

MISSION

Promote total AWAREness of all that life has to offer while providing superior, accessible skin care that bio-targets the skin types and lifestyle needs of all.

PHILOSOPHY

We believe in relationships.

Appreciate yourself, your connection to others and your environment.

We believe in knowledge.

Know your skin and realize that it may change with environmental and biological factors. Know that our products utilize advanced delivery technologies and ingredients to bio-target your skin's changing needs while our partnerships with innovative spas, trained aestheticians and physicians allow us to offer you care on all levels.

We believe in honesty.

Our products utilize the best natural ingredients in quantities that are required to produce results. We do not use any animal derived ingredients (including lanolin), mineral oil or petrolatum. We do not engage in animal testing.

We believe that total AWAREness allows us to enjoy and respect all that life has to offer!



Gül Ç Zone, President

DermAware®
BIO-TARGETED SKIN CARE

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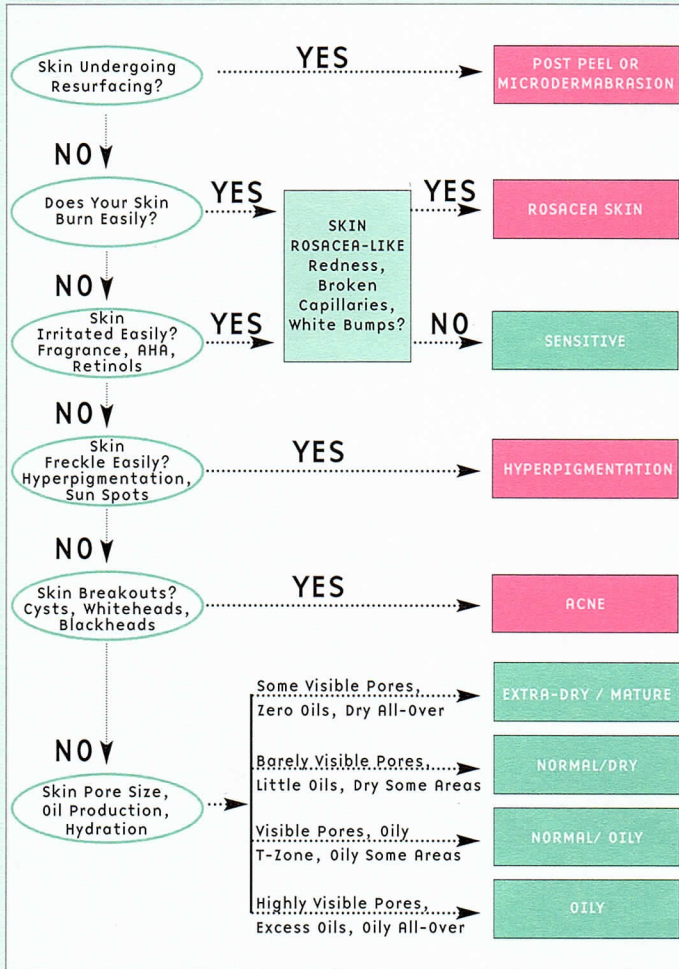
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DermAware®
BIO-TARGETED SKIN CARE

STEP 1

DETERMINE YOUR SKIN TYPE

Follow the below flowchart to determine your skin type, then progress to Step 2.



- Be aware that your skin's requirements may change with climate, hormones, diet, exercise and age.
- Get to know your skin and the skin care tools we offer to help your skin adjust to these changes.
- Realize that after starting your Dermaware® regimen and your skin begins to repair and rejuvenate, your skin's needs may change as well.

We are committed to enhancing these positive changes with superior, result oriented skin care. Together with your Dermaware® trained skin care professional we will help you reach your skin care goals.

GET TO KNOW YOUR SKIN™

STEP 2

START A HEALTHY REGIMEN

For a basic start follow our Easy ABC Regimen™ or for advanced results refer to the Advanced Dermscription Regimen™ for your skin type.

EASY ABC REGIMEN™:

- | | |
|----------------------|--------------------------------|
| 1. Cleanser | Choose one for your skin type. |
| 2. VITAL A | Choose one for your skin type. |
| 3. VITAL B Hydrogel™ | All skin types. |
| 4. VITAL C Cream™ | All skin types. |
| 5. Bare Fruit Mask™ | All skin types. |

Whether you choose to begin with the Easy ABC™, Advanced Dermscription™ or a regimen somewhere in between, you will begin to see changes in your skin.

