

RE9 Advanced® Collection

Key Selling Points Overview

Smoothing Facial Cleanser

Regenerating Toner

Intensive Renewal Serum

Corrective Eye Cream

Restorative Cream Broad Spectrum SPF 20 Sunscreen

Extra Moisture Restorative Cream Broad Spectrum SPF 20 Sunscreen

Restorative Cream (non-SPF)

Night Repair Cream

Cellular Renewal Mask

Age Defying Neck Cream

Instant Lift Gel

RE9 Advanced Competitive Advantage

- 3 years of research with smarter ingredients, for amazing results
- Cleaner formulas featuring gold standard ingredients deliver even better results, with clinically tested performance.
 - Gold standard ingredients
 - Enhanced textures
 - Superior performance
 - Sophisticated design



Anti-Aging Skincare Challenge

- Skin ages in two different ways: biological aging and environmental aging.
- According to the American Academy of Dermatology:
 - Production of collagen and elastin slows down a dramatic 65% between the ages of 20 and 80.
 - The thickness of the skin decreases a staggering 6% every 10 years
 - The sun causes 90%-95% of the wrinkles, lines, as well as brown, red and white discolorations on our bodies.
- Free radicals bring about changes that lead to the degradation of the skin's firmness (collagen) and elasticity (elastin) that is characteristic of photo-aged skin.
- Free radicals are created by:
 - UV exposure
 - Pollution
 - Stress
 - Smoking
 - Normal metabolic processes.

Anti-Aging Skincare Challenge

- 25+
 - The skin replaces old cells more slowly, and there is a slower turnover of the surface of skin – this is when wrinkles start to form.
 - Environmental aging also begins as skin is **constantly** exposed to damaging environmental stressors.
- 30+
 - Environmental aging continues
 - Genetic aging begins around 35 as collagen and elastic production naturally begins to slow
 - Fine lines and wrinkles start to form around the eye area and forehead
- 40+
 - Estrogen levels begin to drop and cellular turnover starts slowing down.
 - Collagen and elastin levels continue to decline, contributing to skin becoming drier, thinner, and rougher.
- 50+
 - Deeper wrinkles and sagging can begin to occur and skin can become drier and rougher in texture as moisture is lost.

RE9 Advanced Collection Story

- Developed to address the specific needs of aging skin
- When used consistently as a twice-daily skincare regimen, the products help to improve the appearance of skin firmness, elasticity and tone, minimize the appearance of fine lines and wrinkles and improve hydration, helping skin look visibly rejuvenated and youthful



RE9 Advanced Collection Story

- Formulated with innovative botanical stem cell technology along with algae extract, peptides and botanicals, the products contain ingredients to provide clinically proven, anti-aging benefits
- Botanical stem cells obtained from oranges help improve the appearance of skin radiance, elasticity, firmness and texture while minimizing the appearance of wrinkles
- Botanically based emulsifiers, surfactants and moisturizers support the delicate skin barrier by increasing hydration



RE9 Gold Standard Ingredients

- Gold Standard Ingredients:
 - Sustainable Orange Stem Cells
 - Powerful Peptides
 - Alpha Hydroxy Acids
 - Sea Buckthorn Cerarride Complex
- RE9 Advanced products are formulated without EDTA, PEG, butylene glycol, orange oil, retinyl palmitate, polysorbate or urea*

*pertains to non-SPF products in RE9 Advanced



Key Ingredient Benefits Found Throughout The RE9 Advanced Collection

Sustainable orange stem cells help to improve the appearance of skin radiance, elasticity, firmness and texture while minimizing the appearance of wrinkles by conditioning the skin

Stabilized Vitamin C boosts and maintains moisture, resulting in an improvement in the appearance of fine lines as well as providing moisture barrier protection to restore a natural, youthful glow

Brown algae extract helps diminish the appearance of fine lines and wrinkles by moisturizing the skin's outer layer

Seabuckthorn Ceramide, our proprietary moisture barrier-protecting complex with seabuckthorn oil, essential fatty acids and olive fruit oil, replenishes the skin's moisture

