

## Product Name:

Radical Reversal  
Cream

## Characteristic(s):

White Cream  
pH 6.32 (+/- 0.2)  
Paraben-Free  
Phthalate-Free  
Gluten-Free

## Skin Type(s):

All, Anti-Age, Fragile,  
Mature, Sensitive

## Product Number(s):

VLT0.5050

## Product Story:

We all know that with age comes wisdom – and and we all try to deny the fact that with aging also comes unsightly wrinkles and fine lines (glass half-empty) or laugh lines (glass half-full). However, no matter how your glass is filled, it has always been CoValence’s goal to help erase facial lines that are attributed to a life well lived.

*Radical Reversal* took months in R&D before we approved it, because we were trying to capture the perfect ‘turn-back the clock’ anti-aging formula. Therefore, to put it mildly, we triumphantly celebrated the months of trial and error once *Radical Reversal* came to fruition!

*Radical Reversal* was created with skin restructuring and moisturizing ingredients which will gradually, but profoundly, improve the skin’s elasticity and firmness. But, please do not take our word for it – use *Radical Reversal* daily and you will see the transformation for yourself. Our product testers found that *Radical Reversal* dramatically reduced the appearance of their unwanted facial folds and lines ... helping to turn back their unique aging clocks. If you ask them, we are certain that they will tell you how *wise* you would be to use *Radical Reversal*!

Remember, age is nothing but a number! After all, who’s counting? But, we are confident that once you start using *Radical Reversal* you will definitely keep them guessing!

## Active Interest(s):

- **Essenskin™ (Calcium Hydroxymethionine, 3-Aminopropane Sulfonic Acid)** – Fortifies and restructures thin and fragile mature skin, skin regains density, firmness, elasticity and smoothness
- **Supersterol (C10-30 Cholesterol/Lanosterol Esters)** - Skin conditioning, repair and moisturizing agent
- **Pistacia Vera (Pistachio) Seed Oil** - Moisturizing, contains high amounts of Linoleic Acid (an Essential Fatty Acid) and is rich in natural occurring sterols
- **Narcissus Poeticus Flower Wax** – Moisturizing, free radical scavenger, emollient
- **Ceramide 3** - Reinforces the natural lipid barrier of dry and ageing skin, improves long term moisturization and protects the skin from external influences

### The Dos:

Apply to clean skin once or twice daily to help fortify and repair fragile, dry and/or mature skin.

### The Don'ts:

For external use only. Avoid contact with eyes. Keep out of reach of children.

### Notables:

Please check with your Sales/Account Executive for pricing.



## Product Name:

Hand Jive

## Characteristic(s):

Off White Cream  
pH 5.44 (+/- 0.2)  
Paraben-Free  
Gluten-Free

## Skin Type(s):

All, Anti-Age

## Product Number(s):

VLT0.6602

## Product Story:

As the very famous singing group, *Sha-Na-Na*, so profoundly sang in the movie *Grease*... “You are born to Hand-Jive, Baby!”

You can tell a lot about a person just by looking at their hands – whether they are hand-jiving or not. If their hands are soft and smooth -- perhaps they belong to a young lady? If their hands are rugged and battered -- perhaps those belong to a hardworking man? However, has it ever entered your mind that the scenarios could easily be reversed... the rugged hands could belong to the young lady or the soft hands could belong to the hardworking man? No matter to whom, the hands belong to, it can be said that our hands tell a story – they speak for us when we otherwise do not.

How do your hands look today? Ready to ‘hand-jive’ and tell a story? No? Well, then, it is time for you to use CoValence’s *Hand Jive* emollient and protective hand cream. *Hand Jive* is a synergistic blend of active ingredients that when combined, feverishly work together to bring life back to your hands (and, your arms, feet, chest... if you are so inclined).

After applying *Hand Jive* for only a few days, our product testers noticed their chapped, aged-looking hands were noticeably smoother and felt incredibly soft. One individual works as a chef and he (yes, “he” – this product is not just for women) said that his hands never felt more protected considering he is constantly washing them throughout the day. Perfect!

