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' activity and stimulate the production of youth proteins.

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.

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.*

LANÇÔME
PARIS

10 YEARS OF RESEARCH - 7 INTERNATIONAL PATENTS
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. 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.

*Based upon consumer evaluations. In vivo test on desert. 10 YEARS OF RESEARCH – 7 INTERNATIONAL PATENTS

LANÇÔME
PARIS
LANCÔME TV - GÉNIFIQUE :15

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

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

LANCÔME revives GÉNIFIQUE.
SUPER: GÉNIFIQUE
Youth Activating Concentrate.

LEGAL SUPER: Activate skin's youthful look.

Our first skincare that boosts the activity of genes.
LEGAL SUPER: In shot: boost on genes.

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

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

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

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

GÉNIFIQUE: Lancôme
SUPER: GÉNIFIQUE
Youth Activating Concentrate

With any $32.50 Lancôme purchase.

Only at Macy's.
NEW
INNOVATION
FROM GENE
SCIENCE

L’ORÉAL
PARIS
SKIN EXPERTISE

YOUTH CODE™

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)
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’Oreal scientists unlock the code of skin’s youth by discovering a specific set of genes that are responsible for skin’s natural power of regeneration.

INTERNATIONAL PATENT:
GenActiv TECHNOLOGY™
With L’Oreal’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
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., 375 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