Peptides enhance the appearance of skin smoothness, diminish the look of fine lines and wrinkles, as well as improve the appearance of skin tone, firmness, and suppleness by adding moisture

SMOOTHING FACIAL CLEANSER

Features

- Rich pearlescent cream formula gently washes away makeup and everyday impurities, leaving skin feeling soft, smooth and nourished
- Moisturizing formula with gentle, plant-derived cleansers purify skin without stripping it of essential hydration
- Suitable for all skin types
- Allergy- and dermatologist-tested
- Vegan, formulated without gluten



SMOOTHING FACIAL CLEANSER

Benefits

In addition to the key ingredient benefits found throughout the RE9 Advanced Collection

- Mondo grass root extract, a plant-derived extract, helps to replenish skin moisture and deliver long-term hydration
- Red clover extract soothes and comforts skin through moisturization
- Watercress extract tones and revitalizes skin by hydrating



REGENERATING TONER

Features

- Non-drying, alcohol-free, gentle mist toner refreshes skin and prepares it for the next step in the skincare regimen
- Supports cleansing by removing excess oils and dead skin cells
- Supports skin tone by minimizing the appearance of pore size and refining texture through cleansing
- Suitable for all skin types
- Allergy- and dermatologist-tested
- Vegan, formulated without gluten



REGENERATING TONER

Benefits

In addition to the key ingredient benefits found throughout the RE9 Advanced Collection

- Mexican giant hyssop hydrates to help enhance the appearance of radiance and even tone
- Niacinamide, a form of vitamin B3, helps to support the skin's moisture barrier with hydration to enhance the appearance of brightness and even tone
- Witch hazel moisturizes to soothe, tone, refresh, revitalize and renew the appearance of the skin



INTENSIVE RENEWAL SERUM

Features

- Antioxidants, essential botanicals and peptides work synergistically with the formula to protect the skin's surface from future signs of aging and restore youthful-looking glow
- Concentrated formula reduces the appearance of fine lines and wrinkles while giving skin a more lifted, firm appearance
- Consistent use along with the Genius Ultra, as part of a daily skincare regimen helps skin appear radiant, even-toned, smooth and firm with a significantly reduced appearance of fine lines and wrinkles
- Suitable for all skin types
- Allergy- and dermatologist-tested
- Vegan, formulated without gluten



INTENSIVE RENEWAL SERUM

Benefits

In addition to the key ingredient benefits found throughout the RE9 Advanced Collection

- Peptides enhance the appearance of skin smoothness, diminish the look of fine lines and wrinkles, as well as improve skin tone, firmness, and suppleness by adding moisture
- Niacinamide, a form of vitamin B3, helps to support the skin's moisture barrier with hydration to enhance the appearance of brightness and even tone
- Beech tree bud extract smooths the look of skin texture with hydration
- Marine lavender extract moisturizes to help reduce the appearance of wrinkles



CORRECTIVE EYE CREAM

Features

- Reduces the appearance of key signs of aging seen on the fragile skin around the eye, including puffiness, fine lines, deep wrinkles and dark circles
- Moisturizes the sensitive skin around the eyes
- Results appear quickly and continue to improve with consistent, twice-daily use
- Suitable for all skin types and for contact lens wearers
- Allergy-, dermatologist- and ophthalmologist-tested
- Vegan, formulated without gluten



CORRECTIVE EYE CREAM

Benefits

In addition to the key ingredient benefits found throughout the RE9 Advanced Collection

- Caffeine reduces the appearance of puffiness and dark circles, helping to restore the appearance of youthful radiance through hydration
- Olive squalane, containing omega-3 and -6 fatty acids, replenishes the skin's natural lipid barrier with moisturization to protect and nourish the skin for a soft, smooth, healthy-looking glow
- Niacinamide, a form of vitamin B3, helps to support the skin's moisture barrier with hydration to enhance the appearance of brightness and even tone



Clinical Results

Corrective Eye Cream and Intensive Renewal Serum

% of participants showing an improved appearance*

After 3 days:

- 79% **RADIANCE**

After 30 days:

- 79% **CROWS FEET**
- 93% **SKIN SMOOTHNESS**
- 96% **SKIN FIRMNESS**
- 100% **SKIN ELASTICITY**

* Clinical study of 28 participants using RE9 Advanced Corrective Eye Cream and Intensive Renewal Serum. Results compared to baseline.



