



IMAGE SKINCARE
DAILY PREVENTION™
 pure mineral hydrating moisturizer
 BROAD SPECTRUM SPF 30 SUNSCREEN
 water resistant (80 minutes)
30

IMAGE SKINCARE
DAILY PREVENTION™
 protect and refresh mist
 BROAD SPECTRUM SPF 40 SUNSCREEN
 water resistant (80 minutes)
40
 XO SM™
 PATENT PENDING
 3.4 fl oz / 100 mL

IMAGE SKINCARE
DAILY PREVENTION™
 advanced smartblend mineral moisturizer
 BROAD SPECTRUM SPF 75 SUNSCREEN
 water resistant (80 minutes)
75
 XO SM™
 PATENT PENDING
 NET WT. 1.7 oz. / 48 g

IMAGE SKINCARE
DAILY PREVENTION™
 sheer matte moisturizer
 BROAD SPECTRUM SPF 30 SUNSCREEN
 water resistant (40 minutes)
30
 XO SM™
 PATENT PENDING

IMAGE SKINCARE

DAILY PREVENTION™

SOURCEBOOK

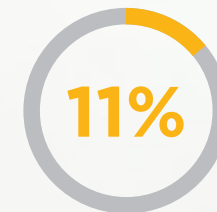
DUAL DEFENSE FOR BETTER SKIN EVERY DAY

90% of skin aging is caused by the sun—but only 11% of people use sunscreen daily. We're powering the shift to a simpler daily routine with ultra-wearable suncare that goes beyond prevention, preparing skin to face the day—and future—with hydration, repair and protection in one product.

DAILY PREVENTION is clinically shown to provide defense beyond sun damage, helping to boost hydration, improve skin's resilience and protect against the future signs of skin aging we can't immediately see.



90% OF VISIBLE SKIN AGING IS CAUSED BY THE SUN¹



ONLY 11% OF AMERICANS WEAR SUNSCREEN DAILY²

¹Health Effects of UV Radiation, www.epa.gov

²2020 RealSelf Sun Safety Report



A NOTE FROM DR. MARC

“DAILY PREVENTION is a revolutionary physician-formulated suncare line featuring a full suite of efficacy testing, a patent-pending, proprietary delivery system and an elevated sensorial experience. It is **clinically shown to provide defense beyond sun damage**, unlike any other professional brand on the market.

We wanted to create a product line that fits perfectly into clients’ daily lives, not the other way around—a product that can be used daily, away from the preconceived notion that sunscreen products only fulfill one purpose: to protect against sunburn.

DAILY PREVENTION offers an innovative product for everyone that can be used like skincare, with preventative attributes against the aging effects of the sun and environmental pollutants.

These superior formulations are guaranteed to take market share in the medical space and strengthen our leadership positioning to become the top clinical skincare brand globally.”

- Dr. Marc Ronert, *co-founder*



EVERY DAY MATTERS

Skin faces an onslaught of intrinsic and extrinsic stressors every day, including aging free radicals and ultraviolet rays. UVA rays can penetrate clouds and glass, and their effects cause cumulative damage to all skin types every time skin is exposed to the sun, even when we're indoors or driving a car.

In just minutes, high UV index can cause overexposure on unprotected skin, impacting skin's health and appearance over time and triggering flares of conditions like eczema, acne and rosacea.^{1,2,3}

Protecting skin with broad-spectrum UVA/UVB sunscreen is the number-one way to help prevent premature aging and skin cancer.

¹"Shedding Light" on How Ultraviolet Radiation Triggers Rosacea, Journal of Investigative Dermatology, February 2020

²Sun exposure, a relevant exposome factor in acne patients and how photoprotection can improve outcomes, Journal of Cosmetic Dermatology, June 2023

³The Role of Photoprotection in Optimizing the Treatment of Atopic Dermatitis, Dermatology and Therapy, April 2021



UV RAYS AND FREE RADICALS CAUSE:



Damage to the cells' DNA



Disruption of skin's protective lipid barrier



Dehydration



Depletion of natural oils



Skin redness



Weakening of skin's defenses and immunity



FOR EVERY SKIN UNDER THE SUN

DAILY PREVENTION provides hydration + sun protection for all ages, skin types and tones, plus antioxidants that help protect against the future signs of aging we can't immediately see.

