

AHAVA

ELEMENTAL BEAUTY FROM THE DEAD SEA

NEW

MINERAL RADIANCE COLLECTION

An Energy and Radiance Recharge

WHAT I NEED TO KNOW

A range of **4 mineral-based skincare products** formulated to energize skin, increase radiance, and protect against environment & urban pollution.

Pollution Stress is by all means the disease of the century, and as the skin is the body's first frontier, it is under constant attack by pollutants. Pollution particles are the direct cause of dull tone, tired looking skin (lack of radiance) and premature aging.

The NEW advanced formulation contains patented **OsmoGuard™**, which combines AHAVA's exclusive Dead Sea Osmoter™ with anti-pollution actives, for enhanced skin protection.

The result: skin radiance reinvented at levels of intense potency!



WHAT BENEFITS I NEED TO SPEAK ABOUT



A complete energy kick-start regimen

- ✓ Skin Energy
- ✓ Skin Radiance
- ✓ Skin Protection

Cleanse:

Mineral Radiance Cleansing Gel

An oil-free & sulfate-free cleanser; purifies skin and gently neutralizes external irritants for glowing, calmed, and fresh skin. Powered by OsmoGuard™, it protects skin from urban pollution. Containing hydrating jojoba oil and energy boosting active Signaline S™ [botanical complex proven to increase cellular energy [ATP]] to invigorate skin while cleansing - leaving nothing behind, just sparkling-fresh radiance.



Protect & Hydrate:

Energizing Day Cream UVA/UVB/IR SPF15

The skin's daily boost! This energizing cream restores skin's radiance, and infuses it with energy. Powered by AHAVA's patented OsmoGuard™, it guards skin against pollution, broad spectrum ultraviolet and Infrared light.

In addition, mineral 'soft focus' active, and SignalineS™ [botanical complex proven to increase cellular energy (ATP)] work in concert to enhance skin's cell energy, boost radiance and give your skin a calmed, well-being.



De-Stress:

Overnight De-Stressing Cream

Skin's overnight rejuvenator! This soothing cream infuses skin with a boost of hydration and nutritive energy for a beautiful night's sleep. Powered by OsmoGuard™, it helps repair damage and relaxes skin from daily stress and pollution that can age skin fast. Containing Venuceane™, a biotechnology potent protective & detox ingredient, it actively works while you sleep to give your skin the rest and calm it needs. Awaken to luminous glow.



Detox:

Instant Detox Mud Mask

Detoxifying, Instant anti-pollution solution! Powered by OsmoGuard™, this mineral-rich Dead Sea Mud treatment reinforces skin against urban pollution. Deeply hydrates, purifies and calms skin to soften lines and protect freshness and radiance. Contains Venuceane™, a biotechnology potent ingredient which enhances skin's natural detoxification activity.



WHAT I NEED TO DEMONSTRATE

The best way to demonstrate the message of clear, refreshed and energized skin is by introducing the 2 minutes Instant Detox Mud Mask on the back hand of the consumer. This mask visualizes the power of the Dead Sea minerals to revive skin on the spot.

Show& Tell

1. **Apply** a generous and even layer on the back of one hand, leave for 2 minutes and take off with a wet wipe. While waiting **tell** about AHAVA's anti-pollution OsmoGuard™ exclusive patent (Patent no. 247192)

"Its an "urban shield" to skin, based on the combination of AHAVA's Osmoter™ and Pollustop™ active ingredient (Biosaccharide Gum-4) creating a protective transparent armor screen between environment and skin that defends against airborne pollutants and environment-induced stressors. OsmoGuard™ acts immediately and physically, a «breathing» shield, which like a second skin will screen against the penetration of pollutants and reduce the induced damages."

2. Compare with other hand.
3. Introduce all Mineral Radiance products to increase sale.