

Did You Know ...

- Expression lines are formed over time as a result of repetitive minor contractions of facial muscles.
- Exposure to any ultraviolet rays causes premature aging. Man-made rays generated in tanning booths are not any safer.
- Exfoliating helps your skin better receive the benefits of treatment products and moisturizers.
- 75% of the U.S. population is not drinking enough water. Drink up to improve your health and skin's appearance!
- Smoking speeds up the aging process. It depletes skin of needed nutrients and oxygen.
- It takes fewer muscles to smile than it does to frown.

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“My Skin
Is Aging”

MERLE NORMAN®

“My Skin Is Aging”

Wrinkles are like snowflakes: No two are alike. Although no one ever feels ready to see lines and wrinkles, the good news is that many are preventable!

Know Your Lines

Photo-aging lines develop from excessive sun exposure and can be avoided with proper SPF protection. *Dehydration lines* are often mistaken as a sign of premature aging, when all you need to do is quench your skin’s “thirst.”

Expression lines — formed by everyday facial movements such as frowning and smiling — are less avoidable, but can be minimized.

In addition to proper nutrition and a healthy lifestyle, a customized skin care regimen that includes sunscreen and anti-oxidants will help ward off photo-aging and premature aging.

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Ask Yourself:

Do you sometimes head outdoors without sunscreen?

Do you catch yourself frowning or squinting?

Are fine lines and wrinkles a concern to you?

If you answered “yes” to any of the questions above, a skin assessment from your Beauty Consultant can help you make the right choices to meet your skin’s needs.

Anti-Aging Products

Merle Norman offers a variety of products to help keep skin looking younger.

To remove dead skin cells, which can accentuate fine lines and wrinkles:

- **LUXIVA® Micro-Refiner** is a gentle at-home alternative to microdermabrasion that delivers dramatic exfoliation to improve the overall appearance of skin.

To moisturize and smooth out existing expression lines and to assist in preventing new ones:

- **LUXIVA® Wrinkle Smoother** significantly increases skin firmness and elasticity.

To target fine lines and wrinkles due to sun damage:

- **LUXIVA® Fine Line Minimizer** with Pro-Retinol and Vitamin C significantly improves skin’s elasticity, suppleness and evenness of skin tone.

To help minimize the future visible signs of aging:

- **LUXIVA® Energizing Concentrate** helps improve skin fitness.

To replenish lost moisture and refresh a fatigued appearance:

- **LUXIVA® Moisture Rich Facial Treatment** helps reduce the appearance of fine lines and wrinkles, while revitalizing a dull, dry complexion.

continued