



THE POWER OF THE CO2 GEL MASK

The Fastest Way to Better Skin





“You don’t get old; you dry up.”

AS THE CEO AND FOUNDER of Lumisque Skincare, this statement is my favorite saying about skin aging. We spend so much time trying to look and feel our best that sometimes we forget that it really is this simple.

Think about it: what’s the difference between a grape and a raisin?

WATER

A raisin is just a dried up grape.





YOUR SKIN STARTS OUT AS A GRAPE –

smooth, bouncy, and juicy—but it can turn into a raisin as early as your 20’s! I remember looking at my skin in my early 30s with a large magnifying glass. I saw very faint lines. They weren’t visible to the naked eye (yet), but I knew that without proper hydration, they would keep getting deeper and deeper. I would turn into a raisin!

HYDRATION KEEPS THE SKIN FROM SHRIVELING UP.

However, hydration is a state, not an action. You need to consistently hydrate in order to be hydrated. If you weren’t hydrated three hours ago, you aren’t now, even if you gulp down a full water bottle. Since hydration is the key to skincare, the same principle applies: it’s never too early to start a skincare routine.





The good news is
we have technology
that can help!

Lumisque has leveraged carboxytherapy
to create an easy-to-use at home treatment
that is clinically proven to slow aging and
restore healthy, youthful skin: CO2Lift.



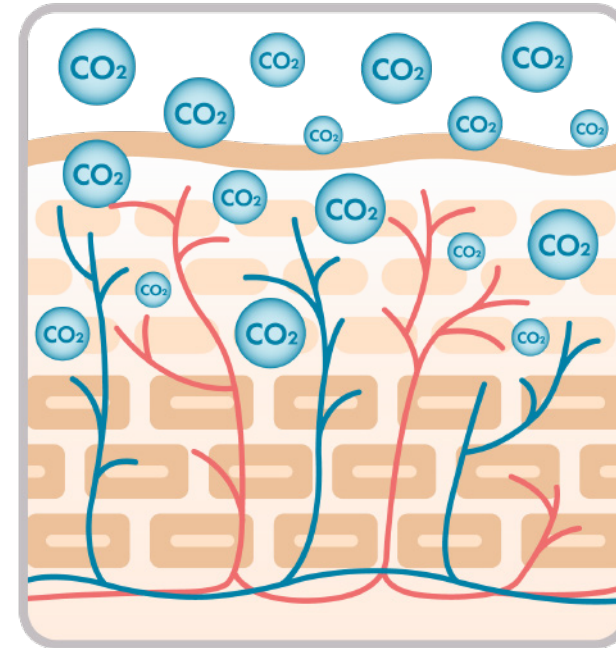
What is Carboxytherapy?

Carboxytherapy is the therapeutic use of carbon dioxide (CO₂) gas for skin regeneration. Building on the benefits of hot springs, carboxytherapy was pioneered in the early twentieth century. Carboxytherapy widens your blood vessels, allowing for oxygen to enter your skin. This increased oxygenation allows for cellular regeneration and anti-inflammation.

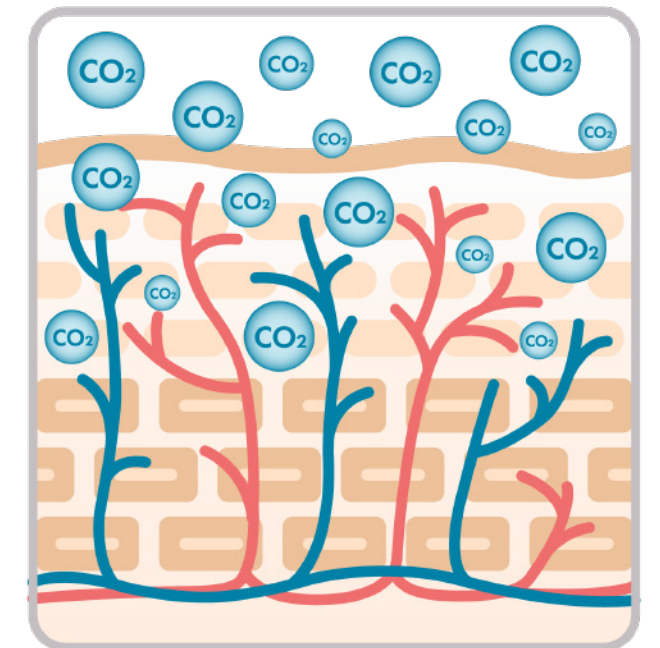
Traditional carboxytherapy is an injection of CO₂ directly into the skin. However, this method can be uncomfortable, or even painful, and carries anxiety about needles and doctors' offices.

