

AHA BOTANICAL FACIAL CLEANSER

A fantastic AHA cleanser has great emolience, the conditioning properties of a lotion and is amazingly effective in removing dead skin cells without harsh abrasives. Alpha-Hydroxy-Acids are known to improve skin 'sun spots', slough off irritated skin cells and vigorously hydrate the skin. The mild foaming action is derived from sources like corn, coconut and sugar beets and emulsified to a creamy consistency. Includes Chamomile, Aloe, Cucumber and Japanese Green Tea extracts, each used to soothe, tighten and act as an anti-oxidant on the skin. These botanicals can assist in epidermal problems and inflammation, each with extensive historical data. Suitable for all skin types and suitable for everyday use!

AHA FIRING FACIAL TONER

This Alpha Hydroxy Toner removes all dead skin cells and excess oil or dirt left on the skin after cleansing. It will leave your skin looking bright and refreshed. Botanicals, extracts, marine minerals and protein will improve lipid content and promote firmness. This superior toner has Tamarind Seed extract; a natural film forming polysaccharide, that has moisturizing effectiveness equal to Hyaluronic Acid. Includes Aloe Vera, Chamomile and Japanese Green Tea which assist in rejuvenating the skin, while Cucumber Extract will help tighten pores. Wheat Protein and marine minerals containing Selenium, Magnesium, Copper, Zinc, Calcium and Germanium round out the essential needs for a glowing complexion. Toning is a critical step that is often over-looked. This step closes the pores, adjusts the pH of the skin and removes any remaining cleanser or dirt from the skin. Not for sensitive skin types.

ALPHA-HYDROXY-ACIDS & ACNE

Studies have shown that AHA's are effective in reducing lesions caused by acne vulgaris, the medical term for common facial acne, which affects some 85% of all people 12 to 24 years old. AHA's can reduce acne lesions within two weeks of starting treatment. You can see a continued reduction in lesions even after the treatments are finished. If you have acne, and are using other acne products, talk with your doctor first as too much exfoliation may hurt your skin. If you are using an AHA product, such as ours, the extent of exfoliants depends on the concentration of the AHA, its pH and other ingredients in the product. We manufacture up to 10% AHA, with an average of 5% in most products, as this is incredibly useful against acne, since it keeps pores from being blocked. It also gently exfoliates the top dermal layer facilitating dead skin cells to slough off, which is a leading cause of dry and irritated skin.

In addition, AHA can smooth fine lines and wrinkles, improving skin texture and tone. For oily and acne ridden skin, they are very useful because of their ability to unblock pores.

PRICE GUIDE

AHA Facial Cleanser - Coming Soon	
2oz Elegant Pump Bottle	\$21.99
8oz Refill Bottle	\$34.99
AHA Firming Facial Toner - Coming Soon	
2oz Elegant Spray Bottle	\$21.99
8oz Refill Bottle	\$34.99
AHA Day Crème (8%) (50g/2oz Elegant Jar) COMING SOON	
Anti - Age (Ages 35+)	\$37.99
Anti - Wrinkle (Ages 18-34)	\$34.99
AHA Night Crème (4%) (50g/2oz Elegant Jar) COMING SOON	
Anti - Age (Ages 35+)	\$38.99
Anti - Wrinkle (Ages 18-34)	\$35.99
AHA Cleansing Facial Scrub (125mL/4oz Jar)	\$34.99
10% Glycolic Facial Treatment (50g/2oz Elegant Jar)	\$24.99
AHA Violet Facial Masque (50g/2oz Elegant Jar)	\$19.99

Please note, our AHA line is typically for those with prior experience with AHA's. If you are new to Fruit acids, or glycolic acid, please ask for assistance, or try in a sensitive area such as your wrist prior to facial use. Sunburn Alert: These products contain an alpha hydroxy acid (AHA) that may increase your skin's sensitivity to the sun and particularly the possibility of sunburn. Use a sunscreen and limit sun exposure while using this product and for a week afterwards. The overall percentage of AHA in the AHA products is 5% - 10%. **This line is set to be released January 1st, 2011.**

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AHA DAY CRÈME (ANTI-WRINKLE / ANTI-AGE)

This light non greasy formula delivers moisture, rejuvenating like no other cream. This fantastic lightweight crème uses Alpha Hydroxy Acids and Multi-fruits Acids to work together leaving your skin looking soft, feeling smooth and refreshed. Includes in excess of 18% oils of Jojoba, Avocado and Grapeseed and 2% Shea Butter, Vegetable Glycerin and Vitamin E. Great for daily use with either our Fine Lin Anti-Wrinkle Active or Deep Line Anti-Aging Formulation! When adding peptide actives, we add to 6% potency, comparing average industry standard to 2-3.5%. Complete with Lipopeptides, an alternative to Retinol without the irritation and reactions. 8% glycolic content.

