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Photography provided courtesy of Melvin L. Elson, M.D., Nashville, TN, and Pearl E. Grimes, M.D., Founder and Director of the Vitiligo and Pigmentation Institute of Southern California.



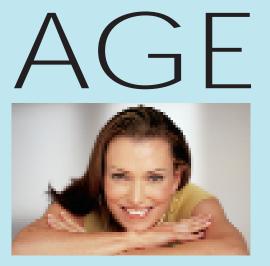


Ask your dermatologist about the benefits of B-LIFTx[®] and how it may be used as an integral part of your overall skin care regimen.



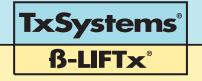
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LESS

A gentle solution for the side effects of life



Lift off the years

ß-LIFTx® (Beta-Lift®) is a breakthrough scientific discovery that works wonders on your skin. A remarkable dermatologic procedure, ß-LIFTx® is redefining the traditional superficial peel. This advanced skin renewal treatment features the popular beta hydroxyacid and is offered only by your dermatologist. It takes just five minutes, but its visible results appear to lift years off your face.

B-LIFTx[®] is an innovative formulation of beta hydroxyacid created by the inventor of Retin-A[®]. The B-LIFTx[®] action is enhanced by an important technological advancement, the MICROSPONGE[®]. This technology allows B-LIFTx[®] to reach into and affect even fine lines and tiny surface imperfections.

Special B-LIFTx® benefits

ß-LIFTx[®] lifts dead, dull cells off the surface of your skin. The procedure stimulates a "burst of renewal" within your skin to bring healthy, young, living cells to the surface.



BEFORE: Dry, rough, sun-damaged skin.



AFTER: Skin texture becomes more refined using B-LIFTx*.

Visible results

- Fine lines and wrinkles become less apparent
- Skin tone evens out
- Texture becomes more refined
- Oily or acne-prone skin is improved
- Enlarged pores appear smaller
- Superficial scars appear reduced
- Skin appears healthier and more youthful

What to expect

After you and your dermatologist have determined that $B-LIFTx^{\circ}$ is right for you, the rest is easy.

First, you will thoroughly wash your face. PreCleanse pads may then be used to complete the cleansing process and prepare your skin for the β-LIFTx[®] procedure.

Next, $B\text{-LIFTx}^{\circ}$ is applied to your skin, beginning the renewal process. In about one minute, you will feel a slight stinging and a translucent mask will begin to

appear. Within two to three minutes, any discomfort will peak, then rapidly diminish to nearly zero.

After rinsing the translucent mask off your face, you will apply a moisturizer to hydrate and protect your skin.



No "downtime"

With B-LIFTx®, there is no downtime. Your skin immediately looks and feels smoother and tighter. Your face may temporarily appear a bit rosy. In a day or two, your face may begin peeling. The degree of peeling can vary from invisible, to mild, to noticeable peeling and flaking. This will depend on your skin and other factors your dermatologist can discuss with you.

Why **B-LIFTx**[®] is better

Unlike traditional chemical peels, B-LIFTx[®] automatically stops after it has delivered all of its renewing stimulus. This makes B-LIFTx[®] exceptionally safe.

ß-LIFTx[®] is also highly effective. Research has shown that just one ß-LIFTx[®] procedure will do more for your skin than numerous traditional, superficial chemical peels.

Nothing else works to improve your skin so well and in so many ways in just minutes.

Treat yourself to new skin, beginning with B-LIFTx[®]. Ask your dermatologist for further information.

B-LIFTx[®] skin care tips

 Sun protection with a broad spectrum sunscreen product of at least SPF 15 is a daily must following your ß-LIFTx[®] treatment.

• Gently cleanse your face twice daily.

• Avoid removing flakes with your fingers.

 Discuss with your dermatologist the frequency with which you should have B-LIFTx[®] procedures.

 Ask your dermatologist about AFIRM[®], a daily use vitamin A (retinol) product with anti-aging benefits which will expand the improvements gained from β-LIFTx[®].

 Your emerging beautiful skin should be treated gently. Avoid products or treatments that can be irritating, such as granular scrubs or masks that must be pulled or rolled off.

 Wait at least one week after your B-LIFTx[®] treatment to have a facial or professional cleansing treatment.

• Consult your dermatologist if unexpected conditions arise as a result of this procedure.