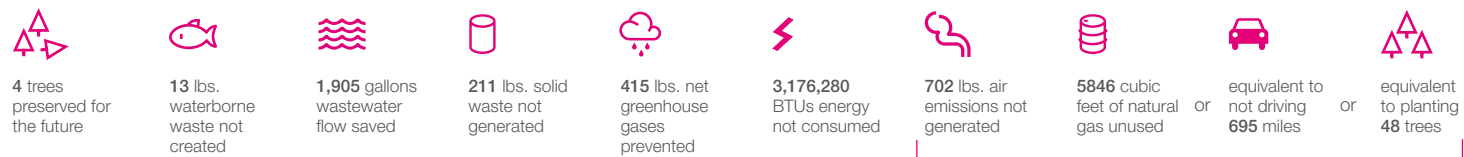


LIERAC PARIS

beauty through innovation

LIERAC PARIS

Instead of using 100% virgin paper, we used paper that has been 30% recycled, manufactured and printed using wind-generated electricity. We saved:



MOHAWK windpower 

Savings from the use of emission-free wind-generated electricity



Founded in 1975 by a physician specializing in aesthetic medicine, LIERAC Laboratories combines botanical expertise with the latest advances in biotechnology to provide targeted solutions for the face and body.

LIERAC Laboratories has become an expert in active phyto-cosmetics with physiological and restorative benefits for the skin especially in the field of anti-aging skincare, thanks to an extremely strict scientific approach.



beginning in aesthetic medicine

Medical Origin: The Guarantee of an Expert Brand

- 1975: LIERAC Laboratories was created by Dr. Leon Cariel, a founding member of the French Society of Aesthetic Medicine
- Lierac is considered the 1st beauty 'medicine'

Scientific Approach: The Pledge to Continually Innovate

- Internal research laboratory and partnerships with fundamental and clinical research centers
- Latest scientific innovations at the heart of product development

pioneers in cosmeceutical skincare

Unique Formulas: The Guarantee of Safety and Efficacy

- Based on active molecules derived from the botanical world and biotechnology
- Evaluated by clinical effectiveness and tolerance tests

Luxurious Cosmetic Skincare: Products that are as Effective as they are Attractive

- Ultra-sensorial textures
- Adapted and attractive packaging



[1975]



1st treatment for stretch marks:
PHYTOLASTIL
Alchemilla, Ivy and Horsetail Complex

[1977]

1st treatment for undereye bags and puffiness:
DIOPTIGEL
Alchemilla, Ivy and Horsetail Complex



[1993]



1st age-defense treatment for women age 40+:
COHÉRENCE
Collagen III Accelerating Vectors

[1995]

1st slimming treatment with 10% active caffeine:
ULTRA BODY LIFT 10
Active Caffeine



[1996]



1st anti-aging product to address hormonal aging:
ARKÉSKIN
Cytosol SP®

[1999]

1st at home peel for nighttime:
NIGHT PEEL
Hydroxy Acids



[2004]



1st hyaluronic acid wrinkle-filling product with botulinum toxin-like results:
EXCLUSIVE
B-Relaxor Complex® and pure Hyaluronic Acid

[2008]

1st facial mesotherapy product:
MÉSOLIFT
Mésolift Cocktail (vitamins, minerals and hyaluronic acid)



[2009]



1st slimming product based on stem cell reprogramming:
MORPHO-SLIM
Lipo-Reverse® (active caffeine and the glaucine complex)

cutting edge innovation since 1975

Since 1975 Lierac has been on the cutting edge of innovation having discovered and perfected many innovative new active ingredients. Lierac ingredient innovations include grapeseed extracts (with an intensive anti-free radical action) and Cytosol SP® (a mother-of-pearl extract) whose properties make it an effective response to hormonal cutaneous aging. Additionally, Lierac Laboratories' research is responsible for discovering tannin flavones that reinforce both the skin's elastic fibers and collagen.

Lierac has used this innovation to create **ground-breaking product concepts** targeting specific problems including stretch marks, photo-aging, cellulite and hormonal cutaneous aging.

