

MODERE CELLPROOF

BEAUTY IS CHANGING

MÖDERE.



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MODERE CELLPROOF

**IT SHOULD MAKE
YOU FEEL GOOD
ABOUT YOURSELF...**

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MODERE CELLPROOF

**EVEN WHEN
YOU'RE WEARING
NOTHING AT ALL**

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**CLEAN, HEALTHY
LOOKING SKIN IS IN**

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SKINIMALISM

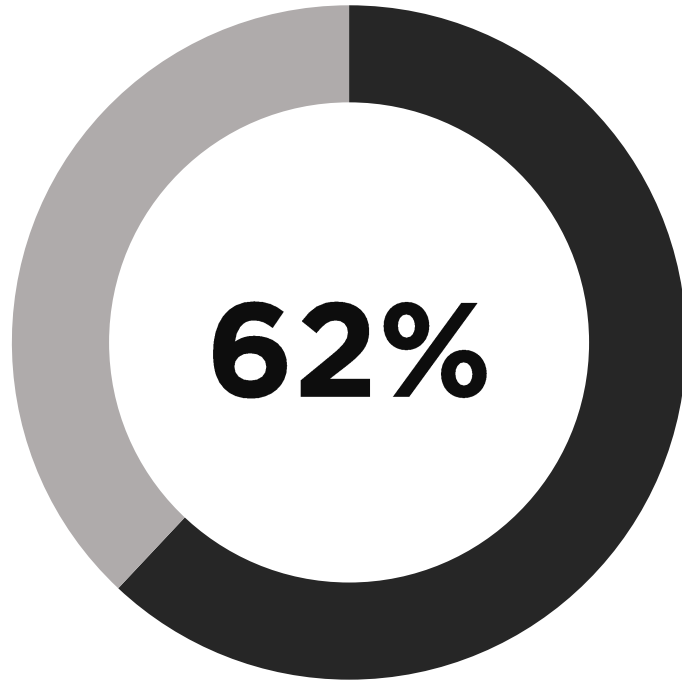
Minimalist skin care + visible results
for a naturally beautiful complexion

MÖDERE.

