

INTRODUCING  
A NEW CHAPTER IN HYDRATION.

# HA<sup>5</sup> EXPONENTIALLY SMOOTH.

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HA<sup>5</sup> Rejuvenating Hydrator provides immediate smoothing in the appearance of fine lines and wrinkles, and supports the skin's natural ability to replenish its own hyaluronic acid for overall skin health.

LOOK INSIDE TO SEE WHAT HA<sup>5</sup> CAN DO FOR YOU.



# SMOOTH, HYDRATED SKIN DEPENDS ON HYALURONIC ACID



## WHAT IS HYALURONIC ACID (HA)?

- ▶ HA is a natural, “water-loving” substance found in the skin
- ▶ HA holds in moisture, keeping skin healthy, resilient, and supple

## WHY DO I NEED HA?

- ▶ As you get older, your natural HA levels decrease and your skin loses its ability to retain moisture
- ▶ By the time you are 40-50, you have lost 50% of the HA that you had at age 20

**As you age and lose HA (and hydration), your skin becomes rougher and dryer. This can lead to lines and wrinkles that can make you look older than you feel.**

## HA<sup>5</sup> INSTANTLY SMOOTHS YOUR SKIN

Within minutes your skin will look and feel smoother. The weightless silky texture cools, soothes, and hydrates your skin, immediately smoothing the appearance of fine lines and wrinkles.

## HA<sup>5</sup> WORKS DIFFERENTLY THAN OTHER TOPICAL HA SERUMS

HA<sup>5</sup> delivers both immediate and long-term skin benefits

- ▶ Instantly smooths the appearance of fine lines and wrinkles
- ▶ Immediate hydration
- ▶ Improves the appearance of skin texture and roughness
- ▶ Supports overall skin health with continued use

