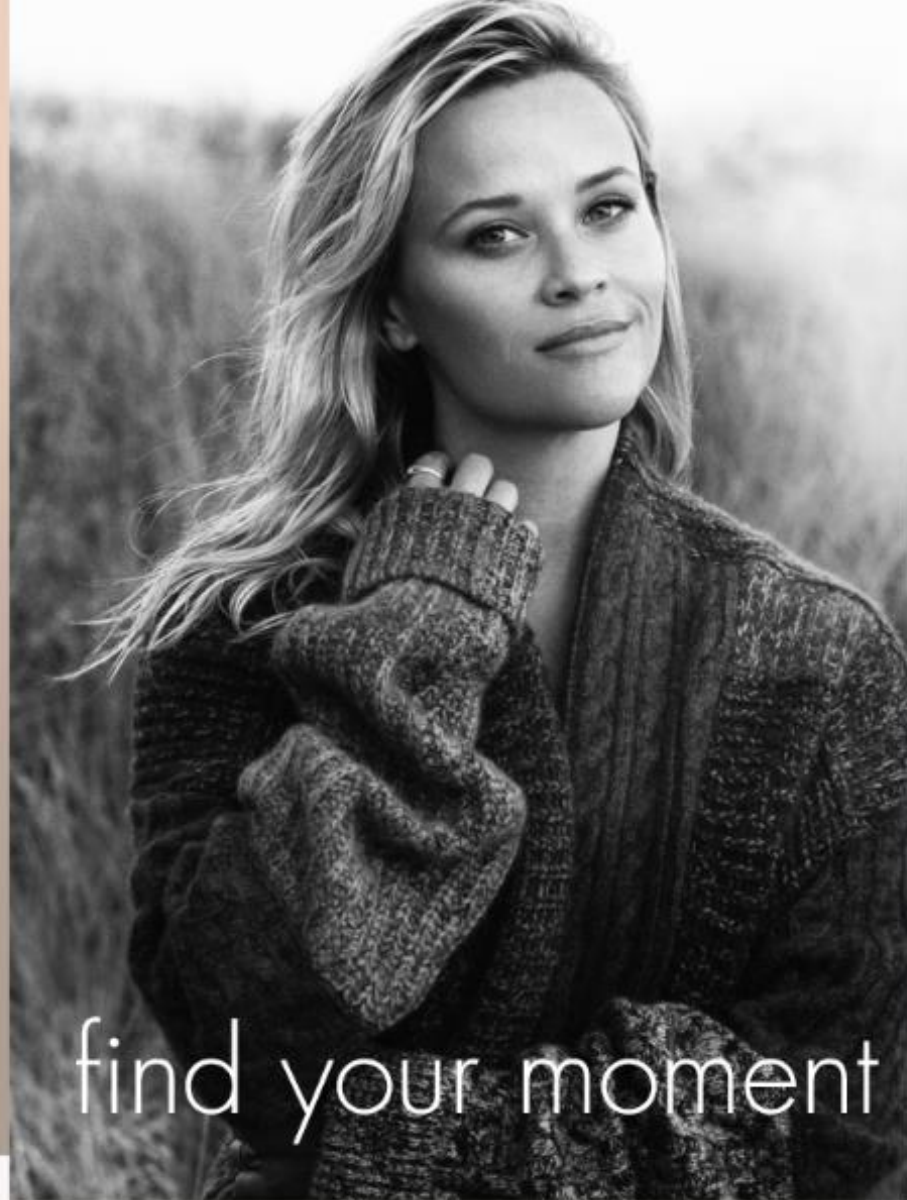
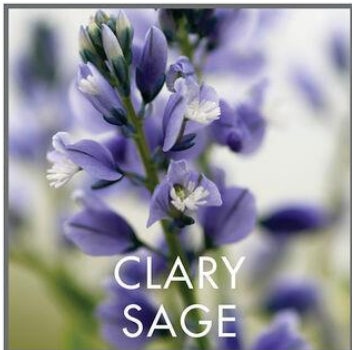




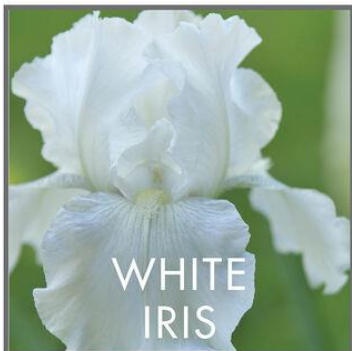
Elizabeth Arden
NEW YORK

FRAGRANCE

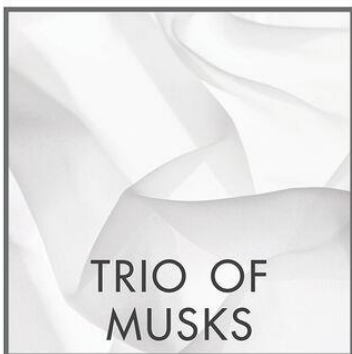




CLARY
SAGE



WHITE
IRIS



TRIO OF
MUSKS



HAMPTONS

You decide that there are only so many beach days left, and that hopping a train to the Hamptons sounds like perfect bliss.

