

# PRODUCT PROFILES

SKIN CARE—CONCENTRATED CARE

## enbrightenment™ brightening cleanser

### POSITIONING STATEMENT

Gentle facial cleanser that helps lift away impurities and dull surface cells to improve overall skin clarity.

**ELEMENTAL NATURE™:** Fire

#### PRODUCT BENEFITS

- Removes surface dirt and impurities
- Gently exfoliates to help lift away dull surface cells
- Improves overall skin clarity
- Dermatologist-tested.

#### INGREDIENT BENEFITS

- Coconut-derived surfactant gently cleanses
- Rosemary, aloe and gentian extracts help to soothe skin

#### PARTNERS WITH

- Enbrightenment™ Brightening Treatment Toner
- Enbrightenment™ Brightening Correcting Serum
- Enbrightenment™ Brightening Correcting Lotion
- Enbrightenment™ Brightening Correcting Creme
- Enbrightenment™ Brightening Intensive Massage Masque

#### USAGE/APPLICATION

- Lather in hands using warm water. Apply to face in circular motions. Rinse thoroughly with warm water or remove with damp Aveda Shammy Cloth. Follow with Enbrightenment Treatment Toner. Use in a.m. and p.m.

#### WHERE IT FALLS IN THE RITUAL

- Step 1 of the Enbrightenment™ skin care regimen.





SKIN CARE—CONCENTRATED CARE

# enbrightenment™ brightening treatment toner

POSITIONING STATEMENT

Facial toner that helps increase surface cell turnover for a more even skin tone.

ELEMENTAL NATURE™: Fire

PRODUCT BENEFITS

- Diminishes the appearance of discoloration and dark spots caused by hyperpigmentation
- Helps promote surface cell turnover for greater skin clarity
- Moisturizes skin
- Dermatologist-tested

INGREDIENT BENEFITS

- Plant-powered Brightening Blend with 100% naturally derived ascorbyl glucoside (a vitamin C derivative), mulberry root and grape extracts helps to diminish the appearance of discoloration and dark spots
- Salicylic acid and glucosamine, derived from bio-fermentation, help promote surface cell turnover
- Bio-fermented hyaluronic acid helps to moisturize

PARTNERS WITH

- Enbrightenment™ Brightening Cleanser
- Enbrightenment™ Brightening Correcting Serum
- Enbrightenment™ Brightening Correcting Lotion
- Enbrightenment™ Brightening Correcting Creme
- Enbrightenment™ Brightening Intensive Massage Masque

USAGE/APPLICATION

- After Brightening Cleanser, press gently into skin with cotton pad or fingertips. For external use only. Avoid eye area. Follow with Correcting Serum and Brightening Correcting Lotion or Brightening Correcting Creme. Use a.m. and p.m.

WHERE IT FALLS IN THE RITUAL

- After cleansing, apply Brightening Treatment Toner.



SKIN CARE—CONCENTRATED CARE

# enbrightenment™ brightening correcting serum

POSITIONING STATEMENT

Targeted treatment that diminishes the appearance of dark spots and discoloration.

ELEMENTAL NATURE<sup>SM</sup>: Fire

**PRODUCT BENEFITS**

- Most highly concentrated formula of plant-powered Brightening Blend; diminishes the appearance of discoloration and dark spots caused by hyperpigmentation. Helps skin feel firmer.
- Helps promote surface cell turnover for greater skin clarity and luminosity
- Dermatologist-tested

**INGREDIENT BENEFITS**

- Plant-powered Brightening Blend with 100% naturally derived ascorbyl glucoside (a vitamin C derivative), mulberry root and grape extracts help to diminish the appearance of discoloration and dark spots
- Salicylic acid and glucosamine help promote surface cell turnover

**PARTNERS WITH**

- Enbrightenment™ Brightening Cleanser
- Enbrightenment™ Brightening Treatment Toner
- Enbrightenment™ Brightening Correcting Lotion
- Enbrightenment™ Brightening Correcting Creme
- Enbrightenment™ Brightening Intensive Massage Masque

**USAGE/APPLICATION**

- Smooth onto clean, toned skin in a.m. and p.m. Focus on discolored, dull areas. May feel tightening of skin. Follow with Brightening Correcting Lotion or Brightening Correcting Creme.

**WHERE IT FALLS IN THE RITUAL**

- After cleansing and toning with Brightening Cleanser and Brightening Treatment Toner, apply Brightening Correcting Serum.