AHA NIGHT CRÈME (ANTI-WRINKLE / ANTI-AGE)

Our highly emollient Night Crème is for skin that naturally requires more oils without leaving a greasy feel. If you are having acne problems or had a skin condition, chances are you're cleansing and toning correctly but then you stop. If your body feels that you have not adequately moisturized your face, it will naturally begin to increase oil production and more often than not, this causes an overabundance of oil on the skin causing breakouts. To compensate for 'Oily Skin' you must moisturize. Our Night Crème is perfect for dry arid climates or even fan forced heat in the winter. Similar to our Day Crème Base with Aloe Vera Gel, Jojoba, Avocado and Grapeseed Oils, African Shea Butter (capable of skin restoration), Vegetable Glycerin and Vitamin E, however slightly heavier. This is an effective AHA night crème with glycolic content at 4%, great for smooth, supple skin upon waking!

10% GLYCOLIC FACIAL TREATMENT

Alpha-hydroxy acids are naturally occurring acids, derived from the sugars of selected plants and fruits such as Sugar Cane, Grapes, Citrus Fruits, Apples and Bitter Almonds. These acids perform at the base of the stratum corneum, dissolving the cement that holds dead skin cells together. Because this increases cell turnover, this results in skin that is more flexible, smoother, and more even in tone. Gel infused with Japanese Green Tea & White Willowbark.

AHA VIOLET FACIAL MASQUE

With the Alpha Hydroxy Acids of Malic Acid, Citric Acid, Tartaric Acid and Lactose this masque is a fabulous renewing treatment. Alpha Hydroxy Acids have exfoliation and therapeutic properties which help with, and minimize photo damaged skin, which is a major contributing factor to aging. Apart from ridding the skin of unnecessary dead cells, they also have a moisturizing effect on the skin, by increasing the moisture content of the upper skin and so smoothing out fine lines and wrinkles, as well as reducing dryness and combating flakiness. Long-term use of low concentration AHA's can also increase collagen and elastin synthesis, and also boost protein regeneration in the skin.

Citric Acid is one of the Alpha Hydroxy Acids, it is derived from citrus fruit. It is used in hair and skincare products. It has astringent and antioxidant properties and can also be used as a stabilizer and preservative, and to neutralize odor.

Malic Acid is a naturally occurring Alpha Hydroxy Acid, that is derived from apples, this glycolic acid is great for removing dead skin cells (exfoliation) and brightening the skin (clarifying).

Tartaric Acid is a naturally occurring Alpha Hydroxy Acid, derived from apples known as glycolic acid (fruit acid). Improves skin texture and tone.

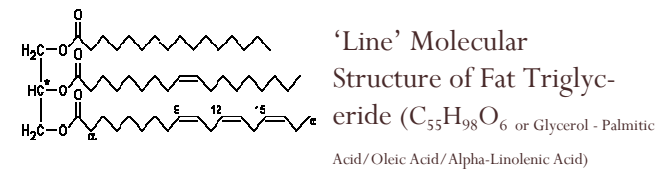
Lactose is present in the milk of mammals. Lactose leaves the skin feeling silky smooth with a hydrated appearance. Lactose smoothes, firms and softens the skin. It is easily absorbed into the skin. Milk has a long standing in beauty history.

AHA CLEANSING SCRUB W/ JOJOBA & MICRODERM MICRO-PARTICLES

This gentle cleansing crème incorporates professional aluminum oxide crystals and jojoba beads design to exfoliate your face. Alpha-Hydroxy Fruit acids also provide an excellent rejuvenating feeling by gently exfoliating your face. Feel fresh, soft and invigorated with our 83% Organic Exfoliating Facial Scrub. Great for daily use, recommended for 4 times per week, and is a must for an amazing glowing face!

WHAT'S THE BENEFIT OF CLEANSING CRÈMES?

Cleansing crème's are very effective cleansers for dry, mature, sensitive and normal skin types. They do not contain the typical surfactant or detergent ingredient (IE: SLS/SLES) that most cleansing gels contain however; they are composed of oils and fats which are mild and effective cleansing agents. All oils and fats are complex compounds called triglycerides. All oils and fats are a mixture of triglycerides with a different fatty acid attached. To further explain, an oil molecule is formed from one glycerin molecule and three fatty acid molecules. All fatty acid molecules are lipophilic and hydrophilic. Lipophilic means that it has a great affinity for oil. Hydrophilic means that it has a great affinity for water. The glycerin component of an oil or fat is an alcohol with three locations on its molecule where the hydrophilic molecule of the fatty acids attaches. The hydrophilic molecules are attracted to water which helps the water "wet" the surface to be cleaned, permitting the water to reach more of the surface. Without the "wetting" assistance of the hydrophilic molecules the product would bead up on the skin and not soak the surface. The lipophilic molecules act like a magnet and are attracted to dirt and oils, they embed into the dirt and remove it. The lipophilic molecules show affinity toward oil and the molecules squeeze together in an attempt to escape water. The action of the hydrophilic molecules and the lipophilic molecules allows our product to break the surface tension and forces water into the skin, allowing it to remove dirt and oils beyond your skin surface.



ABOUT AHA ACIDS

Alpha-hydroxy acids (AHAs) occur naturally in several foods and include citric acid (from citrus fruits), malic acid (from apples), tartaric acid (from grapes), lactic acid (from milk), and glycolic acid (from sugarcane). When applied to the skin, fruit acids supplement the skin's natural exfoliation process by loosening and sloughing away the outer layer of dead skin cells, revealing the newer, smoother cells underneath. This process rejuvenates the skin by improving circulation and stimulating new cell growth, resulting in a fresher, healthier complexion and reduced pore size.