ADVANCED DERMSRIPTION REGIMEN™:

SAMPLE FOR EXTRA DRY / MATURE SKIN

DAILY BASICS (included)

MORNING

	TARGET	KEY BIOELEMENTS
1. Anti-Oxidant™ Cleanser	CLEANSING	Vitamins A, B, C, E, β-Glucan
2. Delicate Balance™ Toner	HYDRATING	Hyaluronic Acid, Vitamin C, Allantoin
3. VITal A Microgel™ strong	ANTI-AGING	MegaDose Vitamin A, Chamomile
4. VITal B Hydrogel™	PLUMPING	MegaDose Vitamin B Hyaluronic Acid, Green Tea
5. VITal C Cream™	COLLAGEN	MegaDose Vitamin C, β-Glucan
6. Anti-Oxidant™ Moisturizer	HYDRATION	MultiDose Vitamins A, B, C, E
7. Screenplay™ Sunscreen	PROTECTION	Micronized Zinc and Titanium Oxides

EVENING

1. Foaming Cream™ Cleanser	CLEANSING	Salicylic, Raspberry
2. Delicate Balance™ Toner	HYDRATING	Hyaluronic Acid, Vitamin C, Allantoin
3. End of the Line™ DermaLotion	EXFOLIATING	Lactic, Chamomile, Rose
4. Truth Serum™	ANTI-AGING	Retinol, 3C's, Blue Copper, α-Lipoic, Q-10
5. VITal C Cream™	COLLAGEN	MegaDose Vitamin C, β-Glucan
6. Extreme Cream™	HYDRATION	Soy, Squalene, Blue Copper, α-Lipoic

EXTRA HELP (may be included)

	TARGET	KEY BIOELEMENTS
VITal Retinol Gel™	ANTI-AGING	MegaDose Retinol, Green Tea, Bisabolol
Eye C Eye Care™ Cream	PUFFINESS	Vitamin C, Evening Primrose, Cucumber
Go Spot Go™ Cream	LIGHTENING	Licorice, Bearberry, Morus Alba, Vitamin C
Bare Fruit™ Mask I and II	EXFOLIATING	Papaya Enzyme, Mango
Feed Your Face™ Mask	HYDRATION	Avocado, Nourishing Vitamins, Olive Squalene
Fresh Start™ Mask	REJUVENATING	Green Tea, Lactic, Oxygen
Saving Face™ Mask	MINI PEEL	Lactic, Salicylic, Arnica
Nitty Gritty™ Scrub	EXFOLIATING	Oat, Corn, Jojoba Beads

- Nine different regimens correspond to those listed in the flowchart in Step 1.
- Easy to use instructions and product information included.
- Divided into two sections: Daily Basics and Extra Help.
- Daily Basics lists a complete advanced regimen.
- Extra Help lists all extra treatments to boost results.
- Ask your skin care professional or contact us for your copy.

BELIEVE IN RESULTS™

FACE PRODUCTS

We have the ability to begin anew. Given the opportunity so does our skin. It grows from the inside out with the top layer being an accumulation of old, dead, skin. As we age and expose our skin to stressful environmental factors such as sun, smoking, pollution, our skin's ability to renew itself begins to slow. DermAware®'s Bio-Targeted technologies can give it a boost to once again speed it up!

FACE CLEANSERS

- ANTI-OXIDANT™ CLEANSER** Age Control
- DEEP & CLEAR™ CLEANSER** Oil Acne Control
- FOAMING CREAM™ CLEANSER** Shine Control
- HEAVY CREAM™ CLEANSER** Hydration Control
- PURE & GENTLE™ CLEANSER** Sensitive Control



OUR CLEANSERS REMOVE THE OLD.

Gentle, pH balanced, soap-free and oil-free, each one bio-targets a specific need. The Anti-Oxidant™ infuses microdroplets of protective vitamins and is ideal for dry, combination, hyperpigmented or mature skin types. Foaming Cream™ with raspberry salicylic acids is recommended for oily shine or dry/mature skin that needs extra exfoliation. Deep & Clear™ is our strongest cleanser with both beta and alpha hydroxy acids and is recommended for acne, blackheads or breakouts. It is very popular with men and teens! Pure & Gentle™ soothes sensitive or rosacea like symptoms with healing chamomile and cucumber.



