

# Luminoso Studios™ presents



## Illustre Essenza™

The Difference is Real.™  
Simple. Effective. Results.™



# Presentation Outline

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# Luminoso Studios™

- Your mission is to help your clients uncover the beautiful skin within them. Luminoso Studios™ can help.



# Who We Are

- Luminoso Studios™ manufactures the high-quality, effective skin care products that will help your clients' skin look and feel younger and more vibrant.
- We believe that great skin care products are best paired with great skin care programs – medically supervised programs like the ones you offer in your clinics. So instead of selling our products directly to consumers, we partner with clinics like yours – creating partnerships for beautiful skin.
- Our philosophy: Simple. Effective. Results.™



# Our Product Line

- Illustre Essenza™ is a cosmeceutical line of Paraben free, Chirally Correct skin care products sold exclusively through Avanti Skin Centers and licensed medical professionals.
- The Illustre Essenza™ products are a luxurious and invigorating combination of antioxidants, peptides, moisturizers, and revitalizing essential oils designed to minimize the appearance of fine lines, wrinkles, and skin discoloration – the telltale signs of aging – and to help your clients' skin look and feel smoother, tighter, and younger.







# Who Buys Illustre Essenza™ Products?

- Illustre Essenza™ skin care products will appeal to the majority of clients in your clinic – young and old, male and female. But our target group of consumers is the Baby Boomers, whose demand has created an industry centered on defying the aging process. (Source: American Demographics, October 2002.)
- US consumers will spend more than \$30 billion on anti-aging products. (Source: American Academy of Anti-Aging Medicine.) By partnering with Luminoso Studios™ to sell our skin care products in your clinic, you're harnessing part of that revenue power for yourself.





# The Benefits of Illustre Essenza™ Products

- Our products are Paraben free, meaning that they're natural, healthier, and less likely to irritate
- Our products are Chirally Correct – designed to work with your body's natural functions
- Our products contain higher concentrations of natural active ingredients for increased effectiveness
- Partnering with Luminoso Studios™ to sell our products offers you a great return on your investment



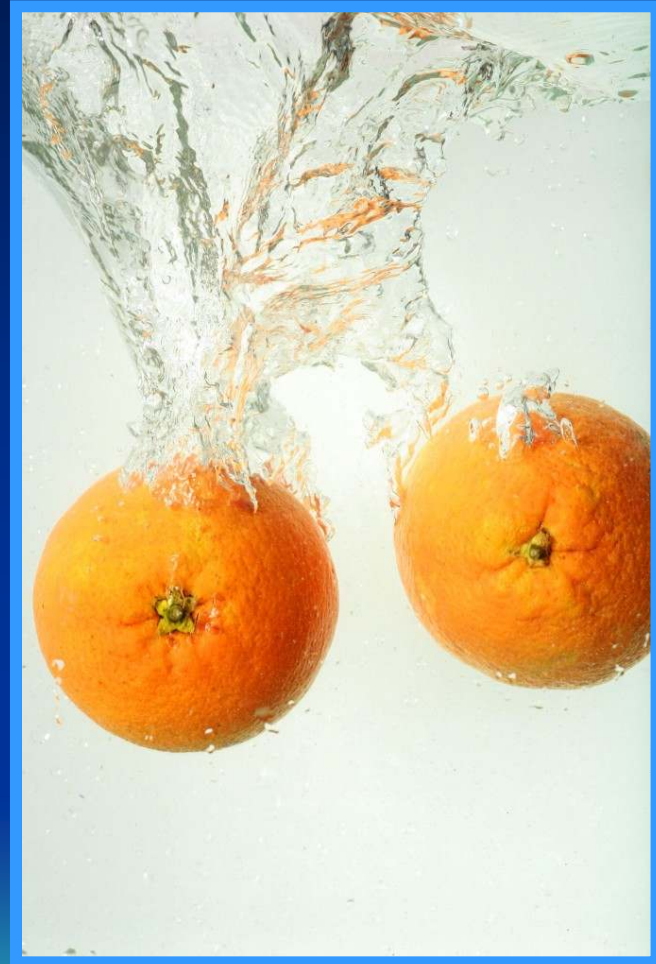
# The Benefits of Illustre Essenza™ Products

