EXCLUSIVELY PROFESSIONAL.
CLINICALLY PROVEN.
CUTTING-EDGE COSMECEUTICALS.
Imagine your skin at its very best...

Elizabeth Arden PRO’s clinically proven formulations set another level for performance, utilizing our most advanced understanding of skin science and ingredient technology innovations. Elizabeth Arden PRO is designed to help you reach an enhanced level of skin rejuvenation while combating the cause of skin aging. Imagine remarkably fresher, more youthful-looking skin with an advanced level of protection designed to help keep it appearing smoother, more supple and beautiful for years to come. While hundreds, if not thousands, of products claim to rejuvenate the skin, the savvy consumer needs to look beyond the marketing hype for clinical data to substantiate product claims.

Elizabeth Arden PRO changes the equation, introducing a premium professional standard in clinical efficacy to drive client satisfaction by using cutting-edge technologies to create optimum age defying skincare therapies. Imagine your skin at its very best; Elizabeth Arden PRO gives you the power to achieve it today, maintain it for tomorrow and the future.

Elizabeth Arden, one of the most established and well-known global prestige beauty products company, tapped the innovation expertise of US CosmeceuTechs, LLC and its CEO, Joe Lewis, to collaborate on Elizabeth Arden PRO. Lewis first partnered with Elizabeth Arden, Inc. in 2005 to launch Prevage®, which has won more than 160 awards globally. Lewis, a chemist and Cosmeceutical skincare researcher, is best known for introducing some of the world’s most innovative skincare ingredients including Alpha-Hydroxy Acid in 1983, Idebenone in 2004 and CoffeeBerry® in 2007. He is also the founder of PRIORI® Skincare and the scientist behind many successful cosmeceutical skincare brands including MD Formulations®, MD Forte®, Vivite®, Revaléskin®, and Prevage MD®.

A clinically substantiated skincare philosophy...

Elizabeth Arden PRO is not based on a single hero skincare ingredient or hero product, although there are many within the brand; but rather the brand is based on a clinically substantiated skincare philosophy: The Skin Health & Beauty Pyramid™ philosophy, as published in the April, 2014 edition of the peer-reviewed Journal of Drugs in Dermatology, a philosophy designed to “guide physicians, clinicians and consumers toward the optimal use of topical products to achieve best outcomes for skin health and beauty.”

“Our beautiful background

“Elizabeth Arden PRO offers an opportunity to provide therapists and clients with some of our most advanced skincare technology. We believe the combination of these novel technologies offers simple solutions for clients’ skin conditions with improved efficacy, reduced irritation and therefore better overall results, which makes sticking to a skincare routine a very easy choice.”

— Joe Lewis,
CEO, US CosmeceuTechs, LLC
The mission of Elizabeth Arden PRO is to deliver effective, simple skincare regimens to offer clinical solutions for priority skin conditions (Problem Prone, Brightening, Age Defying, Hydration and Sensitive), developed under the guidance of the Skin Health and Beauty Pyramid™ utilizing patented and patent-pending unique skincare technologies.

This dramatically simplifies product selection in a crowded, confusing marketplace with an increasing number of advanced technologies, ingredients and product claims.

Elizabeth Arden PRO’s skincare strategy combines patented and patent-pending unique skincare technologies, a perfect blend of essential ingredients at proper clinically proven concentrations to deliver safe, effective, simple solutions for the most common skin conditions.
Target the kind of skin aging YOU can control.

To further understand how Elizabeth Arden PRO works to help improve the appearance of skin, consider your biological clock: From the day you are born, it starts ticking towards the day your cells shut down for good, and we all have a limited number of cell divisions. Two forces cause the hands of your clock to march forward: the genes you inherited and the environment that surrounds you. Since there is no way to control genetic aging, our focus targets the kind of skin aging you can control – *environmental skin aging*.

The term “environmental skin aging” refers to the damage skin cells sustain over time due to continuous exposure to the harsh environment in which we live. This damage accumulates expressing itself as premature skin aging, directly affecting and changing our appearance.

What is it about exposure that gives our skin cells so much trouble? The culprit is oxidation — the same natural process that causes metal to rust and apple slices to turn brown. Oxidation is occurring constantly, regardless of where we are or what we are doing.

