

Skincare  Cosmetics®

# RETINOL

VITAMIN ENRICHED

## RETINOL THE GOLD STANDARD IN ANTI-AGING®

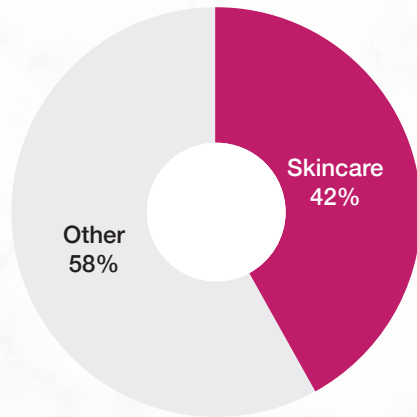


# RETINOL

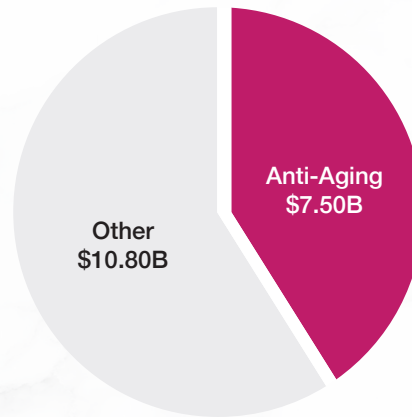
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## TODAY'S SKINCARE CATEGORY

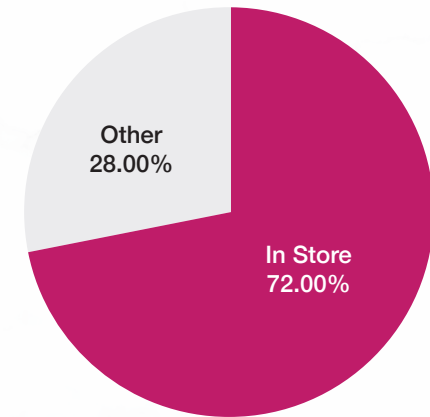
BEAUTY MARKET SHARE



SKINCARE SALES 2023



RETAIL SALES 2022



- The US skincare market dollar sales in 2023 reached \$18.3B and grew 3.4% vs. previous year.
- 2023 skincare sales are projected to grow 4.2% vs. 2022.
- The average US consumer spends \$1,277 per year on skincare, \$106 per month, \$3.51 per day.

- The beauty category suffered during Covid but the skincare category thrived.
- 40% of facial skincare users reported using more products more often & increased the number of products from 4.2 items to 5.3 during the pandemic. This trend has not reversed since the pandemic.

- 46% of consumers say they prefer to see products in person before committing to the sale.
- 18% of consumers seek out guidance from in-store personnel.
- Consumers who get personalized recommendations are 75% more likely to purchase the skincare item.

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## RETINOL SKINCARE CATEGORY



### ANTI-AGING

- The Anti-Aging segment of skincare remains the strongest and fastest growing segment, up 5.8% vs. 2023.
- Anti-Aging products accounted for \$7.5B in sales or 41% of total skincare.
- 2023 anti-aging skincare sales are projected to grow 5.2% vs. 2023.



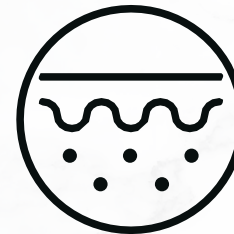
### PROVEN INGREDIENT

- 45% of all women aged 26 to 57 are using a skincare that contains Retinol.
- 86% of women would choose a Retinol blend (Retinol with other vitamins) over a Retinol only item.
- Retinol (Vitamin A) and Vitamin C are the two leading ingredients sought by women shopping for Anti-Aging.



### DOCTOR RECOMMENDED

- Dermatologists rank Retinol as the #1 ingredient to fight the signs of anti-aging.
- Doctor/Dermatologist recommendations are key to gaining consumer trust when purchasing a retinol item.



### SKIN TYPES

- The biggest concern women of all age groups have with Retinol is a reaction to sensitive skin.
- Creams and serums make up the majority of retinol skincare purchases 72%.

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## OUR STORY

### Skincare L de L Cosmetics®

Retinol has developed healthy, anti-aging products that reduce the look of fine lines and wrinkles. Formulated with a combination of Retinol Vitamin A, C, & E.

### Anti-Aging Gold Standard

Retinol is the Gold Standard in Anti-aging and the featured ingredients are in all of our products.

### Retinol For All Ages

Retinol Skincare consists of preventive and corrective formulations that improve the visible signs of aging. Retinol (Vitamin A) is our heritage.



