

A collection of Jafra Royal and Defy skincare products is displayed on a modern, multi-tiered concrete tray. The products include a large black tube of Jafra Royal cleanser, a jar of Defy cream, a small tube of Jafra Royal cream, a bottle of Defy serum, and a bottle of Defy oil. A small, ornate gold mirror is also on the tray. The background is a light-colored, textured wall. A large, bold, black text overlay reads "WELCOME!".

WELCOME!



WHY SKIN AGES?

The magic “glue” that holds skin together, **collagen**, is responsible for keeping skin firm, plump and elastic. As we age, estrogen levels begin to fall, leading to a decline in collagen production. JAFRA ROYAL Defy addresses the unique needs of a mature complexion to restore volume, bounce and hydration while flooding skin with protective antioxidants to prevent future signs of aging.

SKIN CONCERNS

1. Deep lines & wrinkles
2. Loss of volume
3. Hollowness
4. Loss of elasticity
5. Sagging
6. Crepiness
7. Dryness
8. Enlarged pores
9. Uneven tone
10. Dullness

**ESPECIALLY EFFECTIVE FOR
MATURE SKIN, DEFY TARGETS
THE 10 ADVANCED SIGNS OF AGING.**

It also helps protect against future signs of aging.





DEFY BENEFITS

PLUMPED SKIN

A burst of hydration instantly plumps and increases volume, and lines appear smoothed with a filler effect. Youthful bounce, fullness and elasticity are restored.

FIRM & RESCULPTED

Visibly lifts and firms and restores youthful contours to the face and neck. Skin is supple and more resilient.

LUMINOUS COMPLEXION

Brightens and evens skin tone, as antioxidants help prevent damage and discoloration. Skin looks luminous.

APPEARANCE OF LINES & WRINKLES REDUCED

Advanced formulas with targeted actives visibly reduce the appearance of even the deepest wrinkles and expression lines.

ENHANCED NATURAL BARRIER

Skin's self-defense is enhanced by humectants and ceramides that lock in moisture, help strengthen the natural barrier, and boost skin's ability to retain moisture for up to 24 hours.

*DEFY RESULTS



**95% of women agreeing in an independent consumer test after 4 weeks of use. Ritual contained Rich Crème Cleanser, Active Firming Serum, Lift Express Eye Treatment, 4D Defining Hydrator, and Multi-Performance Age Protector Broad Spectrum SPF 50.*

***Percentage of participants agreeing in an independent consumer test after 4 weeks.*

THE DEFY CLIENT

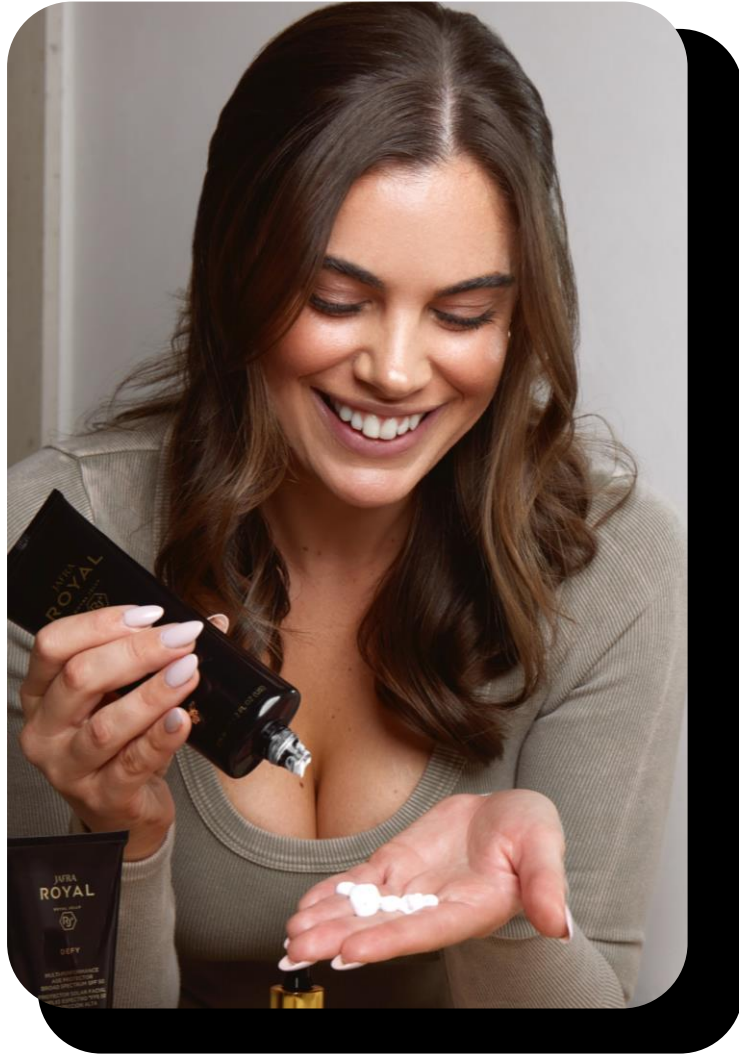
CONFIDENT. OPTIMISTIC. AGELESS.