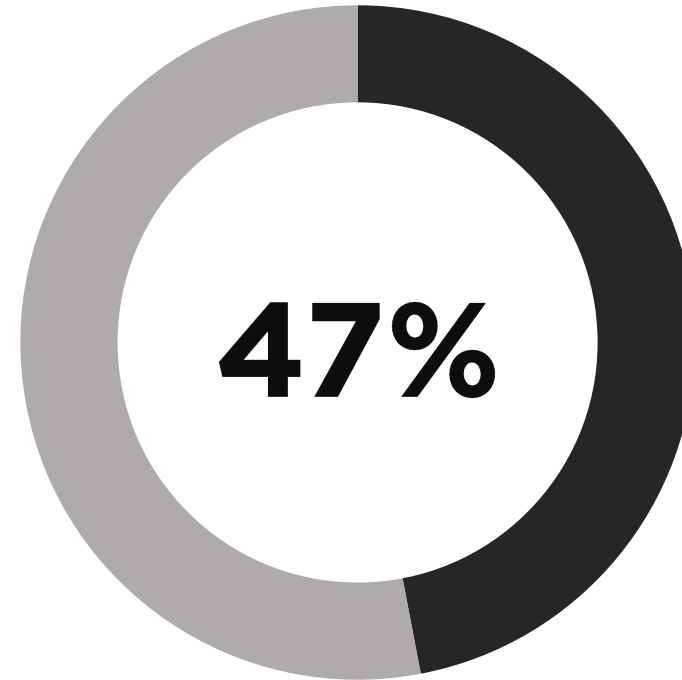


CONSUMER TRENDS SINCE 2020

62% wear
less makeup



47% more concerned
with **skin health**



Source: Lightspeed/Mintel

EXPERIENCES ARE CHANGING

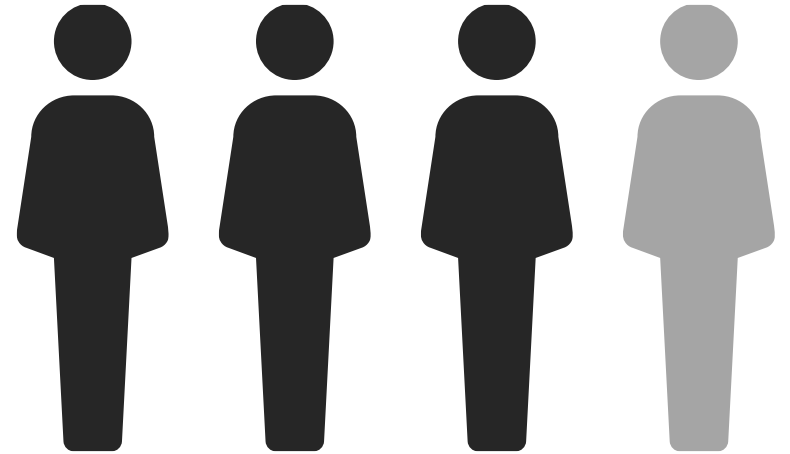
- Less shopping in stores,
more online orders
- Less spa treatments,
more at home self-care
- Less “try-before-you-buy”,
more reliance on influencers/reviews



PRIORITIES ARE CHANGING

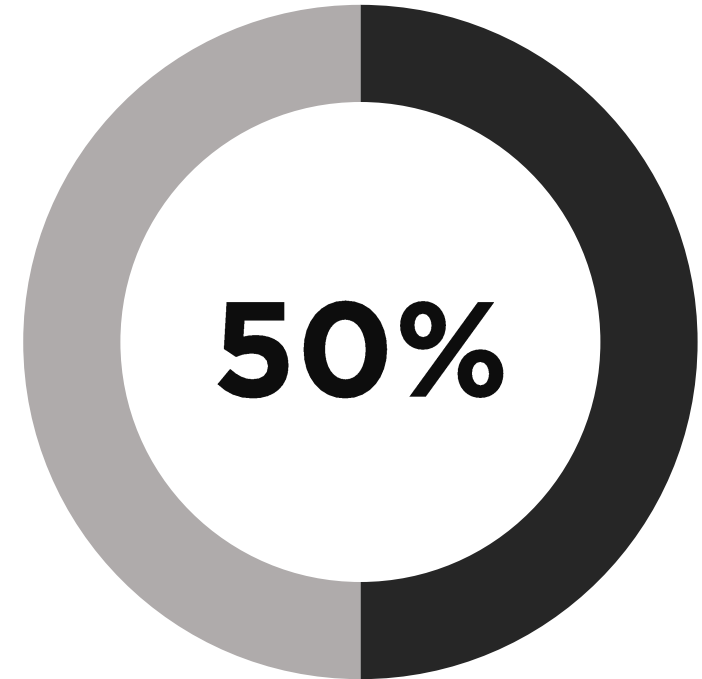
- Clinically proven
- Transparency
- Less filler ingredients
- Clean label
- Sustainability

**NEARLY 3 OUT OF 4 WOMEN
PURCHASED MORE CLEAN
BEAUTY PRODUCTS**



Source: Lightspeed/Mintel

**50% OF CONSUMERS BELIEVE
THE MOST IMPORTANT PRODUCT
CLAIM IS THAT IT'S PROVEN TO
BE EFFECTIVE**



Source: Lightspeed/Mintel

MODERE CELLPROOF

MODERE

Clean & clinical



MÖDERE.