When you are finally on the train and settled into the seat, you spend the next hour watching the world brightly pass you by. Finally, you hear the words "This is East Hampton. East Hampton, this stop," come over the loud speaker and disembark.

You head over towards Iris's beach house, the pull of the ocean undeniable. You stop and get a white tea on the way. You can smell the sea and taste the salt air on your tongue. And, what else? Italian mandarin maybe? Is this the Hamptons or an exotic Italian's seaside, you wonder. You spot Iris's house and are immediately drawn to an idyllic wrap around porch that faces the ocean. You grab an Adirondack chair and settle in with your white tea, thankful for this blissful escape.

WHITE TEA
END

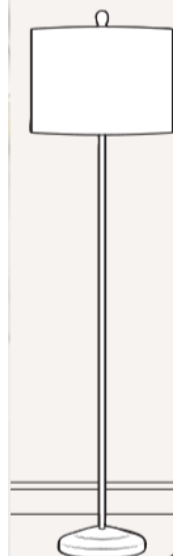


STAY HOME WITH A GOOD BOOK

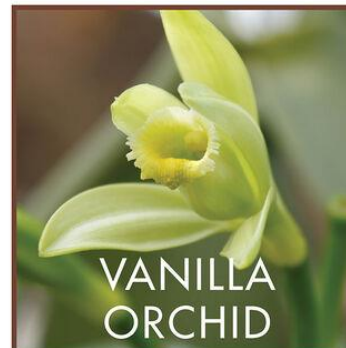
You don't need anything to make this day more perfect. You have a fireplace after all (a luxury in New York City), and you have the latest bestseller waiting eagerly for you on the coffee table. What else do you need?

You stoke the fireplace and create a place of warm tranquility, grabbing a cashmere blanket from a basket next to your sofa.

Just before you curl up, you remember that you recently got a gift basket at work, and dig through it to check for any treats. Sure enough, you find a vanilla flavored white tea satchel. You warm a pot of water, steep the tea, and take one last admiring look at your orchids, before settling in for a day of tranquil escape.



BERGAMOT

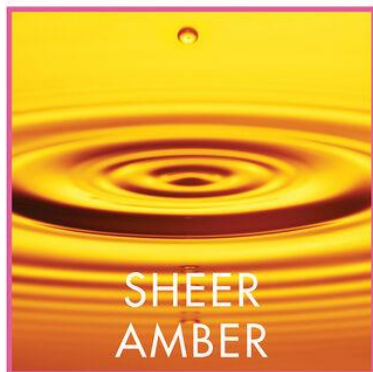
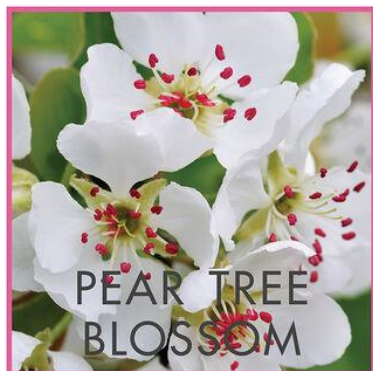


VANILLA
ORCHID



VANILLA
BEAN





NORTH FORK

Getting on the train to the North Fork, you are filled with joy. You settle into your seat and watch the world go by for the next hour or so, until the Long Island Railroad deposits you in the quaint little town of Greenport.

You get off the train and head to one of the brunch spots Rose had described – the one in tucked into a rose garden. It does not disappoint. There must be a dozen varieties of roses, including Bulgarian and Turkish roses, planted all around the wrought iron tables. You also spot a pear tree blossoming next to a gorgeous blush peony while the waiter takes your drink order - a white tea. All at once you feel the impact of this delightful moment, bringing a smile to your face. It is pure joy and you are so happy for this delightful escape.

