



OLAY DEFINITY HIGHLY DEFINED ANTI-AGING SKIN CARE WITH ESSENTIAL GLUCOSAMINE COMPLEX FACT SHEET

WHAT IT IS:

A precision technology anti-aging skin care collection containing the Olay-exclusive *Essential Glucosamine Complex* to reduce the appearance of skin discolorations such as dullness and brown spots by up to 78 percent vs. base moisturizer. With daily use, *Olay Definity* penetrates up to 10 surface layers deep and hydrates to both help reverse the appearance of past damage coming from beneath skin's surface and allow natural rebuilding of skin's collagen.

WHAT IT DOES:

1. Enhances skin collagen and moisture barrier structure
2. Reduces the appearance of discolorations
3. Improves appearance of wrinkles
4. Reveals luminous, more flawless skin that appears lit from within

HOW IT DOES IT:

Introducing the Olay-exclusive *Essential Glucosamine Complex*, specifically formulated to improve the appearance of uneven tone and fine lines in aging skin. This proprietary formula includes:

- **N-acetyl glucosamine:** found to work with moisturizing Niacinamide to improve the skin's moisture barrier, visibly reducing the appearance of hyperpigmented spots and improve the overall evenness of skin tone
- **Niacinamide:** works to hydrate and soften skin while creating a strong moisture barrier to help reduce the appearance of red, blotchy skin

DEFINITY PRODUCT LINE-UP:

Olay Definity Deep Penetrating Foaming Moisturizer: an aerated serum less dense than a lotion or cream, but with equal penetration performance. The *Foaming Moisturizer's* unique aerated structure has more than 15 times the volume of an ordinary moisturizer and covers 50 percent more area than a crème, but feels virtually weightless on the skin. It is easier to spread than a cream or serum, hence more even skin coverage, and, in clinical studies proved to have a greater impact in improving the look of wrinkles compared to other traditional forms.

Olay Definity Correcting Protective Lotion with SPF 15: broad spectrum UV protection works together with the Olay-exclusive *Essential Glucosamine Complex* to fight the appearance of skin discolorations while helping prevent future sun damage to the skin, such as discolorations, fine lines and wrinkles. The *Protective Lotion* also provides an immediate luminous effect that helps correct the appearance of color imperfections.

Olay Definity Intense Hydrating Cream: luxurious cream contains the highest levels of glycerin in the line to provide intense hydration deep into multiple layers of the skin. This deep hydrator provides an immediate luminosity benefit while also reducing the appearance of discolorations and wrinkles.

HOW TO USE:

In the morning, apply the Deep Penetrating Foaming Moisturizer followed by the Correcting Protective Lotion with SPF 15 for light weight moisture with UVA/UVB protection. In the evening, use the Deep Penetrating Foaming Moisturizer with the Intense Hydrating Cream for deep moisturization.

AVAILABILITY:

Olay Definity products are available in July 2006 where Olay products are sold. Suggested retail price is \$27.99.

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