



We are thrilled to introduce **SIX** new L'BRI products this year at the L'BRI Dream Big Shine Bright 2016 Convention! We are excited to share our new innovations with you and your customers. We have provided some information for you to share about these outstanding new products

#### **L'BRI DAILY BRIGHTENING PADS AND CREAM**

An advancement in anti-aging technology formulated with ingredients that have natural brightening power such as Daisy Flower Extract, Licorice extract, Dimethylmethoxy Chromanyl Palmitate, and Arbutin, a natural lightening agent from the Bearberry tree along with other fruit extracts and botanicals. Promotes surface cell turnover to reveal more radiant, younger-looking skin with a reduced appearance of dark spots. Must be used twice daily to visibly reduce the look of dark spots, age spots and discoloration. When used consistently over a 6 to 12-week time period the skin will become brighter, lighter with more even skin tone and fading of age spots. Consistent use will be the key with this new anti-aging set. The longer you use the products the better results you will see!

#### **What you should know:**

In a recent study, researchers found that the number one skin concern that women felt made them appear older was not wrinkles, but uneven skin tone, including brown or age spots and ruddy skin texture, which may actually give your skin a more aged appearance than fine lines and crow's feet.

The most common cause of brown spots, also referred to as age spots, dark spots, sun spots and liver spots, is sun damage. Aging and genetics can also play a role. Contributing factors may also include stress, pregnancy, vitamin deficiencies, and weak liver function. Sun exposure causes an increase in the production of cells known as melanocytes, which increase melanin (pigment) in the skin and cause the skin to darken. These spots develop in people who have had intense exposure to sunlight over long periods of time. These spots may be harmless, but many consider them unsightly.

**Be Patient** – There is no such thing as an overnight miracle. It can take up to a month to begin to see an improvement in the skin's luminosity, texture and tone. The brightening set needs a few skin-cell cycles to work its magic. As the new cells replace dead ones, the lightening and brightening effect will become more noticeable. Keep in mind that brown/age spots, loss of luminosity and uneven skin tone did not develop overnight and will not fade overnight. We are proud to offer a product that is safe and proven to work over time if the user is consistent with the Daily Brightening Program.

**Where do these products fit in a daily skin care regimen?**

The brightening products are most effective when used consistently and are applied one after the other with no products in between applications. First, determine the goal of the customer's skin care program.

**Overall firming or deep lines**

For the customer whose primary concern is overall firming or deep lines, rather than age spots, lightening and brightening, recommend that they cleanse, apply freshener with a cotton pad, apply serum of their choice, Maxifirm, Dermaplex or Time Erase, targeting the area of concern followed by brightening pad and brightening cream in that order. For these customers, there is no need for additional moisturizer, but it may be applied if the customer feels their skin is very dry.

**Brightening, lightening or age spots**

For the customer whose primary concern is brightening, lightening or age spots, recommend that they cleanse, apply freshener with a cotton pad, use the brightening pad and cream, apply serum of their choice, Maxifirm, Dermaplex or Time Erase, targeting the area of concern, after the brightening products.

**PERFECT COVERAGE CREAM FOUNDATION**

Perfect Coverage Cream Foundation is an anti-aging, antioxidant, rich and creamy, aloe-based foundation for normal to dry skin that will not clog pores. Envision flawless skin with a luminous glow with this aloe-based formula enhanced with free radical fighting ingredients such as Japanese green tea, grape seed extract, Arnica Montana Flower and papaya fruit extract.

**What you should know:** Perfect Coverage Cream Foundation was formulated for those individuals with normal to dry skin who want more coverage from their liquid foundation. Perfect Coverage Cream Foundation delivers medium-to-full buildable coverage. Leaves a natural, long-lasting, comfortable finish with a soft glow.

**Passion and Imagine Fragrance Blends**

Passion and Imagine Fragrance Blends are a natural alternative to perfumes. Formulated with a combination of essential oils including fruits, spices and florals infused with citrus and berry notes for light, refreshing fragrances. Imagine the passion you will feel wearing these exquisite scents. Available for a limited time for our 2016 Holiday Collection!