WHITE TEA
WILD ROSE
END

REESE WITHERSPOON

Embrace
the possibilities
x Reese



INTRODUCING

Elizabeth Arden

My Fifth Avenue

SHOP NOW





A SPARKLING FRESH FLORAL



The top opens with the sparkling
aroma of Lemon and Mandarin,
wrapped with Fresh Ozonic notes
and Violet Leaves



The body of the fragrance is a
beautiful bouquet of Lotus Flower
enriched with Jasmine



The base boasts with a
combination of Musks and
Amber Woods, complemented
by beautiful Orris Flower and a
hint of Cedarwood



KEY INGREDIENTS



Top Notes

Dewy Magnolia, Lilac, Linden Blossom,
Muguet, Exotic Mandarin, Bergamot



Middle Notes

Violet, Rare Rose Bulgarian, Ylang-Yang,
Jasmine, Indian Turberose, Peach, Clove,
Nutmeg



Base Notes

Amber, Tibetan Musk, Sandalwood, Iris,
Vanilla



Yoo, Inyoung
KOREAN ACTRESS

Elizabeth Arden
NEW YORK





KEY INGREDIENTS



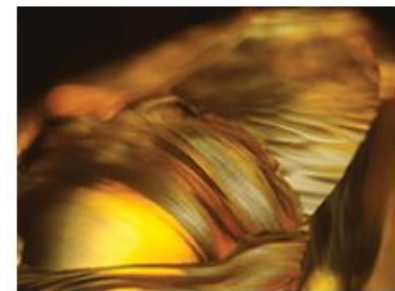
Top Notes

Bergamot, Caraway, Fruity Rhubarb, Lemon,
Orange Zest



Middle Notes

Green Tea, Cool Minty Peppermint, Sweet
Jasmine, Spicy Carnation, Fresh Fennel,
Crisp Celery Spice



Base Notes

Amber, Oakmoss, Musk



KEY INGREDIENTS



Top Notes

Delicious top notes of Scarlet Pomegranate, Granadilla, Vert de Bergamot and Tangelo Essence intermingle for a sense of sparkling vibrancy.



Middle Notes

Middle notes of Earl Grey Tea, White Magnolia Violet Leaves and Davana Essence define a heart that invigorates and energizes.



Base Notes

In bright and blissful finish, a spectacular splash of Mate Absolute, Raspberry Blossom Accord, and White Moss burst to define the endnotes.



KEY INGREDIENTS



Top Notes

Italian Bergamot Orpur® lends a radiant splash of citrus using only the finest qualities of natural Bergamot, Fig Leaves offer a snap of green and Tea Vapor Accord recreates the feeling of a steaming cup of tea—full of comfort



Middle Notes

Green Tea Accord captures the distinctive herbal impression of green tea, Kadota Fig lends a unique fruitiness with facets of green and creamy wood and Violet Leaf offers a crunch of energizing green



Base Notes

Tonka Bean Venezuela Orpur®, a fine quality of natural Tonka provides a hint of toasted sweetness, calling to mind roasted almonds, Musk delights with an airy, enveloping glow, and Clary Sage delivers bright freshness



Elizabeth Arden
NEW YORK

SKINCARE



Brightening
Vitamin C



Line-Smoothing
Retinol



Daily Youth Restoring
Ceramides



NEW
VITAMIN C
CERAMIDE CAPSULES
RADIANCE RENEWAL SERUM



BRIGHTEN YOUR DAY
IN AN INSTANT

Encapsulated for freshness, formulated for maximum potency, see
visibly brighter skin after just one use.

Biodegradable. Travel friendly. Single-dose capsules.



BENEFITS

- Brightens skin and improves radiance
- Supports skin's natural collagen and elastin matrix
- Minimizes the look of dark spots and discoloration
- Helps improve the look of uneven skin tone
- Protects against environmental aggressors that contribute to aging signs

WHY VITAMIN C CERAMIDE CAPSULES?

TARGETED DELIVERY

The oil in our skin is attracted to our oil-soluble Vitamin C. This phenomenon optimizes the delivery of our Vitamin C to skin's surface where it's needed.

178X MORE POTENT³

Unlike traditional Vitamin C, ours is more potent because it's more stable—see visibly brighter skin after just one use.

³Based on stability testing of THD Ascorbate vs. L-Ascorbic Acid.

TWO POWERHOUSES

Vitamin C for skin brightening and ceramides to prevent moisture loss and prolong skin's glow.

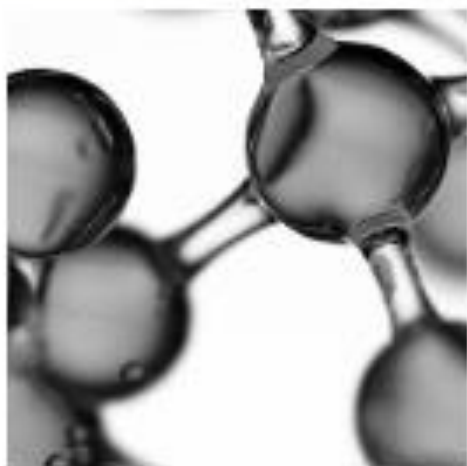


WHAT'S INSIDE?