Now, without further ado, it is your turn to fall head-over-heals for *Hand Jive* and you too will be singing... “I **WAS** born to Hand-Jive, Baby!”

## Active Interest(s):

- **Mangifera Indica (Mango) Seed Butter** - Extracted from fruit kernels of the Mango Tree, high content of fatty acids, assists in moisturization
- **Narcissus Poeticus Flower Wax** - Moisturizing, free radical scavenger, emollient
- **Tyrostat™ (Rumex Occidentalis Extract)** - Plant native to North Canadian prairies region, skin lightening ingredient, strong inhibitory effect on the tyrosinase enzyme
- **C10-30 Cholesterol/Lanosterol Esters** – Skin conditioning, repair and moisturizing agent
- **Prunus Armeniaca (Apricot) Kernel Oil** – Softening, moisturizing, nourishing Essential Fatty Acids, rich in Vitamins A and E
- **Tropical Fruit Harvest™ (Papaya, Mango, Pineapple Extracts)** - Rich in vitamins, minerals and fruit acids, nourishing, antioxidant, moisturizing, mild exfoliator, immune boosting
- **Nymphaea Coerulea (Blue Lotus) Flower Extract** – Rich in Phytosterols and flavonoids (Rutin and Quercetin), circulation stimulant, anti-bacterial, anti-inflammatory
- **Hydrolyzed Keratin** – Hydrolyzed fibrous protein high in Sulfur content and rich in Amino Acids, provides protective, strengthening and conditioning effects to skin

### The Dos:

Apply to clean hands as often as needed – or, whenever you are ready to hand-jive.

### The Don'ts:

For external use only. Avoid contact with eyes. Keep out of reach of children.

### Notables:

Please check with your Sales/Account Executive for pricing.



<b>Product Name:</b> Jumpin' Jack Flash Body Lotion	<b>Characteristic(s):</b> Yellow Cream pH 6.02 (+/-0.2) Paraben-Free Phthalate-Free Gluten-Free	<b>Skin Type(s):</b> Mature and <i>Hot</i> Female	<b>Product Number(s):</b> VLT0.6606
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### Product Story:

You may think we are sexist by promoting *Jumpin' Jack Flash* towards the 'mature female' demographic. However, take a look at the ingredients before you jump onto your soapbox. How many of you young women or men need a product with Phytoestrogens? Yep... we didn't think so. Plus, how many of you young women or men struggle with hot flashes? No one? Are you starting to get the picture?

Now... How many of you *mature and hot women* need relief from hot flashes, while also providing essential Phytoestrogens and antioxidants to the skin? Yep – majority rules! *Jumpin' Jack Flash* was formulated at CoValence, by women for women. We created what *WE* would want in a therapeutic body lotion during the so-called 'change' of life.

*Jumpin' Jack Flash* has a soft, yet moisturizing texture. The brisk coolness from the Menthyl Lactate (L) gives instant relief from hot flashes, while the plethora of actives work in a cascading effect to help balance and bring back the youthfulness of mature skin. In addition, *Jumpin' Jack Flash* effectively inhibits photo-aging and the production of DHT which is the hormone that triggers hair loss. Therefore, not only will your skin improve in its vitality while using *Jumpin' Jack Flash*, so can the appearance of your hair. Pretty amazing results from a body lotion!

Rest assured, according to our product testers, if you are one of the fortunate women who are using CoValence's *Jumpin' Jack Flash*, while you are struggling through hot flashes and the lovely change of your skin -- you will definitely start singing a variation of *The Rolling Stones'* song *Jumping Jack Flash*:

***"But, it's all right. I'm using CoValence's Jumpin' Jack Flash. It's a gas... gas... gas!"***

### Active Interests:

- **Solaleur® (Aleurites Moluccana Seed Oil, Macadamia Ternifolia Seed Oil)** - Blend of Hawaiian Kukui and Macadamia oils, suppresses erythema caused by sun and radiation burns, provides healing and burn relief, moisturizing
- **Lactobacillus/Cocoa Fruit Ferment Filtrate** - Reduces platelet aggregation, inhibits lipid peroxidation, antioxidant, stimulates cutaneous blood flow
- **Lactobacillus/Clover Flower Ferment (Red Clover) Extract** - Contains isoflavones that can help reduce oxidative stress, fermentation process enhances the bio-availability of actives
- **Pueraria Mirifica Root Extract** - Phytoestrogen, improves skin tone by melanin reduction, enhanced pro-collagen synthesis improving skin elasticity, isoflavones offer antioxidant properties