RESTORATIVE CREAM (NON-SPF)

or

RESTORATIVE CREAM BROAD SPECTRUM SPF 20 SUNSCREEN

or

EXTRA MOISTURE RESTORATIVE CREAM BROAD SPECTRUM SPF 20 SUNSCREEN

Features

- Multipurpose formula provides critical moisture to the skin to hydrate, smooth and firm skin's appearance while helping reduce the appearance of fine lines and wrinkles
- Unique botanical complex helps replenish skin's natural moisture barrier, leaving it feeling soft and smooth
- Long-lasting moisturizing formula helps maintain youthful-looking, hydrated skin
- Broad spectrum SPF 20 sunscreen offers UVA/UVB protection to minimize the risk of sun damage or aging, if used as directed with other sun protection measures
- Suitable for all skin types - Allergy- and dermatologist-tested
- Vegan, formulated without gluten



RESTORATIVE CREAM (NON-SPF)

or

RESTORATIVE CREAM BROAD SPECTRUM SPF 20 SUNSCREEN

or

EXTRA MOISTURE RESTORATIVE CREAM BROAD SPECTRUM SPF 20 SUNSCREEN

Benefits

In addition to the key ingredient benefits found throughout the RE9 Advanced Collection

RESTORATIVE CREAM (NON-SPF)

- Niacinamide, a form of vitamin B3, helps to support the skin's moisture barrier with hydration to enhance the appearance of brightness and even tone
- Hyaluronic acid supports the protective moisture barrier with hydration to reduce the appearance of wrinkles
- Mondo grass root extract, a plant-derived extract, helps to replenish skin moisture and deliver hydration

RESTORATIVE CREAM BROAD SPECTRUM SPF 20 SUNSCREEN OR EXTRA MOISTURE RESTORATIVE CREAM BROAD SPECTRUM SPF 20 SUNSCREEN

- Vitamin E, an antioxidant, conditions and nourishes skin
- Kudzu root improves the appearance of skin tone and firmness through hydration
- Cucumber and red clover moisturizes to soothe and comfort skin



CLINICAL TEST RESULTS

EXTRA MOISTURE RESTORATIVE CREAM BROAD SPECTRUM SPF 20 SUNSCREEN

In 24 hours

- 86% agreed that it provided immediate moisturization

After 2 weeks

- 86% had significant improvement in the look of skin firmness

After 4 weeks

- 100% had significant improvement in skin firmness
- 86% had significant improvement in complexion health
- 82% had significant improvement in elasticity
- 82% agreed that it delivered softer/smooth skin

*Results shown for RE9 Advanced Extra Moisture Restorative Cream Broad Spectrum SPF 20 Sunscreen and are based on a 4-week independent clinical study of 50 women



NIGHT REPAIR CREAM

Features

- Ultra-hydrating cream works overnight to deliver soft, supple skin by replenishing moisture and providing essential nourishment while you sleep
- Helps reduce the appearance of fine lines and deep wrinkles through moisturization, helping you to maximize skin's natural reparative cycle
- Revitalizes the appearance of skin; you wake up to more glowing, firmer, youthful-looking skin
- Suitable for all skin types
- Allergy- and dermatologist-tested
- Vegan, formulated without gluten



NIGHT REPAIR CREAM

Benefits

In addition to the key ingredient benefits found throughout the RE9 Advanced Collection

- Niacinamide, a form of vitamin B3, helps to support the skin's moisture barrier with hydration to enhance the appearance of brightness and even tone
- Beech tree bud extract smooths the appearance of skin texture with hydration
- Hyaluronic acid supports the protective moisture barrier with hydration to reduce the appearance of wrinkles



