

ageless™ GEL
CARE

Product Enhancements & Information

New Ageless Differences and Improvements

BRAND CHANGES

The Ageless line was completely redesigned for several reasons, the first of which was usage patterns. Studies showed that the previous line was lasting consumers anywhere from 3–6 months depending on individual consumption habits. Because Agel's business is based on monthly consumption this caused some issues. When a comparison was done to competitive products, the existing Ageless line was found to be out of line with the rest of the industry when it came to the amount of product delivered to consumers.

The second issue we found is that while the brand was visually interesting, it was more closely identified with by 17–25 year-old women. This was off considering that Agel's demographic is an even mix of men and women, 35–55 years old. This needed to be addressed. When this discovery was coupled with the fact that the skin care industry as a whole is headed towards a more clinical look, it was decided that a rebrand was needed.

With all of these issues in mind Ageless has been completely redesigned. It now has a broader, more sophisticated appeal that brings to mind science combined with nature and beauty. Switching from black to white conjures cleanliness and freshness, which are essential selling points for skin care.

The following information will outline all of the changes from a full line perspective and with each individual product.

FULL LINE CHANGES

The line as a whole has some changes that are uniform. In the next section each product will be addressed individually. The first noticeable change is the coloring of the products. They are all now varying shades of white and yellow. This is due to the fact that all the products have taken on their natural shades based on their ingredients. All bleaches and colorants have been removed. This ensures a more natural, allergy-compliant product. Our initial tests have also shown the products to be smoother and have a better overall "feel" to them.

The second full line change is the scent. The scent has been removed from all but two products, the Intensive Gel Serum and the Daily Moisturizing Gel. These two products have been given a very light, natural green tea and cucumber scent. The scent is only there to provide a better experience based on the ingredients. The other products in the line have no scents added and are all naturally scented based solely on the ingredients. This has created a more consistent product that no longer suffers from separation issues that were seen with a few of the previous products.

1. GENTLE DAILY CLEANSING GEL

Product: This product has been changed in a few ways. First, the surfactants and foaming agents have been replaced and the amounts have been reduced in order to create a friendlier, more natural product that gently cleanses the skin. Second, Aloe Vera Leaf Juice was added to increase the hydrating powers of the cleanser. The cleansing process can damage skin if it leaves it too dry. Adding the Aloe Juice helps avoid that damage.

Packaging: The packaging has been changed from a bottle to a tube. This tube has a lid that flips closed for easy access and much less mess than the previous packaging.

2. REVITALIZING GEL SCRUB

Product: The Jojoba bead exfoliant is a gentler, more refined exfoliant than was previously used. Combined with additional Aloe Vera Juice to provide a smoother feel and greater hydrating effects, the result is a better, gentler, more moisturizing exfoliation experience.

Package: The package itself is much the same as the previous package and is delivered in a tube with a lid that snaps closed.

3. REFRESHING MISTING GEL

Product: The active ingredients in this product are now at a higher concentration, which creates a few benefits. First, the product has a better pH stabilization effect than it previously had, which allows the products that are subsequently applied to deliver better results. Second, the higher amount of actives provides more hydration and moisture to the skin.

Package: This package has been redesigned as well. It is now a sealed spray pump and the top does not come off easily. This helps reduce oxidation in the product, ensuring that it remains effective during its usage cycle.

4. INTENSIVE GEL SERUM

Product: The active ingredients in this product are available at a higher concentration than before, which has many benefits; better skin penetration being one of them. The serum is designed to penetrate deep and feed the lower layers of skin. These formula changes enhance that ability. There is also a significant amount of Aloe Vera Leaf Juice added to provide greater hydrating and moisturizing effects to the first few layers of skin.

Packaging: The product is now in a completely new package with an airless pump. This pump keeps air from the product and significantly reduces any oxidation that would otherwise occur. This ensures a quality product from the first use to the last. The cap snaps on tightly to protect the pump from contamination as well.

5. DAILY MOISTURIZING GEL

Product: Aloe Vera Juice has been added to this product to provide a great hydrating effect for the skin. The consistency and feel of the product has been adjusted as well to provide a smoother experience during application. With an increased active ingredient content more nutrients are being delivered to the skin, which greatly enhances the skin's appearance.