For them, beauty isn't about trying to look like someone else – it's about being the happiest, healthiest version of themselves. The way they look reflects all the moments that made them: the joy, the sweat, the laughter, and everything in between.

They know that beauty comes in countless forms.



STEP 1



JAFRA ROYAL Defy Rich Crème Cleanser

What it is:

A moisturizing wipe-off cream cleanser.

Key Ingredients:

Royal Jelly RJ^x, White Truffle, Sodium PCA, Shea Butter & Avocado Oil.

What it does:

Gently removes dirt, oil and makeup without stripping the skin.

***AFTER 4 WEEKS**
100%
saw more hydrated,
Incredibly
softs kin

*Percentage of women agreeing in an independent consumer test in the US and Mexico.

STEP 2



JAFRA ROYAL Defy Active Firming Serum

What it is:

A hyper-potent serum designed for advanced skin concerns.

Key Ingredients:

Royal Jelly RJ^x & White Truffle.

What it does:

Visibly firms and lifts on contact as it blurs the look of fine lines.

***AFTER 4
WEEKS 96%**
saw firmer, lifted,
more supple,
smooth, plump,
radiant-looking
skin

*Percentage of women agreeing in an independent consumer test in the US and Mexico.

STEP 3



JAFRA ROYAL Defy Antioxidant Face Oil

What it is:

Antioxidant Face Oil.

Key Ingredients:

Royal Jelly RJ^x & Royal Jelly Oil Complex, Squalene & Bakuchiol.

What it does:

Deliver both immediate and long-lasting moisturization, while visibly improving radiance, plumpness, suppleness, elasticity, wrinkles and firmness.

***AFTER 4 WEEKS 100%**
saw a visibly radiant complexion
saw an improvement in skin's smoothness with less noticeable pores

*Percentage of women agreeing in an independent consumer test in the US and Mexico.

STEP 4



JAFRA ROYAL Defy 4D Defining Hydrator

What it is:

A luxurious hydrator that delivers a 4D age-defying effect by visibly volumizing, lifting, firming and smoothing skin.

Key Ingredients:

Royal Jelly Oil, White Truffle, Rea Seaweed, Second Skin Matrix & Royal Jelly RJ^x.

What it does:

Floods skin with hydration to plump and smooth, reducing the appearance of forehead and frown lines as it visibly lifts and firms.

***AFTER 4 WEEKS 97%**
said skin was
firmer, and
looked and felt
moisturized all
day

*Percentage of women agreeing in an independent consumer test in the US and Mexico.

STEP 5



JAFRA ROYAL Defy Multi-Performance Age
Protector Broad Spectrum SPF 50

What it is:

SPF 50 crème

Key Ingredients:

Royal Jelly RJ^x Broad Spectrum SPF 50
& Avocado Oil Soybean seed extract.

What it does:

Moisturizes the skin and protects it from
signs of aging caused by UVA/UVB rays
and pollution.



Skip this step in your night skin care routine

*Based on an independent consumer test.

9 OUT OF 10

saw protected,
softer, radiant skin
after 4 weeks

A collection of Jafra Royal skincare products is displayed on a golden surface against a background of draped gold fabric. The products include a tube of Rich Crème Cleanser, a tube of Multi-Performance Age Protector, a bottle of Active Firming Serum, a jar of 4D Defining Hydrator, and a bottle of Antioxidant Face Oil. The central text 'THANK YOU!' is overlaid on a semi-transparent white banner.

THANK YOU!