topical skin protection against premature ageing
- This unique 2-in-1 preserver and protector offers dual protection from both UVA/UVB rays and broad spectrum environmental protection from oxidative stress and free radicals with Idebenone Complex*, EPF® 95+



Even Tones (30 ml)

- The new benchmark for even skin tone
- Even Tones is the first-ever skin clarifying product to combine Idebenone Complex with the botanical agent Methyl Gentsiate
- Visibly reduces the appearance of uneven skin tones for dramatic results



Age Defying Body Cream (180 ml)

- Part of the complete PRIORI® anti-ageing skincare regime, PRIORI® Age Defying Body Cream takes your body care to a new level! This multi-tasking body product rebuilds, firms, evens and smooths the appearance of the skin
- Idebenone Complex for anti-ageing correction and protection helps to prevent the appearance of future skin damage.
- The skin appears visibly younger-looking within only a few weeks!



Moisturizing Facial Cream (50 ml)

- Superior moisturizing formula with Idebenone, AHA and Vitamin A
- Provides immediate (15 minutes) and long-lasting (more than 8 hours) skin moisturization.



Idebenone Supplements (60 capsules)

- Also available Idebenone Superceuticals® supplements, please ask your skin specialist for more details.

NEW IMPROVED IDEBENONE TECHNOLOGY

Improved Delivery System for better skin and cell permeability and more efficient time released action.

Improved Efficacy means better results for scavenging free radicals, and improved results for reducing the appearance of photodamage and premature skin ageing.

Improved Skin Conformity means more skin types, skin conditions and larger skin surface areas can use the technology with less skin sensitivity.

Even Greater Skin Protection – EPF 95+, for less Sunburn Cells formed after UV exposure.



Smooth lines, twice daily for 6 wks. *Topically*



Smooth lines, twice daily for 6 wks. *UV camera / Photo*

Discover the First Superceuticals® Professional Treatments with Idebenone Complex

PRIORI® Professional Treatments “jump start” the PRIORI® anti-ageing home care regimen, accelerating and maximizing the benefits of the products for even faster results. The purpose of these highly effective treatments is twofold: to help your skin look younger almost immediately while taking your results to the next level.

PRIORI® offers a wide range of Professional Treatments for the face and body, including localized treatments for the hands, feet and “problem” areas such as the hips, abdomen and thighs. We also offer shorter “lunchtime” treatments that deliver immediate gratification in the form of quick and visible results with no downtime.

Idebenone Complex Superceuticals®

PRIORI® Idebenone Complex Superceuticals® is the first anti-ageing professional treatments to incorporate the dramatic benefits of Idebenone, an entirely new and different kind of antioxidant. It targets ageing at its cellular source to provide a level of skin rejuvenation and free radical protection not available with any other non-invasive skincare program.

Brings about an intense new level of rejuvenation:

- Helps prevent skin ageing at its cellular source
- Minimizes the look of fine lines and wrinkles
- Improves uneven skin tone and texture
- Brightens the look of skin
- Reduces the appearance of skin pigmentation
- Offers maximum protection against environmental stress – EPF® 95

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What is it?

In simple terms, Idebenone Complex is a bioengineered “Co-Enzyme Q10”; only up to 1000 times more effective!

How does it work?

It targets ageing at the cellular source – the mitochondria – where free radicals produced during cellular metabolism cause cellular damage!

How is it unique?

Idebenone Complex is a respiratory chain antioxidant; unlike botanical and vitamin antioxidants, it is the only antioxidant that fights both intrinsic (natural ageing) and extrinsic ageing (environmental ageing)!

Why should I use it?

Idebenone Complex delivers the highest level of skin rejuvenation that you cannot get from any other Cosmeceutical skincare ingredient!

Key Benefits:

Eliminates redness, inflammation, uneven skin tones, fine lines and wrinkles! Plus the best environmental protection – SPF[®] 95!

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DISCOVER THE SCIENCE OF SKIN TRANSFORMATION

PRIORI[®] is not just about the most advanced anti-ageing technologies available in the industry – it is also about providing consumers with choices to best meet their individual needs, personal skincare goals and lifestyles.

PRIORI[®] CoffeeBerry[®] Natureceuticals[™]

Nature's Most Potent Anti-Ageing Botanical

Offering an all natural alternative, delivering optimum anti-ageing efficacy. This is a lifestyle and core philosophy choice for the “green planet” eco-conscious consumers that expect great anti-ageing skincare and do not want to compromise on results. This is the only step in the PRIORI[®] all natural anti-ageing skincare system.

PRIORI[®] Advanced AHA Cosmeceuticals

The Proven Multi-layer Skin Renewal System

The latest AHA technological advances with LCA complex that combines Lactic Acid and a multi-functional essential skin vitamin complex (Vit A, Vit E, Vit C, & Pro-Vit A) in a time-released formulation to enhance product performance and results. The first step in the PRIORI[®] skincare collection, designed to restore basic skin health and fitness that is the foundation of any anti-ageing skincare regimen.

PRIORI[®] Idebenone Superceuticals[®]

The Most Powerful Anti-Ageing Antioxidant

Targets ageing at the cellular source – the mitochondria, and provides the highest level of topical free radical protection – EPC[®] 95. Ideal for consumers who have reached a plateau with their current skincare regimen and want more: the “triathlon” of skin fitness. The second step in the PRIORI[®] anti-ageing skincare treatment program, after the client has maximized skin health and fitness with Advanced AHA.

Cosmeceuticals[®]

ADVANCED SKINCARE SCIENCE

Cosmeceuticals Limited, The Pavilion, Josselin Road, Basildon, Essex, SS13 1QB
t 0845 555 2121 f 01268 722821 e info@cosmeceuticals.co.uk www.cosmeceuticals.co.uk

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