FACE TONERS & HYDRATORS

- DELICATE BALANCE™ TONER** Firming Hydration
- OIL BALANCE™ TONER** Firming Extraction
- SEA MIST™** Hydrating Sea Weed
- FRENCH LAVENDER™ MIST** Sensory Therapy
- TURKISH ROSE™ MIST** Sensory Therapy
- OIL CHANGE™ GEL** Oil Control

OUR TONERS ENHANCE RESULTS.

DermAware®'s modern cleansers no longer require toners to restore the pH balance of skin. Instead we utilize toners to augment results. Delicate Balance™ with hyaluronic acid, nature's own plumping agent is ideal for all skin types experiencing dryness. Teens and men love it as a daily moisturizing gel. Oil Balance™ with its extracting fruit acids removes excess oils and impurities to leave pores clean. Our Mist sprays refresh and hydrate with our signature essential oil blend scents.

REMOVE THE OLD™

FACE MOISTURIZERS & SUNSCREENS

- ANTI-OXIDANT™ MOISTURIZER** Optimum Hydration
- ANTI-OXIDANT™ MOISTURIZER OIL-FREE** Hydration
- SCREEN PLAY™ SPF 15 SUNSCREEN** Protective Hydration
- SCREEN PLAY™ SPF 30 SUNSCREEN** Protective Hydration
- PERFECT FIT™ HYDRATOR** Regenerating Hydration
- EXTREME CREAM™ FACIAL MOISTURIZER** Intense Hydration

OUR MOISTURIZERS REPLENISH THE NEW.

Loaded with essential fatty acids, co-enzymes, anti-oxidants, plant glucans and regenerating peptides these moisturizers deliver all day long. From Anti-Oxidant™ Moisturizer Oil-Free, Perfect Fit™ Hydrator, Anti-Oxidant™ Moisturizer to Extreme Cream™ both the feel and level of emolliency increase. Choose one to match your skin's need of emolliency and hydration.



FACE MASKS

- BARE FRUIT™ MASK** Part I - Enzyme and Part II - Activator
- BE MY HONEY™ MASK** Redness Control
- CLEAN SLATE™ MASK** Purifying Sea Clay
- FEED YOUR FACE™ MASK** Nourishing Anti-Oxidants
- FLOWER POWER™ MASK** Soothing Chamomile
- GO SPOT GO™ MASK** Pigment Control
- MODERN™ MASK** Age Control
- OIL CHANGE™ MASK** Oil Blemish Control
- SAVING FACE™ MASK** Clearing Azelaic
- SAVING FACE ROSACEA™ MASK** Restoring Cucumber Azelaic



OUR MASKS REFINE THE NEW.

Papaya fruit enzymes gently dissolve rough, dry, aged skin to reveal smooth, youthful even-toned bare skin beneath. Bare Fruit™ Mask is a favorite of all skin types including sensitive, Rosacea and acne prone.

Begin each day with a Clean Slate™. Purifying sea clay and oat draw out excess oils and impurities to refine skin while seaweed, aloe and comfrey leave skin pure, soft, hydrated and calm.

Saving Face™ has never been so easy! This mini peel facial bio-targets acne, oily and hyperpigmented skin. Saving Face Rosacea™ is now available to help with the symptoms of Rosacea.



A bouquet of corn, elder and chamomile flowers hydrate and soothe in this cool gel mask. Watch your skin bloom with Flower Power™.

FACE SCRUBS

- NITTY GRITTY™ SCRUB** Gentle Exfoliation
- BE MY HONEY™ SCRUB** Advanced Exfoliation
- RUBY™ CREAM** Super Microdermabrasion Exfoliation

REPLENISH THE NEW™

FACE PRODUCTS

FACE INTENSIVE ACTIVE TREATMENTS

- VITaL A LIPOGEL™ Gentle
- VITaL A LIPOGEL™ Strong
- VITaL A MICROGEL™ Strong
- VITaL B HYDROGEL™ Strong
- VITaL C CREAM™ Intensive Cream
- VITaL C BOOSTER™ Ascorbic Acid Powder
- VITaL K MICROGEL™ Strong
- VITaL RETINOL GEL™ Gentle Retinol
- VITaL RETINOL GEL™ Strong Retinol Regenerating Peptide
- VITaL RETINOL GEL™ X-strong Retinol Regenerating Peptide
- AGELESS HYDRATING GEL™ Retinol Copper C Peptides
- BAGLESS EYE GEL™ Decongestant Peptides
- BARRIER GEL™ Occlusion & Renewal
- EYE C EYE CARE™ CREAM Anti-aging Vitamins
- GO SPOT GO™ CREAM Lightening Treatment
- TRUTH SERUM GEL™ Rejuvenating Vitamins C, A, Q-10, α-lipoic
- WRINKLE RELEASE SERUM™ Expression Line Relaxer



