

Youth is in your genes. *Reactivate it!*
See visibly younger skin in just 7 days.

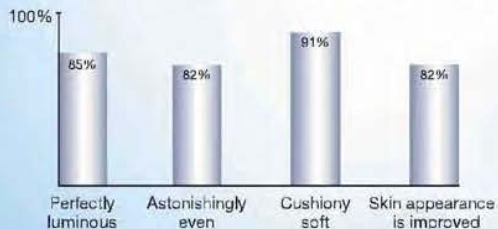
GÉNIFIQUE

YOUTH ACTIVATING CONCENTRATE

At the very origin of your skin's youth: your genes.
Genes produce specific proteins. With age, their presence diminishes. Now, boost genes' activity² and stimulate the production of youth proteins.³

Discover the skin you were born to have.
Breathtakingly beautiful, skin looks as if lit-from-within. Its youthful quality returns: cushiony soft, astonishingly even, dramatically refined.

Clinically proven. Use AM and PM for powerful skin results in 7 days.⁴



Learn more at lancome.com

¹Activate skin's youthful look. ²In-vitro test on genes. ³Clinical study on skin proteins, associated with young skin - France. ⁴Based upon consumer evaluations in a clinical study, which also consists of expert evaluations.

Experience the Génifique
7 DAY TRIAL

*What a difference a week makes.
A free 7-day supply of Génifique
awaits you at your local
Lancôme counter.**

*Available while supplies last.



LANCÔME

PARIS

10 YEARS OF RESEARCH - 7 INTERNATIONAL PATENTS

You sleep. Genes don't.
Wake up to visibly repaired skin. As if you had slept 2 extra hours.¹

NEW
GÉNIFIQUE
REPAIR

YOUTH ACTIVATING NIGHT CREAM

During the night, **the speed of cell regeneration doubles.**
By screening over 4,000 genes, our laboratories identified genes responsible for cellular regeneration.

Today, Lancôme creates Génifique Repair,
our first night care that **boosts the activity of genes.**²

Visibly repair and restore your skin while you sleep.
The first morning, skin looks smoother and fresher.
Night after night, skin is visibly younger and rested,
as if you had slept 2 extra hours.¹

¹Based upon consumer evaluations. ²In-vitro test on genes.

10 YEARS OF RESEARCH - 7 INTERNATIONAL PATENTS



LANCÔME
PARIS

shop at lancôme-usa.com

LANCÔME TV – GÉNIFIQUE :15



1
AVO: Youth is in your genes...
SUPER: Activate skin's youthful look.

2
reactivate it.
LEGAL SUPER: Activate skin's youthful look.

3
Lancôme invents Génifique.
SUPER: GÉNIFIQUE Youth Activating Concentrate.
LEGAL SUPER: Activate skin's youthful look.

4
Our first skincare that boosts the activity of genes.
LEGAL SUPER: In-vitro test on genes.



5
See visibly...
LEGAL SUPER: Based upon consumer evaluation.

6
...younger skin...
LEGAL SUPER: Based upon consumer evaluation.

7
...in just 7 days.
SUPER: Visibly younger skin in just 7 days
LEGAL SUPER: Based upon consumer evaluation.

8
Génifique. Lancôme.
SUPER: GÉNIFIQUE Youth Activating Concentrate



9
With any \$32.50 Lancôme purchase.

10
Only at Macy's.

NOW, CRACK THE CODE
TO YOUNGER ACTING SKIN.

NEW
YOUTH CODE™
Youth Regenerating Skincare



10 YEARS OF GENE RESEARCH
INTERNATIONAL PATENT

Because you're worth it.™
L'ORÉAL®
PARIS

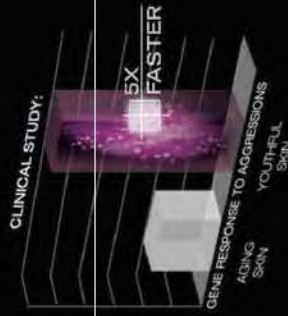
ONE DROP
INSTANTLY IMPROVES SKIN QUALITY

ONE WEEK
SKIN BEGINS TO LOOK YOUNGER

ONE MONTH
REVEAL THE NEW YOUTH OF YOUR SKIN**

THE NEW ERA OF SKINCARE:
GENE SCIENCE.

Imagine, what if you could grow young?
Every great discovery begins by pushing
the boundaries of science. After 10 years
of research, now we know that recovery
genes in youthful skin respond 5x faster
to aggressions than aging skin does. So
even though you can't grow young, we
now have the knowledge to help you begin
cracking the code to younger acting skin.