Package: This product now has an airless pump just like the serum. This will prevent oxidation, ensure a consistently better product, and protect the product from contamination.

6. AGE-DEFYING EYE GEL

Product: This product now has a higher active ingredient content and greater efficacy than the previous eye gel. Now the product has an even greater ability to reduce fine lines and wrinkles around the eye as well as nourish the fatty tissue underneath the thin layers of skin surrounding the eye, which can reduce dark circles.

Packaging: This product is now packaged in a needle-nosed tube, which enables greater dispensing accuracy and keeps the product from contamination and oxidation.

7. NOURISHING NIGHT GEL

Product: Once again a higher concentration of active ingredients delivers greater efficacy. Aloe Vera Leaf Juice has also been added to provide greater hydrating and moisturizing effects.

Packaging: This package has been changed as well. While it is still a small jar there is a seal disc added to keep the product fresh. A small scoop has been added as well so that the user does not have to dip their fingers in the product. This keeps the product contamination-free and ensures a better, longer-lasting product.

FAQ Q: Will there be a travel kit?

A: No travel kits this time. The full size kit and individuals are all sized appropriately for travel restrictions.

Q: When will the individual products be made available?

A: Generally the individuals will be made available 45–60 days after the full size kit is available in a market. However; each market has its own needs and regulatory restrictions that can affect that time line.

TEAM MEMBER PRICING

PRODUCT	RUSSIA	MEXICO	EU	IT	SP	TH	USA	CV
Daily Cleansing Gel	916.00pyб.	\$312.00	€ 19.60	€ 19.60	€ 19.60	1,033.00฿	\$22.50	17
Scrub	1,015.00pyб.	\$351.00	€ 21.80	€ 21.80	€ 21.80	1,146.00฿	\$25.00	18
Misting Gel	812.00pyб.	\$279.50	€ 17.50	€ 17.50	€ 17.50	919.00฿	\$20.00	15
Serum	2,000.00pyб.	\$682.50	€ 42.70	€ 42.70	€ 42.70	2,240.00฿	\$49.00	37
Daily Moisturizer	1,189.00pyб.	\$403.00	€ 25.30	€ 25.30	€ 25.30	1,330.00฿	\$29.00	21
Eye Gel	957.00pyб.	\$325.00	€ 20.50	€ 20.50	€ 20.50	1,075.00฿	\$23.50	17
Night Gel	1,827.00pyб.	\$624.00	€ 39.20	€ 39.20	€ 39.20	2,056.00฿	\$45.00	34
Full Size Kit	7,685.00pyб.	\$2,665.00	€ 165.00	€ 165.00	€ 165.00	8,645.00฿	\$189.00	142

PREFERRED CUSTOMER PRICING

Product	PC CV	PC Bonus	Russia	Mexico	EU	IT	SP	TH
Daily Cleansing Gel	7	\$5.00	145.00pyб.	\$65.00	€ 4.00	€ 4.00	€ 4.00	175.00฿
Scrub	7	\$5.00	145.00pyб.	\$65.00	€ 4.00	€ 4.00	€ 4.00	175.00฿
Misting Gel	6	\$5.00	145.00pyб.	\$65.00	€ 4.00	€ 4.00	€ 4.00	175.00฿
Serum	15	\$11.00	319.00pyб.	\$143.00	€ 8.80	€ 8.80	€ 8.80	385.00฿
Daily Moisturizer	8	\$6.00	174.00pyб.	\$78.00	€ 4.80	€ 4.80	€ 4.80	210.00฿
Eye Gel	7	\$5.00	145.00pyб.	\$65.00	€ 4.00	€ 4.00	€ 4.00	175.00฿
Night Gel	14	\$10.00	290.00pyб.	\$130.00	€ 8.00	€ 8.00	€ 8.00	350.00฿
Full Size Kit	56	\$42.00	1,218.00pyб.	\$546.00	€ 33.60	€ 33.60	€ 33.60	1,470.00฿