

Elemental Formulas, Inc.*
Beauty Products Sell Sheet

FRONT EXTERIOR PANEL

(SUGGESTED IMAGES: group product shot – Skin Care Treatment, Facial Moisturizer, Facial Clarifier, and Soap; misty mountains of Japan)

Ancient Wisdom for Modern Beauty

The revitalizing power of traditional natural ingredients and modern science come together in a unique line of beauty products from the mountainous islands of Japan. Each product in our cosmeceutical line contains an exclusive probiotic extract, crafted by an award-winning microbiologist using a patented process. Probiotics, the friendly bacteria vital for optimal wellness, establish the inner ecology necessary for radiant health, increased immunity and lasting beauty.

Essential Formula's beauty products are the central building blocks for your health and beauty transformation plan. Look inside for details about our Skin Care Treatment, Moisturizer, Facial Clarifier, and Soap.

INTERIOR LEFT

(SUGGESTED IMAGES: one or more product natural ingredients: aloe, fresh water or waterfall, bayberry, blueberry, peach leaf, ginseng root, lavender)

Elemental Formula's Skin Care Treatment for Delicate Skin

Our Elemental Skin Care Treatment combines ancient Japanese artistry with 21st century technology to create a perfect product for sensitive or irritated skin. Our Elemental Skin Care Treatment revitalizes skin that is frequently exposed to the elements, excessive sunlight, or constant abrasion. Elemental Skin Care Treatment is safe for any age and is ideal even for infants and the elderly.

The natural equine-derived oil in our Elemental Skin Care Treatment is more similar to human sebum than many products on the market today, giving it a high degree of absorbance. It delivers dermal nutrition and hydration deep into the lower layers of the skin. It is suitable for all skin types, and its light texture leaves no residue. Elemental Skin Care Treatment contains alpha-linolenic acids and linoleic acids that cannot be produced in the body. Use Elemental Skin Care Treatment to beautify, nourish, and soothe.

Elemental Skin Care Treatment contains: magoroku oil, botanical extracts (peach leaf, loquat leaf, and Aloe vera) and probiotic extract.

(CALLOUT – on every spread containing cosmeceutical products)

Natural and Pure Skin Care

- All-natural ingredients
- No fragrances, stabilizers, deodorants, preservatives, chemicals, or artificial colors
- Not tested on animals
- Crafted using Japanese mountain spring water

INTERIOR RIGHT

Elemental Formula's Lavender Moisturizer for Dry and Sensitive Skin

Elemental Formula's Lavender Moisturizer is similar to our Elemental Formula Skin Treatment, with the addition of calming aromatherapeutic lavender essential oil. Specially formulated for dry and sensitive skin, Elemental Formula's Lavender Moisturizer combines peach, loquat, and aloe extracts with fermented vegetable extracts (rice bran, mugwort, loquat leaves, lemon balm, sea vegetables, perilla leaves).

This botanical nutrition is metabolized in traditional Japanese magoroku oil—a penetrating oil very similar to our skin's. The fatty acids in magoroku oil are critical for those with dry and sensitive skin, keeping the skin barrier system intact during every season and providing protection against bacteria, harmful substances, and negative external stimuli.

This combination of all-natural ingredients produces a rejuvenating cream with a pleasant fragrance and the additional therapeutic effects of aromatherapy. Revitalize your skin with Elemental Formula's Lavender Moisturizer for a youthful, radiant glow of health.

(CALLOUT)

Testimonial

"I have been using Elemental Formula's Lavender Moisturizer for several months. My skin has never looked so youthful and radiant!" (B.S.) *

* Information contained in testimonials is not intended to indicate the effectiveness of the product in all cases. Results may vary with different users.

(SUGGESTED IMAGES: beautiful baby with mother admiringly touching their soft; close-up of hands: a man and woman tenderly holding hands or an adult and child; or an attractive elderly person with face gently resting on a smooth hand)

Elemental Formula's Facial Clarifier for Beautiful and Luminous Skin

Formulated by our award-winning microbiologist, Elemental Formula's Facial Clarifier contains six key ingredients that hydrate and protect your skin at the deepest levels:

- **Pearl Protein Extract:** Protein obtained from the iridescent layers of seashells and pearls, which activates and moisturizes your skin.
- **Asian Ginseng Root Extract:** Ginseng root extract enhances the metabolism and blood circulation of your skin.
- **Wild Thyme Extract:** Extracts from the leaves and stems of wild thyme have astringent, moisturizing, and cleansing effects.
- **Ginger Leaf Extract:** Ginger leaf extract promotes collagen synthesis, giving your skin smoothness and flexibility.
- **Hyaluronic Acid:** A natural substance that plays an important role in appropriate dermal water retention.
- **Marjoram Leaf Extract:** Marjoram leaf extract enhances the generation of hyaluronic acids for improved water retention.

These premier moisturizing ingredients hydrate the deepest part of the skin's stratum corneum, leaving the skin clear, radiant, firmer, smoother and softer.

BACK PANEL

(SUGGESTED IMAGES: additional nature shots, other product shots)

Elemental Formula's Face and Body Soap

Elemental Formula's Face and Body Soap is a vegetable-based soap prepared through a traditional Japanese method that spontaneously produces vegetable glycerin and high-quality fats and oils. These moisturizing substances go through a maturation and purification process as they slowly and evenly dissolve into the soap. Elemental Formula's Face and Body Soap contains 14 natural plant extracts and is free of preservatives, fragrances, or artificial colors.

Elemental Formula's Face and Body Soap provides natural deodorant benefits, and leaves the skin healthy and moisturized every day of the week! Completely natural, it is appropriate for all skin types, including dry and sensitive skin.

The Elemental Formula Story

Elemental Formula was established to bring proprietary probiotics and associated products to North America. One of the company's founders, Brian Michelson, discovered the original probiotic formula while traveling in Malaysia in 1997. Suffering from apparent food poisoning, Brian visited a local doctor who gave him the probiotic extract that is now central to Elemental Formula's products. This supplement provided such immediate and substantial relief that Brian became determined to learn more about the amazing substance.

Traveling to Japan, Brian discovered that the probiotic formula he had been given had been proven safe and effective in over twenty university-based, scientific research

studies. Brain was convinced that Americans needed access to this incredible product. Elemental Formula is now the sole distributor of these probiotics and related products featuring twelve strains of carefully selected friendly bacteria cultivated in the fermentation process.

Elemental Formulas offers both skin care products and dietary supplements. We will continue to introduce and release additional remarkable products in the future.

Visit www.elementalformulas.com or call 496-466-9817 for more information about Elemental Formula products.

*product names, company and contact information have been changed