VITaL C TECHNOLOGY

VITaL C provides intensive vitamin C therapy in a stable, non-irritating oil-free cream for all skin types. Besides being a powerful anti-oxidant, research has shown it to be vital to collagen production. Collagen is the backbone of the skin. It keeps it firm and prevents sagging. As a bonus, VITaL C Cream™ augments skin lightening. Use daily in conjunction with Go Spot Go™ Cream and Screenplay™ to reduce and prevent hyperpigmentation. Help the delicate eye area with Eye C Eye Care™ Cream by promoting renewal and reducing discoloration. Add Truth Serum™ with three types of vitamin C to your daily regimen to increase your vitamin C intake.

VITaL PEPTIDE TECHNOLOGY

Peptides are cellular messengers built of 3-6 amino acids. These tiny protein molecules are at the forefront of skin care technology today. DermAware® utilizes four different peptides: Regenerating, Youth, Wrinkle Release and Decongestant. Bagless Eye Gel™ is designed to reduce the appearance of bags under the eyes. Wrinkle Release Serum™ softens expression lines by relaxing facial muscles. Perfect Fit™ Hydrator combines DHEA like Youth Peptide and Regenerating Peptide for the ideal moisturizer. Ageless Hydrating Gel™ combines copper peptides with Retinol for a radiant glow. Modern Mask™ provides a concentrated form of all three for the ultimate facial experience. Non-Irritating, innovative and effective for all skin types.



VITaL A TECHNOLOGY

Increase your skin's vitality, elasticity, youthful glow and normalize barrier properties. As we age our skin's regenerating ability slows down. First discovered as a treatment for acne vitamin A was shown to have rejuvenating properties as well. Three A derivatives boosted with powerful E and C vitamins are encapsulated into our proprietary micronized gels. Depending on your skin's needs, choose the VITaL A that is best for you.

VITaL A CHOICES:

- VITaL A Lipogel™ Gentle ~ Sensitive
- VITaL A Lipogel™ Strong ~ Oily, Acne
- VITaL A Microgel™ Strong ~ Dry, Mature
- VITaL K Microgel™ ~ Rosacea
- Truth Serum™ ~ Combination, Acne, Hyperpigmentation
- VITaL Retinol Gel™ ~ Advanced night-time treatment.



FACE RESURFACING TREATMENTS

- BLEMISH BANISHER™ GEL Strong AHA, BHA
- BLEMISH BANISHER™ GEL X-strong AHA BHA Sulfur
- END OF THE LINE™ GEL Mild AHA
- END OF THE LINE™ GEL Strong AHA
- END OF THE LINE™ GEL X-strong AHA Retinol
- END OF THE LINE™ LOTION Mild AHA
- END OF THE LINE™ LOTION Strong AHA
- END OF THE LINE™ LOTION X-strong AHA Retinol



MINI PEELS RESURFACE SKIN.

Recommended by dermatologist and plastic surgeons these peels gently exfoliate the skin to reveal the beautiful smooth skin beneath. Use End of the Line™ at the end of the day. The skin's repair mechanism kicks in to high gear at night. Milk derived acids exfoliate, mineral rich Seaweed hydrates and soothing Calendula heals while you sleep. Begin with the mild strength until tingling is no longer experienced before moving on to the higher strength.



VITaL B TECHNOLOGY

Plump up those fine lines around the eyes and mouth with VITaL B Hydrogel™. This ultra concentrated form of Hyaluronic Acid and Vitamin B5 infuses hydration to soften fine lines. Since Hyaluronic Acid is the skin's natural humectant, plastic surgeons are now using it to fill wrinkles. VITaL B Hydrogel™ is recommended for all skin types including rosacea or oily skin. Panthenoic Acid helps regulate oil production while Japanese Green Tea and Cucumber soothe and protect.

CORRECT PAST DAMAGE™

PREVENT FUTURE DAMAGE™