



for immediate *relief*  
new york, ny

late-  
breaking  
bliss!

## the youth, the **WHOLE** youth, and nothing but the youth

introducing **the youth as we know it**, an extraordinary age-fighting skincare regimen

Sometimes popularity is the mother of invention. To wit, we've followed up on our bestselling (and astoundingly-efficacious) **the youth as we know it moisture cream** (and in-spa facial of the same name) by engineering a quadruple-encore: **the youth as we know it concentrate**, **cleanser**, **eye cream**, and **toner**, all based on the top 10 anti-aging ingredients we've found in the past 10 years of giving great face.

Meet the newest and youngest additions to our skincare family:

### **new!** the youth as we know it concentrate

a cocktail of encapsulated moisturizing actives (the same actives used in the youth facial) is coupled with a moisture-binding complex to provide the skin with long-lasting hydration

what makes it extraordinary:

- **pearl illuminators** known to provide skin-firming properties with amino acids, calcium, and a cocktail of minerals essential for hydrolipidic barrier function
- **hydroplex-3 encapsulators** promote long-lasting water retention and skin regeneration, effectively reducing the appearance of wrinkles via hydration
- **marine-sourced skin renewers** increase rate of cell renewal without irritation, promote overall clarity and brightness

**30 mL \$70**

### **new!** the youth as we know it cleanser

a creamy foaming cleanser that rejuvenates the skin with every wash

what makes it extraordinary:

- **debris dissolvers** remove the last traces of makeup and dirt to give you gently cleansed (but never stripped) skin
- **advanced moisture binders** slow transepidermal water loss (skin moisture lost by evaporation into the atmosphere) while binding water to skin for continuous hydration
- **brightening multi-fruit complex** increases cell renewal, encourages collagen production, and boosts skin elasticity and hydration

**150mL \$30**



**bliss** 75 varick st 10th floor new york ny 10013 **main** 212 931 6383 **fax** 212 931 6376 **web** blissworld.com

for more information, please contact **Robyn Fishelson, publissity** 646 502 1411 **robyn.fishelson@blissmail.com**

**Brooke Temner, publissity** 646 502 1509 **brooke.temner@blissmail.com**

**Stephanie Gerard, publissity** 646 502 1455 **stephanie.gerard@blissmail.com**

**new! the youth as we know it toner**

a light liquid to enhance the absorbability of any actives applied to the skin immediately after

what makes it extraordinary:

- **pH rebalancers** prep the skin for maximum absorption of treatment products and moisturizers, since water leaves naturally 'acidic' skin with a less than ideal ('basic') pH level
- **advanced moisture binders** slow transepidermal water loss (skin moisture lost by evaporation into the atmosphere) while binding water to skin for continuous hydration

**200mL \$28**

**new! the youth as we know it eye cream**

the 10 most important ingredients we've found for eyes in one incredibly effective anti-aging eye cream.

what makes it extraordinary:

- **dark circle drainers** reinforce the firmness and tone of the eye area
- **collagen and elastin protectors** maintain skin firmness, strength and suppleness
- **anti-crows feet peptides** help restore the dermal matrix to improve elasticity and tone
- **eye brightening boosters** help and stimulate metabolic activity to increase cellular oxygenation
- **advanced moisture binders** slow transepidermal water loss (skin moisture lost by evaporation into the atmosphere) while binding water to skin for continuous hydration
- **7 day hydrators** maintain the skin's hydrolipidic film and barrier for improved hydration lasting up to seven days after each use
- **skin protecting ceramides** enhance and repair skin's lipid moisture barrier, which improves skin's ability to naturally heal and restore
- **wrinkle appearance smoothers** inhibit muscle contraction that can cause wrinkles (especially those due to repetitive facial movements, like smiling or squinting), while light diffusing silicones and organic film formers reduce the appearance of facial lines
- **brightening multi-fruit complex** increase cell renewal, encourages collagen production, and boosts skin elasticity and hydration
- **skin refining vitamin A** provide similar benefits to Retin-A but without irritation, to improve skin texture and firmness

**50mL \$75**

**the youth as we know it moisture cream**

the cadillac of face creams, formulated with the 10 most effective anti-aging ingredients for the face

what makes it extraordinary:

- **MMP Inhibitors** improves skin firmness, strength, suppleness and tone
- **Wrinkle Reduction Peptides** improves elasticity and diminishes appearance of wrinkles
- **Visual Facial Fillers** volumizes hollow areas and restores facial volume loss
- **Cellular Respiration Boosters** diminishes redness and gives skin a vital glow
- **Hyperdermal Destressors** provide outstanding hydration for younger looking skin
- **7 Day Hydrators** long lasting hydration – up to 7 days after each application
- **Barrier Repairing Ceramides** improve skin's ability to heal and repair
- **Wrinkle Relaxers** smoother looking face with fewer visible lines and wrinkles
- **Multifruit Complex** increases elasticity, clarity and hydration
- **Active Vitamin A** improves skin texture and tone

**50mL \$79**

**beware:** use of this skincare regimen is likely to product a luminous glow and plumper, smoother looking skin. prepare to be amazed by your new youthful, radiant complexion and for a constant receipt of compliments.

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# lend us your 'years'

In celebration of our latest launches (and in keeping with our '10 years, 10 ingredients' theme), we'd like to go a little Letterman. Here are the top 10 'truths' behind the youth:

- 10) **ready to 'glow' the youth as we know it treatment** is known fondly among our estheticians as the 'little black dress facial' (the absence of extractions make it perfect for same-day events).
- 9) **'youth' can do it** don't have a bliss spa in your own backyard? mimic the effects of our now-famous facial at home with the five step system (if only we could bottle our in-spa brownie buffet, too).
- 8) **saving 'face' (and neck) the youth as we know it treatment** targets all those pesky arbiters of aging—tone, elasticity, volume, fine lines and wrinkles—all the way to your décolleté.
- 7) **let there be light** optical diffusers in **the youth as we know it concentrate** blur fine lines and uneven skin tone. skin is immediately brightened with a radiant glow.
- 6) **a 'mountain' of youth** nine months after **the youth as we know it treatment** made its first appearance on our spa menu, we've performed 3,000 of them worldwide.
- 5) **fy'eye' the youth as we know it eye cream** is a periorbital powerhouse that touts the top ten eye-bettering ingredients (care to conquer crow's feet, dark circles and puffiness, anyone?)
- 4) **face off the youth as we know it cleanser** contains a special cationic (positively charged) advanced moisture binder, which adheres to negatively charged skin (yes, yours), and will not rinse off. skin's moisture is sustained, never stripped, after every wash.
- 3) **'youth' as directed** when using **the youth as we know it** regimen, be prepared for some unforeseen sensations like incredible results, radical wrinkle reduction, and constant receipt of compliments.
- 2) **special delivery the youth as we know it concentrate** contains an innovative encapsulation technology, immediate hydrators are first released upon application (which preps the skin), thus allowing better penetration for the subsequent release of the long-term moisturizers.
- 1) **10 years young** our dream team of expert spa estheticians and product development pros have 'pored' 10 years of spa savvy and skin 'glow-how' into **the youth as we know it**, to make it easier for everyone to find bliss.

available at **bliss spas, blissworld.com, bliss catalog 888 243 8825**, and select **sephora, nordstrom, blue mercury** and boutique retailers.

**bliss.** anything less would be stress.

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