

Germaine de Capuccini launches new Lifting Skincare range – your facelift in a jar



Timexpert Lift (IN) is a new generation 'Lifting Skincare' developed by premier skincare company, Germaine de Capuccini.

After an extensive and profound study of the skin's architecture, Germaine de Capuccini has created TIMEXPERT LIFT (IN) for the face, neck and décolletage. The in-salon treatment achieves remarkable results, as do the at-home products.

Timexpert Lift (IN) is aimed at "rebuilding" the support structure of the skin.

The secret?

V-Matrix, a high-performance complex with ingredients programmed to work on the root of the problem, rebuilding the mesh that forms the network of the dermis, to restore firmness from the inside.

V-Matrix combines two powerful ingredients:

- Purified oligosaccharides extracted from *Cyperus esculentus*, which stimulates the synthesis and organisation of collagen and oxytalan (specific fibres of the dermis) to restore the skin's suppleness.
- A peptide obtained by molecular engineering that reactivates the creation of structural proteins (elastin, collagen, FBLN5, LOKL1, talin and zixin), responsible for the correct assembly, anchoring and stabilisation of the reticular dermis.

"Emulating surgical lifting, Timexpert Lift (IN) lifts, fills in and tautens skin," explains Germaine de Capuccini Australia Director, Tess Walls.

"Firmness is restored from inside out providing a deep lifting effect. Your features are lifted, you have volume and density and wrinkles are faded. All this without a tightening effect.

The results of the in-salon treatment speaks for itself, as do results of the at-home products.

It is amazing new technology is absolutely incredible - a new era in the search for firmness. The range will quickly become your favourite and most effective anti-ageing products

In-Salon treatment - ADVANCED FIRMING TREATMENT

TIMEXPERT LIFT(IN)		
EFFECTIVENESS TESTING		
		* What do volunteers think after 1 SESSION
		** What do volunteers think after 4 SESSIONS
	Firmer more supple skin	99%
	More redensified skin, as with more volume	100%
	More defined facial contour	100%
	Less visible wrinkles	98%
	Globally rejuvenated face	99%
	More remodelled facial appearance	100%
	Sensation of "skin filling in"	99%
<i>*Self-evaluation test carried out with 111 volunteers between 35 and 69 years of age. **Self-evaluation test carried out with 10 volunteers between 47 and 64 years of age.</i>		

TIMEXPERT LIFT (IN) SUPREME DEFINITION CREAM 500ML – RRP: \$149

A transfusion of youthfulness that provides the skin with the necessary tools for tautening, redensifying and compacting. It is the first treatment that includes the innovative Alpha-Gel Technology, which generates a delicate enveloping film with "second skin" effect with extraordinary anti-ageing properties that protect and promote the lifting effect.

TIMEXPERT LIFT (IN) – VECTOR LIFT MASTER FIRMNESS SERUM 50ML – RRP: \$240

A powerful concentrate of firmness and redefinition of the facial oval. A jewel of anti-ageing technology. The lifting is generated inside to become visible outside. Lifts, fills in and tautens. A true lifting prodigy that re-sculpts without generating tightness. Minimises and improves the appearance of pores.

TIMEXPERT LIFT(IN)	
EFFECTIVENESS TESTING	
Firmer more supple skin	86%
Globally rejuvenated face	75%
More nourished and comfortable skin	100%
More hydrated and smoother skin	100%
More luminous face	93%
Less visible wrinkles	71%
Based on the results, would you buy the products?	
Yes	100%
<i>Self-evaluation test carried out on 28 volunteers between the ages of 37 and 66 who used the VECTOR LIFT serum and the SUPREME DEFINITION CREAM for one month.</i>	

TIMEXPERT LIFT (IN) - NECK AND DECOLLETAGE TAUTENING AND FIRMING CREAM – RRP: \$159

The skin of the neck is more fragile than the skin of the face, so is more vulnerable to the loss of firmness.

This cream contains an original extracted cosmetic ingredient, obtained from the Edelweiss flower, which is enriched with Leontopodic Acid which has immense anti-oxidising power.

With the action of V-Matrix the structure of the dermis is reinforced. In just 3 weeks it tautens and readjusts the loose skin of the neck. Neck and décolletage are globally rejuvenated. The contour is redefined and wrinkles are smoothed.

EFFECTIVENESS TESTING	
Volunteers with double chin	Less visible wrinkles
	80%
	Firmer more supple skin
	93%
	More nourished and comfortable skin
	100%
	More hydrated and smoother skin
	100%
Based on the results, would you buy the products?	Less flaccidity and sagging.
	94%
	More defined area
Yes	100%
	Area of the neck like "collected"
	94%
Self-evaluation test carried out on 30 volunteers between the ages of 40 and 69 who used the NECK AND DÉCOLLETAGE TAUTENING AND FIRMING CREAM for one month.	

Stockist info:

www.germaine-de-capuccini.com.au

Ph: **1300 432 100**

More information, images or product samples.

Jane Keighley

Director

Jake Public Relations

0403 504 624

jane@jakepublicrelations.com.au

www.jakepublicrelations.com.au