MODERE® CELLPROOF

- Clean label
- Clinically proven
- Award-winning



THE NEW GENERATION OF CLEAN BEAUTY



BIOCELL COLLAGEN[®] CG

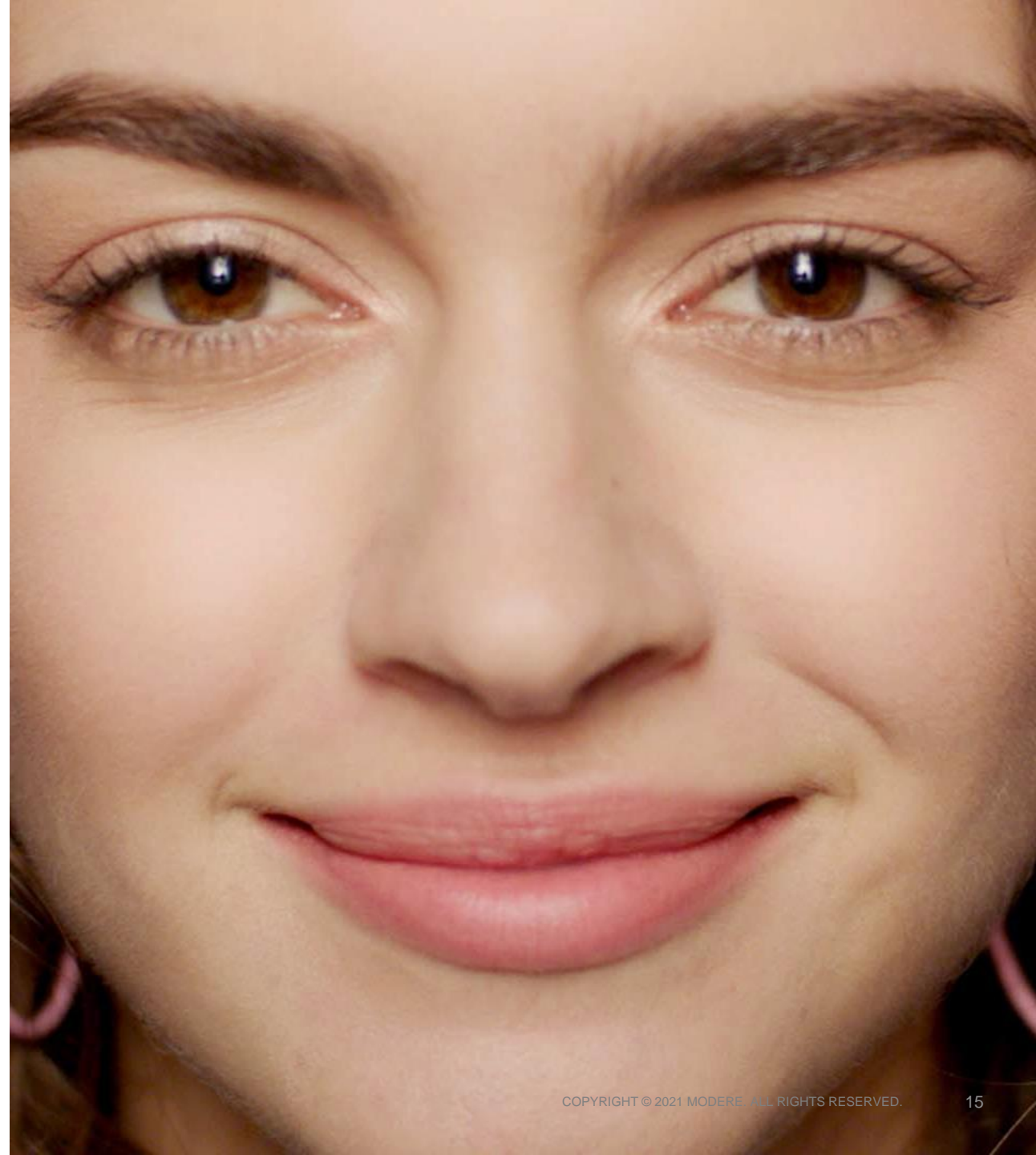
- Type II collagen peptides
- Hyaluronic acid
- Chondroitin sulfate