CELLULAR RENEWAL MASK

Features

- Gently removes dead skin cells with botanical exfoliants helping to create a fresh-looking “skin canvas”
- Visibly improves the appearance of skin tone and texture, minimizes the look of pores, and provides a radiant glow
- Removes dead cells and impurities to effectively un-clog pores
- Suitable for all skin types
- Allergy- and dermatologist-tested
- Vegan, formulated without gluten



CELLULAR RENEWAL MASK

Benefits

In addition to the key ingredient benefits found throughout the RE9 Advanced Collection

- Alpha and beta hydroxy acids work to reveal fresh-looking skin
- Pineapple and papaya extracts exfoliate to enhance the look of soft, smooth skin



AGE-DEFYING NECK CREAM

Features

- Specially formulated to target, firm and tighten the look of skin on the décolleté and neck, smoothing the appearance of fine lines and wrinkles
- Proteins help slow the appearance of aging skin while key botanicals and peptide technology work to lift, tighten and firm the look of skin
- Safe for all skin types
- Allergy- and dermatologist-tested
- Vegan-certified, formulated without gluten



AGE-DEFYING NECK CREAM

Benefits

- Algae extract helps diminish the appearance of fine lines and wrinkles by supporting collagen on the skin's outer layer
- Seabuckthorn oil, rich in beta-carotene and vitamin C, promotes antioxidant protection
- Peptides deliver intense skin conditioning
- Kudzu root improves the appearance of skin tone and firmness



CLINICAL STUDY RESULTS AGE-DEFYING NECK CREAM

After 1 use:

- 100% agreed they felt improved moisture of their neck and décolleté
- 94% showed increased skin hydration

After 1 week:

- 88% felt improved moisture of their neck and décolleté



INSTANT LIFT GEL

Features

- Formulated for daily use or as needed to provide the appearance of skin lifting, firming and toning
- Safe for all skin types
- Allergy- and dermatologist-tested
- Vegan-certified, formulated without gluten



INSTANT LIFT GEL

Benefits

- Algae extract helps diminish the appearance of fine lines and wrinkles by supporting collagen on the skin's outer layer
- Peptides deliver intense skin conditioning, helping to reduce the appearance of fine lines and wrinkles

Perception Study Results

After 1 use:

- 95% agreed their skin felt firmer and tighter after application



PERSONALIZING YOUR REGIMEN WITH THE GENIUS ULTRA

- **Cleanser** – Always start any skincare regimen with a clean, fresh face that’s free of makeup, impurities or pollution
- **Mask** (at night, as needed) – Exfoliate more extensively with the Cellular Renewal Mask
- **Toner** – Finishes your cleansing process and helps to prepare your skin to receive all of the benefits of the remaining skin care regimen by further removing any surface impurities
- **Exfoliating Pads** (at night) – Exfoliate and renew skin with the Genius Pads
- **Serum** – *Use with the Genius Ultra* to nourish skin, helping to reduce the appearance of fine lines and wrinkles
- **Nourishing Facial Oil** – Add to serum to increase hydration as well as improve the glide *while using the Genius Ultra*
- **Eye Cream** – *Use with the Genius Ultra* to care for the delicate eye area
- **Day or Night Cream** – Finish by moisturizing and protecting skin. *Use non-SPF day or night cream with the Genius Ultra* to enhance results
- **Lip Treatment** – *Use with the Genius Ultra* as an extra step to care for the delicate skin on and around the lip area
- **Neck Cream** – *Use with the Genius Ultra* to moisturize and care for the delicate skin on the neck and décolleté area



Your RE9 Resources

- RE9 Advanced Collection Focus Guide
- RE9 Advanced and Arbonne Intelligence Complete Skincare Regimen
- Learn & Burn: Grow Your Business Strong with RE9 Advanced
- Learn & Burn: Laying the Foundation for Great Skin with the RE9 Advanced Collection