

Glow

Daily Skin Care Range

The Glow Skin Care Range from Amway leaves you with visibly glowing skin in just 4 weeks**



Amway

***System Claim: System includes the products Glow Day Cream SPF 15, Glow Night Cream and Glow Face Wash*

EXTERNAL SKIN CARE MARKET | SA

- Total Skin Care market in SA: **\$382 million***
- **85.8%** of South African women use at least one facial skincare product?*
- With the growth of the middle class and increased spending power across many socio-economic groups in South Africa, demand for affordable, but reliable quality skin care products are increasing**



Female Millennials:
25,4% or 7.6 mn



Female 40+ y.o.:
30,3% or 9,1 mn

Skin Care



■ Mass ■ Premium

SKIN STRUCTURE

SKIN: A LIVING MIRACLE

Cosmetology begins and ends with the skin: our largest organ, spanning over 20 square feet and containing around 300 million cells. Understanding the skin is key to the personalised beauty routines that will help your customers look and feel great.



THE EPIDERMIS

is the skin's surface. It helps to protect us from sunlight, dirt and bacteria, to regulate body temperature and prevent moisture loss. The outermost layer of the epidermis, the stratum corneum, is made up of around 20 layers of flattened cells. Each cell is coated with humectants to keep it moist and flexible, and surrounded by lipids to block in moisture.

THE DERMIS

lies just below the epidermis. As well as oil and sweat glands, it contains the two things that are vital to youthful-looking skin: collagen and elastin. Collagen keeps the skin firm, while elastin maintains its elasticity. The dermis supplies them both to the epidermis, along with moisture and sebum.

THE SUBDERMIS

is the supportive base of the trio, made up of connective tissue, fat cells and the muscles that control facial movement. These muscles, which also support the skin's structure, tend to weaken with time, leading to lines and wrinkles. The subdermis gives the skin its shape and colour, cushioning the outer layers and connecting it to underlying tissue and muscles.

SKIN TYPE

Glow

Armed with the knowledge of how skin behaves, you need to pinpoint your customer's skin type so you can start building a personalised beauty regime for them. Start with the big picture, using this questionnaire.

TO DETERMINE YOUR CUSTOMER'S SKIN TYPE

1. Make sure their skin is clean and free of make-up. If cleansing, wait at least 10 minutes before taking the next step.
2. Examine the T-Zone – the forehead, nose and chin. Check for skin texture, pore size, and any blemishes and fine lines.
3. Move to the cheek and eye areas and do the same.
4. Take into account which life stage your customer is in.

EVERYONE'S SKIN IS UNIQUE, BUT THE THREE BROAD CATEGORIES ARE:

NORMAL - TO - DRY

Typically taut, fragile and dull, with fine pores, fine lines and possibly flaking.

COMBINATION -TO - OILY

Characterised by an oily sheen, large pores and blemishes, combination skin is a mix of dry and oily. In extreme cases it needs to be treated as two different things

SENSITIVE

Skin is easily irritated and may sting, itch, and/or look red and blotchy. This points to a skin condition rather than a skin type, so finding the best way to care for the condition is a priority.





100%
Soap-free
formulation

GLOW FACE WASH

Glow face wash is a water-based gel with mild surfactants and a 100% soap – free formulation that helps to gently and effectively remove dirt, grime and excess oil.

FEATURES AND BENEFITS:

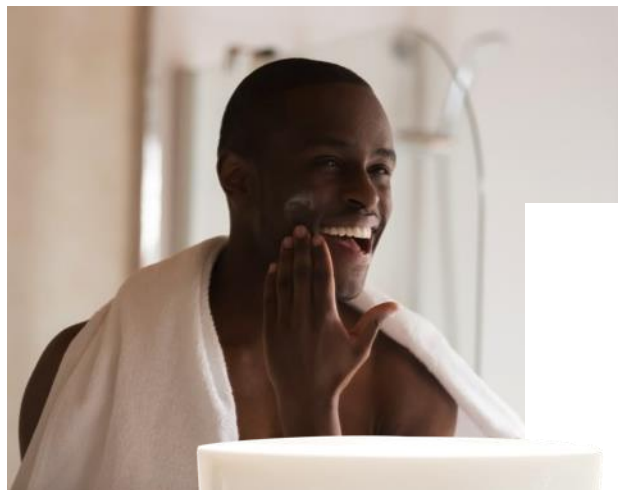
- It has extracts from Lotus root that helps to provide bright and even toned skin.
- Vitamin A & E helps to keep your skin youthful and radiant.
- *Lumiskin™ contains a brightening complex. It helps to reduce the appearance of dark spots and blemishes
- Lotus Japonicus Symbiosome Extract – helps keep skin looking brighter and even-toned.

USAGE INSTRUCTIONS:

Wet face and hands. Squeeze a small quantity of Glow Face Wash onto palms and work up a lather. Apply on face and neck in circular motion. Use twice daily.

**Lumiskin™ is a registered trademark of Sederma SAS France*

Glow



Visibly radiant glowing skin in just 4 weeks**.

GLOW DAY CREAM SPF 15

Glow Day Cream is specially formulated with the Brightening Complex that helps in visibly radiant glowing skin in just 4 weeks**.

FEATURES AND BENEFITS:

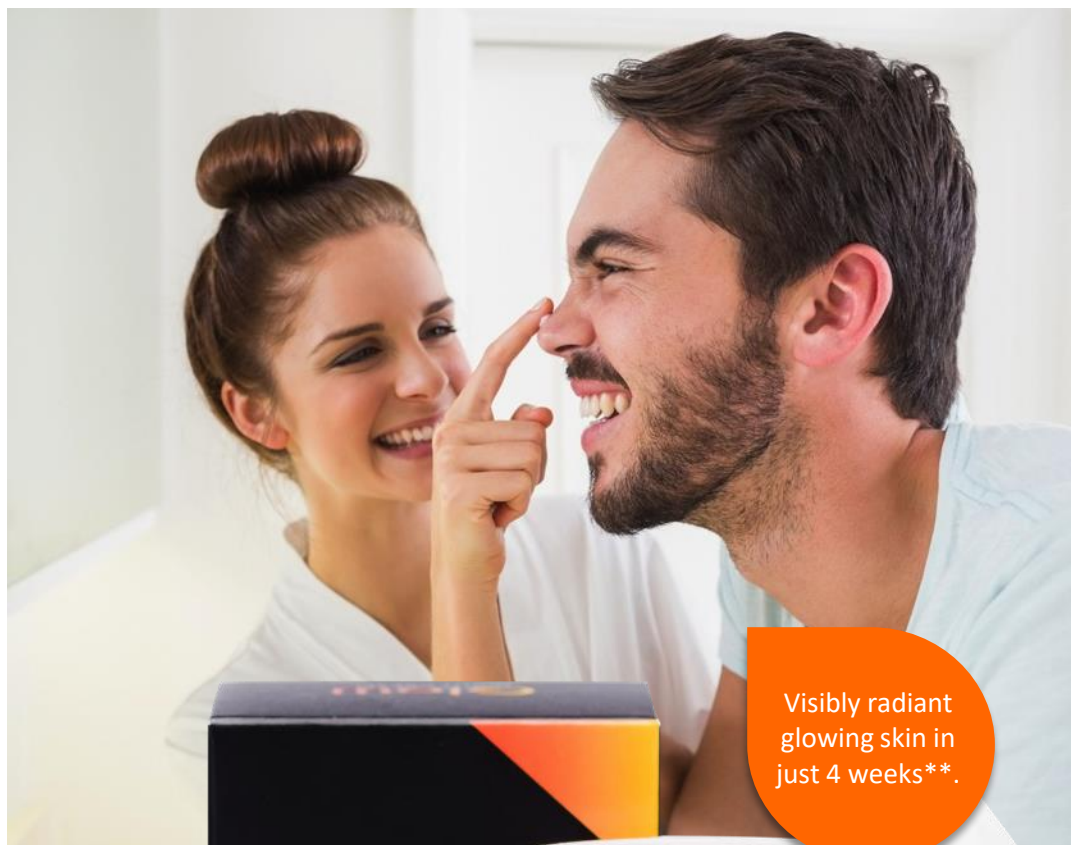
Glow Day Cream SPF 15 contains Lumiskin™ Brightening Complex that acts on all the 5 signs of skin darkening:

- Helps to restore skin's natural glow.
- Helps to reduce appearance of dark spots and blemishes.
- Helps to even skin tone.
- Helps to make skin firm and youthful
- Helps to keep skin radiant
- Sunscreen agents with SPF 15 helps to protect the skin from sun and environment

USAGE INSTRUCTIONS:

After cleansing your face with Glow Face Wash, apply a small quantity of Glow Day Cream and spread gently over face and neck. To be used every morning.

***System Claim: System includes the products Glow Day Cream SPF 15, Glow Night Cream and Glow Face Wash*



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GLOW NIGHT CREAM

Glow Night Cream is specially formulated with the Brightening Complex that helps in visibly radiant glowing skin in just 4 weeks**. The cream is formulated with emollients which provides night long moisturisation that keeps your skin soft and supple.

FEATURES AND BENEFITS:

- Contains *Lumiskin™ - helps reduce the appearance of dark spots and blemishes.
- Lotus Japonicus Symbiosome Extract – helps keep skin brighter and even toned.
- Vitamin A & E – Antioxidants help to protect skin against free radicals.

USAGE INSTRUCTIONS:

After cleansing your face with Glow Face Wash, apply a small quantity of Glow Night Cream and spread gently over face and neck. To be used every night.

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GLOW SKIN CARE RANGE - PRICE

Glow



Glow Face Wash

Item No. 273164

ZAa99 NAa100.29 BWa96.42
p3.79 b86.09 r128.70



Glow Day Cream SPF 15

Item No. 265599

ZAa159 NAa161.07 BWa154.85
p6.09 b138.26 r206.70



Glow Night Cream

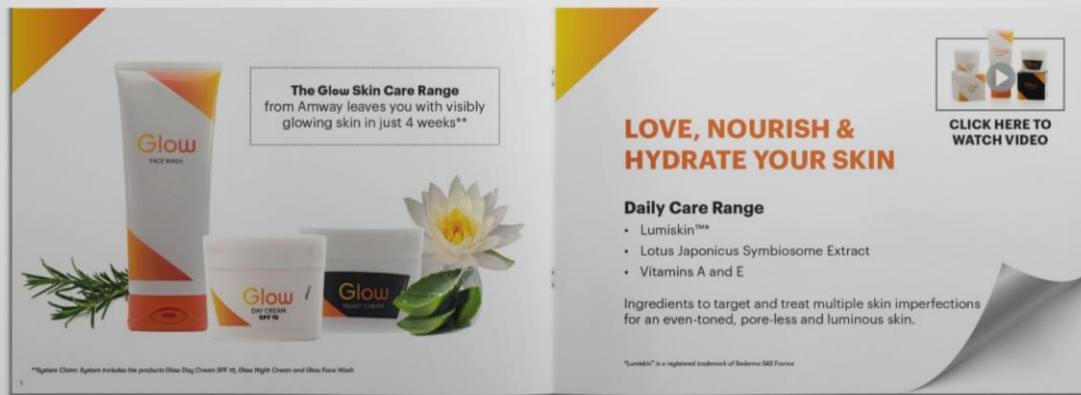
Item No. 265598

ZAa159 NAa161.07 BWa154.85
p6.09 b138.26 r206.70

GLOW DIGITAL FLIP BOOK

DAILY SKIN CARE RANGE

<https://www.paperturn-view.com/?pid=MTQ147548&v=1.4>



Click here to view the Glow Flip Book

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Thank You!

Amway