That's why Lumisque has pioneered a pain-free gel, CO₂Lift, that can be applied at home. It is safe and effective for all of the skin on your body, from your face to your more sensitive areas. CO₂Lift makes it easier for more people to have access to the wonders of carboxytherapy and gives you control over your skin.

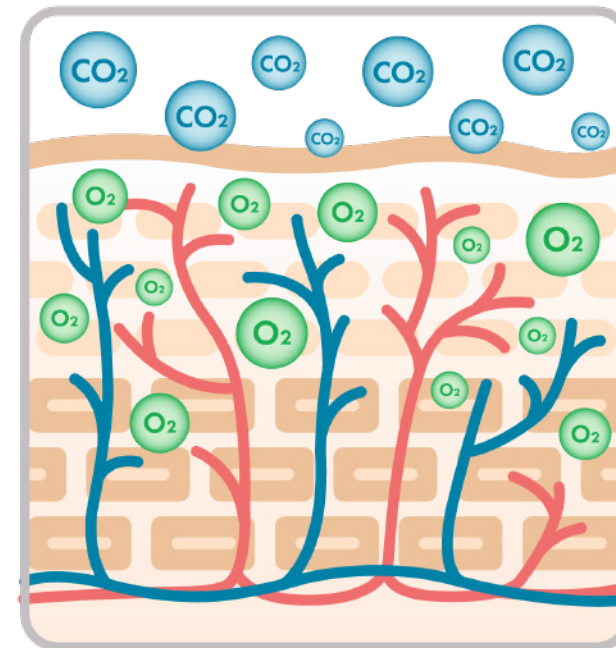
1 Carbon Dioxide is absorbed into the skin causing a deficiency in Oxygen.

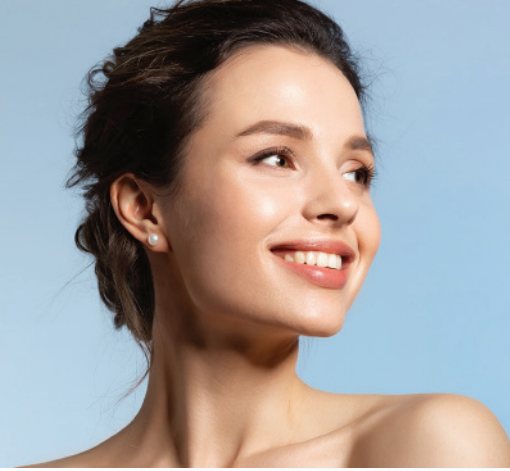


2 In response, the capillaries expand to allow more blood flow to the area.



3 With increased blood flow more oxygen and nutrients are supplied to the cells.





What is the Skin Barrier?

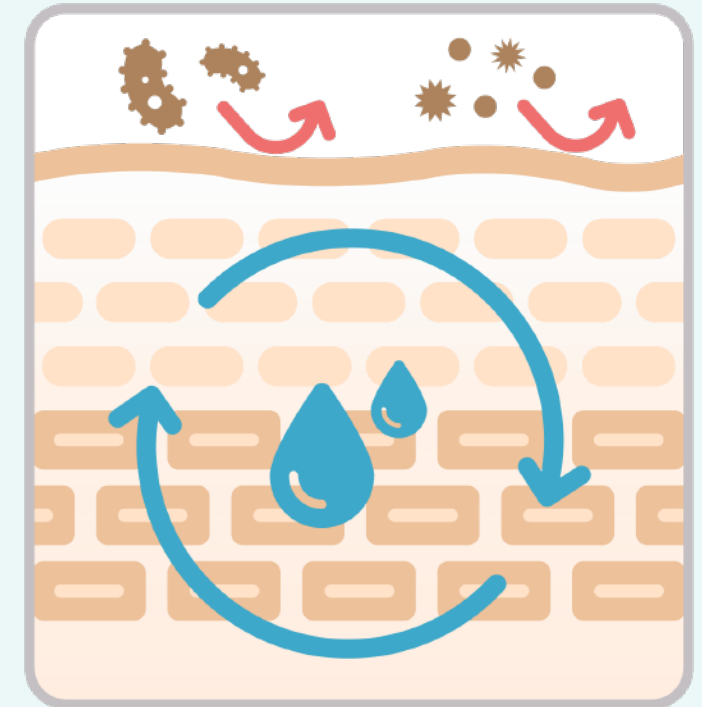
In order to understand how CO2Lift slows down the aging process, we have to understand the skin barrier first.

The skin barrier is the outermost layer of your skin. It is your body's first line of defense, both for skin health and overall health. The skin barrier locks in hydration and protects your skin from irritants.