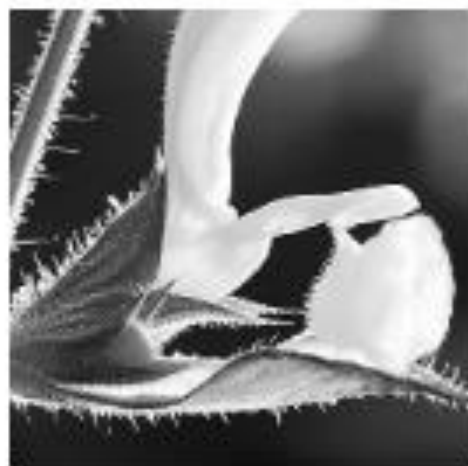
VITAMIN C

Brightening powerhouse that visibly fights skin dullness and age-accelerating free radicals with potent, quick-absorbing properties.



CERAMIDES

Help skin prevent moisture loss and prolong its glow.



CLARY SAGE

Soothes aggravation caused by skin-dulling free radicals.



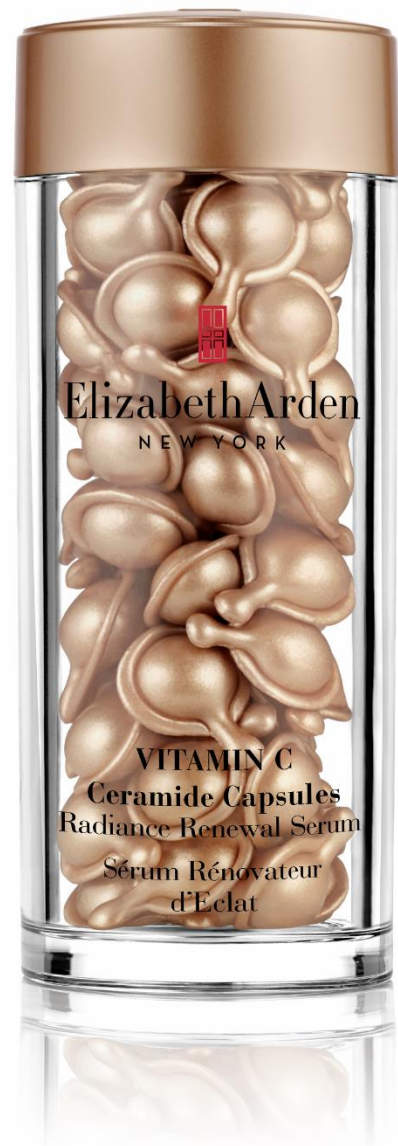
VITAMIN E

Known to support the efficacy of Vitamin C and help prolong its potency.



EMOLLIENT OILS

Skin-conditioning antioxidants loaded with vitamins that help repair and protect skin.





**RETINOL
CERAMIDE
CAPSULES
LINE ERASING
NIGHT SERUM**



Elizabeth Arden
NEW YORK

Live with Confidence
x Reese



REESE WITHERSPOON

Retinol Ceramide Capsules Line Erasing Night Serum

Why You Want It

- **SMOOTH:** Lines & wrinkles
- **REFINE:** Look of skin and pores for enhanced clarity
- **RENEW:** Improve skin tone & texture

Claim to Fame

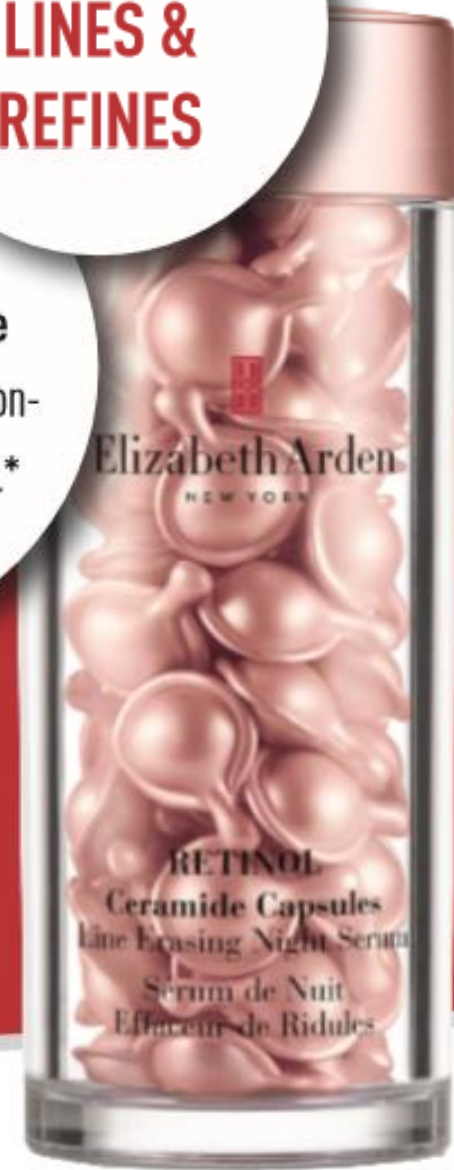
- 1 Retinol is extremely sensitive to light and air, which can affect its potency. **That's why we put ours in a capsule – to keep the light and air out and potency in.**
- 2 The RETINOL in our capsules is **76% more potent than unencapsulated retinol***. This means the highly reactive retinol is protected, ensuring the potency of every application.
- 3 **94% of women** saw a visible improvement in skin's texture**

