

CLARINS *Precious*

RARE FLOWER. PRECIOUS POWER.

RARE FLOWER

RARE SCIENCE

SKIN AGE-DELAYING TECHNOLOGY



MOONLIGHT FLOWER

Years of research but only one night to bloom and collect its precious power. Hand-picked at peak potency and immediately flash frozen to preserve its youth-promoting properties.



EXCLUSIVE MOONLIGHT FLOWER CRYOEXTRACT

Our natural cryoextraction process harness this pure, powerful antioxidant that visibly boosts skin's resistance to aging.



THREE ANTI-AGING PEPTIDES

A trio of high-tech peptides with the most advanced anti-aging properties to replenish, revitalize and visibly firm the skin.

RARE RESULTS

Skin appears 5 years younger after 3 months*

*Clinical test, 36 women after 3 months of using La Crème (based on Clarins Skin Aging Index assessed on 129 women).

PRODUCT SPOTLIGHT

La Lotion



WHAT IT IS

This luxurious clear treatment essence – infused with rare Moonlight Flower cryoextract – softens, smoothes and plumps. The first step in the Clarins Precious Skincare ritual to prepare the skin for treatments that follow.

RARE RESULTS

After 7 days:
Skin's bounciness is improved*

After 28 days:
82%** Skin is visibly smoother
82%** Skin appears crystal clear
80%** Skin texture is refined

EXCLUSIVE APPLICATION METHOD

Pour a few drops into your hands. Warm between your hands. Tap gently over your face, outward over your cheeks, outward across your forehead and outward over your neck.

HOW IT WORKS

La Lotion is powered by 98% ingredients of natural origin—including Clarins' exclusive Moonlight Flower cryoextract. Our Skin Age-Delaying Technology combines this rare plant ingredient, rich in Gallic acid—a powerful antioxidant and soothing molecule—with a trio of revitalizing and replenishing, biomimetic, anti-aging peptides to visibly smooth and soften the skin.

BENEFITS

Deeply hydrates, softens, refreshes. Refines skin texture. Locks in moisture and prepares skin for treatments to follow.



*Consumer test, 200 women, after 7 days of using La Lotion. **Consumer test, 200 women, after 28 days of using La Lotion

PRODUCT SPOTLIGHT

La Crème Yeux



WHAT IT IS

This luxurious exceptionally fine, melting gel-cream — infused with rare Moonlight Flower cryoextract—targets wrinkles, leaving the eye area visibly lifted, revitalized, and youthful.

RARE RESULTS

After 28 days:
-43%* wrinkles and undereye puffiness
+40%* lift action on upper eyelid
-40%* expression lines smoothed and dark circles minimized
+16%** upper eye lids lifted after 30 minutes
+15%** upper eye lids smoothed after 30 minutes

HOW TO USE

Use the cold-effect applicator to apply product to the eye area, smooth under the eyes 3 times, repeat on the other side, apply draining pressure 4 times under each eye towards the temples. Then, warm a touch of cream between fingertips and apply under and above the eyebrows, smoothing outward to temples, repeating 3 times for each step.

HOW IT WORKS

La Crème Yeux is powered by 94% ingredients of natural origin—including Clarins' exclusive Moonlight Flower cryoextract. Our Skin Age-Delaying Technology with a trio of revitalizing and replenishing, biomimetic, anti-aging peptides to target wrinkles, dark circles, and crows feet, visibly firming, smoothing, and de-puffing the eye contour while providing a visible lift.*



BENEFITS

Visibly firms, smoothes, and lifts the eye contour. Targets wrinkles, puffiness, crow's feet. Deeply hydrates.

*Self-assessment, 100 women, after 28 days of application.**Clinical test on 30 women, after 30 minutes.