MODERE CELLPROOF

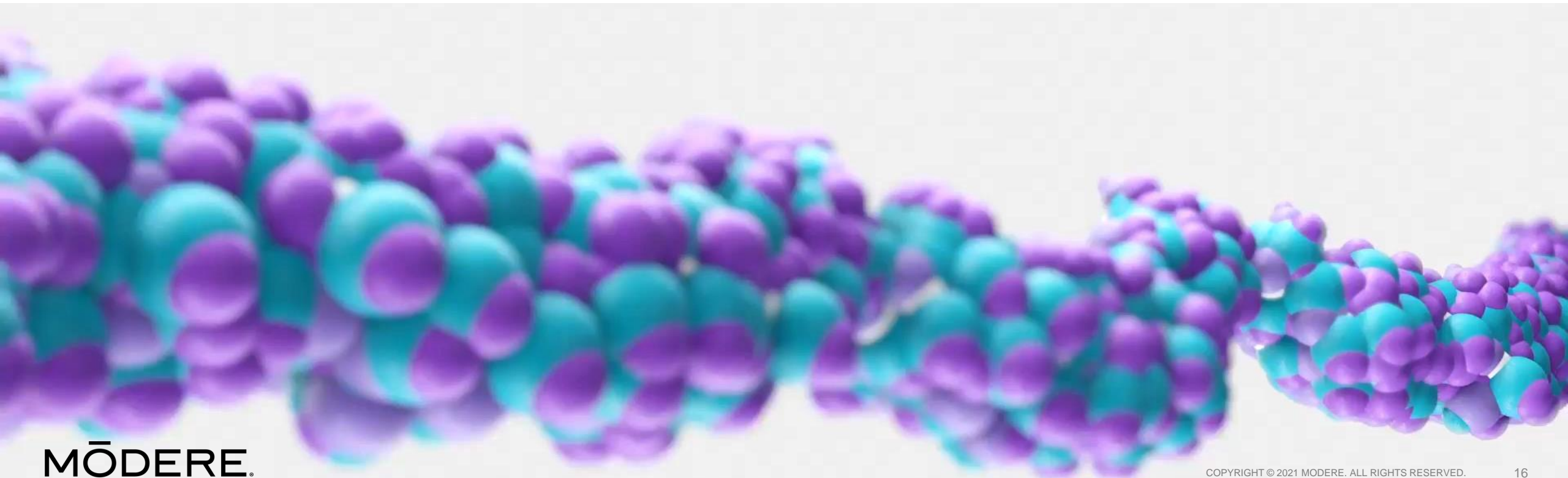
**COLLAGEN
& HYALURONIC ACID
NATURALLY DEplete
AS YOU AGE**

MÖDERE.



TYPE II COLLAGEN PEPTIDES

- Major component in healthy looking skin
- Bio-Optimized™ into collagen micromolecules
- Reduces appearance of fine lines and wrinkles



HYALURONIC ACID

- Critical to skin hydration
- Promotes fuller, plumper looking skin
- Amplifies collagen benefits

