

# Art Department



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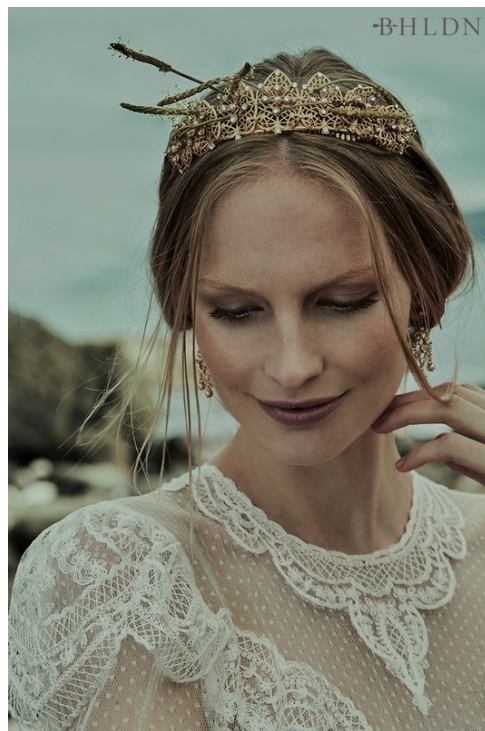
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L' O R É A L PARIS  
DERMO-EXPERTISE

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.

① Tout sur votre peau après 60 ans sur [www.lorealparis.com](http://www.lorealparis.com)

APRÈS 60 ANS, SOIN DE PEUX TRÈS MATURES.

\* de Age Re-Perfect Pro-Calcium

Parce que vous le valez bien  
**L'ORÉAL PARIS**

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

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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.

**L'ORÉAL PARIS**  
Because You're Worth It™

\*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' 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.



**L'ORÉAL PARIS**  
Because you're worth it

**FROM AGE 35, TARGETS 1<sup>ST</sup> 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.

"Mission accomplished, every day!"  
LINDA EVANGELISTA

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

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