

Discover the missing piece of the anti-aging puzzle —Obagi ELASTIderm™



Obagi ELASTIderm™ Eye Cream and Eye Gel are formulated to rejuvenate your skin both day and night. Both products use the unique patent-pending combination of ingredients clinically proven to help improve elasticity for firmer, more youthful-looking skin.

PENETRATING THERAPEUTICS™ help stimulate and revive the snap and resilient strength of your skin

BI-MINERAL COMPLEX helps replenish and crosslink elastin, which supports collagen to give your skin functional elasticity

MALONIC ACID in a patent-pending formulation helps stimulate the production of healthy skin cells

BLUEBERRY EXTRACT provides antioxidants that help eliminate free radicals

Ask your physician if Obagi ELASTIderm™ is right for you.
www.obagi.com

Ask your physician about Obagi Systems for complete skin *Transformation.*

OBAGI
SYSTEM

OBAGI
SYSTEM



Eye Cream

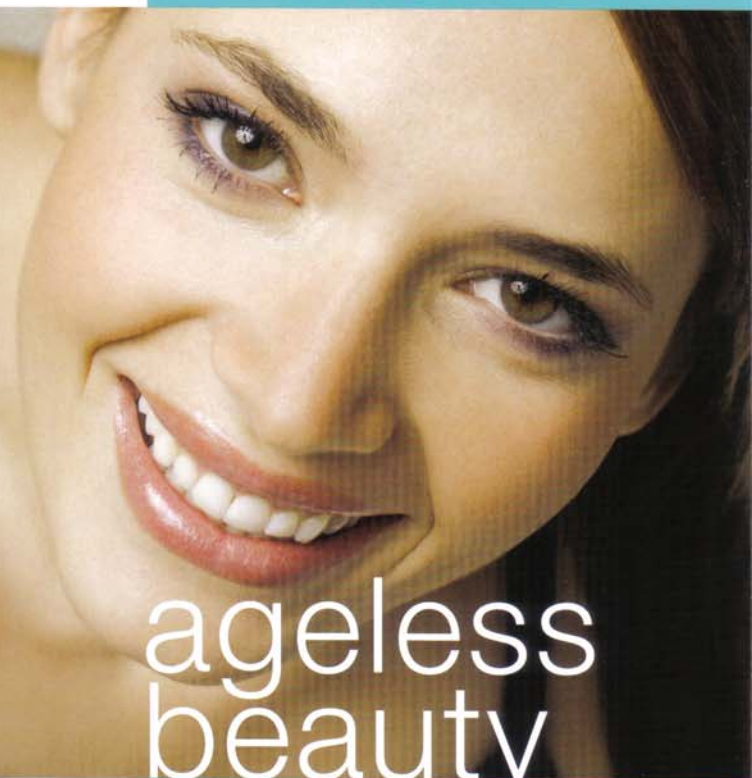
Eye Gel

OBAGI
ELASTIderm™



The missing piece of
the anti-aging puzzle

Transforming the face of



ageless
beauty

If you're like most people, you feel younger than you look. You want your reflection to mirror what you feel. You lead a rich full life with no signs of slowing down. Today, most of us don't look or feel our age. Now Obagi ELASTIderm™ is giving new meaning to aging beautifully.

The Science Behind Obagi ELASTIderm™

Obagi ELASTIderm™ is a revolutionary formulation that helps your skin replenish elastin, and build collagen. Elastin is a protein in your skin that holds it firmly in place. By teenage years, your body has produced most of the elastin your skin will ever have. It is the loss of elastin that is directly related to the formation of wrinkles.

Many anti-aging products claim to build collagen, but without restoring elastin, your face will lack the support it needs for firm, youthful-looking skin. Obagi ELASTIderm™ combines several ingredients first discovered for their healing abilities, using a breakthrough technology that helps decrease wrinkles and increase skin firmness. Obagi ELASTIderm™ will help your skin achieve that firm and youthful look that is ageless beauty.

Clinical studies* of Obagi ELASTIderm™ show:

- 46%** increase in elasticity in 9 weeks. Achieve youthful-looking skin fast.
- 71%** of subjects reported better results than achieved using other products. Uniquely effective results.
- 80%** of subjects were satisfied with improvement in fine lines and wrinkles. Love the way you look.
- 88%** of subjects reported firmer skin. Revive snap and resilient strength of your skin.
- 97%** of subjects report rough/crepey skin around their eyes was mild, barely or not noticeable. Skin looks and acts younger.

*Posterred at the 2007 Annual American Academy of Dermatology Meeting

Visibly reduce wrinkles,
help replenish elasticity and increase
firmness in as little as 2 weeks.

Skin needs both collagen and elastin to achieve youthful, ageless beauty. If your skin could talk, it would tell you it needs Obagi ELASTIderm™ — a powerful Eye Cream and Eye Gel that help replenish elastin and build collagen.

Without replenishing elastin, your skin lacks the support structure it needs to effectively use collagen.

Obagi ELASTIderm™ includes a unique, patent-pending combination of ingredients clinically proven* to help replenish your skin's elastin and resilient strength.

In as little as 2 weeks, you'll see a visible reduction in fine lines and wrinkles.

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O B A G I
S Y S T E M



58-year-old female before
Obagi ELASTIderm™



2 WEEKS after Obagi ELASTIderm™
*Reduction of fine lines and wrinkles***



63-year-old female before
Obagi ELASTIderm™



6 WEEKS after Obagi ELASTIderm™
*Reduction in crepey skin***



60-year-old female before
Obagi ELASTIderm™



8 WEEKS after Obagi ELASTIderm™
*Reduction of fine lines and wrinkles***

Patients in the clinical study were between 45 and 69 years old and had moderate to severe sun damage. Before and after photos were taken with a Canfield camera and have not been retouched.

**Results not representative of all patients in study.