*Based on tests predictive of 10 month shelf life.

**Based on a US consumer study of 58 women aged 30-70 after 8 weeks of use

The Retinol in these capsules is **76% more potent** compared to its non-encapsulated equivalent.*

**SMOOTH
LINES &
REFINES**



KEY INGREDIENTS



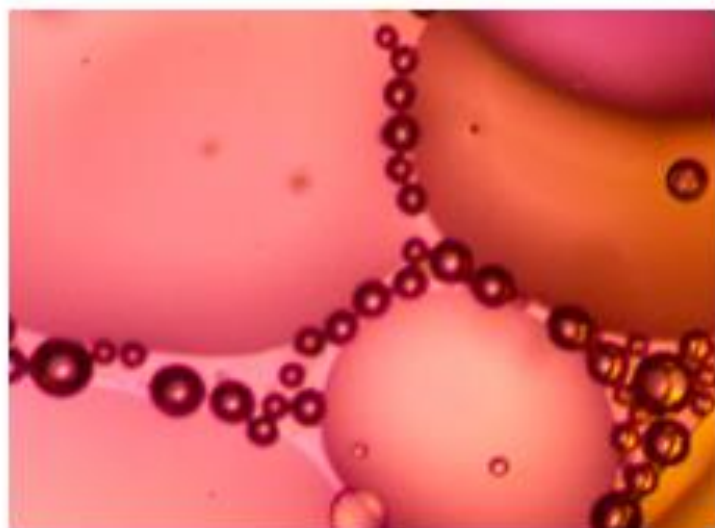
Retinol

Enhances skin's natural collagen to visibly reduce lines and wrinkles.



Ceramides

Helps replenish skin's natural ceramides to reinforce its moisture barrier



Youth-Restoring Peptides

Promotes wrinkle smoothing and improves the appearance of skin tone and elasticity.



REESE WITHERSPOON

Live with Confidence
x Reese



Elizabeth Arden
NEW YORK



ADVANCED
CERAMIDE
CAPSULES
DAILY YOUTH
RESTORING SERUM

NEW FORMULA

Small Wonders

Skin looks firm, radiant
and years younger

Advanced Ceramide Capsules Daily Youth Restoring Serum

Why You Want It

- **NOURISH:** Enhances skin's natural hydration, firming the look of skin
- **REPLENISH:** Reinforces & **strengthens** skin's natural protective barrier and **supports** natural lipid levels
- **RESTORE:** Youth restoring solution that addresses visible signs of aging

Claim to Fame

- 1 **Skin-Identical:** Advanced Capsules has the power to help replenish and restore the ceramides your skin loses with age.
- 2 **Ceramide + Cholesterol + Fatty Acids = Healthy Moisture Barrier:** Ceramides (along with cholesterol and fatty acids) are naturally occurring lipids that are essential to a healthy moisture barrier.

*Based on a US clinical study of 43 women aged 36-64 after 8 weeks of use.

**NOURISH
& FIRM**

100% of
women showed an
improvement in the
overall appearance of
their skin.*



KEY INGREDIENTS



Enhanced Ceramide Lipid Complex

Combines Ceramides 1, 3 & 6 to help support skin's own natural protective barrier against moisture loss, and help to retexturize, exfoliate, and smooth skin.



Botanical Complex Technology

A blend of alfalfa extract, lipids from olives and hydrocarbons from coconut oil, this helps reduce the appearance of lines and wrinkles and increase hydration levels within the skin.



Tsubaki Oil

High in Omega-6 and Omega-9 essential fatty acids to help improve elasticity, minimizing the look of fine lines and wrinkles while enhancing moisture so skin feels smooth, supple, and soft.





