

Art Department



Hector Simancas

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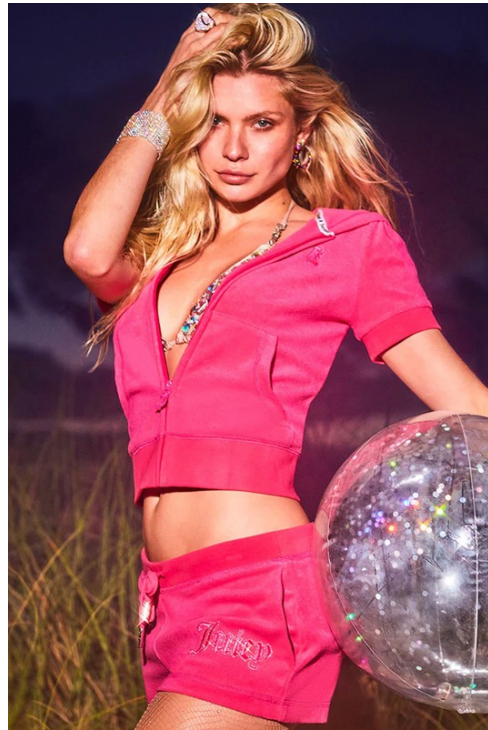
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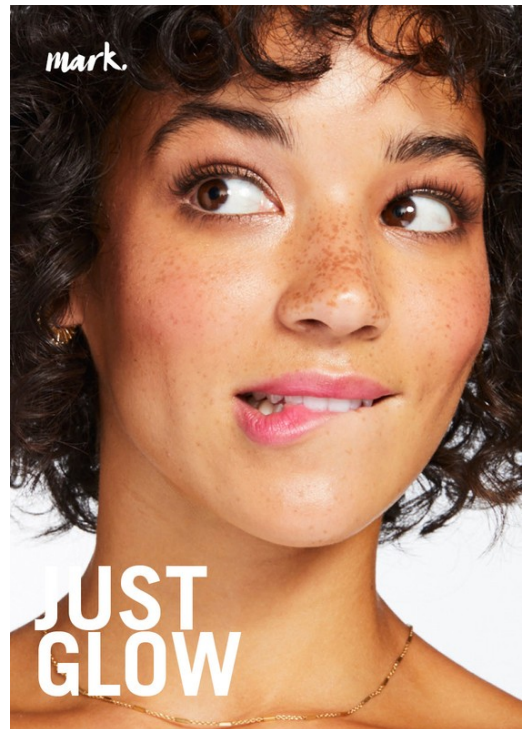
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Bloomingdale's

Elizabeth Arden
DERMATOLOGY DIVISION

Want younger looking skin?
Start with your eyes.

97% of women tested saw an immediate improvement in the look of skin around the eyes.*

Eyes seem to magnify all those visible aging signs: fine lines, wrinkles and crow's feet, puffiness and dark circles, dryness and crepiness. Now PREVAGE® Eye shifts the focus. Delivering revolutionary **Idobenone**, still unsurpassed as the most powerful antioxidant with an EGF* (matrix of life) to correct, protect and transform the look of eyes. See visible results — smoother, brighter, younger looking eyes.

INTRODUCING
prevage® EYE

With Idobenone
The most powerful antioxidant

NEW
Advanced Anti-aging Serum

NEW
Ultra Protection Anti-aging Moisturizer SPF 15

Proof...not promises.™
prevageskin.com

*Matrix of life is a registered trademark of L'Oréal Paris. © 2011 L'Oréal Paris. All rights reserved. L'Oréal Paris, the L'Oréal Paris logo, and the L'Oréal Paris logo are trademarks of L'Oréal Paris. All other trademarks are the property of their respective owners.

This advertisement features a close-up of a woman's eye, which is magnified through a magnifying glass. The woman's hand is holding the handle of the magnifying glass. The background is dark. The text 'Elizabeth Arden' and 'DERMATOLOGY DIVISION' is in the top right. The main headline 'Want younger looking skin? Start with your eyes.' is in the center. Below it, a statistic states '97% of women tested saw an immediate improvement in the look of skin around the eyes.*'. A paragraph of text describes the benefits of the product. The product name 'INTRODUCING prevage® EYE' is at the bottom left. A small circular logo with 'With Idobenone The most powerful antioxidant' is next to it. On the right, two product containers are shown: a tall silver tube and a shorter silver jar. The text 'NEW Advanced Anti-aging Serum' and 'NEW Ultra Protection Anti-aging Moisturizer SPF 15' is next to the tube and jar respectively. At the bottom right, the slogan 'Proof...not promises.™ prevageskin.com' is displayed.