Cells also actually create their own oxidative stress in the course of metabolizing the energy we need to live each day, thus damage accumulates and is expressed as aging. And the skin cells’ repair mechanisms are less than perfect.

The good news is that we can help these natural repair mechanisms that are design to combat oxidative stress perform their best with help from a group of powerful technologies and products formulated based on the *Skin Health & Beauty Pyramid™* philosophy.

*In a world where aging gracefully is a priority, going PROFESSIONAL with Elizabeth Arden PRO is the answer.*
There are certain non-negotiables when it comes to saving your skin!

In a very crowded marketplace where everyone is playing the claims game, how do you make choices when it comes to selecting the best skincare system for your needs? The Skin Health & Beauty Pyramid™ offers a solution to this challenge — it is a clinically based guide for selecting topical skincare products created from extensive scientific literature and study review on ingredients, formulations and technologies, as published in the April 2014 issue of the Journal of Drugs in Dermatology.1 The Skin Health & Beauty Pyramid™ skin care strategy is the “essence” of the Elizabeth Arden PRO brand — the “road map” for all product formulations offering solutions for best clinical outcomes for priority skin conditions; in effect, these are the non-negotiables when it comes to saving your skin.

The Skin Health & Beauty Pyramid™ Philosophy
The pyramid hierarchy guide to better skin health and beauty is comprised as follows:

THE PYRAMID BASE: These are “Fundamental” technologies for daily skin protection. Everyone concerned about improving skin health and beauty must be committed to a lifelong lifestyle that includes daily protection against sun and environmental exposure; otherwise, every step taken to improve our skin health is undermined on a continual basis by damage accumulation from that exposure.

There are three critical “must have daily” topical skin protection ingredients that work by different modes of action to accomplish the most comprehensive needs of daily skin protection: SPF, Antioxidants and DNA Enzymes. These daily essential ingredients in your skin routine will provide a new standard in topical skin protection to help prevent future skin damage, as published in the March 2014 edition of the Journal of Drugs in Dermatology.2

CORE OF THE PYRAMID: These are the “need to have” technologies for skin “transformation”: moisturization, exfoliation and cell turnover to improve the overall skin health and beauty. After nearly 30 years since the introduction of AHAs and Retinoids, there have been no technologies with greater impact for skin transformation. They have been the pillar of skincare for three decades for a reason — they really work!

TOP OF THE PYRAMID: These are ingredients that are “nice to have” to optimize results. These ingredients include peptides and growth factors that can act as the finishing touches to your skincare regimen.


The Elizabeth Arden PRO advantage is knowing that your Elizabeth Arden PRO skincare professional will customize product selection for your skin type and condition based on the Skin Health and Beauty Pyramid™ to provide straightforward, effective solutions.
Elizabeth Arden PRO Overview

Elizabeth Arden PRO addresses key skin conditions in five simple, concise skincare regimens – *Age Defying, Brightening, Problem Prone, Hydrating and Sensitive* – along with booster products that are designed for all skin types. Highly effective professional treatments are designed to maximize and accelerate results from the Elizabeth Arden PRO homecare regimens and are a critical part of the overall skin health benefits.

Elizabeth Arden PRO homecare products are designed to enhance, maintain and optimize results between professional treatments by using proprietary ingredients including several cutting-edge, patented and patent-pending technologies:

- **AHA Retinoid Conjugate** – an AHA/Vitamin A derivative combination
- **Allyl PQQ** – a mitochondrial antioxidant
- **Arazine™** – a powerful antioxidant that protects against the effects of free radicals caused UV-induced skin inflammation and photo damage, as part of a novel protein protection antioxidant complex designed to help diminish the visible signs of skin aging.