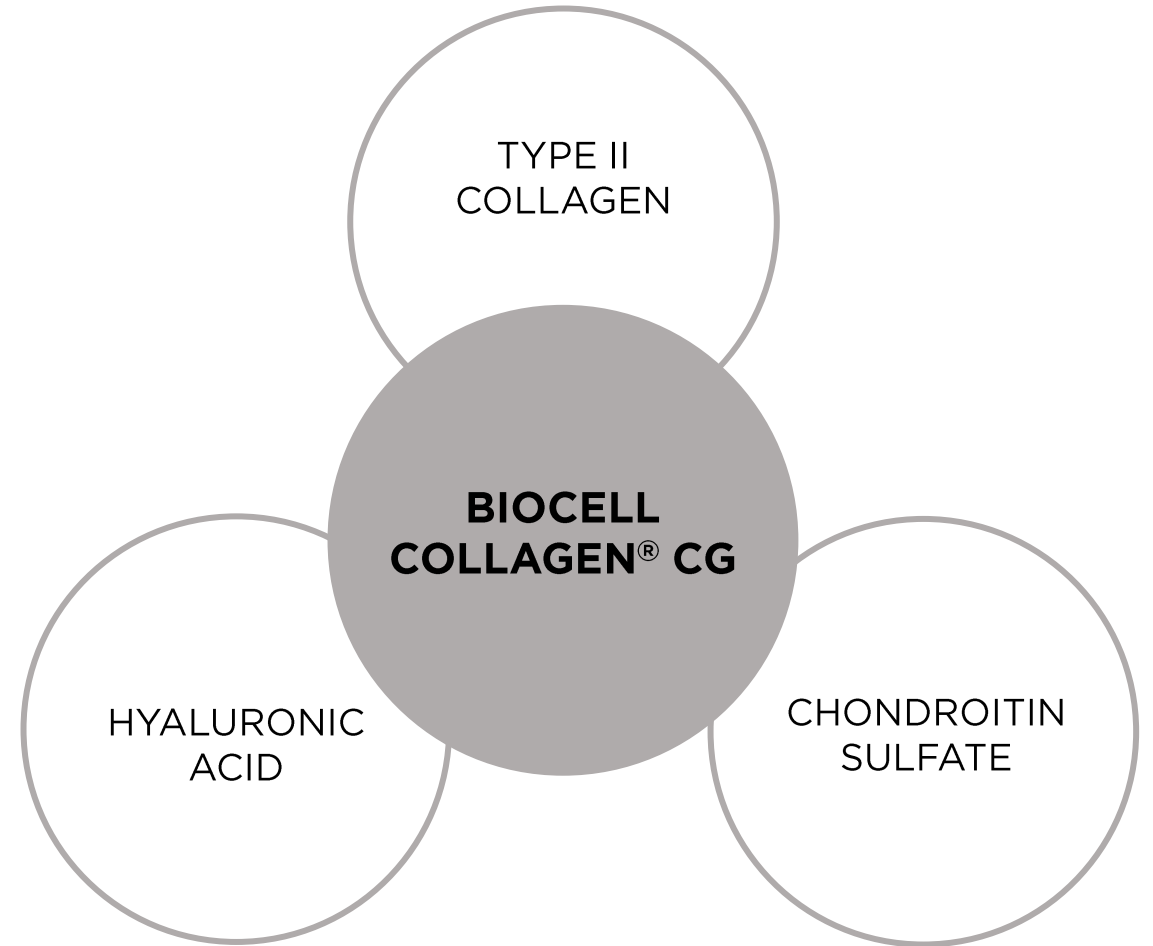


CHONDROITIN SULFATE

- Supports a more elastic and firm appearance
- Soothes skin to support a more even looking skin tone



BIOCELL COLLAGEN® CG



+ LIQUID BIOCELL®

- Increase skin's collagen content*
- Improves skin's hydration, firmness & elasticity*
- Reduce the enzyme that can make skin age*
- Reduces wrinkles & fine lines*



MODERE INSIDE-OUT COLLAGEN SYSTEM





“Modere® CellProof rivals the most sought-after skincare products in the world.”

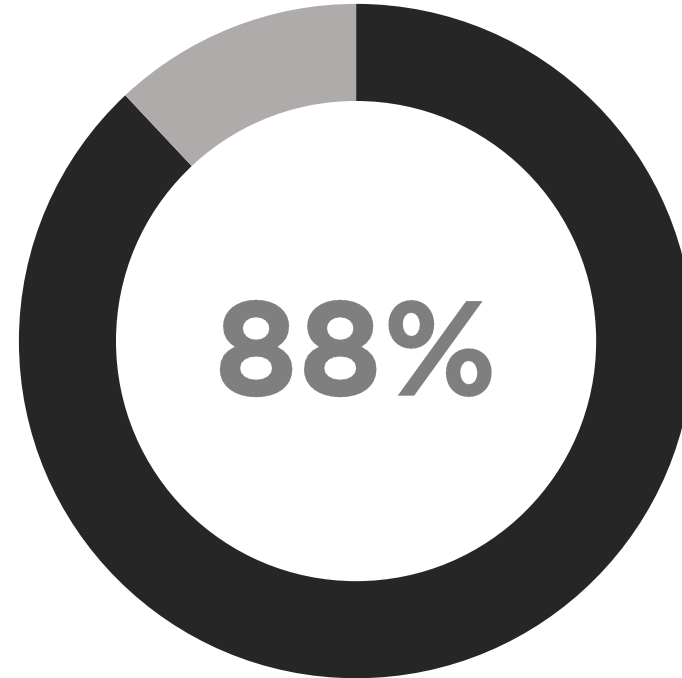
KELLY O' MALLEY MATTONE
MD, COSMETIC PHYSICIAN



“Collagen/HA Matrix® Technology... in both the nutraceutical and cosmeceutical worlds... is pioneering the ‘inside-out’ approach to beauty.”