CONSUMER EXPECTATIONS:

- + Broad-spectrum sunscreen with added skincare benefits
- + No white cast
- + Integrates seamlessly into any skincare routine and wears undetectably under makeup
- + Won't cause breakouts or sensitivity

KEY CONCERNS:

- + Fine lines and wrinkles
- + Damage and discoloration
- + Wants skin to look radiant and healthy

NOVICE

This client is not concerned about sun damage because it can't be immediately seen, but knows daily sun protection is key and is willing to take simple preventative steps.

SKILLED

This client is educated on skincare and sun protection and is focused on both prevention and correction. They have likely experimented with non-invasive procedures such as peels, laser treatments and injectables.

EXPERT

This client prioritizes daily sun protection and avoids sun exposure. Because they already see signs of sun damage, they have a relationship with their dermatologist, undergo corrective cosmetic procedures such as injectables, and are committed to an advanced, multi-step skincare regimen.

BEYOND SUN PROTECTION



ECTOIN

A biotech-produced antioxidant known to help protect against free radical damage and shield skin from oxidative stress



TETRAHEXYLDECYL ASCORBATE

A highly effective, stable form of vitamin C proven to brighten and fight visible signs of aging such as fine lines, wrinkles and pigmentation



MICRO-ALGAE

A naturally rich source of astaxanthin, a carotenoid and one of the most powerful antioxidants found in nature



ACETYL ZINGERONE

A potent antioxidant derived from ginger that boasts anti-pollution properties

“

“Acetyl zingerone is a novel compound that has characteristics of both curcumin and ginger in its structure. It is a powerful antioxidant that is approximately 1,000 times more stable than vitamin C. Clinical studies have shown that when applied topically, it can reduce the appearance of fine lines and wrinkles, uneven pigmentation and redness¹.”

- Dr. Raja K. Sivamani, MD, MS, AP



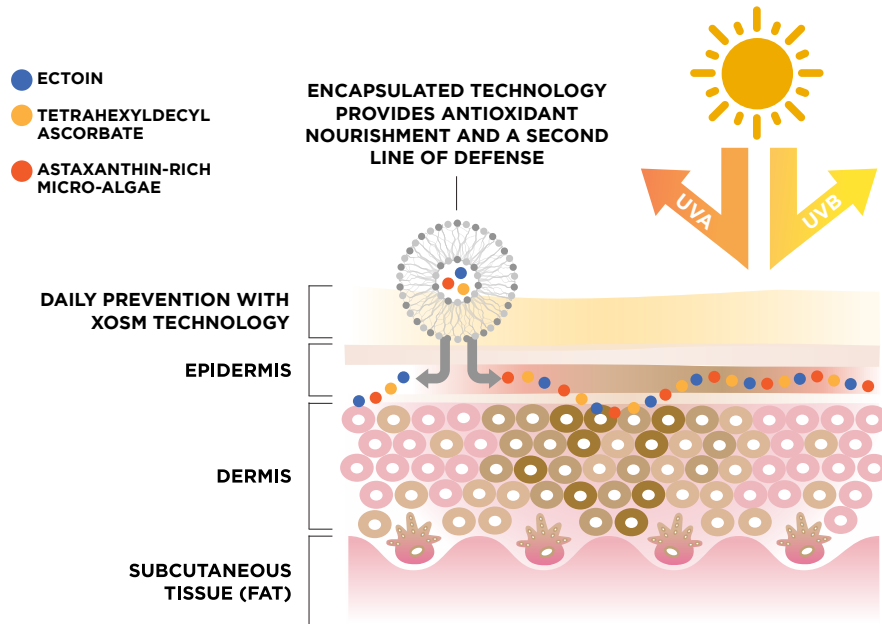
¹Dhallwal S, Rybak I, Pourang A, Burney W, Haas K, Sandhu S, Crawford R, K Sivamani R. Randomized double-blind vehicle controlled study of the effects of topical acetyl zingerone on photoaging. J Cosmet Dermatol. 2021 Jan;20(1):166-173)

AN INDUSTRY *FIRST* BREAKTHROUGH DELIVERY TECHNOLOGY

The proprietary, patent-pending **XOSM™ Technology delivery system** is a smart encapsulation technology that enhances the penetration of power-antioxidants ectoin, vitamin C and astaxanthin-rich micro-algae, providing comprehensive nourishment and a second line of defense against premature skin aging caused by the sun.

