

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

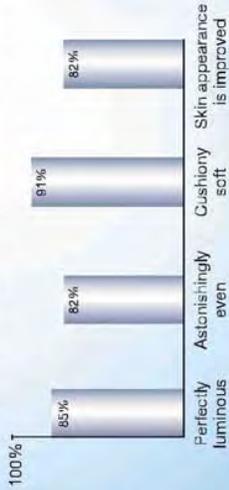
# GÉNIFIQUE

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<sup>2</sup> and stimulate the production of youth proteins.<sup>3</sup>

**Discover the skin you were born to have.**  
Breathakingly 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.<sup>4</sup>**



Learn more at [lancome.com](http://lancome.com)

<sup>1</sup> Activates skin's youthful look. <sup>2</sup> In-vitro test on genes. <sup>3</sup> Clinical study on skin proteins, associated with young skin - France. <sup>4</sup> Best of age 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.<sup>1</sup>

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.**<sup>2</sup>

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.**<sup>1</sup>

<sup>1</sup>Based upon consumer evaluations. <sup>2</sup>In-vitro test on genes.

10 YEARS OF RESEARCH - 7 INTERNATIONAL PATENTS



**LANCÔME**  
PARIS

shop at [lancome-usa.com](http://lancome-usa.com)

# 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 invents 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-vitro test on genes.



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



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



...in just 7 days.  
**SUPER:** Visibly younger skin 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.

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

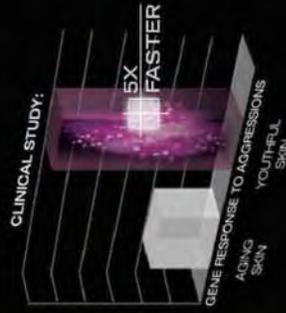
ONE DROP  
INSTANTLY IMPROVES SKIN QUALITY

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](http://LOREALPARIS.COM/YOUTHCODE)  
\*Based on in-vitro testing. \*\*Skin is more youthful looking.  
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**AHORA, DESCIFRA EL CÓDIGO PARA REJUVENECER LA PIEL.**

**NUEVO**  
**YOUTH CODE™**  
 Youth Regenerating Skincare

**10 AÑOS DE INVESTIGACIÓN GENÉTICA**  
 PATENTE INTERNACIONAL

Porque tú lo vales.<sup>®</sup>  
**L'ORÉAL**  
 PARIS

**LA NUEVA ERA EN EL CUIDADO FACIAL. LA CIENCIA DE LOS GENES.**

¿Te imaginas que con el paso de los años pudieras lucir 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 conocimientos para ayudarte a descifrar el código para rejuvenecer la piel.



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: [LORREALPARIS.COM/YOUTHCODE](http://LORREALPARIS.COM/YOUTHCODE)  
 \*La piel adquiere una apariencia más joven.  
 \*\*Estado in vivo. ©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 genes<sup>1</sup> that are responsible for skin's natural power of regeneration.

### INTERNATIONAL PATENT<sup>2</sup>

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.**



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	✓	✓	✓
Smooths 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](http://WWW.LOREALPARIS.COM)

Because you're worth it™

MADE IN USA

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