- **Acanthopanax Senticosus (Eleuthero) Root Extract** - Known as Siberian Ginseng, phytoestrogen, rich in complex polysaccharides, antioxidant, anti-inflammatory, improves cellular immunity, anti-viral
- **Centella Asiatica Meristem Cell Culture** - Firming activity improves skin tone and elasticity through antioxidant, anti-inflammatory and vasoactive toning activity
- **Serenoa Serrulata Fruit (Saw Palmetto) Extract** - Phytoestrogen, soothing, detoxifying, inhibits the production of DHT (hormone that triggers hair loss)
- **Silybum Marianum (Milk Thistle) Extract** - Powerful antioxidant, inhibits photo-aging, provides protection against UVB induced photo-damage
- **Frescolat® (Menthyl Lactate (L))** - Provides a pleasant, long-lasting freshness and cooling effect to the skin

### The Dos:

Apply liberally over body as needed or once to twice daily.

### The Don'ts:

For external use only. Avoid contact with eyes. Keep out of reach of children.

### Notables:

Please check with a Sales or Account Executive for pricing.

<b>Product Name:</b> The Plunge (Chest & Neck Cream)	<b>Characteristic(s):</b> Light Yellow Cream pH 6.31 (+/-0.2) Paraben-Free Phthalate-Free Gluten-Free	<b>Skin Type(s):</b> Normal to Dry, Anti-Age	<b>Product Number(s):</b> VLT0.5052
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### Product Story:

For far too long, women have hidden behind scarves and turtlenecks to hide their aging chests and necks. However, ever since CoValence has introduced *The Plunge*, the décolletage is making a resounding home coming just as the turkey ‘waddle’ neck has flown the coop. Therefore, the time has arrived to finally shed those extra layers of fabric that you are hiding under and take *The Plunge*!

Ageing is a fact of life; it can be daunting and at the same time beautiful. Yet, we tend to forget, as we are driving from one soccer game to the next, that ageing can be managed. One easy step is to apply *The Plunge* once or twice daily. After continued use of *The Plunge* our product testers quickly noticed a new, revitalized neck and décolletage – one worth showing off!

*The Plunge* is not a simple, humdrum cream (although, at CoValence, we are not sure how to make anything ‘humdrum’) – it was specifically developed with actives that help diminish the lines and folds which settle on our chest and neck whether you are part of the “**Fabulous after 50**” or the “**I wish I would have worn sunscreen when I was younger**” crowd. No matter your crowd affiliation, this product is for you!

Run, don’t walk, and take *The Plunge*!

### Active Interests:

- **Dynalift™ (Sodium Polystyrene Sulfonate, Sorghum Bicolor Stalk Juice)** - Sorghum Polyphenols form a network with skin proteins creating a tightening, smoothing and freshness effect
- **Volufiline™ (Hydrogenated Polyisobutene, Anemarrhena Asphodeloides Root Extract)** – Promotes body volume by a cosmetic lipo-filling-type effect, stimulates Adipocyte differentiation/proliferation and promotes lipid storage leading to an increase in Adipocyte volume in fatty tissue
- **Renovage™ (Teprenone, Caprylic/Capric Triglyceride)** - Fights skin ageing by inhibiting dehydration and providing moisturization, reducing signs of age spots, improving skin barrier function, reducing appearance of fine lines

### The Dos:

Apply once or twice daily on clean skin, focusing on the neck and décolleté areas. If you are so inclined, *The Plunge* works great when applied to the face and gently dabbed around the eye area – helping to moisturize and effectively firm skin.

## The Don'ts:

For external use only. Avoid contact with eyes. Keep out of reach of children.

## Notables:

Please check with a Sales or Account Executive for pricing.