With XOSM Technology, sunscreen actives remain on the surface to protect skin while encapsulation technology helps vital antioxidants penetrate deeper.

Created with pharma-grade phospholipids, edge activators, biomimetic composition and medically adapted technology for increased antioxidant efficacy.



“One of the challenges when putting antioxidants on the skin is to be able to get those antioxidants into the skin. The liposome encapsulated complex (XOSM Technology) allows for easier penetration of the antioxidants. This boost in antioxidants helps the skin fight against oxidative stress, which is a root cause for collagen breakdown and photoaging.”

– Dr. Raja K. Sivamani, MD, MS, AP

DAILY PREVENTION advanced smartblend mineral moisturizer SPF 75 • IN VIVO TEST



IMMEDIATELY POST-MICRONEEDLING

AFTER PRODUCT APPLICATION

Patient evaluation of DAILY PREVENTION advanced smartblend mineral moisturizer SPF 75 following microneedling

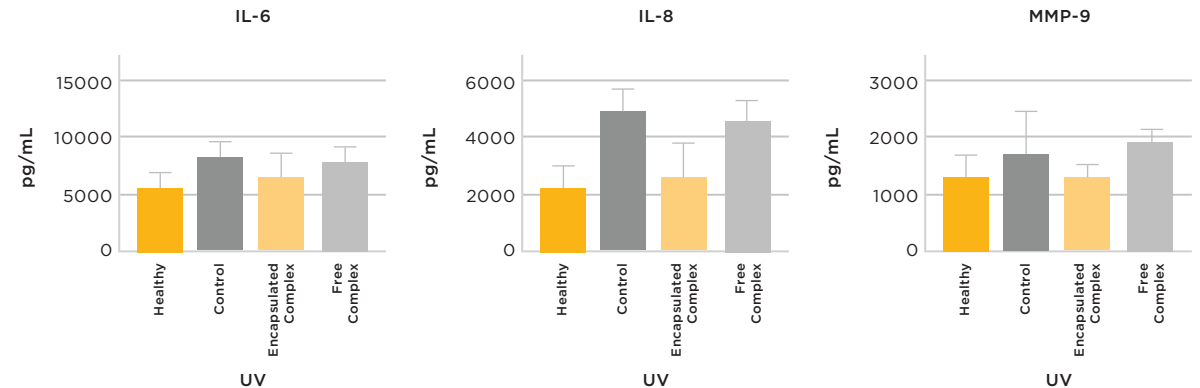
PHOTO-PROTECTIVE EFFICACY STUDY

Assessing the effects of patent-pending XOSM Technology in parameters associated with skin photo-aging

Results indicate that XOSM Technology complex exerts **enhanced tissue preservation properties** and **photo-protective activity** in human skin under the assay conditions, compared to healthy control (untreated hOSEC) and free IMAGE complex.

XOSM Technology is proven to:

- + Reduce IL-6 levels 92.92% vs. healthy control
- + Reduce IL-8 levels 103.50% vs. healthy control
- + Reduce MMP-9 levels 118.48% vs. healthy control





DAILY PREVENTION advanced smartblend mineral moisturizer SPF 75

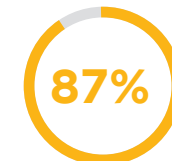


Available in retail, backbar and deluxe sample size

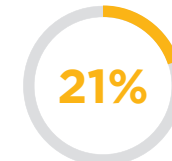
- + Color-correcting tint and soothing hydration for daily wear and post-care use
- + Vegan squalane derived from sugarcane moisturizes the skin, helping to support its moisture barrier
- + A botanical blend of green seaweed, holy Thai basil and lady's thistle extract helps to soothe the skin
- + Features all-mineral zinc oxide and titanium dioxide sunscreen filters
- + Water resistant (80 minutes)

TARGET CLIENT:

Post-procedure; redness, sensitivity and dry skin



Increases hydration levels by 87%*



Decreases skin redness by 21%*

*Based on a 2-week clinical and consumer perception study of 30 participants ages 25 - 55 with once-daily application of DAILY PREVENTION advanced smartblend mineral moisturizer SPF 75.



