

# AHAVA

NEW

## APPLE OF SODOM PRODUCT COLLECTION

Youth replenishing and age-defying

### WHAT DO I NEED TO KNOW

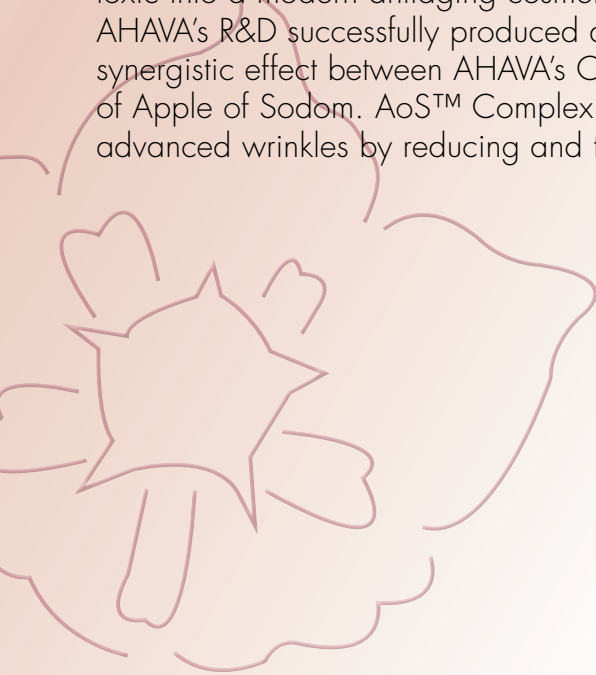
**Apple Of Sodom, age-defying product line is AHAVA's major 2018 launch.**

A pioneering, authentic, patented, innovative skincare technology, which offer consumers a Botox – like alternative for advanced wrinkle smoothing and skin replumping.

Inspired by the intriguing Apple Of Sodom plant (calotropis procera), native to the Dead Sea desert flora, AHAVA scientists created an exclusive wrinkle smoothing biotechnology to help skin control the constant chronic inflammation challenges, which accelerate skin's aging.

Apple Of Sodom is a beautiful flowering plant with a flesh containing a toxic milky sap which was used in ancient tribal and eastern medicine to treat various health problems. AHAVA is the world's first company to tap into its ancient healing power and leverage its toxic into a modern antiaging cosmetic component.

AHAVA's R&D successfully produced an active AoS™ patented complex - a significant synergistic effect between AHAVA's Osmoter™ (Dead Sea natural Minerals) and callus of Apple of Sodom. AoS™ Complex is scientifically tested and clinically proven to treat advanced wrinkles by reducing and tightening facial features.



# WHAT BENEFITS I NEED TO SPEAK ABOUT

## Activating Smoothing Essence 100ml

Age defying, lightweight water-lotion essence which contains the exclusive AoS™ complex, AHAVA's clinically proven, wrinkle-smoothing patent & impressive active nourishing components which provide skin with a must have base to apply pre every skin product.

- Imparts a generous amount of moisture to instantly soften and plump the skin, making it more receptive to rest of skincare routine
- Enriched with AoS™ complex together with active ingredients to smooth skin's texture and support advanced wrinkle reduction
- Balances and refreshes skins surface

**Usage:** the best recommended way to use essence is to apply with your hands, directly to clean face and neck. Alternatively, generously soak a cotton pad and smooth over face.



## Advanced Deep Wrinkle Smoothing Cream 50ml

An advanced all day moisturizer that works to diminish deep wrinkles, visibly shape facial contours, plump and refine skins features, maintaining overall youth appearance throughout the day.

- Reduces the appearance of deep-set wrinkles and fine lines
- Targets loss of volume and help sculpt facial contours
- Advanced nourishment and hydrating plumping effect to restore youthful looking contour

**Usage:** apply on clean skin and neck; massage upwards until fully absorbed. Use morning and evening



## Deep Wrinkle Filler 15ml

Targeted and immediate wrinkle filling that can minimize the look of advanced laugh lines, frown lines, crow's feet & lip lines to refine and smooth skins features

- Directly fills in deep creases and plumps facial areas
- Over time, softens the look of deep-set wrinkles
- Noticeable & immediate improvement in the looks of expression lines (mouth, eyes, laugh, forehead)

**Usage:** apply as the last step of your skin care regimen (and before foundation/ make up application). Direct the syringe-like applicator tip and squeeze directly to fill wrinkles and fine lines upon your choice. Tap with fingertips to help absorb.



## Overnight Deep Wrinkle Mask 50ml

A gel-based mask for revived younger looking skin, after overnight use.  
An indulgent weekly ritual for smoother skin



- Diminishes deep wrinkle appearance
- Highly nourishes and hydrates the skin during night sleep for replumped, smoother revived younger looking skin to start the day
- Enhances skin's natural repair & restore abilities throughout the night

**Usage:** before bedtime, apply an even generous layer to clean face and neck and massage into skin.

## WHAT I NEED TO DEMONSTRATE

### Show& Tell

**Tell:** Apple Of Sodom products offer alternative natural and safer options for treating advanced wrinkles. Each product provides 'Botox like' results, which can complement any skincare regimen.

**Show:** On consumer, back of hand:

- 1. Demonstrate the use of Activating Smoothing Essence - pour a few drops to palm of your hands and tap on the consumer's back of hand. At the same time, explain the essence unique lightweight, serum-like texture and its skin benefits (as written above) especially its role in making the skin more receptive to rest of skincare routine
- 2. Apply a little from the Advanced Deep Wrinkle Smoothing Cream on top of the wet - with essence hand and massage until absorbed
- 3. Compare with the consumer's other hand to show the instant hydrating, smoothing and replumping effect.

**Show:** On consumer face – crowfeet wrinkles

- 1. Clean the targeted area with a cotton pad soaked with AHAVA's Makeup remover
- 2. Demonstrate the Wrinkle Filler and tap into skin with your clean fingertips
- 3. Provide a mirror to the consumer, to see VS untreated wrinkles