---

**EASY-TO-USE SKINCARE REGIMENS**

All Elizabeth Arden PRO homecare products offer multifunctional benefits to address clients’ overall skincare concerns. They are non-comedogenic, dermatologist tested, fragrance free and paraben free. Following the Elizabeth Arden PRO strategy can be as simple as 1-2-3 with a convenient Try Me Kit.
PROTECT/CORRECT
Triple Action Protector SPF 50
A Clinically Proven New Standard in Topical Skin Protection

The common denominator in all Elizabeth Arden PRO regimens is Triple Action Protector SPF 50 (TAP 50) – a ground-breaking anti-aging product formulated with a unique combination of protective ingredients, including a DNA Enzyme Complex™, a highly potent protein protection Antioxidant Complex and broad spectrum SPF 50 sun protection. TAP 50 is a physical sunscreen, prepared in a hydrating, universally tinted formulation suitable for all skin types. A clinical study published in *The Journal of Drugs in Dermatology*² finds that TAP 50’s revolutionary skin protection technology reduces the effects of sun damage associated with premature skin aging.

1. **SPF 50**
2. **Antioxidants**
3. **DNA Enzyme Complex™**

Use Directions: Apply generously and evenly to face and neck prior to sun exposure. Re-apply frequently to maintain protection especially after perspiring, swimming or towel drying.
CLEANSE/CORRECT

AGE DEFYING CLEANSER
This age defying, hydrating cleanser with AHA and BHA revitalizes and exfoliates skin as it thoroughly cleanses. Leaves skin looking and feeling hydrated, smooth and radiant.

Key Ingredients: Lactic Acid (AHA), Salicylic Acid (BHA)

Use Directions: Apply a small amount to moistened hands. Lather and gently massage over face. Rinse thoroughly with water, repeat and pat dry. Use once or twice daily or as directed by your skincare professional.

CLARIFYING FOAMING CLEANSER
This foam cleanser is formulated to provide clarifying benefits to problem-prone skin and to remove excess oil and debris while providing skin essential hydration. Leaves skin feeling fresh smooth and radiant.

Key Ingredients: Lactic Acid (AHA), Salicylic Acid (BHA)

Use Directions: Apply one or two pumps to moistened hands. Gently massage over face. Rinse thoroughly with water, repeat and pat dry. Use once or twice daily or as directed by your skincare professional.

GENTLE FACIAL CLEANSER
A light lathering cleanser that gently exfoliates skin, leaving it soft, soothed and radiant. Gently removes makeup and daily residue: contains LCA Complex (pH correct Lactic Acid and essential skin vitamin antioxidants A, C, E & Pro-A). Ideal for all skin types, including sensitive.

Key Ingredients: LCA Complex, Skin Soothing Complex

Use Directions: Apply a small amount to moistened hands. Lather and gently massage over face. Rinse with water, repeat and pat dry. Use once or twice daily or as directed by your skincare professional.

TIP: End each day with a double cleanse with any of the Elizabeth Arden PRO cleansers. The first cleanse simply removes the surface effects of pollution, dirt, the environment and makeup. The second cleanse really cleans THE SKIN for gentle exfoliation, leaving it soft, soothed and radiant.
SKIN PERFECTING (PROBLEM-PRONE) SKINCARE REGIMEN
Designed to reduce the appearance of problem-prone skin and skin imperfections.

PERFECTION FACIAL SERUM
Clinically proven, oil free, lightweight serum that is ideal for mature problem-prone skin. Designed to keep skin looking clear, fresh and radiant. Contains a multifunctional, innovative and proprietary combination of salicylic acid, to reduce the appearance of problem prone skin, and AHA Retinoid Conjugate, to reduce the appearance of fine lines and wrinkles. Skin appears fresh, smooth and radiant.
Key Ingredients: Lactic Acid (AHA), AHA Retinoid Conjugate, Salicylic Acid (BHA)
Use Directions: Apply one or two pumps to problem-prone areas once or twice daily or as directed by your skincare professional.

SKIN PERFECTING PEEL PADS
These multitasking exfoliating treatment pads contain an advanced skin perfecting formula that is ideal for problem-prone skin, to promote a more radiant skin tone.
Key Ingredients: Lactic Acid (AHA), Salicylic Acid (BHA)
Use Directions: Gently wipe 1 pad over clean face and neck 2-4 times weekly or as directed by your skincare professional. Start using once per week; for accelerated results, gradually increase usage up to 3 times weekly, but do not use on consecutive days.

BRIGHTENING SKINCARE REGIMEN
Designed to reduce the appearance of age spots and pigmentation while improving skin tone.