DAILY PREVENTION sheer matte moisturizer SPF 30

Available in retail, backbar, travel and deluxe sample size



- + Silky formula that smoothes skin's appearance with a satin-matte finish
- + Oil-reducing microspheres help control unwanted shine throughout the day
- + Neutral, blendable tint helps to minimize white cast on all skin tones
- + Features mineral zinc oxide and chemical sunscreen filters
- + Water resistant (40 minutes)

TARGET CLIENT:

Shine- or blemish-prone skin



80% of users agreed it controls shine and keeps skin feeling mattified throughout the day*



90% of users agreed it does not leave a white cast after one application*

*Based on a 2-week clinical and consumer perception study of 30 participants ages 20 - 40 with once-daily application of DAILY PREVENTION sheer matte moisturizer SPF 30.





Nourishes skin

Provides daily hydration

Provides broad-spectrum SPF 30 sun protection



DAILY PREVENTION pure mineral hydrating moisturizer SPF 30

Available in retail, backbar and deluxe sample size

- + Lightweight, dewy hydration that blends into most skin tones without a white cast
- + High-molecular weight hyaluronic acid and select humectants draw in moisture to leave skin soft and smooth
- + Features an all-mineral zinc oxide sunscreen filter
- + Water resistant (80 minutes)

TARGET CLIENT:

Dry and dehydrated skin



83% of users agreed it feels weightless on the skin after one application*



Increases hydration levels by 57%*

*Based on a 2-week clinical and consumer perception study of 30 participants ages 25 - 50 with once-daily application of DAILY PREVENTION pure mineral hydrating moisturizer SPF 30.



DAILY PREVENTION pure mineral tinted moisturizer SPF 30

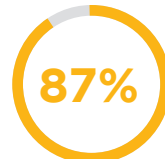


Available in retail, backbar and deluxe sample size

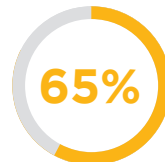
- + Sheer tint gives light, blurring coverage for a radiant finish and healthy glow on all skin tones
- + Features all-mineral zinc oxide and titanium dioxide sunscreen filters
- + Water resistant (40 minutes)

TARGET CLIENT:

Hyperpigmentation, discoloration and uneven skin tone



87% of users agreed their skin looks more even-toned after one application*



Increases hydration levels by 65%*

*Based on a 2-week clinical and consumer perception study of 30 participants ages 25 - 50 with once-daily application of DAILY PREVENTION pure mineral tinted moisturizer SPF 30.



Evens out skin tone

Hydrates skin

Provides broad-spectrum SPF 30 sun protection



Nourishes skin

Delivers a luminous veil of hydration

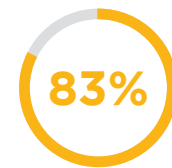
Provides broad-spectrum SPF 50 sun protection

DAILY PREVENTION ultra defense moisturizer SPF 50

Available in retail, backbar and deluxe sample size

- + Radiant hydration with a unique, cushiony feel that blends seamlessly on all skin tones without a white cast
- + Organic cocoa butter moisturizes and nourishes the skin
- + Features mineral zinc oxide and chemical sunscreen filters
- + Water resistant (80 minutes)

TARGET CLIENT:
Mature skin; outdoor activities



83% of users agreed that product did not leave a white cast after one application*



Increases hydration levels by 35%*

*Based on a 2-week clinical and consumer perception study of 30 participants ages 20 - 45 with once-daily application of DAILY PREVENTION ultra defense moisturizer SPF 50.



DAILY PREVENTION protect and refresh mist SPF 40

Available in retail size

- + Hydrating dry-oil spray that goes on clear and absorbs quickly for a beautiful glow and barely-there feel
- + Perfect to refresh + reapply UV protection on the go or throughout the day, even over makeup
- + Meadowfoam seed oil helps lock in moisture to leave skin soft and supple
- + Enhanced with buriti fruit oil, an antioxidant-rich blend of vitamins A, C and E that helps moisturize and give skin a healthy glow
- + Features chemical sunscreen filters
- + Water resistant (80 minutes)

TARGET CLIENT:

Dry and dehydrated skin; active lifestyles



Hydrates and nourishes skin with botanical oils

Refreshes UV protection, even over makeup

Provides broad-spectrum SPF 40 sun protection



COMPETITIVE ADVANTAGES

THE EXPERIENCE

Each DAILY PREVENTION product was developed with the daily routine in mind, resulting in ultra-wearable formulas that look seamless on skin alone or under makeup. Elegant, refined textures blend to an undetectable finish and give skin a boost of cushiony hydration, leaving behind a radiant, natural glow that looks like healthy skin, not sunscreen.

