

OUR SCIENTISTS SAY,

“ For the millions of women who want to get rid of lines and wrinkles in specific areas – also called “expression lines” – there are plenty of products that promise to “erase” them. Unfortunately, many of these products offer only temporary benefits that disappear the second you wash your face. ”

Light-reflecting microspheres act like thousands of tiny mirrors, deflecting light away from lines and wrinkles so they look softened and visually less pronounced within minutes of application.

The “click” pen plays an important role in delivering a precise amount of product to the areas that need it the most.

Three extremely effective antioxidants – pomegranate extract and vitamin A and E derivatives – deliver benefits day after day by neutralizing free radicals.

This lightweight cream contains gliadin, a rich source of amino acids, which invisibly “fills in” lines and wrinkles, firming and tightening skin without inhibiting facial expression.



FACT: The forehead and crow’s feet area are two places that are especially vulnerable to expression lines and wrinkles.

POWER STATEMENT

TimeWise® Targeted-Action™ Line Reducer
firms and tightens lines and wrinkles.
See results within minutes. See lasting results over time.

BENEFITS & CLAIMS

- Just 10 minutes after application, a dermatologist saw:
 - up to 33% fewer forehead lines and wrinkles
 - up to 50% fewer crow’s feet area lines and wrinkles

TARGET CUSTOMER

- People with expression lines

HOW IT WORKS

- The face has wrinkle-prone areas that are often hard to treat. The forehead and crow’s feet area are two places that are especially vulnerable to expression lines and wrinkles and often need extra help in fighting the signs of aging.
- There are also other places on your face where lines and wrinkles have a tendency to “settle,” like between the brows, from the nose to the corner of the mouth (nasolabial folds), between the mouth and chin (marionette lines).
- That’s why our scientists looked for ingredients that would deliver visible benefits to very specific areas on the face.
 - Light-reflecting microspheres act like thousands of tiny mirrors, deflecting light away from lines and wrinkles so they look softened and visually less pronounced within minutes of application.
 - Gliadin, a rich source of amino acids, invisibly “fills in” lines and wrinkles, firming and tightening skin without inhibiting facial expression.
 - Three extremely effective antioxidants – pomegranate extract and vitamin A and E derivatives – deliver benefits day after day by neutralizing the free radicals that can cause premature aging of the skin, helping to strengthen skin’s natural defenses against negative environmental effects.
 - The formula contains three extremely effective antioxidants – pomegranate extract and vitamin A and E derivatives. Skin’s natural defenses against negative environmental effects are strengthened.

KEY INGREDIENTS & FUNCTIONS

Light-reflecting microspheres (<i>Nylon-12</i> and <i>Methyl methacrylate crosspolymer</i>)	Deflect light away from lines and wrinkles so they look softened and visually less pronounced within minutes of application
Gliadin (<i>Triticum aestivum</i> derivative)	Invisibly “fills in” lines and wrinkles, firming and tightening skin without inhibiting facial expression.
Pomegranate (<i>Punica granatum</i>) extract	Antioxidants: Neutralize the free radicals that can cause premature aging of the skin, helping to strengthen skin’s natural defenses against negative environmental effects.
Vitamin A (<i>Retinyl palmitate</i>) derivative	
Vitamin E (<i>Tocopheryl acetate</i>) derivative	

APPLICATION

Order

- Cleanse
- Exfoliate
- Freshen
- Supplement
- Moisturize
- Protect/Finish

Notes About Order of Application

- Applying after moisturizer ensures the smoothest surface for makeup.
- If the treated areas develop a “powdery” finish, you’ve used too much product.
- Over-patting or blending can reduce the product’s effectiveness.

Instructions

Twist the base of the pen to release the product into the applicator. Apply the formula directly to lines and wrinkles. Gently pat into place with your ring finger.

CROSS-SELLING OPPORTUNITIES

- Other TimeWise® products

USE-UP RATE

- 1 month

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
✓	Oil-free
✓	Non-comedogenic
✓	Ophthalmologist-tested
✓	Suitable for contact lens wearers