



IDC wins the *Victoires de la Beauté Beauty Awards* for *Image blanc* & *Ultim-Age* serums

Petit Théâtre de Paris, September 26, 2011 – At the French Beauty Awards, IDC received 2 awards for its skin care, one for Image Blanc serum and the other for Ultim-Age serum.



The Victoires de la Beauté Beauty Awards are prizes from consumers for satisfaction and effectiveness. Actually, the board consists solely of consumers who have tried the product, without knowing its brand or its name. These tests took place over several weeks, under specialized laboratory control.

Here is the opinion of consumers...

... For **Image Blanc** serum, age spot whitener

“Smooth skin, lightens imperfections, cleaner more luminous skin”

“Easy to apply, makes skin pleasant to touch, more supple”

“Makes the skin more glowing and gives the impression of a second skin. It glides on well.”



Launched in May 2011, Image Blanc serum targets all of the mechanisms responsible for hyperpigmentation combined with Regen 16 complex to correct the 16 causes of skin aging known today.
41% active cosmetic ingredients

30ml pump bottle: \$ 119,50

The clinical study of Image Blanc was the subject of a scientific publication in *Personal Care Magazine* “the quest for a winter shade of pale in skin care”.

...For **Ultim-Age** serum, the mature skin serum

“Comfort and effectiveness, my skin is firmer with use.”

“Very good product, my skin is less dry, more supple. I am very happy.”

“Very easy to apply, pleasant texture, refreshing, effective.”



Launched in December 2010, Ultim-Age serum gives skin cells everything they need to relearn how to behave like younger cells.
42% active cosmetic ingredients

30ml pump bottle: \$ 129,50

For the record, last year, IDC received the Victoires de la beauté Beauty Award for its Anti-wrinkle and firmness serum and its Anti-wrinkle and firmness serum for Men.