PRODUCT SPOTLIGHT

Le Sérum



WHAT IT IS

This ultra-sensorial, gel-cream serum quickly absorbs into skin - infused with rare Moonlight Flower cryoextract -- to visibly firm, smooth, and help define facial contours with an immediate and long-term lifting effect.**

RARE RESULTS

After 1 month*
+121% visible lift effect
+114% improvement in skin contouring
+114% plumping of skin
+112% visible lift effect on jawline
+112% improvement in firmness
+112% improvement in smoothness

HOW IT WORKS

Le Sérum is powered by 90% ingredients of natural origin – including Clarins' exclusive Moonlight Flower Extract. Our Skin Age-Delaying Technology. This blend of Moonlight Flower cryoextract, and 3 biomimetic anti-aging peptides combined with Organic Oat Sugars and Organic White Lupin Extract, visibly firm, smooth, and tone for an immediate lifting effect that leaves the appearance of well-defined facial contours.



BENEFITS

Visibly lifts, firms, hydrates and smoothes. Visibly tightens and helps define facial contours. Boosts skin's radiance.

EXCLUSIVE APPLICATION METHOD

Smooth over clean face and neck each morning. Apply with gentle press-and-release movements, avoiding the eye contour area. Work downward, over neck and décolleté.

*Self assessment results - 105 women - after 28 days of using Le Sérum **Consumer test, 200 women, using Le Serum

PRODUCT SPOTLIGHT

La Crème



WHAT IT IS

This infinitely soft, luxurious, cocooning face cream – infused with rare Moonlight Flower cryoextract—for skin that looks firm, smooth, radiant, and younger than its real age.*

HOW IT WORKS

La Crème is powered by 92% ingredients of natural origin—including Clarins' exclusive Moonlight Flower cryoextract. Our Skin Age-Delaying Technology and 3 biomimetic anti-aging peptides, targets early lines and wrinkles and restores the smooth, plump, bouncy look of youth for skin that can appear up to 5 years younger after 3 months of use.*

RARE RESULTS

Skin appears 5 years younger after 3 months

After 1 month:
-44% wrinkles**
+86% radiance**

Clinical Results:***
+23% improvement in skin firmness after 14 days
+13% improvement in skin elasticity after 14 days

BENEFITS

Visibly corrects and helps prevent signs of skin aging.
Visibly firms, smoothes and renews radiance.
Hydrates, comforts and visibly plumps.

EXCLUSIVE APPLICATION METHOD

Dip the applicator tool into La Crème and transfer to your palm. Warm it between your hands to bring it to skin temperature and inhale the uplifting aroma. Use your hands to evenly distribute the formula over your face, neck, and décolleté. Apply gentle press-and-release movements with open palms to boost circulation and remove toxins. Repeat on the other side.

*Clinical test, 36 women after 3 months of using La Crème (based on Clarins Skin Aging Index assessed on 129 women).
**Self-assessment, 1 month, 113 women, using La Crème. ***Clinical test, 32 women

PRODUCT SPOTLIGHT

La Crème Riche



WHAT IT IS

A luxurious, velvet-rich face cream - infused with rare Moon Flower cryoextract – for skin that looks firm, smooth, radiant, intensely nourished, and younger than its real age.[1]

HOW IT WORKS

La Crème Riche is powered by 90% ingredients of natural origin—including Clarins' exclusive Moonlight Flower cryoextract. Our innovative Skin Age-Delaying Technology combines Moonlight Flower cryoextract with a trio of biomimetic revitalizing and replenishing peptides to visibly firm, smooth, and deeply nourish dry skin, leaving it comfortable, radiant, and perfectly hydrated in 7 days.[1]

RARE RESULTS

After 1 month*
100% skin is intensely nourished
99% wrinkles are visibly reduced
99% skin is deeply nourished
99% skin is visibly firmer
98% skin is renewed
96% skin looks younger than its real age
95% skin looks younger

BENEFITS

Visibly corrects and helps prevent signs of skin aging. Deeply nourishes, hydrates and comforts.
Visibly firms, smoothes and renews radiance.