SKIN CARE—CONCENTRATED CARE

# enbrightenment™ brightening correcting lotion

POSITIONING STATEMENT

Lightweight lotion that diminishes the appearance of dark spots and helps protect skin.

ELEMENTAL NATURE™: Fire

PRODUCT BENEFITS

- Diminishes the appearance of discoloration and dark spots caused by hyperpigmentation
- Helps protect skin from environmental aggressors
- Provides lightweight moisture to skin
- Dermatologist-tested

INGREDIENT BENEFITS

- Plant-powered Brightening Blend with 100% naturally derived ascorbyl glucoside (a vitamin C derivative), mulberry root and grape extracts helps to diminish the appearance of discoloration and dark spots
- Anti-oxidants, including rosemary and vitamin E, help protect skin against environmental aggressors
- Shea butter and bio-fermented hyaluronic acid moisturize

PARTNERS WITH

- Enbrightenment™ Brightening Cleanser
- Enbrightenment™ Brightening Treatment Toner
- Enbrightenment™ Brightening Correcting Serum
- Enbrightenment™ Brightening Correcting Creme
- Enbrightenment™ Brightening Intensive Massage Masque

USAGE/APPLICATION

- Smooth onto skin a.m. and p.m.

WHERE IT FALLS IN THE RITUAL

- After applying Brightening Cleanser, Brightening Treatment Toner and Brightening Correcting Serum, apply Brightening Correcting Lotion or Brightening Correcting Creme.



SKIN CARE—CONCENTRATED CARE

# enbrightenment™ brightening correcting creme

**POSITIONING STATEMENT**

Facial creme that diminishes the appearance of dark spots and intensely moisturizes.

**ELEMENTAL NATURE™:** Fire

**PRODUCT BENEFITS**

- Diminishes the appearance of discoloration and dark spots caused by hyperpigmentation
- Delivers intense, long-lasting moisture
- Helps strengthen skin's moisture barrier
- Dermatologist-tested

**INGREDIENT BENEFITS**

- Plant-powered Brightening Blend with 100% naturally derived ascorbyl glucoside (a vitamin C derivative), mulberry root and grape extracts helps to diminish the appearance of discoloration and dark spots
- Organic shea butter and plant emollients moisturize
- Soybean and ceramide 3 help strengthen skin's moisture barrier

**PARTNERS WITH**

- Enbrightenment™ Brightening Cleanser
- Enbrightenment™ Brightening Treatment Toner
- Enbrightenment™ Brightening Correcting Serum
- Enbrightenment™ Brightening Correcting Lotion
- Enbrightenment™ Brightening Intensive Massage Masque

**USAGE/APPLICATION**

- For intense moisture, smooth onto skin a.m. and p.m.

**WHERE IT FALLS IN THE RITUAL**

- After applying Brightening Cleanser, Brightening Treatment Toner and Brightening Correcting Serum, apply Brightening Correcting Lotion or Brightening Correcting Creme.



SKIN CARE—CONCENTRATED CARE

# enbrightenment™ brightening intensive massage masque

POSITIONING STATEMENT

Bi-weekly intensive treatment massage-in masque with plant-powered Brightening Blend to diminish the appearance of discoloration and dark spots caused by hyperpigmentation.

ELEMENTAL NATURE<sup>SM</sup>: Fire

PRODUCT BENEFITS

- Diminishes the appearance of discoloration and dark spots caused by hyperpigmentation
- Helps enhance skin’s visible radiance and tone
- Moisturizes skin
- Dermatologist-tested

INGREDIENT BENEFITS

- Plant-powered Brightening Blend with 100% naturally derived ascorbyl glucoside (a vitamin C derivative), mulberry root and grape extracts helps to diminish the appearance of discoloration and dark spots
- Vitamins C and E enhance skin’s visible radiance and tone
- Organic shea butter and plant emollients moisturize

PARTNERS WITH

- Enbrightenment™ Brightening Cleanser
- Enbrightenment™ Brightening Treatment Toner
- Enbrightenment™ Brightening Correcting Serum
- Enbrightenment™ Brightening Correcting Lotion
- Enbrightenment™ Brightening Correcting Creme

USAGE/APPLICATION

- After Brightening Cleanser and Treatment Toner, massage on face, neck and décolleté with circular motions. Concentrate on dull, discolored areas. Let masque absorb into skin for 8 minutes. Tissue or rinse off excess. Follow with Enbrightenment™ regimen. Use twice weekly.

WHERE IT FALLS IN THE RITUAL

- After applying Brightening Cleanser and Brightening Treatment Toner.