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AN INNOVATION FOR STYLE-CHALLENGED HAIR.
TRANSFORM YOUR HAIR.
TO GET THE LOOK YOU WANT.

new **vive pro.**
style & body infusing

GO TO VIVEPRO.COM FOR YOUR
CUSTOMIZED HAIR PROFILE AND YOUR
PERSONAL VIVE PRO RECOMM.

SHAPE

TEXTURE

NEW STYLE STARTING TECHNOLOGY CREATES A STYLING BASE TO IMPROVE MANAGEABILITY. IT GENTLY HOLDS YOUR STYLE FROM THE MOMENT YOU SHAMPOO.

FROM FLAT TO FULL, UNMANAGEABLE TO CONTROLLED, NEW VIVE PRO STYLE & BODY INFUSING BY L'ORÉAL PARIS.

IT'S NOT MAGIC, IT'S SCIENCE. VIVE PRO'S DUAL ACTION TECHNOLOGY TRANSFORMS HAIR'S SHAPE AND TEXTURE TO CREATE STYLE MEMORY AND PREVENT STYLE FALLOUT.

THE SHAPE, BODY AND FULLNESS. THE TEXTURE—TOUCHABLE CONTROL. IT'S THE END OF FLAT, LIFELESS HAIR. BECAUSE YOU'RE WORTH IT™

L'ORÉAL PARIS

AN INNOVATION FOR DRY, FRIZZY HAIR.
TRANSFORM YOUR HAIR.
TO GET THE LOOK YOU WANT.

new **vive pro.**
smooth intense

GO TO VIVEPRO.COM FOR YOUR
CUSTOMIZED HAIR PROFILE AND YOUR
PERSONAL VIVE PRO RECOMM.

SHAPE

TEXTURE

FORMULATED WITH HYDRATING AND MOISTURIZING ACTIVES AND NUTRIENTS TO HELP REPAIR AND SOFTEN YOUR HAIR.

FROM FRIZZY TO SMOOTH, DRY TO SILKY, UNMANAGEABLE TO CONTROLLED, NEW VIVE PRO SMOOTH INTENSE BY L'ORÉAL PARIS.

IT'S NOT MAGIC, IT'S SCIENCE. VIVE PRO'S DUAL ACTION TECHNOLOGY TRANSFORMS HAIR'S SHAPE AND TEXTURE TO CREATE STYLE MEMORY AND PREVENT STYLE FALLOUT.

THE SHAPE—SUPER SOFTNESS. THE TEXTURE—TOUCHABLE CONTROL. IT'S THE END OF DRY, FRIZZY HAIR. BECAUSE YOU'RE WORTH IT™

L'ORÉAL PARIS

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AN INNOVATION FOR COLOR-TREATED HAIR.
TRANSFORM YOUR HAIR.
TO GET THE LOOK YOU WANT.

new **vive pro.**
color vive

GO TO VIVEPRO.COM FOR YOUR
CUSTOMIZED HAIR PROFILE AND YOUR
PERSONAL VIVE PRO REGIMEN.

ENRICHED WITH ANTI-OXIDANTS AND UV FILTERS, NEW COLOR-TRAP TECHNOLOGY CREATES A MOISTURE BARRIER TO HELP LOCK COLOR IN AND DAMAGE OUT.

FROM FADING COLOR TO VIBRANCY, DULLNESS TO SHINE, WITH NEW VIVE PRO COLOR VIVE BY L'ORÉAL PARIS, IT'S NOT MAGIC, IT'S SCIENCE. VIVE PRO'S DUAL ACTION TECHNOLOGY TRANSFORMS HAIR'S COLOR AND TEXTURE, TO HELP LOCK COLOR IN AND KEEP DAMAGE OUT.

THE COLOR - INCREDIBLY VIBRANT. THE TEXTURE - SILKY, NOURISHED HAIR. IT'S THE END OF DULL, FLAT COLOR. BECAUSE YOU'RE WORTH IT™

L'ORÉAL PARIS

Schwarzkopf
Professional Haircare for you.

NEU

Intensiver Schutz vor Sonne und Wasser - Für 25 % längere Farbdauer.

COLOR PROTECT FORMEL

BRILLANCE

BRILLANCE, FARBEN, SO UNVERGÄSSLICH WIE EIN BRILLANT

SONNE UND WASSER?
KEINE GEFAHR FÜR MEINE HAARFARBE!

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urban experiment 13
NYLON CLAY

- nylon-infused
- twisted ropes
- varn effect
- to use: weave and spin through damp hair for twisted twines



urban experiment 4
GRIT WAX

- starch-infused
- gritty, 2nd day look
- corduroy effect
- to use: drag through dry hair for gritty, gathered pieces

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urban experiment 26

ENAMEL GEL

- polyurethane-infused
- hardcore spikes
- patent leather effect
- to use: plaster and shape aggressively through damp hair for a lacquered glaze

REDKEN

JOHN FRIEDA
LONDON PARIS NEW YORK

THERE'S MORE TO US THAN
MEETS THE EYE.
SO YOU'D BETTER LOOK TWICE.