**What you should know:**

L'BRI Fragrance Blends do not contain any drying alcohols, Oil-based fragrances are long lasting, leaving your skin softly scented all day. For long lasting results, roll the fragrance on pulse points, including the wrists, bend of the elbows, backs of the knees and ankles, behind the ears and on the collarbone. We do not recommend that you rub the oils into your skin but instead, just roll it on and allow the fragrance to penetrate the skin naturally.

**NEW SAMPLES!**

You asked and we listened....samples are now available for these products:

- Intense Eye Repair Cream
- KlearAway
- Daily Cleansing Hand Soap

Expand your sample portfolio, generate new interest and garner new customers and hostesses by providing the opportunity to try L'BRI products that have never before been offered in a sample size.

**SPARKLING FRESH MULTI-SURFACE CLEANER & SPRAY BOTTLE**

Sparkling Fresh Multi-Surface Cleaner is a natural, plant-based cleaner concentrate that will freshen all of your non-porous and sealed surfaces, leaving them sparkling clean! Safely tackle grease, grime and dirt on all non-porous surfaces in your home. Leave windows, mirrors and floors shiny and clean without harmful chemicals. Safe and effective for your whole family, throughout your home. This 12-ounce bottle can make up to 10 bottles of spray cleaner in our convenient, specially designed trigger spray bottle. Conveniently offered as a set with the trigger spray bottle or may be purchased separately to refill your spray bottle. For larger cleaning jobs just mix 1/8 cup in a gallon of water.

**What you should know:**

The combination of citrus oils in the Sparkling Fresh Multi-Surface Cleaner are powerful grease, dirt and stain-fighting ingredients. Try this new cleaner on laundry, greasy spills, and stuck on food. You will be amazed at the multitude of uses. Try L'BRI cleaner on stinky gym clothes, socks, and tough stains in your laundry. Gentle enough for delicate lingerie, but powerful enough to remove musty towel smells after a day at the beach. Read our testimonials below for more cleaning ideas!

If it's dirty...clean it! If it's smelly...wash it! If it's sticky...wipe it!

*"I absolutely love the all-purpose cleaner. The scent is fresh and clean. I washed towels, sheets and lingerie with it and they all came out very clean and sweet smelling. We have very dark floors and I have used several products and plain water and vinegar on them. It did not remove the spots and left a film on our floor. When I used L'BRI all-purpose cleaner on them they came out like new! I cleaned our stainless appliances with remarkable results, again without residue and removed all the spots and splashes. I liked the way my granite counters cleaned up with a solid shine. Our oven door got splashed with hot grease last night and we used the cleaner on it and it came out perfect. Ken was going to wash the cars with it this weekend but it was too cold but we are sure it would do an outstanding job. As far as the toilets, it got them pretty clean but we prefer to use a disinfectant on them. We will not be without it when it comes out!!"*



*"I just had to tell you this story. I have a plastic pitcher that I use for ice tea. When I make it I put in 4 large iced tea bags and fill the pitcher with water, and in the frig it goes. Over the years it has gotten so stained with the tea. I wash it in the dishwasher but all the stains do not come out. Yesterday I was going to finally throw it out because it looks so bad. I thought, I think I'll try L'BRI's All Purpose Cleaner. I squirted some in the pitcher and added warm water. I let it sit about 5 minutes. I used a dish cloth and washed the sides then rinsed it. I couldn't believe my eyes. It is like NEW. All the stains came out and it sparkles. AMAZING!!"*

*Smell is amazing, clean, and unique!*

*Cleans floors--beautifully and I mean beautifully!! (clean, shiny, complete)*

*Deodorized the toilet quite well and cleaned it good*

*Did two loads of laundry (wet, bath towels---passed the test of deodorizing!! That's always a big one for me, but it took the wet smell out!*