## JUST 15 MINUTES AFTER APPLICATION, YOU’LL SEE THE SMOOTH DIFFERENCE



BASELINE

15 MIN AFTER APPLICATION

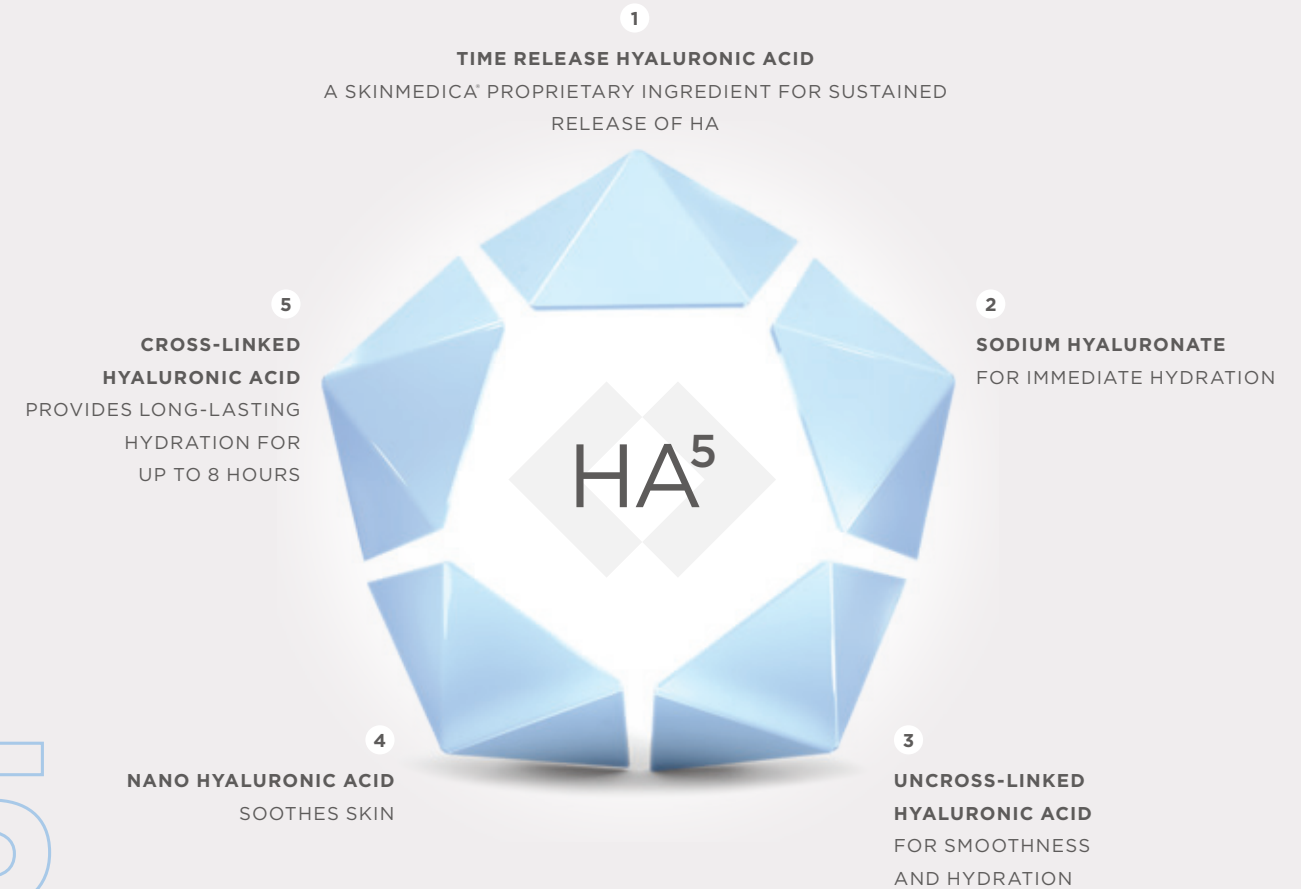
**MALE, AGE 63**

Unretouched photos. Individual results may vary.

# HA<sup>5</sup> HYDRATES YOUR SKIN INSTANTLY AND FOR UP TO 8 HOURS WITH 5 TYPES OF HYALURONIC ACID

HA<sup>5</sup> is a hydrator that works to create moisture in the skin. Unlike other hyaluronic acid (HA) serums that only temporarily moisturize the surface, HA<sup>5</sup> has 5 different forms of HA that work synergistically to provide instant smoothing results and continuous hydration throughout the day.

HA<sup>5</sup>



# HA<sup>5</sup> SUPPORTS THE SKIN'S ABILITY TO REPLENISH ITS OWN HA AND SUPPORTS LONG-TERM SKIN HEALTH

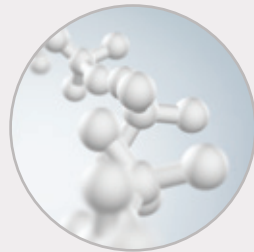
HA<sup>5</sup> is powered by VITISEN**SCE**<sup>™</sup> Technology—an exclusive formulation that supports your skin's ability to stay hydrated and healthy looking

## VITISEN**SCE**<sup>™</sup> TECHNOLOGY



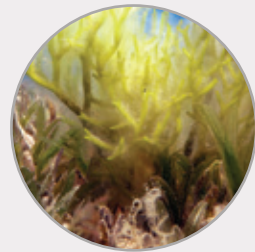
**Vitis Flower  
Stem Cell Extract**

Proprietary, potent  
antioxidant



**Peptide  
Complex**

Supports skin  
rejuvenation and  
hydration



**Polysaccharides  
from French Polynesia  
& Plankton Extract**

For healthy-looking skin

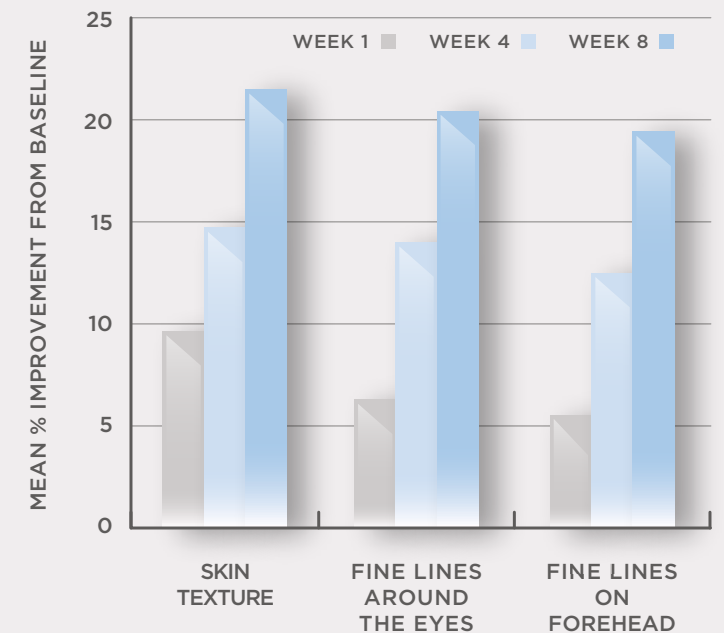
## HA<sup>5</sup> DRAMATICALLY IMPROVES SKIN APPEARANCE IN 8 WEEKS\*