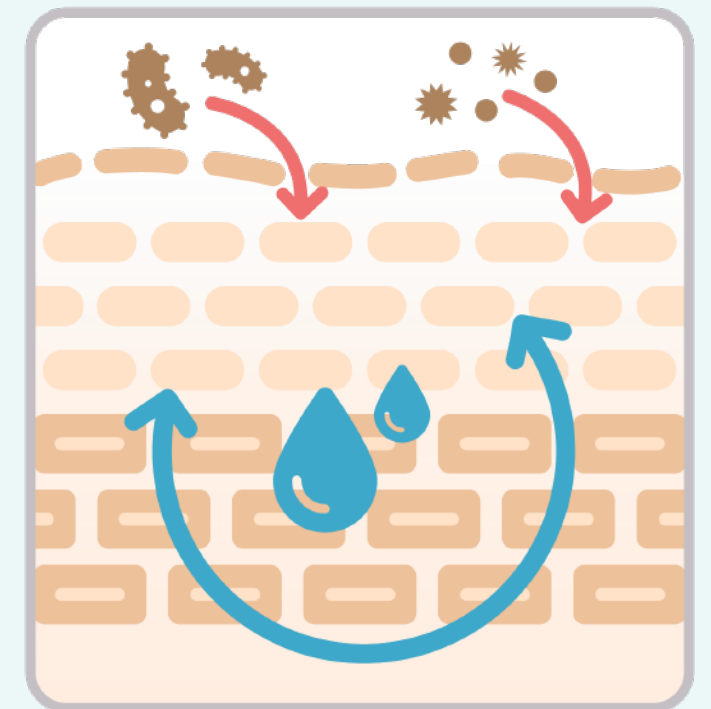
Your skin barrier plays a big part in how your skin looks and feels. When your skin barrier is healthy, your skin looks smooth, clear, and even. When it is compromised, your skin will show symptoms like redness, dryness, irritation, breakouts, and broken capillaries.

There are a variety of environmental factors and habits that can hurt the skin barrier. For example, pollution exposure breaks down collagen, and toxic cigarette smoke impedes both collagen and elastin production.

HEALTHY SKIN is protected from external toxins and allergens and is able to retain moisture making it look smooth and clear.



UNHEALTHY SKIN allows toxins and allergens to penetrate and moisture to escape resulting in inflammation and dryness.





Other factors that damage your skin barrier include:

- Age
- Stress
- Over Exfoliation
- Laser resurfacing
- Alcohol
- Caffeine
- Sun damage
- Poor nutrition
- Overuse of cleansing products
- Scrubbing the skin too vigorously

A healthy skin barrier is crucial to radiant looking skin, so it is important to take steps to protect and renew it, such as a CO2Lift mask.



How Does CO2Lift Prevent Aging?

CO2Lift renews your skin barrier to prolong youthful skin. Our CO2Lift mask slows the aging process in 3 ways:

- 1. BOOSTING HYDRATION:** There is a difference between moisturizing and hydrating. A moisturizer locks moisture into the skin, but a hydrator introduces more water to the skin. Co2Lift increases hydration by over 117% after only one application; it's like drinking a tall glass of water, but the benefits go directly to your skin. Remember, hydration is an ongoing process, so to start a CO2Lift treatment regime, you should apply a mask once a week for at least 3 weeks. Then, you need to maintain your hydration level with one CO2Lift mask per month.



2. STIMULATING PRO-COLLAGEN: Most people are familiar with the importance of collagen to preserving youthful skin. This protein gives structure to our skin as well as our hair, bones, ligaments, and nails. Collagen is an important building block for the skin; it helps keep the skin firm, plump, and supple. As we age, collagen production decreases, which in turn creates fine lines and wrinkles. This process starts in our mid-20's and kicks into high gear during menopause, and other factors like smoking, poor nutrition, and sun exposure can decrease collagen production. Carboxytherapy stimulates pro-collagen, a pre-cursor to collagen production, making it easier for your body to create the collagen your skin needs.

3. INCREASING BLOOD FLOW: By increasing blood circulation to the skin, CO2Lift gives your skin greater access to nutrients like oxygen. With CO2Lift, you can skip the oxygen facial and bring more oxygen to your skin naturally.

How to Keep Your Skin Youthful and Your Skin Barrier Healthy

Here are my recommendations for keeping your skin barrier healthy and happy:

1. Wash your face no more than twice a day and NEVER with hot water.
2. Only exfoliate a few times a week.
3. Use a broad spectrum sunscreen daily.
4. Inform your skincare professional about any reactions you experience to products or treatments.
5. If you have a skincare procedure, make sure you know how to repair your skin afterward.
6. Use a powerful hydrator regularly, like CO2Lift Carboxy Gel.

These simple steps are the fastest way to get more radiant skin—and keep it for longer!



With Love,
Lana Kerr

CEO and Founder of Lumisque and CO2Lift

LUMISQUE
s k i n c a r e