- We sell only to licensed skin care professionals like you who supervise the use of our products
- Partnering with Luminoso Studios™ is an easy way to offer your clients additional value and boost your revenue
- We're dedicated to the science behind our products, which means that our products are more effective at reversing the signs of aging
- We manufacture our products using cold processing technologies – to ensure that the Luminoso Studios™ products you put on your shelves are as effective as they can be



# Paraben Free

- All of the Illustre Essenza™ products are Paraben-free. Instead of using Parabens, we use natural preservatives – including Sweet Orange, Mandarin, and Green Tea extracts.
- As a forward-thinking skin care manufacturer, Luminoso Studios™ chooses to limit the number of chemical ingredients we include in our products – for a more natural, healthier skin care product that you can be proud to sell.



# Paraben Free

- Parabens are common preservatives found in many skin care and cosmetic products. While most people find little irritation from any of the four most common parabens – methylparaben, ethylparaben, propylparaben, and butylparaben – some people do find that parabens cause skin irritation – particularly on sensitive skin.
- Some people have suggested a link between parabens and cancer, though that link remains questionable as scientists continue to investigate.
- Nevertheless, because parabens can cause skin irritation and may have other adverse health effects, health conscious consumers are quickly gravitating toward more natural products like those in the Illustre Essenza™ line.



# Chirally Correct

- All Luminoso Studios™ products are Chirally Correct – designed to work with your body's natural functions, not against them.
- The word chiral comes from the Greek word kheir, which means hand. Our hands are chiral – the right hand is the mirror image of the left. In science, chiral refers to the right or left orientation of a molecule.
- In cosmeceuticals, Chirally Correct means that the molecules in the active ingredients will fit with the skin's receptors. This correct chemistry is good for the skin. Incorrect chemistry – chiral incorrectness (where the molecules won't fit with the skin's receptors) – can render a product ineffective or, potentially, harmful.



# Chirally Correct

- For example, a common ingredient in the Illustre Essenza™ line is Vitamin E. Vitamin E has three possible forms: D, L, and DL. Our bodies only utilize the D form (it's the only form that fits with our bodies' receptors). The L form seems to have no effect at all, while the DL form can cause allergic reactions. Vitamin E listed in its DL form (DL alpha tocopherol) is not chirally correct because the molecules have not been separated.
- It's now understood that many of the unfortunate side effects of prescriptions drugs are caused by chiral incorrectness (such as the birth defects that resulted from thalidomide). The study and application of chiral chemistry is so fundamental to human biology that the pharmaceutical industry is spending close to \$100 billion each year on Chirally Correct compounds.



# Higher Concentrations of Natural Ingredients

- At Luminoso Studios™, our use of more natural ingredients differentiates our product line from others'. Our ingredient lists are a lot shorter than others'; the percentages of the natural ingredients we do select are higher – and, of course, they're Chirally Correct. That means that your clients will receive more effective, more natural, healthier products from Luminoso Studios™.



# Great Return on Your Investment

- 100% markup on all products
- Profitable back bar treatments
- An example of the projected ROI for the Azul (Blue) Agave Enzyme Peel:  
Treatment time for peel: 5 -10 minutes  
Pre- and post-peel prep: 5-10 minutes (cleanse and prep skin pre-peel;  
rinse/neutralize/apply healing balm and SPF as needed post-peel)

Cost of peel for 8 oz for back bar: \$100.00

Healing balm for 4 oz for back bar: \$ 50.00

Divide into 48 treatments:

$\$150/48 =$  \$3.125 per treatment

48 treatments @ \$55.00-\$75.00

$\$55 \times \$3.125 - \$75.00 \times \$3.125 =$  \$ 2640.00 - \$3600.00

- **Your Profit** **\$2490.00 - \$3450.00**





# Partnering with Luminoso Studios™ Is an Easy Way to Offer Your Clients Additional Value and Boost Your Revenue

- We'll send you generous product samples with each order
- We'll provide marketing and training support for all of our products
- Our attractive packaging offers great shelf appeal
- Our exclusive “For Professional Use Only” back bar products offer a great ROI
- We sell only through the Avanti/Physician Referral Program – not directly to your clients