Elizabeth Arden
NEW YORK

ADVANCED
Ceramide Capsules
Daily Youth Restoring Eye Serum
Sérum Quotidien Contour des Yeux
Rénovateur de Jeunesse

Advanced Ceramide Capsules Daily Youth Restoring Eye Serum

KEY INGREDIENTS



Enhanced Ceramide
Lipid Complex

Ceramides 1, 3 & 6 help support skin's own natural protective barrier against moisture loss, and help to retexturize, exfoliate, and smooth skin.



Fatty Acids

A blend of essential fatty acids to instantly help support the integrity of the skin's lipid barrier for healthy-looking skin.



Cholesterol

Added to help retain moisture levels to support the stratum corneum and help protect skin from dehydration upon application.



Elizabeth Arden
NEW YORK

ADVANCED
Ceramide Capsules
Daily Youth Restoring Eye Serum
Sérum Quotidien Contour des Yeux
Rénovateur de Jeunesse

3 REASONS TO LOVE CERAMIDE CAPSULES



ENCAPSULATION

Sealed to keep active ingredients potent and fresh.



SINGLE-DOSE CAPSULES

Pre-measured and portable—takes the guesswork out of skincare.



PERFORMANCE INGREDIENTS

No fillers or fluff. Just powerful ingredients and moisture-boosting ceramides.

POWERFUL ALONE.
TRANSFORMATIVE TOGETHER.
Mix and Match your way to beautiful skin.



ADVANCED

Restores moisture barrier for
healthy-looking skin

+



RETINOL

Targets specific beauty concerns

OR



VITAMIN C

KEY BENEFIT

Nourish & Firm

Smooth Look of Wrinkles

Brighten & Even Tone

CONCERN

Multiple Signs of Aging

Lines & Wrinkles

Dullness

USAGE



TEXTURE

Rich Oil

Gel Serum

Dry Oil

APPLICATIONS AND USE

A CAPSULE A DAY....



To open capsules: Gently twist tab around twice and squeeze onto fingertips.

To use: Squeeze 3 drops onto palm of hand, press palms together, and smooth over face. Use remaining serum for neck and décolleté. Adjust as needed. Use morning and/or night before moisturiser.



Elizabeth Arden
NEW YORK

THE ORIGINAL

Eight Hour®
Skin Protectant

8 WAYS TO USE EIGHT HOUR®

Apply head-to-toe to seal in moisture and experience hours of hydrated, healthy-looking skin with each use.

1

AT FACE VALUE: Simply rub a dime-sized amount in the palms of hands to warm through, then pat onto the face to seal in moisture.

2

COMES IN HANDY: Deep condition by working the formula into palms and over the fingers, then wrapping each hand for 10 minutes in a warm towel.

3

HEEL-TO-TOE HEALING: Relieve weary feet by massaging the cream generously onto soles, pads and heels, then topping with cotton socks for deeper moisturization to heal dry skin.

4

A FLASH OF BRILLIANCE: Create instant radiance wherever skin normally catches the light, including legs, shoulders, collarbone, cheeks and bow of the lips.

5

LAVISH THE LIPS: With its effective moisturizing ingredients, this do-it-all wonder perfectly re-hydrates chapped lips.

6

THE MANE BENEFITS: In addition to its properties as a “skin savior,” the cream’s petrolatum and natural lanolin help smooth strands and moisturize dry ends.

7

FROST SMITTEN: It can be smoothed onto skin as protection from windburn, particularly when adventuring outdoors.

8

KEEPING IT HIGH-BROW: Run the tiniest amount through eyebrows to groom hairs, helping neaten and define the arch.

Eight Hour Cream Skin Protectant – Multi-Use



Eight Hour® Cream Skin Protectant



This award-winning skin protectant deeply moisturizes and protects skin any time, any way you choose.

Its versatile formula goes beyond moisturization, working wonders to shape brows, add shine to cheeks, soothe dry hands, smooth cuticles and nails, and more.

Dermatologist-tested and clinically shown to hydrate and protect skin for eight hours!

Size: **50 ML**



Eight Hour® Cream Skin Protectant Fragrance Free



This fragrance free, skincare classic, calms, protects and hydrates skin for up to Eight Hours.

Size **50 ML**

Eight Hour Cream Intensive Moisturizing Hand & Body Treatment



Eight Hour® Cream Intensive Moisturizing Hand Treatment

★★★★★ 4.5 (48) [Write a review](#) [Ask a question](#)

This fast-absorbing, non-greasy cream moisturizes for up to eight hours to smooth rough, weather-exposed skin, reverse signs of dryness and leave your hands soft once more.

