

freeze 24·7[®]

Age-less Skincare Instant Gratification

YOUTHFUL

FRESH

FAST



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THE BRAND

A premium collection of Age-Less Skincare products

INSTANT results, **LONG-TERM** benefits

State-of-the-art skincare collection offers safe, non-invasive & effective solutions

Utilizes breakthrough technology and scientific advancement

Results you can see and feel – no compromises



01

THE CUSTOMER

TARGET CONSUMER

Age 34-54

WHO SHE IS

Affluent, sophisticated, active woman who takes care of herself

A leader, influencer

Embraces aging but desires a more youthful appearance

Looking for cost-efficient alternative to cosmetic procedures

Savvy customer willing to spend to get real results

Sees the value in investing in high-quality items

Willing to take risks with her products



“Aging is a fact of life.

Looking your age is not.”

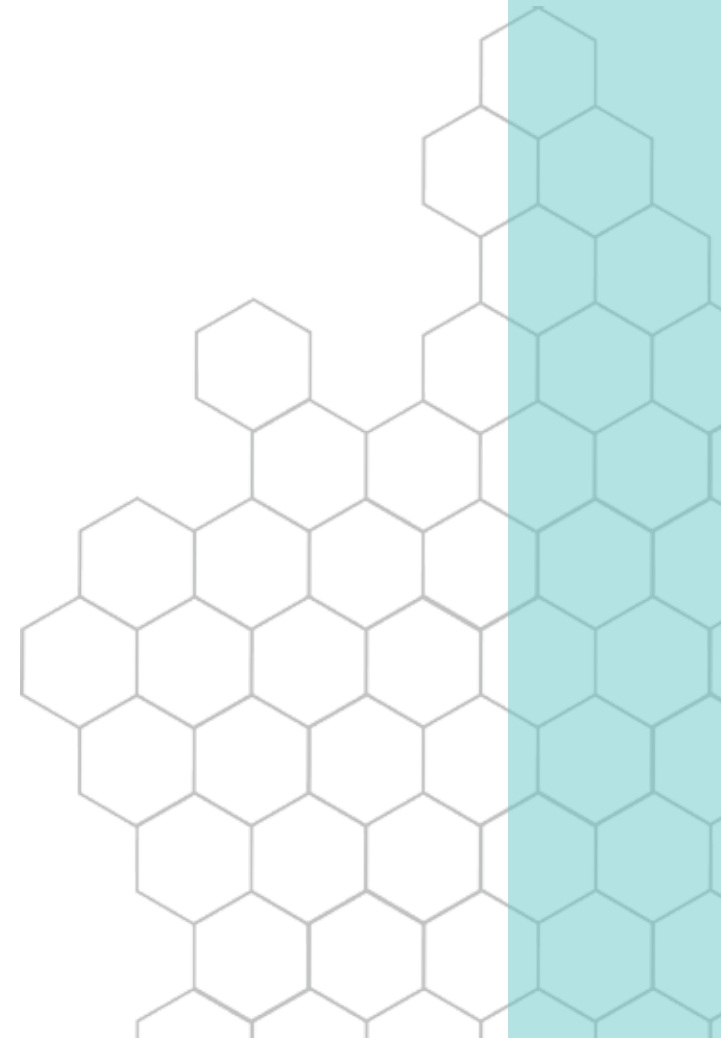
TECHNOLOGY

SUBSTANTIATED WITH SCIENCE

Freeze 24-7[®] skincare products focus on cutting-edge technology with results you can see and feel. All products contain proprietary ingredients to help relieve the common signs of aging, while helping to keep skin looking healthy and youthful. Formulas deliver instant results that diminish the appearance of fine lines, wrinkles and more!

THE CLAIM

Clinically proven results. Our signature Instant Targeted Wrinkle Treatment sounds too good to be true. That's why we conducted clinical trials to demonstrate and measure its effectiveness. What did they find? 100% of the participants (everybody!) saw a 50-90% reduction of the visible appearance of fine lines and wrinkles within 10 minutes of application.



THE PRODUCT RANGE

age-less skincare
Instant Gratification



CLEANSERS/EXFOLIATORS



skin glacé

Daily Detoxifying Cleanser & Mask

Cleanse your skin with this dual-purpose daily self-foaming cleanser to dissolve impurities, sweep away imperfections and get smooth, supple skin on contact. Use as a daily mask to take average skin from so-so to stunning.

\$65



icecrystals

Anti-Aging Prep & Polish

This rejuvenating polish instantly retextures and illuminates your skin. The formula contains powerful resurfacing properties to give skin a smooth and even appearance to eliminate blotchy, discolored skin, revealing a natural, radiant glow!

\$65



skin smoothie

Retexturizing Glycolic Pads

Transforms your skin with this one step glycolic treatment. Gently exfoliates and retexturizes skin revealing luminous skin. Skin's texture is totally rejuvenated and revitalized.