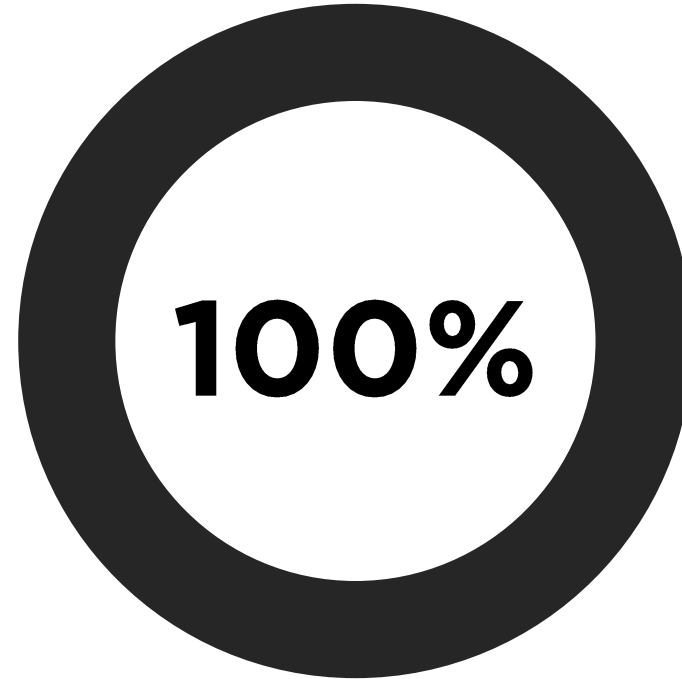
JON M. GRAZER
MD, MPH, FACS

**WITHIN 5 MINUTES,
88% NOTICED A TIGHTENING
EFFECT IN THEIR SKIN.***



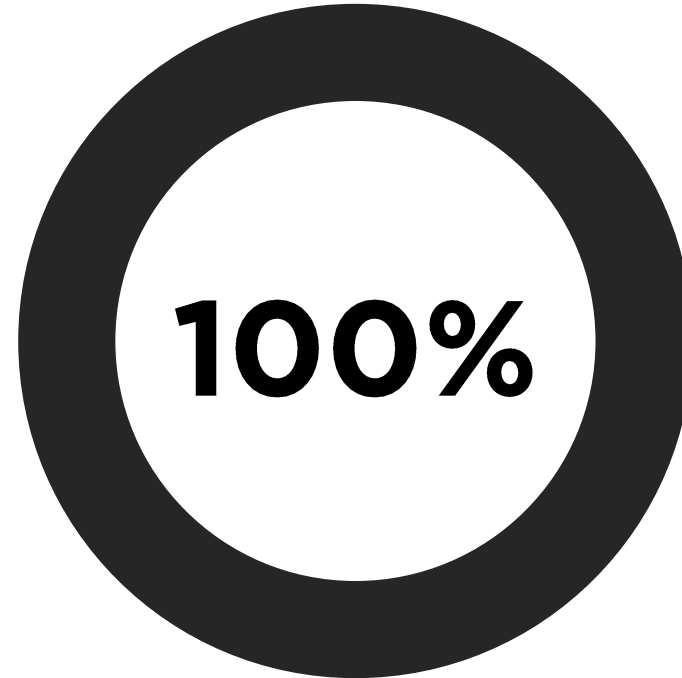
*Modere CellProof Serum. Modere customers and independent representatives. Product trial participants were asked to complete a survey. Percentages are based on the number of post-trial survey responses received, not on the total number of product trial participants.

**AFTER 1 WEEK,
100% SAID SKIN WAS
MORE MOISTURIZED
& HYDRATED.***



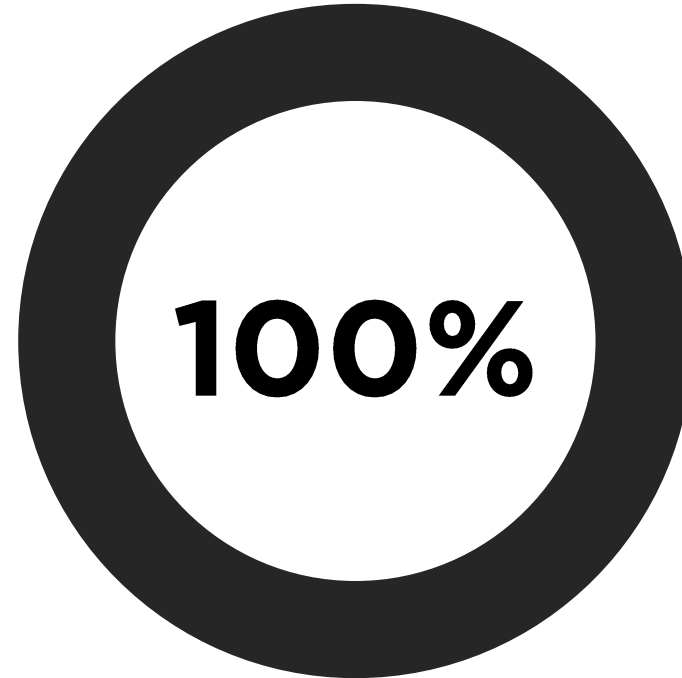
*Modere CellProof Serum. Modere customers and independent representatives. Product trial participants were asked to complete a survey. Percentages are based on the number of post-trial survey responses received, not on the total number of product trial participants.