- ▶ Improves skin texture
- ▶ Smooths the appearance of fine lines around the eyes and on the forehead
- ▶ Results improve with continued use

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**HA<sup>5</sup> hydrates your skin.**  
**Well-hydrated skin is smooth,  
soft, and healthy looking, with  
fewer visible lines and wrinkles.**

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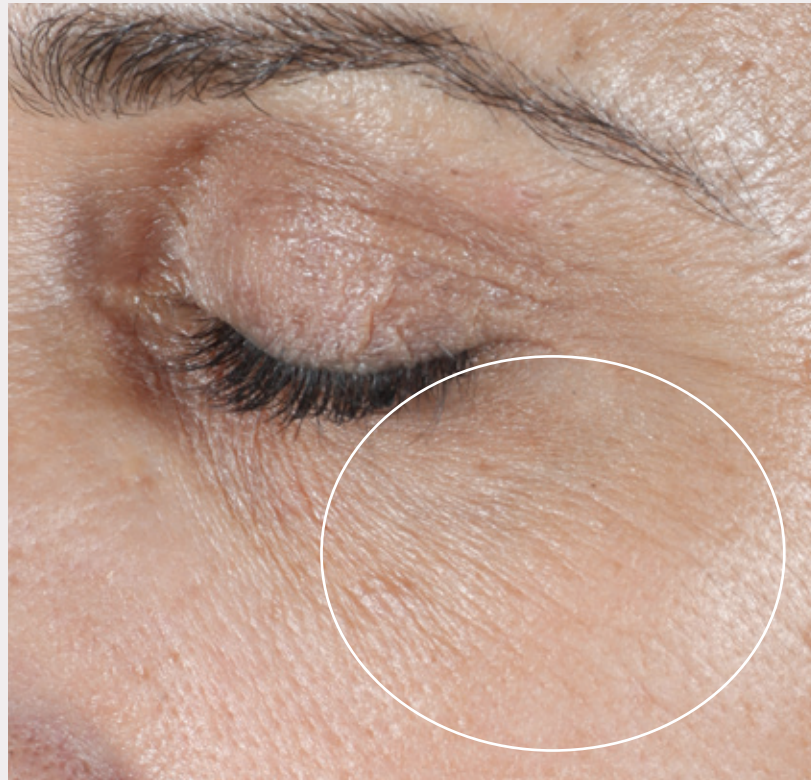


(n = 26 at week 1; n = 24 at week 4; n = 23 at week 8)

\* Data on file, SkinMedica, Inc.



# HA<sup>5</sup> DELIVERS EXPONENTIAL SKIN SATISFACTION

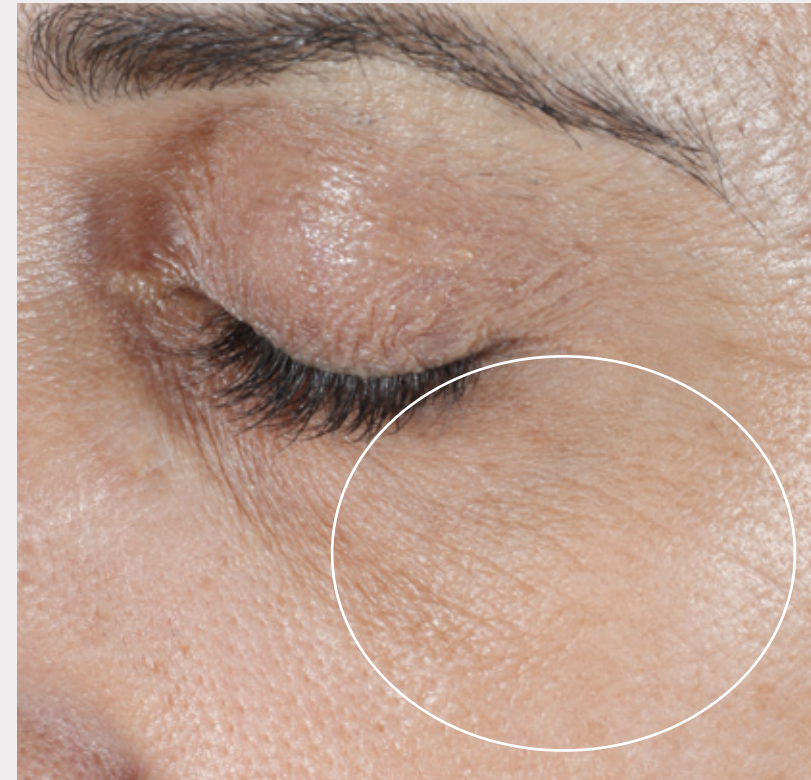


BASELINE

**FEMALE, AGE 50**

Unretouched photos. Individual results may vary.

