

## **Luminoso Studios® Biography**

Luminoso Studios® is a Phoenix, Arizona-based skincare product manufacturer. The company's current product line, *Illustre Essenza*®, features eight home-use products formulated with natural extracts, antioxidants such as Vitamin C and E, and patented peptides including Matrixyl™ 3000 and Argireline®. The *Illustre Essenza*® skincare product line also includes eight professional-use chemical and enzyme peels featuring fresh fruit pulps and extracts. All *Illustre Essenza*® products are paraben-free and Chirally Correct® and are designed to complement a medically-supervised skincare program.

Luminoso Studios® was founded by Pam Tirado, who currently serves as the company's Vice President of Product Development. She is joined at the company by her husband, Sandy, who serves as the company's Vice President of Sales and Marketing.

Pam's background is in laser treatments for skin rejuvenation. She received her esthetics license in 2001 and still trains physicians, nurses, and other licensed medical professionals to add esthetic laser services to their practices (she's trained more than 45 practices in Canada, the U.S., and Puerto Rico). Before founding Luminoso Studios®, Pam ran a successful laser hair removal and skin rejuvenation clinic with more than \$1 million in annual revenues.

But Pam's passion for helping people have healthier, more vibrant-looking skin is really a personal one. Having grown up in Texas on the Gulf of Mexico, she had a lot of sun-caused skin damage. "I was searching for a solution that would reduce the signs of wrinkles and fine lines and also help with the loss of elasticity in my skin," she said, then confessed, "But I'm afraid of needles. I wanted my skin to look and feel better without invasive procedures."

"I think a lot of people feel the way I do," Pam added.

"When I was giving laser treatments for skin rejuvenation, I saw patients with a wide variety of skin concerns. Yet there weren't products available for them that were designed to complement their in-office medical skincare treatments. I thought, I can fill a void here," Pam said.

So in 2005 Pam attended the Las Vegas International Esthetics Conference and began working with several private laboratories to develop the formulas that would become the first *Illustre Essenza*® products. By March, 2006, Luminoso Studios® was ready to begin testing its formulas. Its first products were distributed to physicians' offices and Avanti Skin Centers in January, 2007.

The decision to create a line of skincare products that would be sold exclusively by physicians and other medical professionals was an easy one, Pam explained. "I know from personal and professional experience that a great skincare product can enhance the effects of the procedures supervised by your skincare professional and help to maintain the health of your skin for life."

Luminoso Studios® is also unique in its commitment to the healthiest ingredients. "If you don't want to eat it, you may not want to put in on your skin," Pam said, stressing that our skin absorbs both healthy and harmful products. She explained, "My research into the effects of the use of parabens and chirally incorrect ingredients convinced me that a commitment to natural, paraben-free, Chirally Correct® ingredients was the right thing to do for our customers."

"While the FDA has not yet banned the use of parabens or required companies to be Chirally Correct®," Pam said, "The evidence is really overwhelming that the use of parabens and chiral

incorrectness can have devastating effects on our bodies, including allergic reactions, endocrine disruption, and cancer.”

Luminoso Studios’ commitment to its customers’ health shows in its choice of manufacturing facilities. Illustre Essenza® products are manufactured in the U.S. in an FDA-approved laboratory that was the first to commit to using only Chirally Correct® ingredients. To maintain the freshness of Illustre Essenza products’ ingredients, the products are manufactured using cold processing techniques.

Luminoso Studios’ manufacturing facility is also in the process of becoming Ecocertified, representing its commitment to higher standards of quality and responsibility, including the use of natural ingredients and environmentally-friendly production processes.

Pam said that despite Luminoso Studios’ commitment to the highest standards for its products, coming up with ideas for new products is not difficult. “I’m working with skincare professionals almost on a daily basis, hearing from them what kind of products they think would help their patients, as well as the kinds of products that work and don’t work.”

“And I read about ingredients constantly,” she said. “I’m always reading new research into the latest ingredients, what they do, where they come from, and what benefits they offer. That’s how I make decisions about the ingredients that I put into the Illustre Essenza® products.”

To learn more about Pam Tirado, Luminoso Studios®, or Illustre Essenza®, please call 1-800-408-1168 or visit [www.luminosostudios.com](http://www.luminosostudios.com). Pam can be reached by e-mail at [pam@luminosostudios.com](mailto:pam@luminosostudios.com). Sandy can be reached at [sandy@luminosostudios.com](mailto:sandy@luminosostudios.com).