THE BENEFITS

Multi-defense formulas protect skin health with broad-spectrum sunscreen, reinforce the vital moisture barrier to help combat signs of skin aging, provide antioxidant and anti-aging benefits and help to protect against the effects of blue light.

THE TECHNOLOGY

XOSM Technology optimizes the delivery and penetration of powerful antioxidants that help to correct existing environmental damage, protect against oxidative stress, neutralize free radicals and defend skin against dryness and other signs of premature aging.

THE FORMULATION

Developed with penetration enhancers and medically inspired technology, with a proprietary blend of antioxidants including the most powerful carotenoid found in nature, a stress-protection molecule, and a highly effective form of vitamin C known for stability and potency.

THE RESULTS

A full suite of testing, including clinical trials, consumer perception studies and ex-vivo testing demonstrate that our patent-pending technology increases hydration, neutralizes redness and evens out skin tone. In a phyto-protective efficacy study, XOSM Technology was proven to reduce pro-inflammatory cytokine secretion that can contribute to collagen breakdown.

UPGRADE YOUR TREATMENT ROOM

Proper post-treatment care complements medical and aesthetic non-surgical treatments and is essential to achieving optimal results. DAILY PREVENTION is your new prevention step at the end of every treatment, now with more elegant textures, better blendability and proprietary XOSM Technology for advanced antioxidant protection.

Complete your treatment room and lower cost per treatment by investing in backbar size. Always consult with your client to determine the best DAILY PREVENTION product for their skin type, skin concerns and lifestyle.



OPTIMIZE TREATMENT RESULTS

IMAGE post-treatment kits provide comprehensive care in simple-to-recommend sets. Each targeted kit helps to accelerate recovery, enhance results and protect post-procedure skin with select DAILY PREVENTION products.

RECOVERY SKINCARE SYSTEM

A skin-comforting set that helps to soothe sensitive skin and enhance the at-home recovery process for optimal results after chemical peels and professional treatments

- + ORMEDIC® balancing facial cleanser | 6 oz
- + VITAL C hydrating anti-aging serum | 0.5 oz
- + BIOME+® smoothing cloud crème | 1 oz
- + DAILY PREVENTION advanced smartblend mineral moisturizer SPF 75 | 1.7 oz



POST-INJECTABLE SYSTEM

A curated post-procedure set that helps to enhance the at-home recovery process for optimal results after injectable treatments such as neurotoxins and dermal fillers

- + BIOME+ cleansing comfort balm | 1.7 oz
- + BIOME+ dew bright serum | 0.5 oz
- + IMAGE MD® restoring recovery eye gel | 0.5 oz
- + VITAL C hydrating repair crème | 1 oz
- + DAILY PREVENTION pure mineral hydrating moisturizer SPF 30 | 2.6 oz



POST-RESURFACING SYSTEM

A post-procedure regimen designed to aid skin throughout all stages of recovery for optimal results after resurfacing treatments such as microneedling and lasers

- + BIOME+ cleansing comfort balm | 1.7 oz
- + IMAGE MD restoring power-C serum | 0.5 oz
- + AGELESS total pure hyaluronic⁶ filler | 1 oz
- + DAILY PREVENTION advanced smartblend mineral moisturizer SPF 75 | 1.7 oz



IMMEDIATELY POST-MICRONEEDLING



AFTER PRODUCT APPLICATION

Patient evaluation of DAILY PREVENTION advanced smartblend mineral moisturizer SPF 75 following microneedling

SELLING SOLUTIONS

SUNSCREENS CAN FEEL HEAVY OR GREASY

Solution: Must-feel, modern textures allow the products to blend seamlessly on the skin for a comfortable, barely-there texture and feel. For clients with oily or unbalanced skin, recommend DAILY PREVENTION sheer matte moisturizer SPF 30, which contains oil-control microspheres to help minimize shine.

