

OUR PRODUCT MARKETING GROUP SAYS,

“Nighttime is the right time for the skin to awaken its age-fighting potential. This powerhouse product is formulated to optimize the skin’s ability to recover at night by activating collagen production*, restoring the skin barrier* and helping to replenish precious antioxidant reserves.”



FACT: During the night, exposure to stress is significantly reduced, making it the right time for skin to focus on restoring itself.

PRODUCT POSITIONING

Awaken the age-fighting potential of your skin at night.

BENEFITS AND CLAIMS

7 out of 10 women agree that after one week, skin feels younger.[†] And during an independent 12-week consumer study, a strong majority of women agreed that TimeWise® Night Restore & Recover Complex reduced the signs of premature aging and the appearance of environmental damage, among other visible benefits.[†]

- 76% said skin felt firmer
- 69% said it reduced the appearance of expression lines
- 70% said it reduced the signs of premature aging
- 71% said it reduced the appearance of environmental damage

[†]Results reported during a 12-week independent consumer study

TARGET CUSTOMER

- Women who are ready to take the fight against aging to the next level
- Women who are ready for the latest technology and the most effective ingredients
- Women who have seen the visible benefits TimeWise® products deliver and who want to enhance the benefits of the products they're already using
- Women who may be new to TimeWise® but who are looking for the next innovation in skin care

How It Works

TimeWise® Night Restore & Recover Complex contains 5 key ingredients that give your skin what it needs when it needs it the most.

- **It activates collagen production.*** TimeWise® Night Restore & Recover Complex is formulated with palmitoyl tetrapeptide-7, an ingredient known to be critical in activating collagen production and in controlling the activity of damage signals in the skin.*
- **It targets the skin matrix.*** The skin dermal matrix, whose primary component is collagen, is the mesh-like framework that holds the skin together. The weaker the dermal matrix, the older a person is likely to look. Since palmitoyl tetrapeptide-7 is an ingredient known to be critical in the production of collagen*, it's an important ingredient in skin care products that are formulated to fight the visible signs of aging.
- **It restores the skin barrier.*** A healthy barrier, critical to skin health, is predominantly made up of lipids, whose function can be supported by certain ingredients. Lipid-rich pomegranate sterol can potentially help strengthen and stabilize the skin barrier. Cell turnover also is a critical element in skin health, since older skin cells can block fresher, younger cells from rising to the surface. Chestnut Seed Extract has been shown to help promote cell turnover.*
- **It helps skin recover from daily damage.*** Every day, skin is exposed to free radicals caused by UV exposure, causing lasting damage that can build momentum if left unchecked. Cotton Seed Extract is known to boost skin recovery and reduce the effects of daily damage.* Palmitoyl tetrapeptide-7 is known to quiet the messaging signals so less damage gets through to cells in the first place.* And Acai Berry Extract helps replenish antioxidants lost during the day. Unless those reserves are replenished at night, the cumulative effect adds up until signs of aging become visible.

^{*}Based on *in vitro* testing

KEY INGREDIENTS AND FUNCTIONS

Palmitoyl Tetrapeptide-7	Activates collagen production*; quiets messaging signals so less damage gets through to cells*
Cotton Seed Extract	Boosts skin recovery*; reduces effects of daily damage*
Acai Berry Extract	Helps replenish antioxidants lost during the day
Chestnut Seed Extract	Helps promote cell turnover*
Pomegranate Sterol	Can potentially help stabilize and strengthen skin barrier

^{*}Based on *in vitro* testing

APPLICATION INSTRUCTIONS:

- Apply in the evening, after TimeWise® Night Solution and before TimeWise® Age-Fighting Moisturizer

CROSS-SELLING OPPORTUNITIES

- TimeWise® Miracle Set
- Other TimeWise® products
- TimeWise® Liquid Foundations

USE-UP RATE:

average user	3.5 months when used once daily
heavy user	2.5 months when used once daily

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Oil-Free
✓	Fragrance-free
✓	Non-comedogenic
✓	Dermatologist tested