Size: 75 ML



Eight Hour® Cream Intensive Moisturizing Body Treatment

★★★★★ 4.8 (44) [Write a review](#) [Ask a question](#)

This moisturizing treatment saturates your skin with the hydration it craves to reverse dryness and flaking.

Size: 200 ML

Eight Hour® Cream Lip Protectant Stick Sunscreen SPF 15



Sure to soon be a classic in its own right. This convenient protectant lip stick:

- Treats your lips to Eight Hour® Care.
- Helps moisturize, soften and smooth lips.
- Relieves chapping and cracking.
- Helps guard against the damaging effects of UV exposure with SPF 15.

Eight Hour® Take Off & Touch Down Limited Edition Lip Duo



Eight Hour® Lip Scrub: Exfoliates, softens and smooths lips.

Eight Hour® Lip Protectant:

- Moisturises, softens and smooths lips.
- Provides antioxidant protection with vitamin E.
- SPF 15 shields against UV exposure.



Eight Hour® Cream All-Over Miracle Oil

Size: 100 ml

- HYDRATES dry, rough skin
- SOOTHES irritated skin
- PROTECTS against free radical damage
- ADDS SHINE to dry, dull hair
- MOISTURIZES post-shave
- BOOSTS skin's natural collagen
- SOFTENS cuticles



Eight Hour® Miracle Hydrating Mist

Powered by our superfruit blend, rich in antioxidants and vitamins, this ultra-fine mist leaves skin feeling reinvigorated and looking healthy.

Size: 100 ml



Eight Hour® Cream Skin Protectant Nighttime Miracle Moisturizer

Utilizing the award-winning formula of the Original Eight Hour® Cream, our advanced overnight skincare solution intensely hydrates your skin and seals in moisture as soothing lavender scents help to calm skin and soothe the senses. You'll love waking up to soft, supple skin that looks and feels refreshed.

Lightweight and easy to apply, our new unique lavender formula is a simple and extremely satisfying addition to your nighttime routine.

SETS



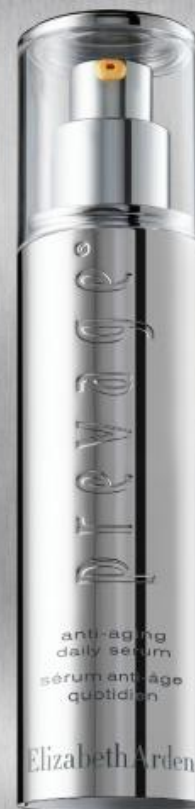
REESE WITHERSPOON

Own your future.
x Reese



Elizabeth Arden

NEW YORK



PREVAGE®

**ANTI-AGING
DAILY SERUM**

187 BEAUTY AWARDS*

Invisible Power

One silver pump holds an amazing antioxidant that works to visibly erase the appearance of past damage from the sun and pollution. Why should you care? Because PREVAGE®, with the antioxidant Idebenone, makes fine lines and wrinkles look softer and skin tone look glow-y and fresh—all clinically proven, starting in as little as four weeks. That's power.

elizabetharden.com

*Awards granted to PREVAGE® products by international press since 2006.

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PREVAGE® Anti-Aging Daily Serum

SIZE: 50 ML

- SHIELDS skin from future environmental effects
- PROTECTS skin against three types of free-radical assaults
- TARGETS where and when it's most needed with time-release technology
- SUPPORTS the skin's natural repair process to restore a youthful appearance
- DIMINISHES the look of fine lines, wrinkles, age spots, and sun damage
- IMPROVES the look of firmness

KEY INGREDIENTS



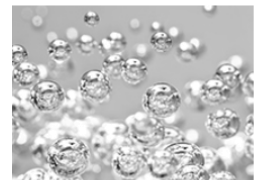
Idebenone Ester
(Fights Free Radicals)

An advanced delivery system that fuses Idebenone with a skin-compatible ester to provide a time release reservoir of Idebenone to target where and when it's most needed.



Thiotaine
(Protects Skin Cells)

An antioxidant that helps protect surface skin cells from damage and works with Idebenone to provide protective effects.



Lipochroman 6
(Fortifies Moisture)

Powerful antioxidant that helps maintain the lipids in the skin's moisture barrier.

PREVAGE® Anti-Aging + Intensive Repair Daily Serum

CLINICAL TEST RESULTS

96%

of women reported that with use their skin appeared more luminous and radiant.¹

90%

of women reported that it soothes and calms skin, while also improving skin's overall appearance.¹

88%

of women reported that their skin tone and texture improved with use.¹

KEY INGREDIENTS



Idebenone, Arazine™, Thiotaine

Neutralize and protect against free radical damage.