**AFTER 3 WEEKS,
100% FELT MORE
CONFIDENT IN
THEIR SKIN.***



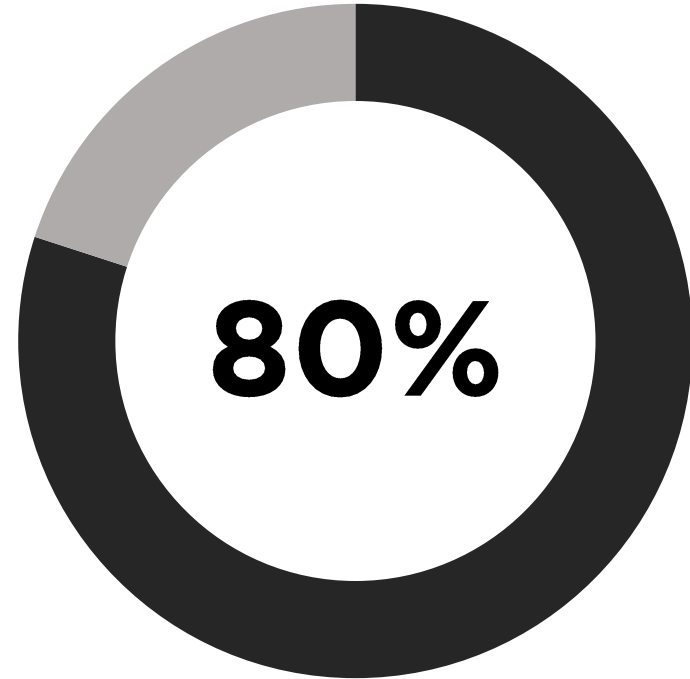
*Modere CellProof Serum. Modere customers and independent representatives. Product trial participants were asked to complete a survey. Percentages are based on the number of post-trial survey responses received, not on the total number of product trial participants.

**AFTER 4 WEEKS,
100% WOULD
RECOMMEND
TO A FRIEND.***



*Modere CellProof Serum. Modere customers and independent representatives. Product trial participants were asked to complete a survey. Percentages are based on the number of post-trial survey responses received, not on the total number of product trial participants.

**80% REPORTED
IMPROVED
SKIN TONE.***



*Based on a 4-week long independent clinical study of female subjects using CellProof Serum.

**85%-92% CONTINUED
TO SEE IMPROVED
APPEARANCE OF SKIN
DENSITY, TEXTURE
& EXFOLIATION.**



*Based on a 4-week long independent clinical study of female subjects using CellProof Serum.

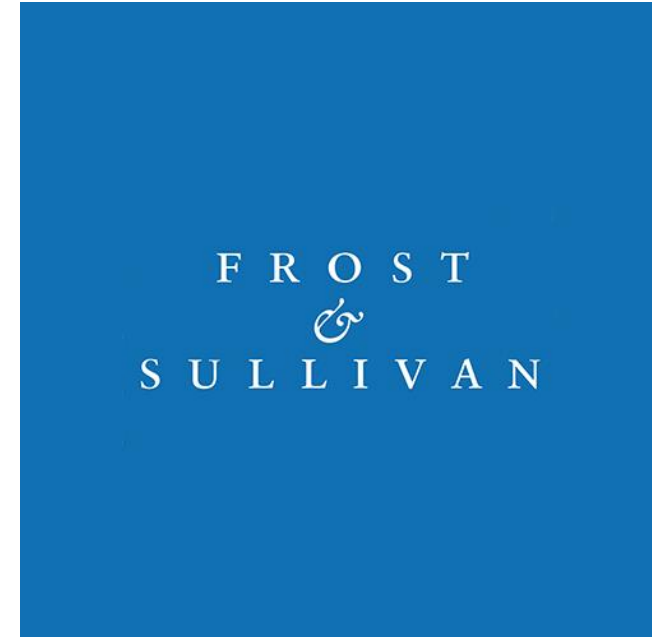
GREEN & GORGEOUS EDITOR'S CHOICE

Beauty Shortlist Awards 2020



BEST COLLAGEN PEPTIDE IN PERSONAL CARE

Frost & Sullivan 2012



CHAIR OF THE BOARD OF DIRECTORS

- Ingredient Transparency
- Global Sustainability
- Ingredient Quality
- Collagen Integrity

