



# RE9 Advanced® for Men

## Collection Focus Guide

### DID YOU KNOW?

Men's skin is different from women's in many ways. As a result, they have different skincare needs.

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Some of the differences between men's and women's skin include:

**Thickness:** Men's skin is about 25% thicker than women's. This thickness can result in rougher, duller-appearing skin.

**Sensitivity:** Men tend to have more sensitive facial skin than women. Regular shaving gradually breaks down the hydrolipidic film, a protective layer on the skin's surface. This reduces the skin's natural lubrication and ability to protect from external elements.

**Oil:** After puberty, sebum or oil production is more frequent in males than females; this is attributed to testosterone.

**Collagen density:** Men's skin has a higher collagen density than women's. This is measured by the ratio of collagen compared to the skin thickness. For both men and women, collagen production starts to decline rapidly after age 50.

Men have a slight advantage when it comes to how or when skin will show signs of ageing, but they still should follow a skincare regimen. Daily cleansing, moisturising and sun protection is critical for maintaining healthy, youthful-looking skin.

In addition to maintaining a daily skincare regimen, it's also important to prep skin before shaving to avoid damage and discomfort. Shaving can damage skin because it removes its protective barrier, the hydrolipidic film. Without this barrier, skin can lose moisture and become more vulnerable. Using shaving products that moisturise and protect the skin surface can help avoid uncomfortable shaves and razor burn.

## The RE9 Advanced® for Men Story

RE9 Advanced for Men products provide a skincare regimen to address the unique needs of men's skin. The products are formulated with some of the same scientific and botanical ingredients in the women's RE9 Advanced line, enhanced with ingredients chosen to address the needs of men's skin.

Created with a man in mind, the products are multifunctional, convenient to use and developed with the latest technologies. They're lightweight and fast-absorbing so they go on quickly and comfortably with no heavy, sticky residue. Offering benefits that can be felt immediately, from refreshingly smooth, clean skin, to youthful-looking results that can be achieved with consistent use. With the anti-ageing ingredients built into these formulas, these products are designed to deliver results. The RE9 Advanced for Men collection includes:

- Micro-Exfoliating Cleanser
- Shave Cream
- After-Shave Soothing Lotion
- Anti-Ageing Moisturiser Broad Spectrum SPF 15
- Eye Repair Cream

## The Arbonne Advantage

Next generation science and cleaner ingredients come together to produce powerful results for the unique needs of men's skin.

## RE9 Advanced for Men Key Ingredients

**Algae (*Laminaria digitata*) Extract:** Sustainably harvested from the coast of Brittany, France. Moisturises to support collagen and rejuvenate the look of skin by helping to diminish the appearance of fine lines and wrinkles.

**Vitamin C (Tetrahexyldecyl ascorbate):** Helps support collagen through moisturisation to help improve the overall look of skin texture and to help firm, reinforce and strengthen the skin's appearance. Helps brighten skin to help minimise the look of age spots.

**Japanese Pagoda Tree (*Sophora japonica*) Flower Extract:** Native to China and Japan. A botanical containing antioxidant properties; helps improve skin's moisture barrier to help dull, over-worked, tired-looking skin appear more fresh and healthy.

**Malachite Extract:** Naturally derived, copper-containing extract that acts as an antioxidant; supports formulas' moisturising benefits to protect against environmental dryness.

**Hematite Extract:** Sourced from a natural, iron-containing mineral; conditions skin to help smooth the appearance of wrinkles.



# MICRO-EXFOLIATING CLEANSER

## Features

- Deep cleans to smooth the skin with exfoliation and hydration to help prepare for shaving
- Skin exfoliating particles, naturally derived from cellulose, help sweep away oil, dirt and dead skin cells from the skin's surface, helping prevent clogged pores and dull, rough skin
- Certified vegan
- Allergy- and dermatologist-tested

## Benefits

- Vitamin C helps support collagen through moisturisation to improve the look of skin texture as well as help firm, reinforce and strengthen the appearance of skin tone
- Algae extract moisturises to support collagen, helping diminish the appearance of fine lines and wrinkles
- Malachite extract, a naturally derived copper-containing extract, acts as an antioxidant to support the formulas' moisturising benefits to protect against environmental dryness, for healthy-looking skin
- Rhodochrosite extract, naturally derived from rhodolite, a rose-coloured mineral, acts as an antioxidant and provides skin conditioning

## How to Use

Wet skin and apply to face and neck, gently massaging in circular motions. Rinse with warm water.