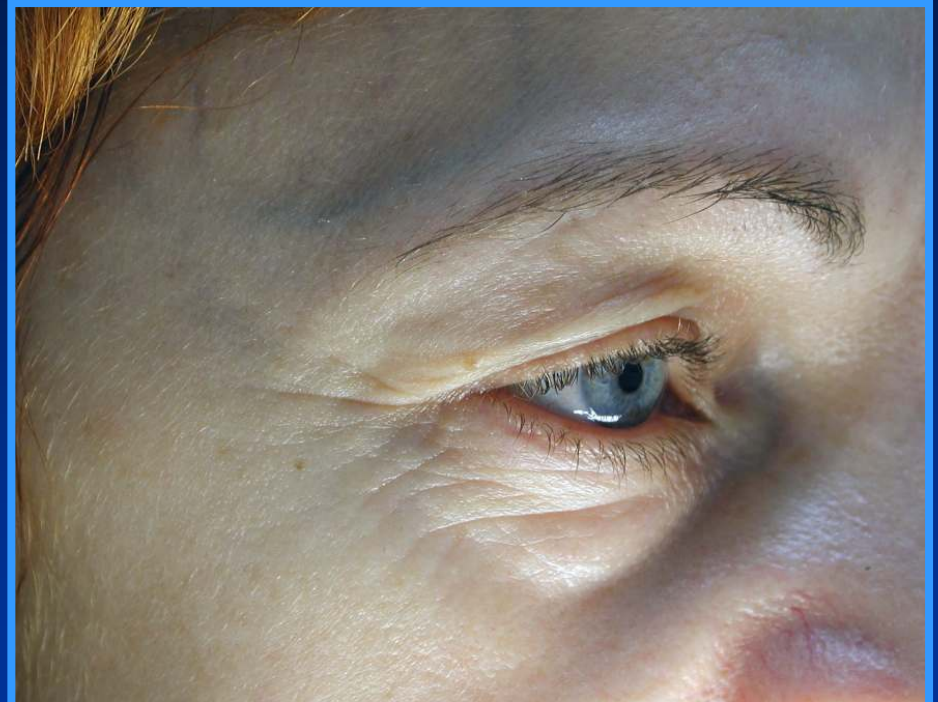
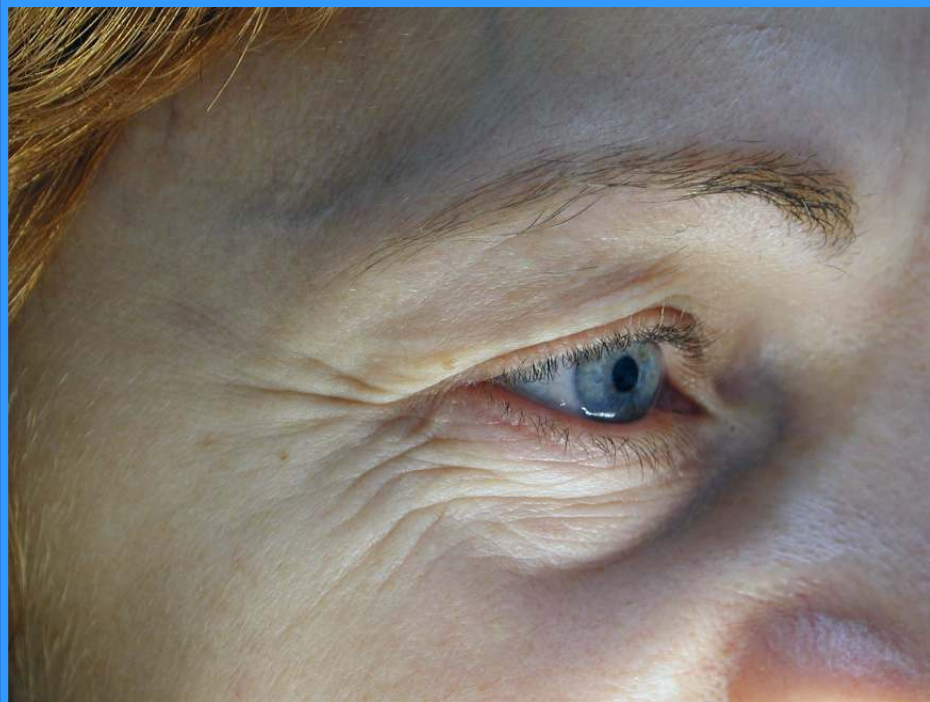