SKIN BRIGHTENING SERUM
A serum formulated with an innovative, proprietary combination of Methyl Gentisate, AHA Retinoid Conjugate and Chlorogenic Acid to deliver unique skin brightening properties that normalize the appearance of uneven skin tones. Skin appears visibly more luminous, radiant and smooth.
Key Ingredients: Lactic Acid (AHA), AHA Retinoid Conjugate and potent skin brightening Antioxidants to even skin tones: Allyl PQQ, Methyl Gentisate, Chlorogenic Acid
Use Directions: Apply one or two pumps to face, neck and décolletage and thoroughly massage into skin. Use once or twice daily or as directed by your skincare professional.
BRIGHTENING PEEL PADS
These multitasking exfoliating treatment pads with an advanced skin brightening formula with Methyl Gentisate are designed to normalize the appearance of uneven skin tones. Skin appears more luminous, radiant and smooth.

**Key Ingredients:** Lactic Acid (AHA), Methyl Gentisate

**Use Directions:** Gently wipe 1 pad over clean face and neck 2-4 times weekly or as directed by your skincare professional. Start using once per week; for accelerated results, gradually increase usage up to 3 times weekly, but do not use on consecutive days.

AGE DEFYING SKINCARE REGIMEN
Designed to minimize the visible signs of skin aging and reduce the appearance of fine lines and wrinkles while improving skin texture, resilience and radiance.

AGE DEFYING SERUM
This powerful serum is designed to defy the signs of aging and reduce the appearance of fine lines and wrinkles with an innovative and proprietary combination of Arazine™, FGF -Polypeptide, Allyl PQQ and AHA Retinoid Conjugate. Improves skin texture and tone. Skin appears firmer, younger-looking and more radiant.

**Key Ingredients:** Lactic Acid (AHA), AHA Retinoid Conjugate, powerful antioxidants (Allyl PQQ, Methyl Gentisate, Arazine™), and Salicylic Acid (BHA)

**Use Directions:** Apply one or two pumps to face, neck and décolletage and thoroughly massage into skin. Use once or twice daily or as directed by your skincare professional.

HIGH DEFINITION RADIANCE PEEL PADS
With an advanced formula that rejuvenates the skin’s appearance, these multitasking exfoliating treatment pads are ideal for mature photo-damaged skin. Skin appears firmer, younger looking and more radiant.

**Key Ingredients:** Lactic Acid (AHA), Salicylic Acid (BHA) and powerful antioxidants Methyl Gentisate and Chlorogenic Acid

**Use Directions:** Gently wipe 1 pad over clean face and neck 2-4 times weekly. A mild tingling sensation is normal. Start using once per week; for accelerated results, gradually increase usage up to 3 times weekly, but do not use on consecutive days.
HYDRATING SKINCARE REGIMEN
Designed to increase short and long term skin hydration of dry skin.

MOISTURIZING FACIAL CREAM
This rich cream provides immediate, long-lasting hydration and improves skin’s moisture retention with regular use. Contains Lactic Acid to reduce the appearance of fine lines and wrinkles. Skin appears hydrated, smooth and radiant.

Key Ingredients: Lactic Acid (AHA), Super rich in humectants and emollients

Use Directions: Apply one or two pumps to face, neck and décolletage and thoroughly massage into skin. Use once or twice daily or as directed by your skincare professional.

HYDRATION PEEL PADS
These multitasking exfoliating treatment pads with an advanced skin hydration formula are ideal for mature, dehydrated skin. Skin feels hydrated, smooth and looks radiant.

Key Ingredients: Lactic Acid (AHA), Glycolic (AHA), Mandelic Acid(AHA)

Use Directions: Gently wipe 1 pad over clean face and neck 2-4 times weekly or as directed by your skincare professional. Start using once per week; for accelerated results, gradually increase usage up to 3 times weekly, but do not use on consecutive days.

Try Me Kits are also be available for each of the above regimens and include a trial-size Cleanser, Serum/Cream and TAP 50 – perfect for travel.

SENSITIVE SKINCARE REGIMEN
Sensitive at-home products contain unique combinations and concentrations of proven ingredients that are designed to soothe, replenish and revitalize the most delicate skins, leaving skin soft, soothed and radiant.