# MICRO-EXFOLIATING CLEANSER

## CONSUMER PERCEPTION RESULTS

### Immediate Improvement

- 85% reported that the cleanser gave the appearance and feel of a deeper clean
- 89% reported that the cleanser removed all dirt, debris and excess oil from the skin
- 89% reported that the cleanser made their skin feel soft and smooth
- 92% reported that the cleanser softened skin and facial hair for a closer shave

Based on a clinical study of 27 participants



# SHAVE CREAM

## Features

- Luxurious, creamy formula softens and conditions facial hair and skin adding an extra layer of moisture protecting the skin from damage during shaving
- Soothing, ultra-hydrating formula binds moisture to the skin creating a smooth, effortless glide which helps prevent irritation, nicks and cuts
- Offers skincare benefits such as moisturising and conditioning in one easy-to-use product specially formulated for men's shaving needs without the drying or irritation associated with shaving
- Lightweight, formula not only helps prepare the beard for shaving by penetrating and softening hair, it holds in moisture to help increase glide for a smooth, close, comfortable shave, with or without water
- Certified vegan
- Allergy- and dermatologist-tested

## Benefits

- Vitamin C helps support collagen through moisturisation to improve the look of skin texture as well as help firm, reinforce and strengthen the appearance of skin tone
- Algae extract moisturises to support collagen, helping diminish the appearance of fine lines and wrinkles
- Malachite extract, a naturally derived copper-containing extract, acts as an antioxidant to support the formulas' moisturising benefits for healthy-looking skin
- Hematite extract, sourced from a naturally derived iron-containing mineral, helps conditions skin to smooth the appearance of fine lines and wrinkles
- Aloe vera extract moisturises to soothe and calm stressed skin
- Squalane, derived from olives, moisturises to protect against razor burn by helping to create a protective film that helps the razor glide smoothly



## How to Use

Smooth a small amount onto the face. Glide razor for a smooth shave. Rinse with warm water.

Follow with After-Shave Soothing Lotion, as needed.

# SHAVE CREAM

## Consumer Perception Results

- 73% said the shave cream improved razor glide, helping to deliver a closer shave
- 73% saw a reduction in the appearance of post-shave bumps and redness
- 81% felt it was moisturising to the skin

Based on a clinical study of 26 participants



# AFTER-SHAVE SOOTHING LOTION

## Features

- Lightweight lotion absorbs quickly to comfort skin, leaving it feeling soft and smooth
- Moisturises to calm skin after shaving, and soothe razor burn
- Botanicals in the formula help achieve the appearance of rested, younger-looking skin
- Certified vegan
- Allergy- and dermatologist-tested

## Benefits

- Japanese pagoda tree flower extract, a botanical containing antioxidant properties, helps improve skin's moisture barrier to help dull, over-worked and tired-looking skin appear more fresh and healthy
- Vitamin C helps support collagen through moisturisation to improve the look of skin texture as well as help firm, reinforce and strengthen the appearance of skin tone
- Malachite extract, a naturally derived copper-containing extract, acts as an antioxidant to support the formulas' moisturising benefits for healthy-looking skin
- Hematite extract, sourced from a naturally derived iron-containing mineral, helps conditions skin to smooth the appearance of fine line and wrinkles
- Chamomile, aloe and licorice extracts hydrate to help soothe and calm stressed skin



## How to Use

After shaving apply to face and neck. Do not rinse.