LIERAC PRODUCT INNOVATIONS HAVE BECOME INDUSTRY BENCHMARKS

research and development

A scientific approach, backed by close collaboration with major research centers such as the CNRS (The French National Center for Scientific Research), Foundation of Conjunctive Tissue, prestigious French hospitals and schools of pharmacy have allowed Lierac to become a leading brand in terms of innovation, credibility and product performance. This close partnership allows Lierac Laboratories to stay abreast of the latest scientific research discoveries such as: **fibroblast activity, free radicals, Type III Collagen, skin aging and stem cell research.**

Because of these partnerships, Lierac has been a pioneer in the field of biotechnology. **Each product is supported by strict clinical tests (in-vitro and in-vivo)** intended to verify the effectiveness of both the active ingredients and its final results.

LIERAC'S PARTNERSHIP WITH THE SCIENTIFIC COMMUNITY GIVES THE BRAND AN EDGE



An annual award given to a member of the scientific community for their research in skin physiology.





inspired by dermatological techniques

Lierac Laboratories has been inspired by dermatological techniques since its inception. Products come to life through a close collaboration with the medical community around the world and stay relevant through keeping on the pulse of the modern consumer.

Lierac is a true partner of dermatology and cosmetic surgery as our products act on the quality and the firmness of the skin tissues and contribute to the preparation of surgical acts, helping skin to regain its metabolic balance after procedures.

LIERAC PRODUCTS ARE IDEALLY SUITED FOR PRE/POST PROCEDURE CARE

molecules from over 300 medicinal plants

Lierac Laboratories' team of dedicated researchers continues to explore the world for the **finest ingredients from plants and biotechnology**. Lierac encourages botanical diversity by using molecules from over **300 medicinal plants**; the manufacturing secret lies in the various extraction methods used. From each studied plant, Lierac Laboratories selects the most active fraction and the part that contains the highest concentrations of active principles, which can be found in either the: roots, leaves, flowers, fruits, gums, resins, sap, juices, etc.

UNIQUE EXTRACTION METHODS GUARANTEE THE EFFICACY OF EACH PRODUCT





a complete product range

Lierac Paris offers a complete product range for the face and body that is treatment-oriented. Additionally, Lierac offers a targeted range specifically formulated for men, **Lierac Homme**.

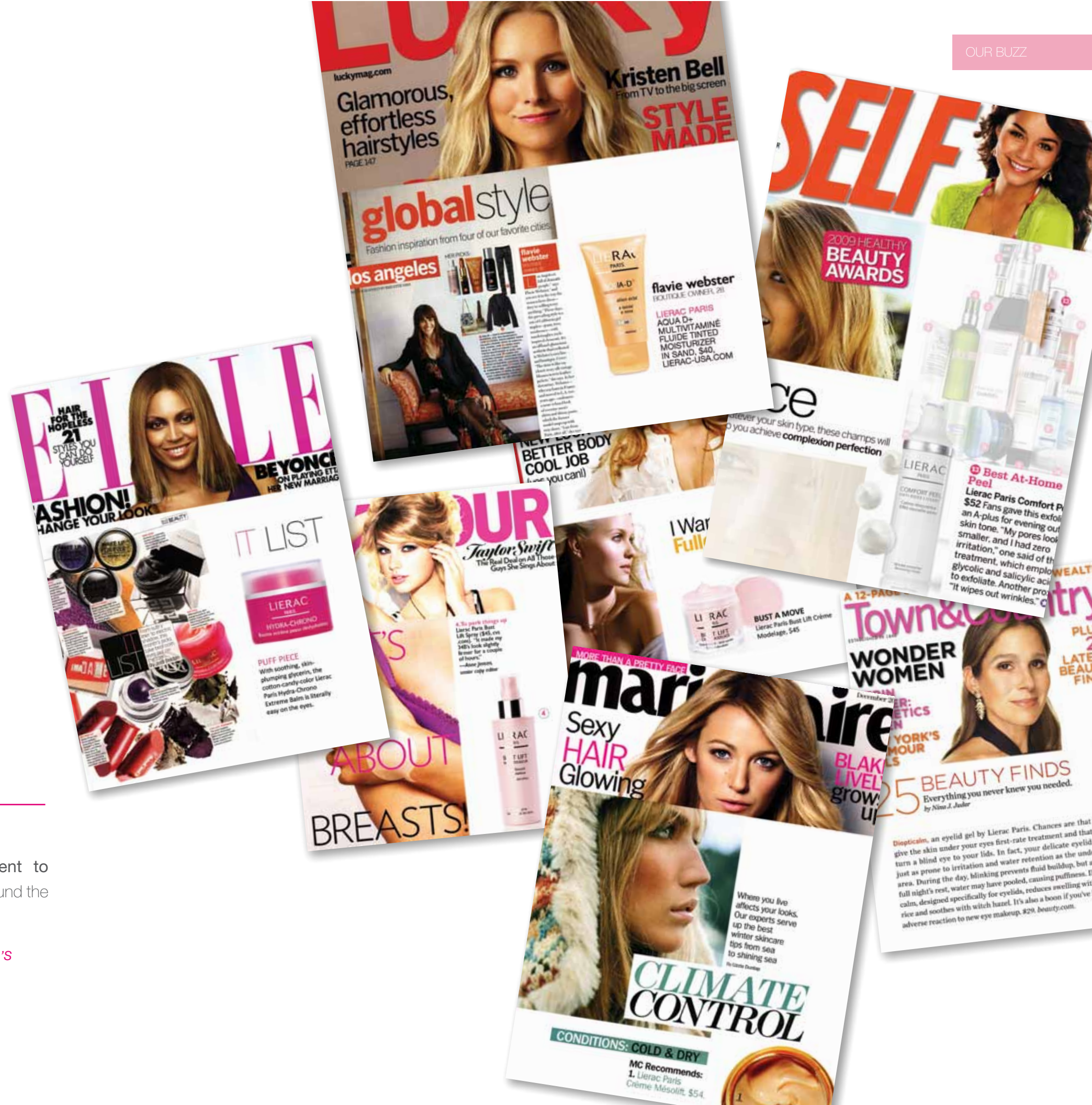
All product textures and fragrances are unique and fresh, making product usage a truly sensory experience.

