

INTRODUCING CRÈME ANCIENNE EYE CREAM A PRECIOUS AGE-DELAY FORMULA HANDMADE IN A MONASTERY

Fresh® is thrilled to introduce the highly anticipated addition to the Ancienne Collection: CRÈME ANCIENNE EYE CREAM. Inspired by the world's first cream, this hand-blended, all-natural, age-delay eye treatment visibly reduces the signs of aging, offers supreme nourishment, and is proven to deliver significant, long-lasting moisture for up to 24 hours.*

Years ago, devotees of the original Crème Ancienne began asking for an eye cream. Lev Glazman, Fresh® Co-founder and Director of Research and Development started researching ways to preserve the richness of the original 2nd century blend of oils and waxes while offering a formula lightweight enough for the delicate eye area. The solution? Crème Ancienne Eye Cream is still hand-blended, but the monks who do so use a completely different method, resulting in a lightweight, whipped texture as rich as the original that glides on easily and absorbs quickly.

In addition to the same oils and waxes found in Crème Ancienne, Crème Ancienne Eye Cream also includes ingredients that specifically address the aging concerns of the eye area. **SUGAR APPLE SEED EXTRACT**, which is making its debut in Fresh® skincare here, is derived from the annona squamosa fruit, indigenous to the tropical Americas. Similar in shape to an artichoke, this fruit is not actually an apple but just affectionately referred to as such by the natives. The extract, packed with peptides, stimulates the synthesis of collagen fibers to visibly reduce the appearance of wrinkles while firming and toning the skin. **JOJOBA OIL**, an extremely nourishing oil, also helps prevent water loss, while **SEABUCKTHORN BERRY OIL**, rich in omega 7 fatty acids and antioxidants, fights wrinkle-causing free radicals. It is further enriched with **ROSEMARY LEAF EXTRACT** to improve circulation and reduce puffiness. To preserve these delicate ingredients and the formula's rich history, Crème Ancienne Eye Cream is prepared entirely by hand in a monastery located in the Czech Republic.

*in vivo



AFTER USING CRÈME ANCIENNE EYE CREAM
(IN VIVO TEST, TWICE DAILY APPLICATION FOR 4 WEEKS):

- 100% felt it had a hydrating and nourishing effect
- 97% felt it protected the skin against dryness and protected the skin throughout the night
- 87% noticed smoother skin texture
- 84% saw a relaxation of crows feet
- 77% felt it smoothed fine lines around the eye area

KEY INGREDIENTS:

- **SUGAR APPLE SEED EXTRACT**, packed with peptides, stimulates the synthesis of collagen fibers to visibly reduce the appearance of wrinkles while firming and toning the skin.
- **MEADOWFOAM SEED OIL** is supremely nourishing. It is extremely emollient and penetrates the skin with ease.
- **SEABUCKTHORN BERRY OIL** is enriched with high amounts of omega-7 fatty acids, antioxidants, vitamins, and natural waxes. The components of the restorative oil play a synergistic role in protecting the skin from UV-induced free radicals.
- **JOJOBA SEED OIL** restores the suppleness to dry, rough, and damaged skin.
- **CHAMOMILE OIL** is a soothing anti-inflammatory.
- **LEMON PEEL OIL** tones the skin and helps control excess sebum.
- **VITAMIN E** soothes and protects the skin, improving the appearance of dry patches.
- **BEEWAX** has anti-inflammatory and antioxidant properties and works to soften the skin and enhance elasticity.
- **ROSEWATER** calms and soothes the skin. It is beneficial for all skin types and has been used since antiquity for its balancing, cooling, and astringent properties.
- **ROSEMARY LEAF EXTRACT** improves skin circulation, reduces puffiness, and helps firm and tone the skin.

CRÈME ANCIENNE EYE CREAM (\$95) joins Crème Ancienne (launched in 2005) and Elixir Ancien (launched in 2006) in the Ancienne Collection. For more information on the heritage of the collection, please read the included *The Story of Crème Ancienne*.

It will be available in January 2010 at Fresh[®] stores, www.fresh.com, Neiman Marcus, and www.neimanmarcus.com.