# We Pay Attention to the Science

- At Luminoso Studios™, we're dedicated to the science behind our products, which means that our products are more effective at reversing the signs of aging.
- Our products are formulated with optimal concentrations of technologically advanced active ingredients like Matrixyl™ 3000 and Argireline™, which have clinically-proven anti-aging properties to provide more of what your clients' skin needs to help reverse the signs of aging.



# Matrixyl™ 3000



T0 before

T After 56

Clinical study in which 2 panels of 23 volunteers aged 39 to 74 applied a cream containing 3% Matrixyl™ 3000\* to one-half of their face against a placebo or 3% Matrixyl™ on the other half twice a day for 56 days. Anti-wrinkling and lifting efficacy was assessed by profilometry and photography, as compared to T0.

Matrixyl™ 3000 is used under authorization of Sederma, Inc.

# Illustre Essenza™ Products Currently Available

- Ultra C20+ Triple Serum
- Ultra Eye Revitalizer Anti-Aging Booster
- Ultra Peptide Dual Defense
- Ultra SPF 30
- Brightening Wash
- Brightening & Soothing Toner



## Ultra C20+ Triple Serum, pH 3.6

- Formulated with 20% Vitamin C (L-ascorbic Acid), 15% Matrixyl™ 3000 and 1% Vitamin E (D-alpha-tocopherol) to create a potent antioxidant and treatment, Ultra C20+ minimizes the appearance of fine lines and wrinkles and reduces the appearance of sun damage.

## Ultra Eye Revitalizer Anti-Aging Booster, pH 3.85

- Formulated with 20% L-ascorbic Acid (Vitamin C), 1 % Vitamin E, and 6 powerful antioxidants (including Caffeine and Green Tea), Ultra Revitalizer soothes under-eye puffiness, reduces the appearance of dark circles, softens fine lines and wrinkles, and lessens the signs of environmental damage.

## Ultra Peptide Dual Defense, pH 4.8

- The ultimate anti-aging complex for smoother looking and tighter looking skin, Ultra Peptide combines 2 powerful focus ingredients – 15% Matrixyl™3000 and 10% Argireline® – with 10% Hydroxypropyl Beta Cyclodextrin and 5% L-Sodium Hyaluronate to reduce the appearance of tiny lines and crow's feet.



## Brightening Wash, pH 5.5-6.0

- Formulated with all-natural skin brighteners (Morus Alba Bark, Licorice Root Extract, and Kojic Acid), Brightening Wash helps reduce signs of discoloration and restore the skin's radiant glow. Green Tea, Shea Butter, Black Current and Cranberry Seed oils leave skin feeling luxuriously smooth. Gentle enough to use on sensitive skin.

## Brightening & Soothing Toner, pH 5.5-6.0

- With anti-inflammatories Willowherb and Willow Bark and antioxidant Camellia Sinensis (Green Tea) Extract, this toner helps refresh and soothe tired skin. Cassia Angustifolia Seed helps repair rough, dry skin while all-natural skin brighteners Kojic Acid, Licorice Root and Morus Alba Bark help reduce signs of discoloration and restore skin's radiant glow. A touch of honey adds an extra sweet bit of moisture. Excellent for even the most sensitive skin.



## Ultra SPF 30, pH 6.9

- With ZinClear® – an exceptionally transparent form of Zinc Oxide, Menthyl Anthranilate and Octyl Salicylate – Ultra SPF 30 offers powerful protection from both UVA and UVB rays. Formulated with Green Tea and Willowherb as well as Squalane, Jojoba and Wheat Germ oils for superior anti-inflammatory and moisturizing effects. Excellent for even the most sensitive skin.



