

Press release

Susanne Kaufmann™: Relaunch Anti Aging Line A



Surely natural and extremely efficient, over 100 skin care products from Susanne Kaufmann™ help to keep the skin healthy and youthful. The iconic range focuses on natural, traditional substances from nature.

10 years ago, Susanne Kaufmann™ launched Anti Aging Routine Line A, formulated with a powerful combination of highly active single substances, developed over many years of research. **Pure bioflavonoid** stimulates the skin's own collagen production. **Ectoin** has an antioxidant-like effect against free radicals that provides effective cell protection. High-quality **silk protein** and a fermented **white lupine flower extract** form a natural moisture barrier that gives the skin long-term elasticity. The precious, skin-smoothing **meadowfoam seed oil** serves as a carrier for these isolated plant substances, and leaves the skin feeling wonderfully silky soft.

As innovative and sophisticated as this formula was and still is, 10 years ago nobody could have foreseen the various stressors that now affect the skin. Rapid increases in harmful environmental factors, especially air pollution, take a harmful toll on the skin. More and more cities are disappearing under dense haze and battling with increased smog, clouds of car exhaust fumes, fine dust, cigarette smoke and heavy metals. The incimate condition not only harm the environment, but also put extreme stress on the skin and accelerate the aging process. Pollution affects the skin mainly due to the formation of airborne free radicals, which accelerate skin aging process and in the worst case, can even cause cell changes. Air pollution can cause the skin to appear uneven, dull, hyperpigmented and cause premature wrinkles. The ideal protection against environmental toxins works to protect, while also strengthening the skin barrier's defense function.

For Susanne Kaufmann, the solution lies within the power of natural ingredients : "The plant world in particular must assert itself against external stresses in order to survive - with sophisticated protection and regeneration processes. So it makes sense to use these mechanisms in our products too".

In order to support the skin as effectively as possible in its resistance to external stresses such as air pollution, Susanne Kaufmann has reformulated the highly successful Anti Aging Care System Line A with two particularly effective ingredients:

- Anti-Pollution power agent **Urbalys**: Derived from the Shisandra berry, this powerful ingredient aids in reactivating the skin's own antioxidant protection potential. Urbalys can also help strengthen the natural defenses in just 1 week. Urbalys slows signs of premature aging and allows the skin to breathe again.
- **Liftiss**: A concentration of natural active ingredients that moisturize and smooth fine lines. Two families of molecules work in tandem to restore the natural flow of water in the skin. The AHA (Alpha Hydroxy Acid) molecules reduce the thickness of the outer layer of the skin, regulate sebum production, and act as an astringent. The sugars in the second molecule, Natural Moisturizing Fac-

Press release

tor (NMF), bind water to the skin. This is derived from the Baobab tree. Liftiss provides an immediate lifting effect on the skin's surface. The skin around the eyes will also instantly tighten.

Line A contains the following main active ingredients:

Amino acid from buckwheat	Supports the moisture-binding skin functions and has a soothing effect.
Blueberry extract	Strongly cell regenerating and cell activating. Stimulates the lymph flow.
Diatom extract	Protects against free radical damage.
Ectoin	Stabilizes the cell membrane, thus increasing skin protection, enabling the skin to defend itself better against harmful environmental influences.
Enzym Q10	Is obtained from fermented yeast; acts as an antioxidant and collagen booster.
Eyefective®	Firms the eye contours, lifts the upper eyelid and reduces dark circles. The active ingredient jasmine helps with inflammation, hawthorn improves microcirculation.
Fermentation active ingredient from white lupines	Has a cell-protecting effect and promotes metabolic functions.
Green Caffein natural	Has a positive effect on the microcirculation, promotes blood circulation, has a draining effect on thick eyelids and dark circles under the eyes.
IBR® Extract	Active ingredient from red tomato seeds. The plants produce this substance to protect themselves from external stress, especially from the negative effects of excessive UV exposure and free radicals.
Larch bark extract	Acts as a powerful antioxidant
Liftiss®	Active ingredient: Baobab pulp. Contains AHA and xylose, which have a strong antioxidant effect and compensate for moisture loss; also has a skin calming and anti-inflammatory effect.
Moth bean extract	Also called natural vitamin A. Stimulates and improves collagen synthesis.
Pineapple acid	Contains alpha-hydroxy acids (AHA) and has a moisturising effect, stimulates the renewal of skin processes and cell regeneration
Rosehip seed oil	High content of essential fatty acids, vitamin C and A (natural retinol). It has a regenerating effect, promotes collagen production within the connective tissue and maintains the skin's ability to store moisture.
Sericin	Origin Silk protein. Its moisturising properties protect the skin from drying out.
Urbalys®	Extract of red Schisandra berry; has antioxidant properties.

Line A contains the following products:

Product	Size	Price	Effect
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Press release

Eye Rescue Stick	10 ml	\$126	Decongestant, moisturizing, firming
Eye Cream	15 ml	\$345	Reduces wrinkles, works against dark circles under the eyes
Day Cream	50 ml	\$360	Moisturising, improves elasticity and the defence against free radicals, boosts cell regeneration
Face Fluid	50 ml	\$245	Smoothing, increases skin firmness, antioxidant
Intensive Power Serum	30 ml	\$435	Improves skin smoothness, strengthens cell membranes, increases elasticity and reduces wrinkles
Lifting Mask	50 ml	\$515	Moisturizes, smoothes, relaxes and alleviates signs of aging
Regeneration Cream	50 ml	\$370	Moisturizes, regenerates and strengthens the collagen structure

In the course of the relaunch, almost all products in the line (with the exception of the lifting mask) were switched to Air-less glass bottles. Why? The effect of natural products can be impaired by oxidative processes and in order to guarantee the high effectiveness, we have taken this step.

Susanne Kaufmann™

Susanne Kaufmann™ is natural, effective and versatile. Today, this holistic skin and body care line is comprised of more than 100 functional products. Susanne Kaufmann's vast experience, collected during the many years of practical work, goes into each product. The products are produced with the greatest of care in a small operation in the Bregenzer Forest and filled, sealed and packaged by hand. Susanne Kaufmann™ offers products for all skin types: facial care Line T for dry skin and Line F for normal skin/combination skin, Line A for intensive, natural anti-aging and Line M for men. The product range also includes hand and foot care, body care, baths, teas and the Essence Line, based on traditional healing knowledge. You can find detailed information about all of the products at www.susannekaufmann.com.