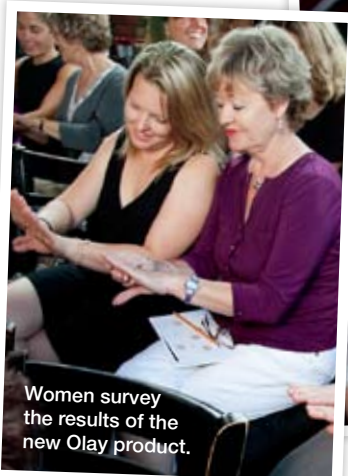


# LOOK YOUNGER, INSTANTLY!



Life these days is all about finding ways to juggle and balance the needs of our family, friends and career all while taking care of ourselves. In August, at School Bakery & Café in Toronto, 60 lucky women learned innovative tips and tricks to help them instantly get more from life.

**A**t the event, appropriately referred to as Skin School, each woman took part in tip-rich seminars on how to instantly add glamour to their wardrobe; how to instantly energize their day; how to instantly find relief from their stressful schedules and how to instantly reduce the look of wrinkles, courtesy of Olay's new anti-aging cream, **Olay Regenerist Wrinkle Revolution**. Want to know more about what they learned and find out ways you can instantly get more from life? Read on to find out!



Women survey the results of the new Olay product.



“ This cream instantly changed the look of my skin. There was a noticeable difference. I look luminous. ”  
– Anne

**NEW**

**Olay Regenerist  
Wrinkle Revolution**



## INSTANT GLAMOUR

“YOU CAN INSTANTLY UPDATE YOUR look,” Julia McEwen, a fashion and beauty editor, told event attendees. How? With accessories! For McEwen, it's all about incorporating small, trendy items – like jewellery, bags, shoes and belts – into your wardrobe. This will help instantly update your look. For example, if you wore a shift dress to work, cinch it with a belt for drinks after work to create a sexier silhouette. Pair sparkly stiletto heels with your skinny jeans to instantly up the “hot” factor of a casual weekend look. Or wrap your wrists in bangles instead of a watch when heading out for a night on the town.



### QUICK TIP

Instantly glam up a simple white, or solid coloured t-shirt by adding a bold necklace – another one of this season's must-have items, and keep the rest of your outfit simple and understated.



## MEET OUR INSTANT BEAUTY SCIENTIST

OLAY SCIENTISTS ARE CONSTANTLY LOOKING AT NEW and better ways to give women beautiful, young-looking skin. Skin School welcomed P&G skin scientist Dr. Rolanda Johnson, who works closely with dermatologists, clinicians and P&G beauty scientists to understand the performance of newly developed formulations in skincare. She shared exciting news about the INSTANT benefits of new **Olay Regenerist Wrinkle Revolution Complex**.



Dr. Rolanda Johnson

## HOW TO REDUCE THE LOOK OF WRINKLES

For ages, women have tried to reduce the look of wrinkles. Cosmetic surgery can provide fast results, but it can be scary to go under the scalpel and may come with a hefty price tag. Filler creams and serums can be great to provide instant fix, but not all of them can provide long-term wrinkle fighting benefits. So what should you use? While not equal to procedures, cosmetics that can provide both instant and long-term anti-aging benefits are a great alternative. **New Olay Regenerist Wrinkle Revolution Complex** is one of them and combines technology to help you smooth the look of lines instantly and over time.

## OPTICS-BASED SKIN CARE WRINKLE FIGHTING

NEW ADVANCEMENTS MADE IN OPTICS-BASED skin care revealed that we can manipulate the path of light to reduce the appearance of existing wrinkles we can see. A study revealed that the smooth texture of young skin allows light to be reflected in an even way, creating a youthful, luminous look. With age, irregular texture of aging skin limits the ability of light to be reflected evenly and causes the eye to perceive fine lines and wrinkles to a much greater degree, making us look older. Technologies using micro-fillers can fill these irregularities and therefore help to reflect the light in a more

even way and mimic the optical signature of younger looking skin. Combined with traditional anti-aging moisturizing formulas, products containing micro-fillers offer women a new way to fight the look of wrinkles instantly, and over time.

**VISIA skin imaging technology was used to develop Olay Regenerist Wrinkle Revolution Complex. The system provides in-depth analysis of skin characteristics such as wrinkles and fine lines and can be used to compare product application improvement.**



## INSTANT ENERGY

### QUICK TIP

Don't take the skin off your fruits and vegetables before blending – the skin contains a lot of vitamins, nutrients and antioxidants.



"A SIMPLE AND EASY WAY TO INSTANTLY re-energize is to whip up a smoothie," says Alison Ramage, bar manager at School Bakery & Café, who showed event guests how to make them at home, using antioxidant rich foods, to provide that instant energy increase. Not only are they a great way to kick-start your day, you can also sip on them throughout the day to instantly stave off cravings and hunger pangs. And remember, there's no formula to creating a delicious smoothie; simply add your fruits and vegetables to a blender then mix (add honey to up the sweet factor).



# YOUNGER-LOOKING SKIN IN AN INSTANT

**NEW** OLAY REGENERIST ADVANCED ANTI-AGING WRINKLE REVOLUTION COMPLEX is a new moisturizer leveraging findings from optics-based skin-care. It contains new advanced micro-fillers of different sizes that fill the valleys between fine lines and wrinkles to reduce the shadowing that creates the contrast of a wrinkle. Combined with Regenerist's signature anti-aging biopeptide formula, **Olay Regenerist Wrinkle Revolution Complex** can smooth the look of wrinkles instantly and over time, for younger-looking skin!

## CLINICAL RESULTS



BEFORE



AFTER

Average result 10 minutes post application

## LONG TERM RESULTS

What women had to say about **Olay Regenerist Wrinkle Revolution Complex** after using the product for 14 days:

“ With Olay Regenerist Wrinkle Revolution Complex, my skin looks polished, smoother and refreshed. It looks better than it has for years! ”

– Anne, 45

“ Olay Regenerist Wrinkle Revolution Complex is helping *diminish the look of my lines*. I don't want to look 25 again, but I believe I look better since I started using it. ”

– Carolyn, 49

“ I'm happy with the results and I'll keep using it! ”

– Elaine, 54

“ I can feel a new smoothness and softness in my skin I hadn't noticed in a while. I'll continue using Olay Regenerist Wrinkle Revolution Complex and I'll certainly *recommend it*. ”

– Dana, 55

What women had to say about **Olay Regenerist Wrinkle Revolution Complex** after applying the product on their skin:

“ I liked this cream. I noticed a difference right away. It absorbs so **QUICKLY** and seems to have moisturized my skin instantly. ”

– Anne, 45

“ I love this product. It's so smooth, it's really moisturizing and it goes on so well. I could see **INSTANT** results. ”

– Julie, 49

“ I could see a noticeable difference to my skin's wrinkles, almost **INSTANTLY**. ”

– Helen, 46



**OLAY**  
REGENERIST

Visit [olay.ca](http://olay.ca) to learn more