FOR EVERY SKIN CONCERN LIERAC DEVISES A PRECISE, SPECIFIC RESPONSE

the buzz

Beauty editors worldwide appreciate Lierac's commitment to innovation in beauty care. Awards in top publications around the globe confirm Lierac's product excellence.

WORLDWIDE PRESS AND ACCOLADES ARE INDICATIVE OF THE BRAND'S INNOVATIVE SPIRIT AND HIGH PROFESSIONAL STANDARDS



Diopicalm, an eyelid gel by Lierac Paris. Chances are that give the skin under your eyes first-rate treatment and that turn a blind eye to irritation and water retention as the und... just as prone to irritation and water retention as the und... area. During the day, blinking prevents fluid buildup, but a full night's rest, water may have pooled, causing puffiness. D... calm, designed specifically for eyelids, reduces swelling wit... rice and soothes with witch hazel. It's also a boon if you've... adverse reaction to new eye makeup. \$29. beauty.com.

Best At-Home Peel
Lierac Paris Comfort Pe... \$52 Fans gave this exfol... an A-plus for evening out... smaller, and I had zero... irritation," one said of th... treatment, which emplo... glycolic and salicylic aci... to exfoliate. Another pro... "It wipes out wrinkles." C...

BUST A MOVE
Lierac Paris Bust Lift Crème Modelage, \$45

Sexy Hair Glowing

CONDITIONS: COLD & DRY
MC Recommends:
1. Lierac Paris Crème Mésolift, \$54.





worldwide partnerships

Lierac Paris is a **valued partner within the worldwide pharmacy network in over 50 countries.** Today, after 30 years of close collaboration with its distribution network, the brand is recognized by health professionals in all countries where it is sold as a producer of both effective and luxurious products.

Combining the caché of a prestige brand with the affordable convenience of a cosmeceutical range, Lierac Paris brings an aesthetic appeal to skincare treatment.

LIERAC HAS EARNED A WORLDWIDE REPUTATION FOR SUPERIOR QUALITY PRODUCTS AND PARTNERSHIPS

a commitment to customer service

We recognize that in order to grow your business, you need the right tools and support to meet and exceed your goals. From local special events and educational support, to customized marketing materials, tester and sampling programs, **we are dedicated to providing you with an unprecedented level of customer service.**

OUR COMMITMENT IS TO YOU AND THE CUSTOMERS YOU SERVE

