Elizabeth Arden Takes First Step
Into the Global Professional Skincare Industry

Elizabeth Arden PRO is a new, professional skincare brand. Distributed exclusively by authorized Skin therapists. When it comes to your skin, leave it to the PROFESSIONALS.

Collaborative research between one of the most established and well-known global prestige beauty products company, Elizabeth Arden, and one of the world's most innovative, leading skincare scientists, Joe Lewis, results in a new generation of cosmeceuticals: Elizabeth Arden PRO. This new generation of cosmeceuticals is based on clinical trials and the Skin Health & Beauty Pyramid™ philosophy.

ELIZABETH ARDEN PRO OVERVIEW

- Elizabeth Arden PRO combines Elizabeth Arden’s strength, history and leadership in skin health and beauty with US Cosmeceuticals, LLC’s leadership in developing innovative cosmeceutical technologies.
- The mission of Elizabeth Arden PRO is to deliver effective, simple skincare regimens to offer solutions to specific skin conditions that maximize the guidance of the Skin Health and Beauty Pyramid™, which dramatically simplifies product selection in a crowded, confusing marketplace with an increasing number of new technologies, ingredients and product claims.
- Elizabeth Arden PRO offers clinically proven, aesthetically elegant formulations to drive client loyalty and optimize results.
- Our skincare strategy combines one of the most effective synergy and concentrations of essential ingredients and delivers them in the most easy to use manner possible to strengthen the therapist/client experience and relationship.
- Comprehensive professional use only and homecare products distributed exclusively by trained therapists.

Elizabeth Arden PRO addresses key skin conditions in five simple, concise regimens – Problem Prone, Brightening, Age Defying, Hydration and Sensitive – along with booster products that are designed for all skin types. Highly effective in-salon professional treatments will also be part of this new, innovative brand, providing simple solutions for clients to augment their Elizabeth Arden PRO homecare regimens.

Elizabeth Arden PRO homecare products are designed to enhance, maintain and optimize results between professional treatments by using proprietary ingredients including several new, patent-pending technologies: AHA Retinoid Conjugate, an AHA/Vitamin A derivative combination; Allyl POQ, a new mitochondrial antioxidant; and a novel antioxidant complex designed to scavenge free radicals and offer critical protection to proteins.

“The use of cosmeceuticals by patients is now commonplace. Without consultation and direction from an informed clinician, marketing pressures can lead consumers to make poor product choices that result in wasted money and unsatisfactory outcome. Skin professionals need a scientifically based succinct tool to guide their patients toward top best topical skincare practices. The Skin Health & Beauty Pyramid™ is an educational framework and product guide created from extensive scientific literature and study review on ingredients, formulations and technologies affecting skin biology. This clinical tool can simplify product choices for physicians and clinicians in the process of professionally guiding patients toward the optimal use of topical products to achieve best outcomes for skin health and beauty.”  Mayoral F, Kenner J, Draelos Z, The Skin Health and Beauty Pyramid: A Clinically-Based Guide to Selecting Topical Skincare Products Journal of Drugs in Dermatology. 2014; 13:4:414-421.
The beauty care giant 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 cutting-edge skincare ingredients including Alpha-Hydroxy Acid in 1983, Idebenone in 2004 and CoffeeBerry® in 2007. He is also the founder of PRIORI® Skincare.

“With Elizabeth Arden PRO, we have an opportunity to provide therapists and clients with some of our most advanced skincare technology,” said Joe Lewis, CEO of US CosmeceuTechs, LLC. “We believe the combination of these novel technologies offers new simple solutions for clients’ skin conditions with improved efficacy, reduced irritation and therefore better overall results with enhanced compliance.”

Elizabeth Arden boasts over 100 years of innovation in skin health and beauty, while US CosmeceuTechs, LLC has a 25-year history in pioneering new molecular innovations in the cosmeceutical skincare industry.

Elizabeth Arden started one of the first global prestige beauty companies at a time when it was uncommon for women to use cosmetics, much less run their own company. As a champion of women’s suffrage, successful international entrepreneur and her holistic approach to beauty, she set the scene for what today is modern skin care. Elizabeth Arden opened her first spa in 1910: Red Door Spa in New York, and was one of the first in the industry that emphasized scientific theories as a basis for their skin care products.

PROFESSIONAL IN-SALON TREATMENTS

Elizabeth Arden PRO offers professional-strength, chemical peel treatments to address the key skin concern areas and are designed for fast, visible results with no downtime. Elizabeth Arden PRO professional salon treatments are uniquely tailored with specific combinations/concentrations of ingredients to “exfoliate” the stratum corneum without invasive damage to the underlying viable epidermis. Each customizable treatment includes a customized skincare regimen to address the key concerns of the client and to ensure that the most appropriate products are used for maximum results. The two core treatments products are:

- **Hydrating Peel Gel**: Uses a powerful, effective combination and concentration of anti-aging and hydrating ingredients including Lactic Acid (AHA), Glycolic Acid (AHA) and Salicylic Acid (BHA) plus antioxidants to help improve skin hydration and give a fresh, healthy radiant look to the skin.

- **Multifunctional Peel Gel**: Uses a unique combination of Lactic Acid (AHA), Mandelic Acid (AHA), Glycolic Acid (AHA) and Salicylic Acid (BHA) that are 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.

HOME SKINCARE REGIMENS

The simple, concise Elizabeth Arden PRO skincare regimens include homecare products that are innovative, highly effective, and multifunctional in that they are formulated with some of today’s most advanced ingredients and skincare technologies, such as the new patent-pending AHA Retinoid Conjugate. This conjugate is designed to work with the skin to deliver benefits of both AHA and Retinoid (Vitamin A derivative), while helping to reduce irritation. All Elizabeth Arden PRO homecare products offer multifunctional benefits to address clients’ overall skincare concerns and are oil-free, non-comedogenic, dermatologist tested, fragrance-free and paraben-free.

Elizabeth Arden PRO will only be sold to the professional skincare market and will be available October 2014 only at professional skincare locations. For more information please contact:

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1 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.