### The Retinol Regimen

The entire Retinol Collections was designed to work together to boost Retinol results with a customized regimen using these simple steps: Cleanse, Treat, Repair & Hydrate.

### Even for Sensitive Skin

Each step is a guide to how the products are layered and integral to achieving your consumer's skincare goals both effectively and without irritation.

### Dermatologist Recommended

We are dermatologist recommended - and we have **PROVEN RESULTS!**



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DON'T TAKE OUR WORD FOR IT, WE HAVE OVER:

**TENS OF THOUSANDS**  
**FIVE STAR REVIEWS ON AMAZON.**



**THE BEST FACE CREAM  
I HAVE EVER USED.**



Reviewed in the United States on March 2, 2023  
By Verified Purchaser



**GREAT SO FAR WITH MY  
EYE WRINKLES!**



Reviewed in the United States on January 23, 2023  
By Verified Purchaser



**WORKS ON CREPEY  
SKIN ON HANDS**



Reviewed in the United States on September 15, 2023  
By Verified Purchaser



**BEST CLEANSER  
I'VE USED!**



Reviewed in the United States on May 17, 2023  
By Verified Purchaser

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## WHAT MAKES OUR FORMULAS SUPERIOR?

### RETINOL VITAMIN A

Dermatologist's gold standard in anti-aging

Rejuvenates and renews skin through gentle exfoliation

Increases collagen and elastin

Improves skin texture and diminishes wrinkles



### VITAMIN C

Recognized as a powerhouse of benefits, dermatologists recommend the use of Vitamin C for many anti-aging concerns

Vitamin C promotes, collagen production and also treats dark spots, discoloration and photo-aging



### VITAMIN E - TOCOPHEROLS

As an antioxidant, Vitamin E helps to protect cells from the damaging effects of free radicals and ultraviolet rays

Vitamin E also helps in replenishing skin's moisture levels and allowing the skin to remain softer and healthier for a longer period of time



### BROAD SPECTRUM SUNSCREEN SPF 20

UVA/UVB  
Protects against sun damage that contributes to premature aging

Protects and strengthens the collagen and elastin matrix of the skin to maintain firmness and tone

Prevents the formation of hyperpigmentation and melasma



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## OUR RETINOL POTENCY

OUR RETINOL VITAMIN A POTENCY IS MEASURED IN IU'S  
INTERNATIONAL UNITS - I.U.'S ARE COMMONLY USED FOR VITAMIN NUTRITIONAL  
INFORMATION TO REPRESENT THE VITAMIN LEVEL AND STRENGTH.



400,000 I.U.'s  
Vitamin A

3 MILLION I.U.'s  
Vitamin A

400,000 I.U.'s  
Vitamin A

500,000 I.U.'s  
Vitamin A

200,000 I.U.'s  
Vitamin A



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## RETINOL REGIMEN CATEGORIES



### 1 CLEANSE

Cream Cleanser  
Gel Cleanser  
Cleansing Towelettes



### 2 TREAT

Vitamin A Eye Gel  
Eye Gel Pads  
Sheet Mask  
Gold Peel-Off Mask  
The Eye Stick  
Super Eye Lift



### 3 REPAIR

Facial Serum  
Skin Brightener  
6X Super Serum  
Super Face Lift



### 4 HYDRATE PROTECT

Day Cream  
Broad Spectrum SPF 20  
Night Cream  
Facial Oil  
Radiance Booster  
Hand Cream



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## STEP 1 CLEANSE

THE FIRST STEP TO A PERFECT REGIMEN STARTS WITH A CLEAN PALETTE. RETINOL CLEANSERS WILL INFUSE YOUR SKIN WITH VITAMIN A AND LEAVE YOUR FACE REFRESHED AND REVITALIZED.



### CREAM CLEANSER

Cream Cleanser helps deliver skin renewal benefits of Retinol, while washing away makeup and other impurities trapped in your pores.



### CLEANSING TOWELETTES

Anti-Aging Cleansing Towelettes gently cleanse and tone your skin as they remove makeup and other daily impurities. Leaves skin hydrated and refreshed.



### GEL CLEANSER

A refreshing gel cleanser that removes makeup, dirt, and impurities trapped deep within the pores. Gently exfoliates, improving skin tone and texture and restores pH balance.

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## STEP 2 TREAT

OUR SECOND STEP HELPS YOU TARGET AND TREAT THE FIRST LINES YOU SEE... THE ONES AROUND THE EYES. THE SKIN AROUND THE EYES IS THE MOST DELICATE SKIN ON YOUR BODY. TREAT THEM DELICATELY BUT EFFECTIVELY.



