



FACT SHEET

What is VIVITÉ™?

VIVITÉ™ is an advanced skin care line that revitalizes and shields skin to reduce the signs of aging. A scientific advancement in skin care, VIVITÉ™ is clinically shown to reduce fine lines and wrinkles, and the only skin care line to include proprietary **GLX Technology™**, which creates a highly specialized blend of hydrating glycolic acid and powerful, natural antioxidants. Developed by Allergan, a leader in anti-aging skin care, VIVITÉ™ is the only luxury physician-dispensed skin care regimen that works through **GLX Technology™** to renew skin and enhance the skin's natural production of hyaluronic acid, stimulating epidermal growth factor and collagen.

The VIVITÉ™ skin care line includes the following products:

- **Exfoliating Facial Cleanser** containing 15 percent glycolic compound, salicylic acid and exfoliating microbeads to cleanse, smooth and refine skin
- **Daily Antioxidant Facial Serum** containing 15 percent glycolic compound, green tea, pomegranate, chamomile and aloe to moisturize and protect skin
- **Night Renewal Facial Cream** containing 20 percent glycolic compound, vitamin C, vitamin E and superoxide dismutase to reduce fine lines and wrinkles
- **Revitalizing Eye Treatment** containing 10 percent glycolic compound, caffeine, peptides and light-reflecting interference pearls to reduce puffiness around the eyes and decrease the appearance of crows feet



What are the benefits of VIVITÉ™?

To keep skin looking young and fresh, leading dermatologists recommend an anti-aging skin care regimen that includes glycolic acid, a type of alpha hydroxy acid derived from sugar cane. Because of its smaller molecular size, glycolic acid is believed to be more effective for skin care than other alpha hydroxy acids. Products in the VIVITÉ™ skin care line have glycolic compound concentrations of up to 20 percent, whereas most over-the-counter skin care products have only a three to 10 percent concentration.



The glycolic acid in the VIVITÉ™ skin care line is safe for at-home use because it undergoes a proprietary process called partial neutralization, a technology that is the result of more than 10 years of scientific study. Partial neutralization allows the glycolic acid to release over an extended period of time and also raises the pH of glycolic acid closer to the pH of skin for less irritation and greater efficacy.

The unique formulation of VIVITÉ™ which utilizes breakthrough **GLX Technology™**, includes ingredients such as:

- **Advanced peptide technologies** to tighten and firm skin and provide a high level of moisturization
- **Antioxidants**, including vitamin C, vitamin E, green tea, pomegranate, superoxide dismutase and olive leaf extract, to protect and repair skin
- **Natural Ingredients**, including aloe, chamomile, caffeine and licorice, to soothe skin and reduce hyperpigmentation and puffiness
- **Interference pearls** to fill in fine lines and reflect light to further reduce the appearance of lines and wrinkles

Short- and long-term benefits of VIVITÉ™ skin care products were demonstrated in a clinical study. Twenty-two women participating in the study found that VIVITÉ™ significantly improved the appearance of mild to moderate photodamaged skin. After just three weeks of use, the following results were observed:ⁱ

- 22 percent reduction in fine lines and wrinkles
- 36 percent increase in skin moisture content
- 54 percent improvement in skin smoothness
- 65 percent decrease in dryness

How to use VIVITÉ™

To reduce the signs of aging, leading dermatologists recommend a skin care regimen formulated with glycolic acid, such as VIVITÉ™. It is important to consult a skin care physician to customize and optimize your VIVITÉ™ anti-aging skin care regimen. VIVITÉ™ can be used alone or in combination with other products.

Size and cost

The complete VIVITÉ™ skin care line includes an Exfoliating Facial Cleanser (200 mL), Daily Antioxidant Facial Serum (30 mL), Night Renewal Facial Cream (55 g) and Revitalizing Eye Treatment (15 g). The full kit is available at a manufacturer's suggested retail price of \$249.



Availability

Products in the VIVITÉ™ line are available without a prescription through skin care physicians nationwide.

For more information

Contacts: Leslie Bryant (714) 246-6948 Bryant_Leslie@Allergan.com
Arwen Rahn (310) 309-1019 arahn@ccapr.com
Or visit the VIVITÉ™ Web site at www.ViviteSkinCare.com.

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¹ Data on File, Allergan, Inc. 2006; DiNardo JC. Three week double blind clinical half-face evaluation new exfoliating cleanser, day serum, night cream and eye cream.