BARRIER REPAIR COMPLEX
Designed to enhance skin moisturization by providing essential skin nutrients to enhance moisturization and support skin’s natural barrier to help replenish and revitalize skin. Contains LCA Complex (pH correct Lactic Acid and essential skin vitamin antioxidants (A, C, E and Pro-A) plus ceramides, cholesterol and essential fatty acids, in a silky emulsion that is excellent for sensitive and mature, dry skin.

Key Ingredients: LCA Complex, Fortifying Epidermal Complex, Skin Soothing Complex

Use Directions: Apply a small amount to the face and thoroughly massage into skin. Use once or twice daily or as directed by your skincare professional.
BOOSTER PRODUCTS FOR ALL SKIN TYPES

INVIGORATING FACE & BODY SCRUB
A gentle, light lathering and invigorating scrub for the face and body that gently exfoliates the skin, leaving it baby soft, smooth and looking radiant. Contains LCA Complex (pH correct Lactic Acid and essential skin vitamin antioxidants A, C, E & Pro- A) and is ideal for all skin types.

Key Ingredients: LCA Complex, Physical Exfoliation, Skin Soothing Complex

Use Directions: Apply a liberal amount with hands, washcloth or sponge and gently massage over face and body for a mild exfoliation. Rinse with water and pat dry. For very dry areas, apply dry and then place a small amount of water in hands and massage the dry areas for more intense exfoliation. Use once weekly for normal skin and up to three times weekly for rough, very dry skin.

SMOOTHING EYE SERUM
Designed specifically to reduce the appearance of fine lines and wrinkles in the delicate eye area. Restores vital moisture to promote a radiant, firmer, more youthful appearance.

Key Ingredients: LCA Complex, Acetyl Hexapeptide, Caffeine, Interference Pearls

Use Directions: Apply a small amount evenly around eye area. Use once or twice daily or as directed by your skincare professional.

CELLULAR RECOVERY SERUM
This innovative serum helps you achieve the most out of your skin care regimen, enhancing the overall benefits of all anti-aging treatments. Includes skin soothing ingredients, antioxidants and a liposome delivery DNA Enzyme Complex™ to promote a younger-looking, radiant appearance.

Key Ingredients: DNA Enzyme Complex™: Ultrasomes/Endonuclease (Micrococcus lysate); Photosomes/Photolyase (Plankton extract); Roxisomes/8-oxoguanine glycosylase (Mustard Seed/Arabidopsis thaliana extract), Evodia Rutaecarpa Fruit Extract, Santalum Album (Sandalwood) Extract, Phellodendron Amurense Bark Extract, Hordeum Distichon (Barley) Extract, Vitamins C & E.

Use Directions: Apply one or two pumps to face, neck and décolletage and thoroughly massage into skin. Use once or twice daily or as directed by your skincare professional. For all skin types. Should be used as a “booster” step in any anti-aging skincare regimen to enhance results.
REPLENISHING MASQUE
Moisturizes and helps revitalize and support skin’s natural barrier for a smoother, more supple complexion. A blend of moisturizing ingredients reduces the appearance of fine lines and deeply hydrates, as vitamin antioxidants A, C, E and Pro-A help revitalize the skin. This enriching treatment leaves the skin looking radiant and revitalized. Leaves skin with a radiant, dewy appearance.

Key Ingredients: LCA Complex, Pro-Vitamin A, Super rich in humectants and emollients

Use Directions: Apply a thick layer evenly onto clean skin. Leave on for 10-15 minutes, and then remove any residue with a tissue. Rinse thoroughly with warm water. Use once weekly or as directed by your skincare professional.

LASH RECOVERY SERUM
Utilizes a unique complex of three lipopeptides to help make lashes and eyebrows appear fuller and thicker; clinically proven to enhance the look of lashes in only two weeks with daily use.

Key Ingredients: Triple Lipopeptide Complex™ (Pentapeptide, Hexapeptide, Octapeptide), Aloe Barbadensis Leaf Juice, Panthenol (Pro-Vitamin B5), Pro-vitamin A, Vitamin E, Vitamin C

Use Directions: Eye area should be clean and free of makeup and/or creams prior to application. With clean hands, apply one stroke with the applicator brush to the lash line of upper eyelashes, from the inner to outer corner. Follow same procedure for brows, covering entire eyebrow area. Use once daily, at bedtime.