### VITAMIN A EYE GEL

A cooling gel provides immediate improvement for puffiness and dark circles. Micro-encapsulated beads provide an added burst of Vitamin A and E.



### THE EYE STICK

Ideal for perking up the eye area, it also helps address lines and other areas of crepiness wherever dehydration appears. Refreshes dry spots throughout the day. Perfectly sized for travel and on-the-go hydration.



### SUPER EYE LIFT

A luxurious 3-in-1 treatment fights the look of dark circles, wrinkles and puffy eyes. The unique tint visibly “color-corrects” and brightens under-eye circles, blending into all skin tones, while the cooling massage applicator helps de-puff.



### ANTI-AGING EYE GEL PADS

A cooling transdermal gel patch infuses the eye area with hydration and concentrated doses of firming ingredients. De-puffs, tones and reduce the appearance of fine lines and wrinkles.

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## STEP 3 REPAIR

**STOP THE SIGNS OF AGING WITH STRONGEST RETINOL SERUMS AVAILABLE. TARGET FINE LINES AND WRINKLES AT THE SOURCE WITH A POTENT MIX OF VITAMIN A (RETINOL), VITAMIN C AND VITAMIN E. WRINKLES WON'T STAND A CHANCE.**



### ANTI-WRINKLE FACIAL SERUM

**500 I.U.'s of Vitamin A.** Targeted for mature and sun damaged skin that has lost elasticity. Supports collagen production to reduce fine lines and wrinkles at the source.



### 6x RETINOL SUPER SERUM

**3 MILLION I.U.'s of Retinol** in every bottle! Reduces the look of fine lines and wrinkles. Improves skin firmness and even skin tones and leaves your complexion radiant.



### SUPER FACE LIFT

Visibly firms and tightens for a lifted, younger look. Infused with Retinol, Vitamins C & E, this firming blend is a beauty “quick-fix”. It can also transform the neck and décolletage, leaving skin looking visibly smoother within minutes.

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## STEP 4 HYDRATE & PROTECT

KEEP YOUR SKIN HEALTHY, MOISTURIZED AND PROTECTED WITH OUR AWARD WINNING RETINOL PRODUCTS. OUR CREAMS, LOTIONS AND OILS WILL KEEP SKIN HYDRATED AND PROTECTED FROM SUN AND POLLUTANTS.



**RETINOL  
DAY CREAM SPF 20**

Targets all major signs of aging, loss of firmness, elasticity and the skin's natural ability to retain moisture and protect itself. Protects from sun's harmful rays.



**RETINOL  
NIGHT CREAM**

An intense reparative cream that works to re-surface, strengthen and firm the skin. Encourages renewal through exfoliation. Supports collagen production for improved firmness and tone. Smooths fine lines and wrinkles.



**INSTANT  
RADIANCE BOOSTER**

Treats your skin with a burst of hydration, instantly adding a natural, luminous glow. Delivers skin smoothing benefits of Retinol while peptides help improve the look of firmness and tone. Use it alone for an all over, radiant finish or under make up as an instant glow primer.



**ANTI-AGING  
FACIAL OIL**

Restore radiance, hydration and nourishment with nine essential oils. Combats wrinkles, dryness and loss of elasticity. Adds GLOW to your skin instantly.



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## ANTI-AGING STARTER KIT



- Trial Size / Travel Size
- An introductory kit for those new to Retinol, featuring the essential 4 step products to help target the fine lines, wrinkles, loss of radiance, firms and tone:

**Anti-Aging Gel Cleanser**

2 Fl. Oz. / 60 mL

**Anti-Wrinkle Facial Serum**

0.5 Fl. Oz. / 15 mL

**Night Cream**

Net Wt. 0.7 Oz. / 20 g

**Vitamin A Eye Gel**

Net Wt. .25 Oz. / 7 g

## SKIN TYPES & CONDITIONS

- All Skins

## ACTIVE INGREDIENTS

- Vitamin A, C and E

Item # 46425-000

UPC 0-88634-46425-2

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**4** HYDRATE  
PROTECT



## ANTI-AGING HAND CREAM

- A rich yet quick absorbing treatment that uses retinol to boost cellular renewal, re-texturize skin and diminish age spots
- Instantly soothes and plumps skin