WE DON'T HAVE TO BE
THE LOUDEST COLOUR.
WE'VE JUST BEEN
THE MOST FOR A LONG TIME.

**IF YOU THINK BRUNETTES ARE PLAIN,
YOU'RE PLAINLY MISTAKEN.**

**FLASHES
OF BRILLIANCE**

Only the Brilliant Brunette® line reveals the dynamic dimensions of brunette tresses—and brunettes themselves. Our Colour Protecting Shampoo & Conditioner caresses the unique way brunettes hair fades, locking in the rich, glossy tones that catch the light—and grab the spotlight.

brilliantbrunette.com

brilliant
BRUNETTE

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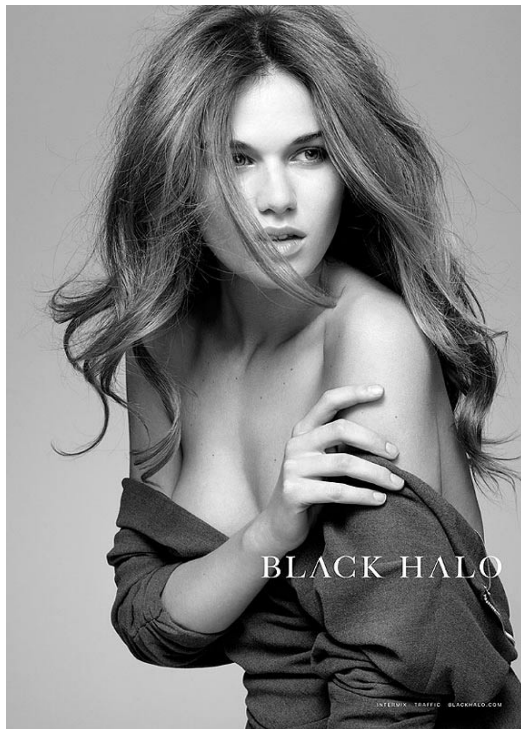
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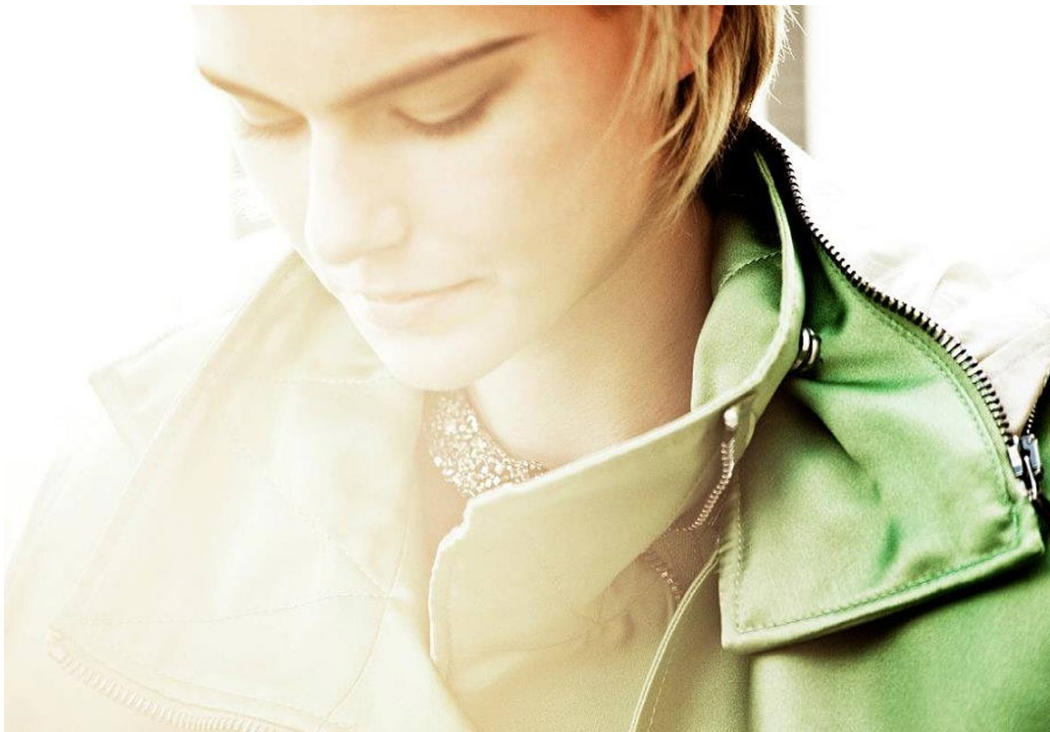
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