Panthenyl Triacetate (PTA) and Narginin

Soothe skin and reduce the look of redness.



Optical Diffusers and Silicone

Soften the appearance of fine lines and improve radiance.



PREVAGE® Anti-aging + Intensive Repair Eye Serum

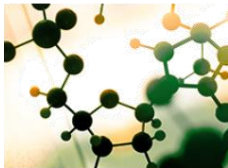
- LIFTS the look of eyes
- SUPPORTS skin's natural collagen matrix for a firmer look
- REDUCES the appearance of crow's feet and dark circles
- SMOOTHES the appearance of visible lines

KEY INGREDIENTS



Idebenone Ester

Our proprietary Idebenone Ester technology is an advanced delivery system that fuses Idebenone with a skin-compatible ester to provide a time-release reservoir of Idebenone within the skin. Resulting in an effective and more gentle level of performance.



Arazine

Instantly soothes skin and helps diminish dark circles.



Complex of Hyaluronic Acid & Barley Extract

Delivers instant and long term hydration.





PREVAGE® Anti-Aging Eye Serum

This powerful eye serum targets dark circles and minimizes the appearance of fine lines, crow's feet and uneven skin tone.

CLINICAL TEST RESULTS

93%

of all women showed significant improvement in the appearance of the eye area immediately after one application.¹

93%

of all women said their eye area was instantly cooled immediately after one application.¹

87%

of women agree that the eye area instantly looked brighter.¹

KEY INGREDIENTS



Idebenone Ester

An advanced delivery system that fuses Idebenone with a skin compatible ester to provide a time release reservoir of Idebenone within the skin resulting in an effective and more gentle level of performance.



Thiotaïne

An antioxidant that helps protect surface skin cells from free radical damage.



Syn-Coll

Helps supports skin own natural collagen that results in firmer-looking skin.

PREVAGE® City Smart Broad Spectrum SPF 50 Hydrating Shield

- STRENGTHENS skin's natural defenses with a DNA Enzyme Complex™ to support natural repair systems
- PROTECTS against skin dulling pollutants with smart polymers to form an invisible skin shield
- DEFENDS against 98% of harmful UVB rays with a Broad Spectrum SPF 50 formula containing 100% micronized titanium dioxide and zinc oxide
- VISIBLY IMPROVES skin's condition
- MAINTAINS SKIN HEALTH. Formulated with a powerful antioxidant blend to maintain optimal skin health even in the most heavily polluted cities²

KEY INGREDIENTS



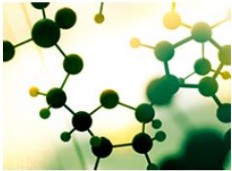
Anti-Pollution Shield Technology
(Protects Against Pollution)

Forms an invisible protective barrier to help prevent harmful toxins and pollution particles from penetrating skin. 100% Mineral Broad Spectrum SPF 50 sunscreen (micronized Zinc Oxide and Titanium Dioxide) filters out UVA and UVB rays.



Anti-Pollution Complex
(Defends Against Damage)

A potent, patent-pending Anti-Pollution Complex is comprised of an exclusive antioxidant blend of Idebenone, Green Tea, Thiotaine, Ferulic Acid and L-Carnosine to neutralize free radical damage caused by pollution and UV exposure, including both oxygen-based and nitrogen-based free radicals.



DNA Enzyme Complex™
(Strengthens Skin)

Helps protect against free radical damage and supports skin's natural repair process against oxidative stress. Skin's elastin and collagen matrix are protected and its natural recovery process is strengthened resulting in healthier, more resilient skin.



See your skin transform

week after week—significantly smoother, brighter, younger-looking.



PREVAGE® Progressive Renewal Treatment

A new, intensive 4-week at-home face peeling treatment formulated to provide increasingly stronger resurfacing benefits, plus powerful antioxidant protection, to reveal smoother, brighter, younger-looking skin.

Apply nightly after cleansing. Suitable for all skin types. Clinically and dermatologist tested.

See your skin transform week after week.

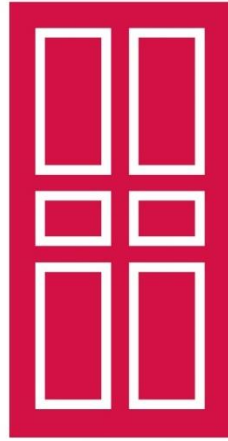
Four weeks to significantly smoother, brighter, younger-looking skin.

Week 1-Radiance and clarity are restored

Week 2- Fine lines and pores are visibly diminished

Week 3- Deeper lines are visibly reduced

Week 4- Tone is evened; skin looks younger



Elizabeth Arden

NEW YORK