

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

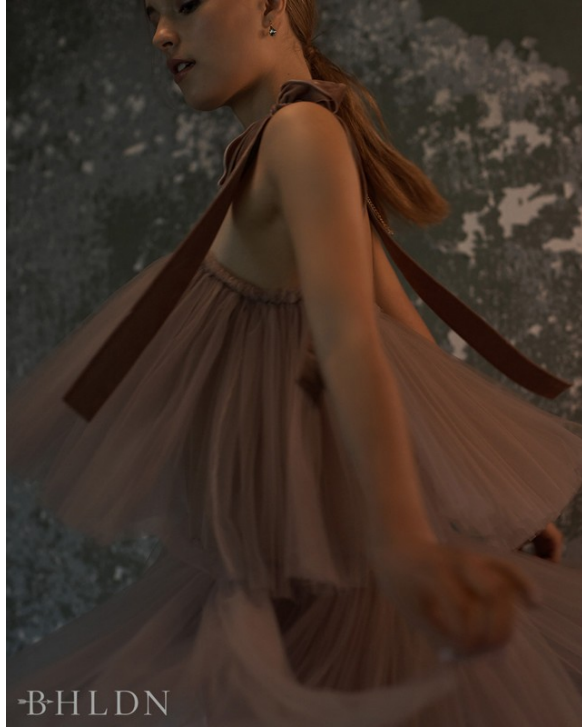
Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

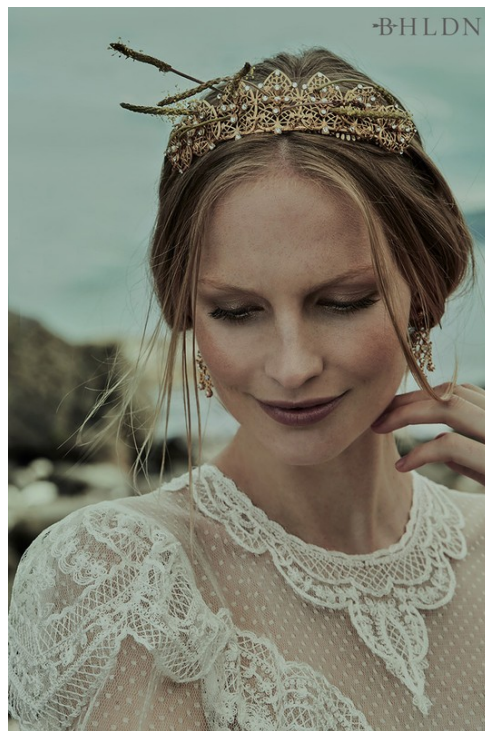
Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



MD

www.art-dept.com

Art Department



L' O R É A L PARIS
DERMO-EXPERTISE

La force de Pro-Calcium* pour défroisser intensément les yeux et les lèvres.

AGE RE-PERFECT Pro-Calcium
Défroisseur Contours Yeux et Lèvres
Soin Reconstituant Profond

Illustrations de l'effet attendu.

Le maquillage tient mieux.

Après 60 ans, SOIN DE PEUX TRÈS MATURES.

Parce que vous le valez bien
L'ORÉAL PARIS

"Mon regard et mon sourire retrouvent leur jeunesse !"
Jane Fonda, 70 ans.

Jane Fonda

* de Age Re-Perfect Pro-Calcium

@ Tout sur votre peau après 60 ans sur www.lorealparis.com

A tube of L'Oréal Paris Age Re-Perfect Pro-Calcium cream is shown in the bottom right corner of the advertisement. The tube is gold and white, with the product name clearly visible. The background of the advertisement is a warm, golden color, and it features a close-up of Jane Fonda's face with white boxes highlighting her eyes and lips.

MD

www.art-dept.com

Art Department

L' O R É A L PARIS



OUR FIRST MAKEUP WITH AN AGE-MINIMIZING SERUM INSIDE.
VISIBLY REDUCES LINES BY 31%*

NEW VISIBLE LIFT® SERUM INSIDE

Featuring An Exclusive Serum Complex With Our Most Effective Age-Minimizing Ingredients: Pro-Retinol A and Hyaluronic

Now, Our Most Flawless, Beautiful Coverage Ever.

- Clinically Proven To Reduce Lines And Wrinkles By 31%*
- Visibly Improves Skin's Tone And Texture
- Increases Luminosity And Hydration

In 12 shades with correcting, illuminating pigments for a beautifully flawless look.

*Results based on a 4-week clinical study. Linda Evangelista is wearing Visible Lift In Natural Buff (146). www.lorealparis.com ©2004 L'Oréal USA, Inc.

L'ORÉAL PARIS
Because You're Worth It™

L' O R É A L PARIS

DERMO-EXPERTISE

New Collagen Re-Plumper.
 Smooths the appearance of wrinkles.
 Plumps up for bouncier feeling skin.

WRINKLE DE-CREASE COLLAGEN RE-PLUMPER
NEW DAILY MOISTURISER WITH COLLAGEN

REPORTED EFFECTIVENESS:

- Skin appears plumper: 73% agree*
- Skin feels smoother: 83% agree*

*Consumer test, 217 women.

Until you want to permanently reduce the appearance of your wrinkles, there's always Wrinkle De-Crease.



FROM AGE 35, TARGETS 1ST SIGNS OF AGEING

DERMO-EXPERTISE, FROM RESEARCH TO RESULTS. We collaborate with dermatologists worldwide developing products that undergo testing supported by scientists and that are evaluated by consumers.

Because you're worth it

L'ORÉAL PARIS

"Mission accomplished, every day!"
 LINDA EVANGELISTA

@ Discover your ideal anti-ageing programme at www.loreal.co.uk

MD

www.art-dept.com