# AFTER-SHAVE SOOTHING LOTION

## Consumer Perception Results

- 77% agreed it helped soothe shave bumps and redness through hydration
- 81% thought it absorbed quickly into the skin
- 89% agreed skin felt soft and smooth after use

Based on a clinical study of 26 participants





# ANTI-AGEING MOISTURISER BROAD SPECTRUM SPF 15

## FEATURES

- Refreshing, lightweight, hydrating formula easily absorbs for daily skin protection combined with anti-ageing care
- Improves skin's overall appearance and delivers lasting hydration without greasiness
- Broad spectrum SPF 15 sunscreen helps prevent sunburn and can reduce early signs of skin ageing
- Vegan formulated
- Allergy- and dermatologist-tested

## Benefits

- Japanese pagoda tree flower extract, a botanical containing antioxidant properties, helps improve skin's moisture barrier to help dull, over-worked, tired-looking skin appear more fresh and healthy
- Vitamin C helps support collagen through moisturisation to improve the look of skin texture as well as help firm, reinforce and strengthen the appearance of skin tone
- Algae extract moisturises to support collagen, helping diminish the appearance of fine lines and wrinkles
- Malachite extract, a naturally derived copper-containing extract, acts as an antioxidant to support the formulas' moisturising benefits for healthy-looking skin

## How to Use

For adult use only. Use after eye cream. Gently apply by working from the middle of the face outward, stroking upward until fully absorbed, prior to sun exposure.



# ANTI-AGEING MOISTURISER BROAD SPECTRUM SPF 15

## CLINICAL GRADING RESULTS

Results are measured by expert clinical graders who visually compare skin attributes to baseline

### Immediate Improvement

- 77% showed an immediate improvement in the appearance of skin firmness
- 92% showed an immediate improvement in the appearance of skin texture
- 96% showed an immediate improvement in overall appearance

### After 4 weeks

- 96% showed an improvement in the appearance of deep lines and wrinkles
- 88% showed an improvement in the appearance of skin texture and smoothness
- 73% showed an improvement in the appearance of skin elasticity

Based on a clinical study of 26 participants

## Clinical Instrumentation Results

Results are measured by instrumentation and compared to baseline

### After 4 weeks

- 92% had improvement in the appearance of skin firmness
- 82% had improvement in total wrinkle count
- 69% had improvement in the appearance of skin elasticity

Based on a clinical study of 26 participants

## Consumer Perception Results

- 85% thought the product immediately improved the appearance of skin texture and smoothness
- 96% of men thought their skin felt deeply hydrated and looked replenished after 4 weeks of use
- 85% of men would continue to use this product as part of their daily skincare regimen

Based on a clinical study of 26 participants



# EYE REPAIR CREAM

## Features

- Specially formulated to hydrate skin around the eyes, reducing the appearance of fine lines and wrinkles
- Provides soothing hydration to reduce the look of puffiness, and brightens to help reduce the appearance of dark circles
- Safe for all skin types, allergy-, ophthalmologist- and dermatologist-tested
- Vegan formulated

## Benefits

- Japanese pagoda tree flower extract, a botanical containing antioxidant properties, helps improve skin's moisture barrier to help dull, over-worked, tired-looking skin appear more fresh and healthy
- Vitamin C helps support collagen through moisturisation to improve the look of skin texture as well as help firm, reinforce and strengthen the appearance of skin tone
- Algae extract moisturises to support collagen, helping diminish the appearance of fine lines and wrinkles
- Malachite extract, a naturally derived copper-containing extract, acts as an antioxidant to support the formulas' moisturising benefits for healthy-looking skin
- Manihot esculenta tuber extract helps relax the look of wrinkles through hydration



## How to Use

Apply by patting gently to the upper brow, continuing around the under-eye area. Use morning and evening, after cleansing and shaving routine.

# EYE REPAIR CREAM

## Clinical Grading Results

Results are measured by expert clinical graders who visually compare attributes to baseline

### After 1 week

- 96% showed improvement in the appearance of brightness around the eyes
- 92% showed improvement in texture and smoothness
- 89% showed improvement in overall appearance

### After 4 weeks

- 65% had improvement in the appearance of under-eye dark circles
- 92% of men showed improvement in the appearance of fine lines and wrinkles
- 100% showed improvement in the appearance of skin firmness

## Clinical Instrumentation Results

Results are measured by instrumentation and compared to baseline

### After 1 week

- 96% had improvement in the appearance of firmness in the eye area
- 73% had improvement in the appearance of skin elasticity in the eye area
- 69% showed improvement in skin hydration in the eye area

## Consumer Perception Results

### After 4 weeks

- 89% thought the cream improved the appearance of skin firmness around the eyes
- 85% thought hydration around the skin was improved, giving the skin a smoother appearance
- 89% would continue to use the eye cream as part of their daily skincare regimen

Based on a clinical study of 26 participants