IT WILL LEAVE A WHITE CAST

Solution: No one sunscreen fits all—but there is a sunscreen for everyone. DAILY PREVENTION products are formulated with sheer chemical and mineral UV filters, including transparent zinc oxide, and include formulas without a white cast or with adaptable tints that blend seamlessly on all skin tones.

I DON'T NEED TO WEAR SUNSCREEN EVERY DAY

Solution: Sun damage is cumulative—and every day matters. UVA rays can penetrate clouds, meaning that skin can be exposed to UV rays that lead to premature aging and skin cancer even on days when it's cold, cloudy or raining. UVA rays also penetrate glass, meaning they can reach skin even when indoors near a window (or when driving in a car).

IT'S INCONVENIENT TO REAPPLY OVER MAKEUP

Solution: Recommend DAILY PREVENTION protect and refresh mist SPF 40 for easy application or reapplication to refresh UV protection throughout the day.

IT'S TOO EXPENSIVE

Solution: DAILY PREVENTION provides the value-added benefits of multiple products in one, delivering antioxidants, nourishment and hydration; defense against signs of premature skin aging; and broad-spectrum UV protection to protect against the damaging effects of the sun.

WEARING SUNSCREEN CAUSES BREAKOUTS

Solution: All formulas in the DAILY PREVENTION range are non-comedogenic, so they will not clog pores or and lead to breakouts.





HIGH TOUCH SELL-THROUGH

EDUCATE CLIENTS

Take the time to educate clients on the importance of wearing sunscreen daily to prevent premature aging, unwanted pigmentation and skin cancer. Explain the added benefits of DAILY PREVENTION: hydration and nourishment, vitamin C and advanced antioxidant protection.

CULTIVATE CLIENT LOYALTY

Create customized seasonal sampling to foster client loyalty, such as summer sample kits or Mother's Day kits with our branded drawstring pouch.

MAKE CUSTOMIZED RECOMMENDATIONS

Tailor sunscreen recommendations to each client's skin type, concerns and daily routine. Meet common client objections with solutions that address their concerns. Offer personalized suggestions that align with their specific needs, whether it's sensitivity, being prone to breakouts or existing signs of aging.

OFFER HANDS-ON SAMPLING OPPORTUNITIES

Allow clients to sample DAILY PREVENTION products during treatments or in the retail area. Encourage them to discover the texture, scent and quick absorptive qualities that make this line unique. Demonstrate proper application during consults or treatments.

USE VISUAL AIDS

Use before-and-after photos to showcase the impact of consistent sunscreen use. Visual evidence of protected skin vs. sun-damaged skin is a compelling way to demonstrate the aesthetic benefits of using sunscreen daily.

FOLLOW UP

It's essential to check in with clients post-treatment to make sure they are wearing sunscreen.

SHARE CLIENT TESTIMONIALS

Share positive client feedback and success stories with DAILY PREVENTION to help build trust and confidence in the products.

REWARD LOYALTY

Offer incentives for clients enrolled in loyalty programs, such as value-added samples.

OFFER PROMOTIONS

Run seasonal promotions to align with increased awareness during spring and summer months. Utilize turnkey social media assets, videos and impactful photography to create your own in-spa promotions.



KEYS TO IMPACTFUL MERCHANDISING

STRATEGIC PLACEMENT

Position DAILY PREVENTION products prominently near the checkout area or within high-traffic zones to capture the attention of clients. Display signage or brochures in your treatment room and talk to clients about the benefits of sun protection after treatments.

TESTING STATIONS

Set up a testing unit with samples, mirrors and disposable applicators for a hygienic experience. Encourage clients to try and feel the products while educating them with an easelback or client comparison chart.

STAFF RECOMMENDATIONS

Highlight staff favorites in your display. Encourage staff to share their personal experiences with DAILY PREVENTION products or tips on how to incorporate sunscreen into a daily skincare routine.

CLIENT TESTIMONIALS

Offer a promotional discount to clients who provide testimonials, then display the testimonials in your retail area to instill confidence in potential buyers.

INTERACTIVE DISPLAYS

Engage clients with hands-on elements, such as touchscreens or QR codes, that link to your website or social media and provide information about DAILY PREVENTION products, ingredients and application tips.



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