Collagen
Stewardship
Alliance

MODERE CELLPROOF



MODERE CELLPROOF SERUM

- BioCell Collagen® CG
- Skin-tightening complex
- Antioxidants

BENEFITS

Visibly tightens, tones & firms skin instantly*

*Within 5 minutes

MÖDERE.



**CLINICALLY
PROVEN**

MODERE CELLPROOF INFUSION MASK

- Ox3™ technology
- Snow algae
- Summer snowflake

BENEFITS

Oxygenates, awakens & renews tired-looking skin



MODERE CELLPROOF MOISTURIZER

- BioCell Collagen® CG
- Astaxanthin
- Advanced peptides
- Vitamin C

BENEFITS

Intensely hydrates & smooths skin's appearance



MODERE CELLPROOF EYE CREAM

- BioCell Collagen® CG
- Natural caffeine
- Pomegranate
- Ginger

BENEFITS

Wakes up tired-looking eyes, reducing the appearance of lines & dark circles



MODERE CELLPROOF LIP COMPLEX

- BioCell Collagen® CG
- Tri-peptide blend
- Shea butter

BENEFITS

Delivers fuller looking, softer lips in just one use



MODERE CELLPROOF BODY FIRING FOAM

- BioCell Collagen® CG
- Macaline® Maca
- Pro-Sveltyl OP®

BENEFITS

Firms, tightens and tones the appearance
of cellulite



CLEAN LABEL CONFIDENCE

- For all skin types
- No animal testing
- BPA-free packaging



THE PROOF IS IN THE PICTURES



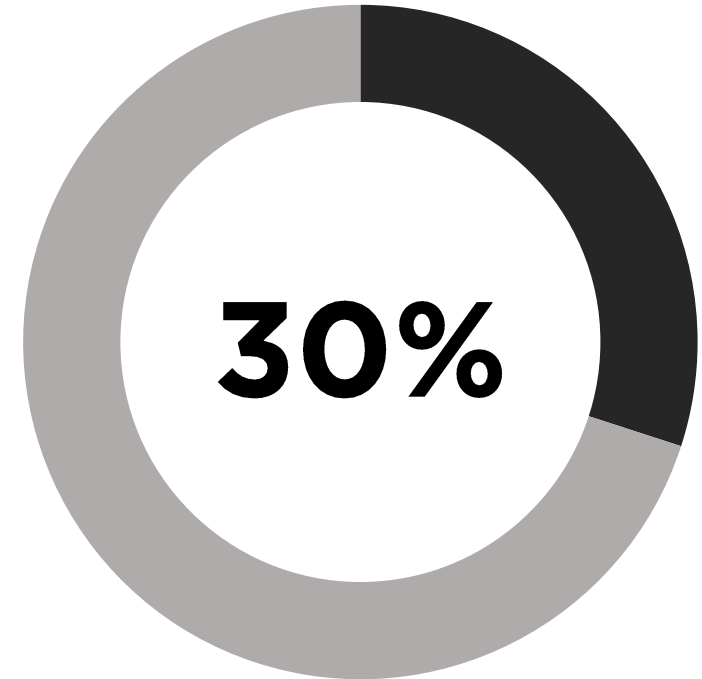
MODERE CELLPROOF



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**CLEANSER = >30% FACIAL
SKINCARE RETAIL SALES IN U.S.**

**THE MOST USED SKINCARE
PRODUCT AMONG AGES 18-44**



Source: Lightspeed/Mintel

MODERE CELLPROOF

MODERE CELLPROOF DOUBLE CLEANSER



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MODERE CELLPROOF

MODERE CELLPROOF



MODERE.

MODERE CELLPROOF

MÖDERE.

**LIVE CLEAN.
LIVE BEAUTIFUL.**

