

BRAND PROFILES

BEHIND THE BRAND

Dr. Loretta is the first skincare brand to address the four factors that contribute to 85% of skin damage: pollution, light, climate and irritants. Moving beyond conventional dermatology's belief that exposure to UVA and UVB light is the primary cause of skin aging, Dr. Loretta presents a new paradigm for skincare—Skin Unexposed—that incorporates the often overlooked but equally destructive influences our skin is exposed to daily. The products are formulated with high concentrations of medical-grade actives, therapeutic essential oils and effective botanical ingredients to protect against and reverse the effects of incidental exposure to the four factors.

Dr Loretta®

DRLORETTA.COM

PRODUCT	TYPE	DESCRIPTION	RETAIL
	GENTLE HYDRATING CLEANSER	This sulfate-free cleanser gently removes pollution, surface debris and makeup without stripping skin of natural oils. Marine peptides boost hydration while chamomile essential oil nourishes and soothes redness and irritated skin.	\$35
	MICRO-EXFOLIATING CLEANSER	This detoxifying cleanser gently exfoliates dead skin cells to brighten skin tone, treat acne and shrink pore appearance. 2% salicylic acid removes impurities and organic coconut oil hydrates and nourishes skin.	\$35
	ANTI-AGING REPAIR SERUM	This potent anti-aging serum improves the appearance of fine lines and nose to mouth creases, evens skin tone and helps skin appear firmer. Deeply penetrating vitamin C protects against free radical damage caused by UVA/UVB and pollution while brightening skin.	\$110
	INTENSE REPLENISHING SERUM	This hydrating serum plumps skin appearance while increasing luminosity and smoothness.	\$70

DAVID PIRROTTA

PRODUCT	TYPE	DESCRIPTION	RETAIL
	CONCENTRATED FIRMING SERUM	This medical grade anti-aging serum visibly firms skin and reduces the look of wrinkles and dark spots while refining pore appearance. firm appearance and minimize dryness and redness.	\$80
	ANTI-AGING REPAIR MOISTURIZER	This anti-aging moisturizer prevents and corrects the appearance of fine lines and uneven skin tone, while reducing redness and dryness.	\$70
	INTENSE BRIGHTENING CREAM	This rich cream brightens, evens skin tone and makes skin texture firm, silky and smooth. Highly concentrated 20% L-ascorbic acid – a form of antioxidant vitamin C – combats excess pigment, supports new collagen and protects skin from environmental free radicals.	\$75
	CONCENTRATED FIRMING MOISTURIZER	This antioxidant-rich firming cream reduces the appearance of wrinkles, pores and rough texture. Non-irritating retinoic ester and CoQ10 support collagen and restore youthful texture and luminosity. Antioxidant Lipochroman® protects against free radical damage caused by pollution and UV radiation – the leading causes of fine lines and age spots.	\$70
	TIGHTENING EYE GEL	This hydrating antioxidant eye gel reduces puffiness, dark circles and appearance of crow's feet. Algae extract supports skin's collagen while peptides tighten eye contour	\$60
	MICRO PEEL PEPTIDE PADS	These medical-grade peel pads reduce the appearance of fine lines, pore size and dark spots. 10% glycolic acid removes environmental debris from the surface and pores, improving skin's texture.	\$60