EXCLUSIVE APPLICATION METHOD

Dip the applicator tool into La Crème Riche and transfer to your palm. Warm it between your hands to bring it to skin temperature and inhale the uplifting aroma. Use your hands to evenly distribute the formula over your face, neck, and décolleté. Apply gentle press-and-release movements with open palms to boost circulation and remove toxins. Repeat on the other side.

[1]Consumer test, 100 women, after 28 days of using La Crème Riche *Consumer test, 100 women, using La Crème Riche, after 28 days of application

PRODUCT SPOTLIGHT

L'Outil



WHAT IT IS

3-in-1 facial massage tool that mimics the anatomy of the hand to recreate the precious expert gestures of our Spa facialists.

RARE RESULTS

87%* Muscles are relaxed
87%* Tension is relieved
83%* L'Outil reinforces the effects of La Crème

EXCLUSIVE APPLICATION METHOD

After applying La Creme, apply circular pressure on chin and above lips. Repeat under eyes, cheeks, and between eyebrows. With the crescent moon side, perform smoothing and draining movements towards the ears. Repeat on both sides. Glide over the forehead and down the neck. Use the cushion side to glide under eyes, from nose to temples, from mouth to temples, and from chin to ears. Repeat on both sides. Glide over forehead and down the neck.

HOW IT WORKS

The tool's 3 sides mimic specific gestures utilized in expert facial massage treatments. Made with naturally cooling Zamac, the tool's cold cushion side relaxes facial muscles and releases tension to visibly smooth skin. The crescent moon side recreates the draining and sculpting action of traditional Chinese Gua Sha facial massage. The fingertip side, made of silicone, massages ultra-targeted pressure points to reduce micro-tensions and promote lymphatic drainage.



BENEFITS

Relaxes facial muscles to relieve tension.
Visibly lifts.
Promotes lymphatic drainage.

*Consumer test, 200 women, after 45 days of using L'Outil.

SELLING CLARINS PRECIOUS

Precious Conversations

New Clients

-Introduction, stop them in their tracks.
-Hand ritual
-Ask more questions, get their thoughts.
-If "I love, it" then... sell and sample 1 item they did not purchase. Schedule follow up appointment.
-If they aren't ready or unsure... In unique scenarios sample after gathering information, and always schedule a ritual experience.
-Follow up within two days ask about their sample and schedule a follow up appointment.

Current Clients

-Ask about their experience with current products.
-If loving, keep them there.
-If they are looking for something to address a new concern, introduce Clarins Precious.

- Hand ritual
- Ask more questions, get their thoughts.
- If "I love, it" then... sell and sample 1 item they did not purchase. Schedule follow up appointment.
- If they aren't ready or unsure... In unique scenarios sample after gathering information, and always schedule a ritual experience.
- Follow up within two days ask about their sample and schedule a follow up appointment.

Scenarios / Questions

1. Differences between Precious La Lotion and a Toning Lotion?
-*Clarins toning lotion is the second step to cleansing and rebalances the skin. Precious La Lotion is the first step to an anti-aging routine, which provides optimal absorption for all of your other treatment products.*

2. Difference between Clarins and Clarins Precious?
-*Clarins products are personalized according to age concerns - based on skin's precise needs at each stage of life - with the most effective plant extracts. Clarins Precious is a range of luxury skin care for all ages that is preventive for younger skin and visibly corrective for more mature skin. Contains a totally unique ingredient, the Moonlight Flower along with 3 high-tech peptides to plump, firm and diminish wrinkles.*

3. Since Precious is more expensive than Clarins, does that mean it works better?
-*Both Clarins and Clarins Precious offers exceptional and proven results. However, Clarins Precious provides rare results, for example, after three months of using La Crème, skin appears 5 years younger.**

4. It's too expensive
-*Clarins Precious is a higher price point than Clarins due to the unique and rare star ingredient, the Moonlight Flower, which only blooms once a year, is hand-picked and immediately undergoes a rare cryoextraction process to provide rare results.*

*Clinical test, 36 women after 3 months of using La Crème (based on Clarins Skin Aging Index assessed on 129 women).