REVITALIZING BODY LOTION
This silky, luxurious emulsion gently exfoliates to revitalize dry, prematurely aged skin, leaving it smooth and hydrated. Contains LCA Complex (pH correct Lactic Acid and essential skin vitamin antioxidants A, C, E & Pro- A).

Key Ingredients: LCA Complex, Super rich in humectants and emollients

Use Directions: Apply liberally to all areas of the body and massage into skin. Use once or twice daily or as directed by your skincare professional.
Perfecting Minerals are clinically proven to improve skin conditions (Problem Prone, Brightening, Age Defying and Sensitive) while instantly perfecting your skin tone since they double as foundation, making them a natural addition to your skincare routine.

Perfecting Minerals offers three functions in one simple loose mineral formulation:

1. **PROTECTION**
   - Sunscreen SPF 25 Broad Spectrum immediate upon application

2. **CORRECTION**
   - Age Defying Skincare benefits long-term results

3. **PERFECTION**
   - Foundation Coverage instant gratification

**General Application Techniques**
1. Start by placing a small amount of minerals into the lid of the jar.
2. Gently circle the kabuki brush around the lid, collecting the minerals onto the bristles.
3. When all the minerals are collected, remove any excess foundation from the outside of the brush back into the lid.
4. Circle across the forehead and outer edge of the face, using a circular motion. Apply across the cheeks and nose until the foundation blends with skin. Apply in very light layers until desired coverage is achieved. The general rule is that less is more.

**Perfecting Minerals Brushes**
- **Small Kabuki Brush**: A compact brush for all-over application. Recommended for applying Perfecting Foundation for even coverage sunscreen protection. *For moderate to full coverage.*
- **Large Retractable Kabuki Brush**: Provides flawless application on the neck and décolletage. *For light coverage.*
- **Powder Brush**: Designed for the application of Finishing Touch to help minimize the appearance of pores and fine lines.
- **Concealer Brush**: Offers concealing properties for areas where additional coverage is needed. *For full coverage.*

*The Kabuki and powder brushes have a convenient pull-up retractable cover to protect bristles, and are perfect for touch-ups and SPF applications on the go.*
**Professional In-salon Treatments**

Elizabeth Arden PRO Professional Treatments are designed to “jumpstart” the Elizabeth Arden PRO 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 skin appear instantly younger while taking your overall results to the next level.

Elizabeth Arden PRO offers a range of Professional Treatments including shorter “lunchtime” treatments designed to deliver immediate gratification in the form of quick, visible results with no downtime.

Elizabeth Arden PRO facial treatments are followed by natural Perfecting Minerals SPF 25 – a clinically proven skin caring mineral line that contains Tx-Botanical Extract™, nature’s most potent antioxidant blend, to help fight free radicals and the signs of skin aging.

Elizabeth Arden PRO’s professional-strength, chemical peel treatments address the key skin concern areas and are designed for fast, visible results with no downtime. Each customizable treatment includes a personalized skincare regimen to address key concerns to ensure that the most appropriate products are used for maximum results.

**Two essential treatment products are utilized in Elizabeth Arden PRO professional treatments**

**Hydrating Peel Gel 30%**: Uses a powerful, effective combination and concentration of anti-aging and hydrating ingredients, including Lactic Acid (AHA), Glycolic Acid (AHA), Citric Acid (AHA) and Salicylic Acid (BHA), plus antioxidants to help improve skin hydration and provide a fresh, healthy radiant look to the skin. These weekly treatments are generally booked in a series of treatments for ultimate benefits.

**Multifunctional Peel Gel 50%**: Uses a unique combination of Lactic Acid (AHA), Mandelic Acid (AHA), Glycolic Acid (AHA) and Salicylic Acid (BHA) that is effective in reducing the appearance of fine lines, wrinkles, and age spots while improving skin texture, tone and resilience for an overall rejuvenated look to the skin. These booster treatments may be performed on a monthly basis, and are perfect to incorporate your skincare program at the beginning of each season.

Treatment programs will be recommended based on your specific needs and desired outcome after your initial skincare consultation.
Do not stay too long in the sun, even while using a sunscreen product. Keep babies and young children out of direct sunlight. Overexposure to the sun is a serious, health threat.