\$75

MOISTURIZERS

**BEST
SELLER**



arctic lift

Firming Neck Cream

Luxurious lifting cream that instantly hydrates the skin giving the appearance of a firmer neck and chest area. Smooths away imperfections and plumps up skin for a lifted, toned and youthful appearance. Formulated with Rejuvelle, a proprietary cactus pectin with amazing water binding properties, to immediately hydrate and fill sagging skin on the neck.

\$95



avalanche

Anti-Aging Peptide Lotion

Lightweight lotion helps boost collagen production whilst providing light hydration and reducing age spots over time. Powerful age-defying complexes and Vitamins A and E combine for nourishment & protection, while Lipoguard with Coenzyme Q10 provides antioxidant protection.

\$65



icecream

Double Scoop Intensive Anti-Aging Moisturizer

A soothing, moisturizing complex that provides intense hydration while nourishing, firming and toning skin. This high-tech, super-charged skincare cocktail takes the moisturizing experience to the next level. Reduces the appearance of facial expression lines and other common signs of aging.

\$105

SERUMS



iceserum

Advanced Brightening Facial Serum

Get a radiant glow with this innovative illuminating facial serum. Formulated with an exclusive White Strawberry Extract and a powerful peptide to give skin a radiant glow. With daily use skin is hydrated, and tone, texture and fine lines appear significantly improved Skin appears more even, supple and glowing.

\$95



skin blizzard

Advanced Brightening Facial Serum

Get a radiant glow with this innovative illuminating facial serum. Formulated with an exclusive White Strawberry Extract and a powerful peptide to give skin a radiant glow. With daily use skin is hydrated, and tone, texture and fine lines appear significantly improved Skin appears more even, supple and glowing.

\$95

TREATMENTS



freeze & go Instant Smoother & Brighten

Use under or over makeup to fix fine lines, absorb excess oil and brighten skin for a flawless finish. Helps instantly brighten and gives lively appearance to tired, dull skin on contact. Helps provide a barrier to environmental aggressors.

\$75

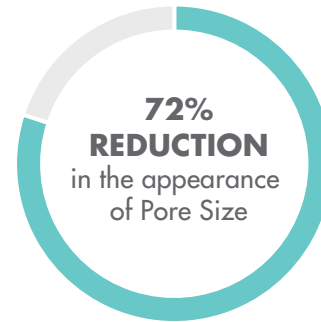


Instant Targeted Wrinkle Treatment

This clinically-proven dream cream delivers a powerful punch against wrinkles. Developed to help diminish the appearance of fine lines and wrinkles by approximately 50-90% within minutes of application. Works to diminish the appearance of forehead creases, droopy brows, crow's feet, furrows, laugh lines, feathered lips. Also great at reducing the appearance of acne scars, stretch marks, rosacea and enlarged pores. Skin will appear younger and more plump and can last for 24 hours.

\$65-\$95

CLINICALLY PROVEN



Instant Targeted Wrinkle Treatment

Freeze 24-7® Instant Targeted Wrinkle Treatment is the original line and wrinkle removing treatment cream. In clinical studies, 100% of respondents saw a 50-90% reduction in the appearance of fine lines and wrinkles with only one application. Freeze 24-7® Instant Targeted Wrinkle Treatment is applied to clean, dry areas of the face, forehead, lip area, crow's feet, under the eye, and stretch marks on the body.

EYE CARE



Anti-Aging Eye Serum

Banish crows feet and say bye bye to fine lines and wrinkles, dark circles and puffiness with this ground breaking eye serum. This lightweight, fast-absorbing eye serum delivers a youthful appearance around the eyes in just minutes. It firms, lifts and tones the eye area and has a cooling, toning sensation upon application.

\$115



eyecing

Fatigue Fighting Eye Cream

Glides on with a cooling, creamy sensation keeping you bright-eyed all day. Hydrates, brightens and helps smooth fine lines, puffiness, dark circles and wrinkles around the delicate eye area. Provides effective long-term reduction in the appearance of fine lines and wrinkles.

\$115

FACE MASKS



Anti-Gravity Lifting Face Mask

Improves elasticity and restores skin density for firmer, younger looking skin. Works to improve the appearance of fine lines. Active Lifting ingredients help to strengthen skin tissue and restore skin structure.

8 Masks: **\$60**



Intense Hydrating Face Mask

Moisturizing peptides penetrate deeply into the skin to give it a boost of instant hydration. Amino-Acids reinforce skins natural barrier to seal in moisture for long lasting hydration as well as aiding in skin cell growth.