## SKIN TYPES & CONDITIONS

- All Skins

## ACTIVE INGREDIENTS

- **200,000 I.U.'s Vitamin A**, C and E, Glycerin, and Green Tea

Net Wt. 3.52 Oz. 100 g

Item # 46405-000

UPC 0-88634-46405-4

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**2** TREAT



**5 Sheet Masks**  
**Item # 56501-0UK**  
**UPC 0-88634-56501-0**

## ANTI-AGING SHEET MASK

- An intensive, vitamin enriched treatment that improves the look of skin's firmness and tone, while minimizing the appearance of fine lines and wrinkles
- Retinol exfoliates and helps improve skin texture
- Vitamin B5 nourishes skin and soothes irritation
- Hydrolyzed Collagen hydrates and moisturizes
- Vitamin E helps protect and replenish your skin

## SKIN TYPES & CONDITIONS

- All Skins

## ACTIVE INGREDIENTS

- Retinyl Palmitate (Vitamin A), Panthenol (Vitamin B5), Vitamin E, Hydrolyzed Collagen, Witch Hazel Extracts, Green Tea and Allantoin

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**2** TREAT



**Net Wt. 3.4 Oz. 100 g**  
**Item # 46430-000**  
**UPC 0-88634-46430-6**

## GOLD PEEL-OFF MASK

- Gold Peel-Off Mask instantly illuminates and firms your skin
- Retinol Palmitate, Hydrolyzed Collagen and Vitamin E leave skin feeling tighter and more lifted
- Retinol Vitamin A smoothes skin texture as Gold helps to firm lift and brighten

## SKIN TYPES & CONDITIONS

- All Skins

## ACTIVE INGREDIENTS

- Retinol Vitamin A, Gold, Hydrolyzed Collagen, Vitamin E, Flower Extracts



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## SOCIAL MEDIA

 @retinolskincare

 /retinolskincare

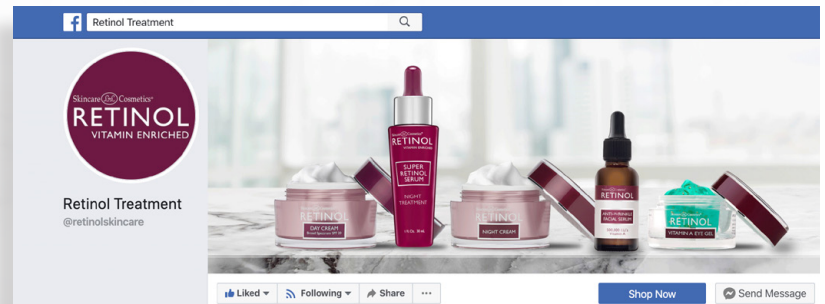
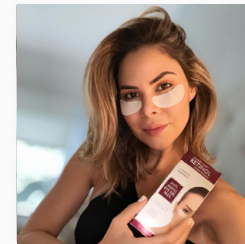
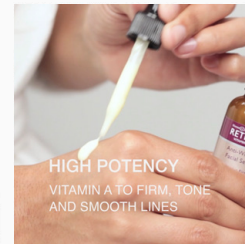
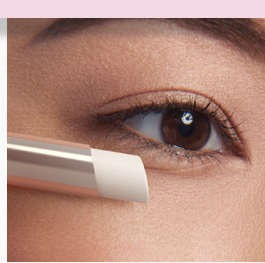
 /retinoltreatment

+58% Social Growth  
Over last year

+38% Instagram  
Over last year

+48% Post Clicks  
Over last year

+165% Engagement  
Over last year



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## INFLUENCERS & BRAND AMBASSADORS





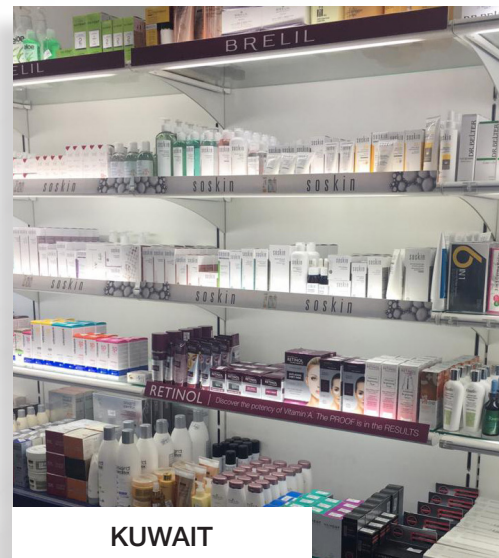
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## INSTORE MERCHANDISING



KOHL'S USA



KUWAIT



GERMANY



HARMONS USA



NETHERLANDS



CVS Y MAS

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[WWW.RETINOLTREATMENT.COM](http://WWW.RETINOLTREATMENT.COM)

