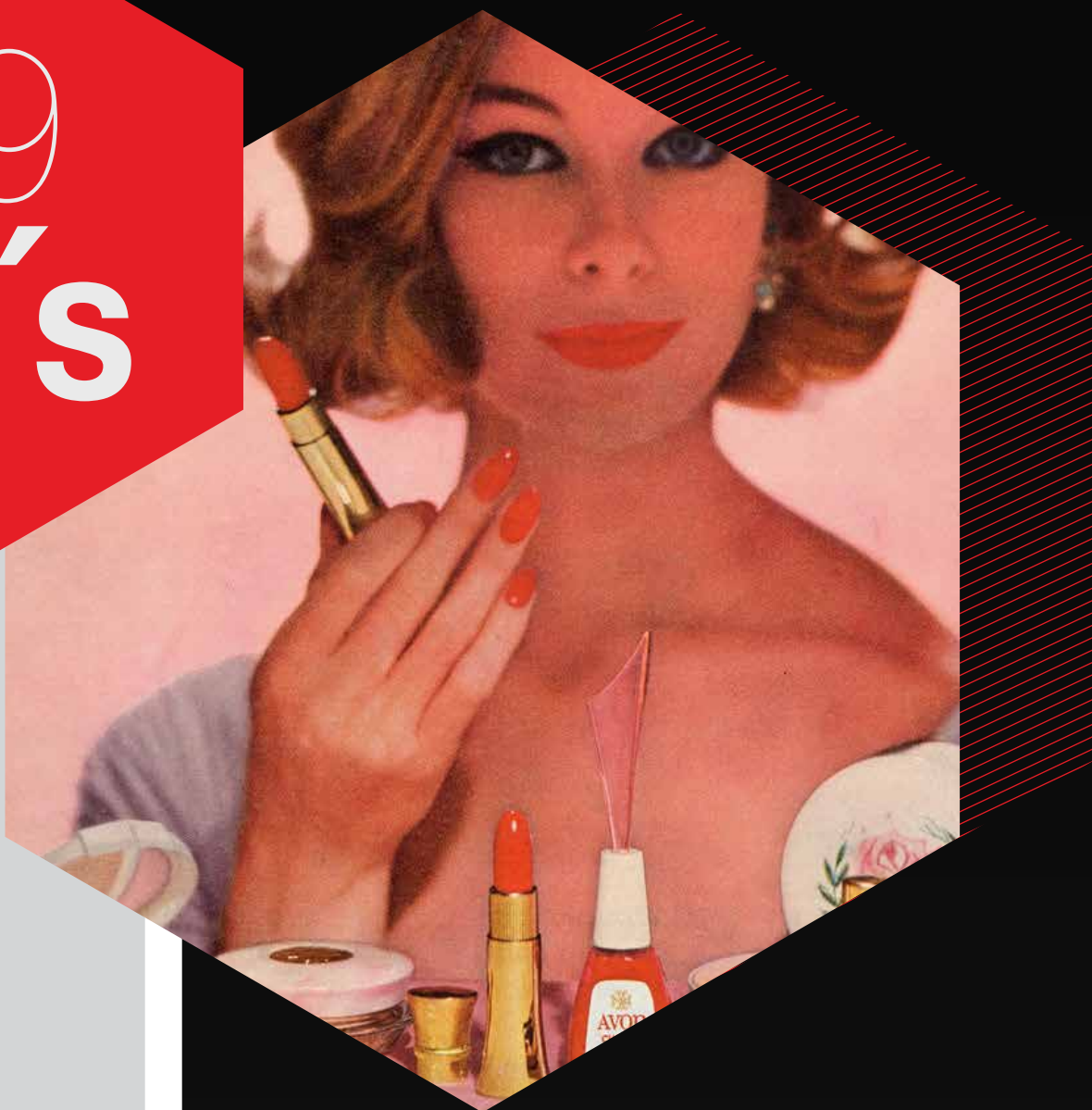


# Retinol: THE RISING OF AN ANTI-AGING HERO

Since its discovery, retinol has been a true game-changer in anti-aging treatments, but side effects like dryness and sensitivity limited consumer acceptance of this potent ingredient. Avon scientists were among the first in the 1990's to create a retinol product with higher consumer appeal reducing the unwanted side effects. Once again, Avon revolutionizes the industry by launching an anti-aging dual-system retinol formula, designed to help produce 100% more collagen than retinol alone.\*

19  
60's

Retinol was isolated in the 1930's and at that time it was known to be an unstable compound. In the 1960's, research kicked into high gear as the scientific community **BEGAN TO STUDY THE EFFECTS OF RETINOL** and its metabolite retinoic acid, starting to understand its incredible potential for skincare, if only its power could be properly harnessed.



19  
70's

Retin-A - a brand name for **RETINOIC ACID - IS APPROVED BY THE FDA** in the United States. It starts being used to treat acne, but patients notice it's also effective on wrinkles. In addition to being welcomed with excitement, retinoic acid also seemed to leave skin dry, red and scaly.



19  
90's

In 1997, Avon launches **ANEW RETINOL RECOVERY COMPLEX**, Avon's first-ever in-formula Microsponge delivery system, a new way of delivering Retinol to the skin solving some of the problems associated with retinoic acid treatments.



20  
00's

Scientists begin to develop new, milder formulas with retinol that overcome their earlier difficulty to stabilize it. In 2012, Avon launches the revolutionary **ANEW CLINICAL LINE ERASER WITH RETINOL**.



20  
17

Avon launches **ANEW REVERSALIST INFINITE EFFECTS**, the world's first anti-aging dual-system that combines Phyto+ Complex and SuperRetinol Complex every seven days to continue to reduce signs of aging month after month, even up to a full year. In week 1, Phyto+ Complex prepares the skin and in week 2, SuperRetinol Complex treats the skin. Avon's scientists found that the technology present in **ANEW REVERSALIST INFINITE EFFECTS** helped to produce 100% more collagen than retinol alone\* and after only four weeks, crow's feet lines showed improvement of up to 25%\*\*.

**YOUNGER-LOOKING SKIN FROM NOW TO INFINITY.**

\*Based on *in vitro* results  
\*\*Based on an expert dermatologist's review of 116 women