A dramatic new possibility against
the signs of aging.
L'Oréal introduces Youth Regenerating
Skincare: New Youth Code Serum Intense
with GenActiv Technology™. Designed to
help increase skin's ability to recover faster
from aggressions more like it did when it
was younger.* With Youth Code, now you can
instantly improve skin quality while revealing
the new youth of your skin.**

Discover all of the Youth Code products
and learn more about gene science:

LOREALPARIS.COM/YOUTHCODE
*Based on in-vitro testing. **Skin is more youthful looking.
©2011 L'Oréal USA, Inc.



UNA SEMANA
MEJORA AL INSTANTE EL ESTADO DE LA PIEL

UNA SEMANA
LA PIEL COMIENZA A LUCIR MÁS JOVEN

UN MES
DESCUBRE LA NUEVA JUVENTUD DE TU PIEL*

AHORA, DESCIFRA EL CÓDIGO
PARA REJUVENECER LA PIEL.

NUEVO
YOUTH CODE™
Youth Regenerating Skincare



10 AÑOS DE INVESTIGACIÓN GENÉTICA
PATENTE INTERNACIONAL

Porque tu lo vales.[®]
L'ORÉAL®
PARIS

LA NUEVA ERA EN EL
CUIDADO FACIAL:
LA CIENCIA DE LOS GENES.
¿Te imaginas qué con el paso de los años
tu piel se luciría más joven?

Todo gran descubrimiento comienza
sobrepasando los límites de la ciencia. Tras
10 años de investigación, ahora sabemos
que los genes de recuperación de una
piel joven reaccionan ante las agresiones
5 veces más rápido que los de una piel
madura. Así que aunque no puedas detener
el paso del tiempo, ahora tenemos los
componentes para ayudarte a descifrar el
código para rejuvenecer la piel.

ESTUDIO CLÍNICO:



Un gran avance: contra las señales del
envejecimiento, L'Oréal presenta su gama
de Cuidados Faciales Rejuvenecedores:
Comenzando con el nuevo suero Youth Code
Serum Intense con la Tecnología GenActiv™.
Diseñado para aumentar la capacidad de
recuperación de la piel contra las agresiones
como cuando era más joven**. Con Youth
Code, podrás mejorar la apariencia de tu piel al
instante y lucir su nueva juventud*.

Descubre todos los productos Youth Code y
conoce más sobre la ciencia de los genes visitando:
LORÉALPARIS.COM/YOUTHCODE
*La piel adquiere una apariencia más joven.
**Evaluado en pruebas in vitro. ©2011 L'Oréal USA, Inc.

NEW
INNOVATION
FROM GENE
SCIENCE

L'ORÉAL®
PARIS

SKIN EXPERTISE



**CLINICAL
STRENGTH**
Starter
System

YOUTH CODE™

LOR_P00006595

Youth Regenerating
Skincare
10 YEARS OF GENE RESEARCH
REDUCES SIGNS OF
STRESS, FATIGUE AND AGING

SPF 30 Day Lotion 1.0 FL.OZ. (30mL)

Day/Night Cream NET WT. 0.5 OZ. (14g)

Eye Cream 0.33 FL.OZ. (10mL)

L'ORÉAL®
PARIS

Why is Youth Code™ right for me?

With age, your skin regenerates less quickly. Time leaves a visible imprint: signs of stress, fatigue and aging seem to suddenly appear.

YOUTH REGENERATING DISCOVERY

Innovation derived from GENE Science

After 10 years of research, L'Oréal scientists unlock the code of skin's youth by discovering a specific set of genes¹ that are responsible for skin's natural power of regeneration.

INTERNATIONAL PATENT²

GenActiv TECHNOLOGY™

With L'Oréal's breakthrough **GenActiv Technology™**, this powerful starter system can increase skin's power of regeneration so it regains the qualities of young skin. **See smoother, youthfully luminous and rested skin emerge.**

CLINICAL
STRENGTH
Starter
System

These powerful treatments have been developed to work together for increased effectiveness.



SEE DRAMATIC RESULTS

	SPF 30 Day Lotion	Day/Night Cream	Eye Cream
Diminishes signs of stress and fatigue	✓	✓	✓
Reduces the appearance of lines and wrinkles	✓	✓	✓
Smoothes and evens skin's surface	✓	✓	✓
Boosts skin's radiance and luminosity	✓	✓	✓
Delivers instant hydration	✓	✓	✓
Protects with UVA/UVB SPF 30	✓		
Provides overnight recovery		✓	
Decreases under-eye bags and dark circles			✓

QUESTIONS OR COMMENTS? CONTACT: L'ORÉAL USA, Inc., 575 Fifth Avenue, New York, NY 10017

For personalized skincare advice: CALL 1-800-322-2036 or visit WWW.LOREALPARIS.COM

Because you're worth it™

MADE IN USA

1 In-vivo study 2 Patented in Germany, Spain, France, UK, Italy, and Japan; US Pat. Pending