No product on the face at baseline or at 8 weeks for photos.



8 WEEKS

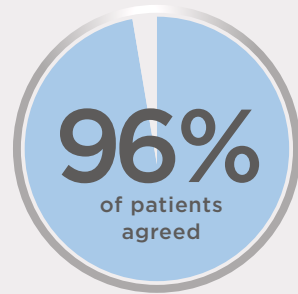
**Significant improvement in visible skin texture, roughness, fine lines, and wrinkles around the eyes.**

At 8 weeks, you'll see a dramatic improvement in the appearance of skin texture, fine lines, and wrinkles.

# HA<sup>5</sup> RECEIVES EXPONENTIALLY RAVE REVIEWS

Here's what patients just like you had to say about HA<sup>5</sup>

## IMMEDIATELY AFTER APPLYING



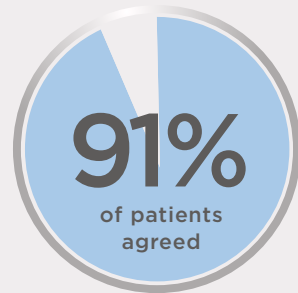
“Made my skin feel smooth and soft”

## HA<sup>5</sup> WORKS WITH THEIR DAILY REGIMEN



“Convenient”  
“Spreads easily”  
“Works well with other products”  
“Absorbs easily”

## AFTER 8 WEEKS OF TWICE-DAILY USE



“Made my skin feel more refreshed”  
“Made my skin feel moisturized”

## HA<sup>5</sup> IS IDEAL FOR ALL SKIN TYPES AND COMPLEMENTS ANY SKIN CARE REGIMEN

Here's how to add it to your daily routine:



### When to apply

- ▶ Use HA<sup>5</sup> twice daily, once in the morning and once at night
- ▶ Apply HA<sup>5</sup> after cleansing, toning, and treating your skin—BEFORE you moisturize and apply SPF (sun protection)



### Where to apply

- ▶ Apply to face, neck, and décolleté or any area where fine lines and wrinkles primarily exist

## USE HA<sup>5</sup> BETWEEN YOUR INJECTABLE TREATMENTS

HA<sup>5</sup> Rejuvenating Hydrator instantly smoothes the appearance of fine lines and wrinkles on the skin's surface. It's a daily smoothing product that complements dermal filler and injectable treatments that address the deeper lines.

## HA<sup>5</sup> IS PART OF THE **BRILLIANT DISTINCTIONS**<sup>®</sup> PROGRAM

Smooth and hydrate your skin and earn points every time you purchase HA<sup>5</sup> with *Brilliant Distinctions*<sup>®</sup>—the exclusive reward program that lets you save on SkinMedica<sup>®</sup> products and other select Allergan facial aesthetics treatments.

If you're not already a member, go to [BrilliantDistinctionsProgram.com](https://www.BrilliantDistinctionsProgram.com) today and sign up. It's that easy to save and reward yourself brilliantly.

100 POINTS  
PER BOTTLE



BRILLIANT  
DISTINCTIONS<sup>®</sup>



**WANT SMOOTHER SKIN  
IN JUST 15 MINUTES?  
HEALTHY-LOOKING, MORE  
HYDRATED SKIN IN 8 WEEKS?**

Add HA<sup>5</sup> to your daily regimen:

- ▶ Supports the skin's ability to replenish its own hyaluronic acid
- ▶ Ideal for all skin types
- ▶ Easy to use—works with any skin care regimen

**ASK YOUR SKIN CARE PROFESSIONAL ABOUT  
HA<sup>5</sup> REJUVENATING HYDRATOR TODAY!**

The SkinMedica® product described here is intended to meet the FDA's definition of a cosmetic product, an article applied to the human body to cleanse, beautify, promote attractiveness, and alter appearances. This SkinMedica® product is not intended to be a drug product that diagnoses, treats, cures, or prevents any disease or condition. This product has not been approved by the FDA, and the statements made here have not been evaluated by the FDA.

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