# Illustre Essenza™ Products in R&D (Coming Soon!)

- Ultra Rich Hydrating & Oxygenating Moisturizer
- Healing & Hydrating Balm





## Ultra Rich Hydrating & Oxygenating Moisturizer

- Combines L-Sodium Hyaluronate, Ribes Nigrum (Black Current) Seed Oil and Vitamin B Complex with Mala-kite® for its defensive antioxidant and detoxifying effects. This hard-working moisturizer will soothe and hydrate dry, thirsty skin and provide an active defense against free radicals.



## Healing & Hydrating Balm

- With focus ingredients Vitamin E and Willowherb as well as Feverfew and Licorice Root for serious antioxidant and anti-inflammatory benefits. Licorice Root helps to absorb UV rays and brighten skin naturally. Use post-treatment after skin rejuvenation, microdermabrasion or chemical peels to accelerate healing; whenever skin is dry or irritated; and for its superior anti-inflammatory, soothing effects. Helps reduce redness. Works wonders on skin conditions like eczema and psoriasis. Fragrance free.



# Illustre Essenza™ “Professional Use Only” Products in R&D

- Ruby Jessner
- 10% Orange Lactic Glycolic Acid Peel
- Azul (Blue) Agave Enzyme Peel
- 15% Raspberry Peel
- 20% Salicylic Peel
- Acid-free Azul (Blue) Agave Enzyme Peel
- Post-resurfacing Gentle Cleanser
- H<sub>2</sub>O Hydrating Mist



### Ruby Jessner, pH 2.08

- A serious peel for amazing results, Ruby Jessner combines Lactic and Salicylic Acids, Resorcinol, and Wine Extracts for smoother skin and improved texture, tone and acne-fighting ability. Also formulated with Lycopene, Raspberry, Tea Tree and Citric Acid for their antibacterial, anti-inflammatory and antioxidant benefits.



### 10% Orange Lactic Glycolic Acid Peel, pH 2.26

- This peel, which smells like a freshly squeezed glass of orange juice, refreshes and revitalizes the senses with an active and invigorating blend of acids and fruit that will stimulate renewal and improve skin texture. Also formulated with antioxidants to help control free radicals.



### Azul (Blue) Agave Enzyme Peel, pH 2.4

- Not an ordinary peel, this one combines 26% L-Lactic Acid, Blue Agave, Bromelain and Algae Extracts with Wild Yam to stimulate cell renewal and guard against free radicals. Leaves skin feeling soft and smooth, and looking radiant.



### 15% Raspberry Peel, pH 2.48

- This peel is formulated with a fresh and invigorating blend of acids and fruits that stimulate skin renewal and improve surface texture. Strawberry, Raspberry, Bromelain, Wine, Cherry, Grape, Mandarin, and Pink Grapefruit extracts provide a high antioxidant content and create the smell of just-picked fresh fruit ... simply heaven!



### 20% Salicylic Peel, pH 3.2



- Formulated with D-Alpha Tocopherol (Vitamin E) and 3 unique varieties of Cherry Extracts, this cream-based peel penetrates into pores and breaks down acne-causing debris. Also works to smooth rough, dull skin and improve the skin's overall texture. Fabulous for acne treatments, this peel is a powerful antioxidant with clarifying properties.

### Acid-free Azul (Blue) Agave Enzyme Peel

- With increased levels of Bromelain and Papain, this acid-free peel provides a highly effective post-resurfacing enzyme treatment that's gentle enough to use on sensitive skin. Use to reduce superficial debris after laser resurfacing.



## Post-resurfacing Gentle Cleanser

- This extremely gentle surfactant with Yucca Leaf and Prickly Ash Bark Extracts, Meadowfoam Seed Oils, and Shea Butter gently cleanses the skin without leaving a greasy feeling.



## After Peel Spritz Mist

- Formulated with Willowherb, L-sodium Hyaluronate, Comfrey Leaf, Feverfew, and Licorice Root, this mist soothes the skin after resurfacing and rejuvenation treatments. For back bar and at-home use.



# Contact Luminoso Studios™

- Luminoso Studios™ is headquartered north of Phoenix, Arizona. We sell to clients across the U.S.
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  - On the web at [www.luminosostudios.com](http://www.luminosostudios.com)
- To find an Avanti Skin Center where you can purchase from the Illustre Essenza™ line, call us or visit Avanti at [www.avanticenters.com](http://www.avanticenters.com).

