



GOLDEN AGE

I  ESTEREL®
Beauté Avancée

Active cosmetics for specific
anti-aging treatments

INTRODUCTION

The face Aging process affects everybody, even if with timing and ways that may act differently on each person.

Skin aging is an irreversible process that is characterized by more physiological alterations:

- progressive reduction of skin moisture levels,
- appearance of the first micro-wrinkles,
- reduction of skin elasticity and tone,
- hyperkeratosis , the thickening of the stratum corneum (the outer layer of the skin),
- appearance of hyper-pigmentation (age spots).

The proper face anti-aging treatment must restore **skin brilliance**, help the skin in the regeneration process, help and preserve hydration and sooth the typical age-thinning.



For restoring **youth** and **freshness** of face, **ESTÈREL** recommends the innovative highly effective **GOLDEN AGE** Line, the two face care cosmetics that represent the result of the advanced Research & Development activity of **MARIO ZUNINO Labs**.

GOLDEN AGE is pure **Beauty**, the refined preciousness of its formulas is emphasized by the selected ingredients and by the elegant design of the packaging.

SCIENCE



Skin Aging is an irreversible process that brings to several physiological and bio-chemical changes.

Such changes are the result of several specific changes:

MUSCLE AGING

The movements of face muscles produce the repeated contraction and de-contraction of the dermal layer. With the flow of time the signs on skin become more evident and show the first wrinkles on face.

TIME AGING

At the age of 40 you can start noticing the effects of the degradation process that affects elastin and collagen fibers, with the consequence that skin results less tonic.

HORMONAL AGING

With the reduction of hormonal activity, around 50, the skin suffers further alterations: it loses density getting dry and toneless. The face shape is less defined.

FOTO-AGING

It affects all ages, as it is in relation with life-style, that makes the time aging processes to be faster and stronger. The bad action of UVA rays reduces the cell renewal process and causes an irregular production of melanin.

The combined action of external agents like UV rays, pollution, smoke and stress unchains the production of free radicals that oxydate the body cells. The skin becomes less brilliant, less tonic while the first wrinkles appear on face.

The COSMETICS

GOLDEN AGE ESTÉREL Line includes:

1. GOLDEN CREAM
2. GOLDEN FILLER

→ JAR 50 ml
→ BOTTLE 30 ml

Golden Cream

TARGET: Rejuvenating Filling Treatment for restoring softness and power to thin dry skin. The innovative cream formulated with special herbal ingredients for the successful treatment of wrinkles and age signs, keeping the skin moisturized and young. Special anti-aging pearls make the cream even more exclusive and fine. The soft and luxurious texture offers the perfect base for the make-up.

Golden Filler

TARGET: Re-vitalizing Lifting Concentrate for delicate Face zones; thanks to its powerful and delicate formulation, it induces and improves a complete epidermal renewal, acting on skin thickness, density and elasticity.

It represents the winning solution for effective, immediate and long-lasting anti-aging results. Its innovative composition reduces wrinkles and age-signs visibly, making the skin elastic, bright and young. It acts effectively on eyes, eye-lids and lips-contour improving strength, elasticity and density.

ACTIVE PRINCIPLES and USE INSTRUCTIONS

Golden Cream

- > Hyaluronic Acid Microspheres
- > Seeds Oil of Rosa Mosqueta
- > Coenzyme Q10
- > Natural Extracts Of Borojo
- > Fitosomes Of Jojoba Oil With Vitamine E

Use Instructions: apply evenly to clean skin twice a day, morning and night with a light massage

Golden Filler

- > Hyaluronic Acid Microspheres
- > Seeds Oil of Rosa Mosqueta
- > Coenzyme Q10
- > Natural Extracts of Borojo
- > Micro-Collagen
- > Natural stretching agent from wheat proteins

USE INSTRUCTIONS: gently smooth three to five drops onto the fingertips and massage around the eye and the lips areas, morning and evening. Excellent as face extra-lifting treatment.





GOLDEN AGE Treatment

The **GOLDEN AGE** Treatment:

- **Improves the complexion and reduces skin imperfections** lessening dark circles and eye bags. Face skin becomes brilliant and tonic;
- Specific for the treatment of **wrinkles, expression wrinkles, toneless and dry skin.**



PERFORMANCE

HYDROLAIT NETTOYANT + / 4 ml	Clean face, neck and e décolleté with HYDROLAIT NETTOYANT + . Massage smoothly; then remove the remaining quantity with tepid water.
MASQUE PEELING + / 10 ml	Apply 10 ml MASQUE PEELING + on face, neck and décolleté. Leave in action during 10 minutes; then remove using warm towels.
VISAGE EXTRA-TONIQUE / 2 ml	Apply on face, neck and décolleté; massage smoothly with rullage movements.
GOLDEN FILLER / 3-5 drops	Distribute 3-5 drops softly on eyes-contour, eyelids and lips and let absorb with a soft massage.
GOLDEN CREAM / 1 ml	Apply on face morning and evening, after cleansing and tonifying, with delicate massages from face to décolleté.,

MARKETING

How can we efficaciously introduce the **GOLDEN AGE** Line?

First of all it is important to set-up a dedicated point, able to put in evidence the Golden Age products with elegance and simplicity. It will be well positioned and visible from any corner of the Salon.

The practical Expo Display, the leaflets and the Golden Age Shoppers have been developed for supporting the exhibit with creativity and style.

The merchandising corner will become a powerful support to retail activity.

APPROACH

.... I am glad to recommend the **GOLDEN AGE ESTÈREL Face Treatment**, that dramatically improves hydration and lessens the wrinkles... it reduces age spots... it acts effectively against eyelids relaxation..... it reduces and stretches the wrinkles around lips..

... we have recently included in our menu the new Face Treatment **GOLDEN AGE ESTÈREL** with Hyaluronic Acid; I would highly recommend it to you, as it will make your skin more brilliant and stronger ...

... let me introduce the newest **Treatment GOLDEN AGE ESTÈREL...**