8 Masks: **\$60**



Radiance Brightening Face Mask

Formulated to help skin regain luminosity and restore vitality. White Power Telangyn brightens and evens skin tone while preventing redness and blemishes. Brightening Complex helps moisturize and soften the skin to keep the skin tone radiant and stable

8 Masks: **\$60**

VALUE GIFT SETS



The Essentials Kit

Everything you need to Cleanse, Exfoliate and Hydrate for healthy looking skin.

Includes: Skin Glace Daily Detoxifying Cleanser & Mask, IceCrystals Anti-Aging Prep and Polish & Icecream Double Scoop Intensive Anti-Aging Moisturizer

\$125



Targeted Treatment Kit

The complete Anti-aging treatments for face, eyes and neck. Instantly firms and tones skin.

Includes: Instant Targeted Wrinkle Treatment, Eyecing Fatigue Fighting Eye Cream & Arctic Lift Firming Neck Cream

\$150

BRAND ACTIVATION



ADVERTISING

NEED A LIFT?

arctic lift Firming Neck Cream



Hydrates, tightens and firms neck and chest area.
Smooths away imperfections and plumps up skin
for a lifted, toned and youthful appearance.



ADVERTISING



DEFYING TIME

avalanche Anti-Aging Peptide Lotion

It's an AVALANCHE of super charged wrinkle fighting ingredients!
Powerful age-defying complexes and Vitamins A and E
combine for nourishment and protection.

A Soybean and Ceramide blend improves moisture levels
while Lipoguard with Coenzyme Q10 provides antioxidant protection.

ADVERTISING



NEW! BEST FACE FORWARD

Treat yourself to an ultra-hydrating all natural Coconut Gel Face Mask.
Revitalizing 20 minute at-home treatment is available in 3 formulas!

Anti-Gravity Lifting • Radiance Brightening • Intense Hydrating

ADVERTISING



TURN BACK TIME

INSTANT TARGETED
WRINKLE TREATMENT

50-90% Reduction of fine lines
and wrinkles within minutes!



PRINT COVERAGE



Get out **BEAUTY** PACKAGING

APRIL'S HOUSE USES PINEAPPLE WATER

Après-Soleil products with "specialized natural acids" like "Berry berry an active mask, which is a naturally formulated daily vitamin blend of alpha and beta hydroxy acids" — more ingredients that are often in help to keep collagen and elastin strong and working, while working to regulate sebum, break down and reduce inflammation. The brand's Acne-Fighting Clearing Serum \$35 also contains natural vitamin C, which can help reduce the skin's red spots but also serve as a natural antioxidant agent.

More info: [www.pineapplewater.com](#)

CELEBRATING OUR 25TH YEAR!



DIE AONG MESSEQUE'S BEAUTY ON THE SCENE

Between the gorgeous show emerging while we're on the go and still April, Beauty on the Go: What Comes Next? \$19.99, that can be used over your entire or in your pockets. It includes a multi-step routine of self-care: Cleanse, Hydrate, Brighten, and Highlight. The line includes three more skin care items: daily moisture cream, Hydrate Brightening Toner, and Skin Care Stick. The Hydrate Brightening Toner is \$17.99, the Skin Care Stick is \$12.99, and the Hydrate Brightening Cream is \$19.99. The skin care products are available in a variety of shades to suit your skin tone and are available in a variety of sizes.

More info: [www.theskincarescience.com](#)



FREEZIE 24-7 EYE-CREAM: CROW'S FEET PROTECTION

If you're like me and probably feel to better realize the might be the only thing you'll notice. **Freezie 24-7 Eye-Cream** is a **clinically tested** eye cream that will help the skin feel smoother and softer as you notice, reducing the look of fine lines, helping skin breathe and feeling hydrated. It is said to be effective in all skin types from dry and aged to different and sensitive.

The look of the **Freezie 24-7** like **Freezie** may depend on your skin's needs of your skin's needs. The product may help, and that's why I believe in the benefits of **Freezie 24-7** as my skin's needs.

More info: [www.freezie.com](#)



Better Homes & Gardens

DO YOU REALLY NEED eye cream?

Technically, no. "Any facial moisturizer can be used around the eye area," says Mona Gohara, M.D., a dermatologist in Connecticut. That said, specialty creams can treat specific concerns as you age. To apply, tap on with fingertips of your (weaker) nonwriting hand.



➤ Best all-around: **Avon Anew Reversalist Complete Renewal Express Dual Eye System**, \$30; [avon.com](#)

➤ Best for crow's-feet: **Freezie 24-7 Eye-Cream: Fatigue-Fighting Eye Cream**, \$19.99; [freezie247.com](#)

➤ Best for dark circles: **Revision Skincare Teamline Eye Complex**, \$70; [revisionskincare.com](#)

➤ Best for puffiness: **Clinique All About Eyes Serum De-Puffing Eye Massage**, \$28; [clinique.com](#)



DIGITAL COVERAGE

