

SUMMER 2007

NEWS FROM ESSEX SQUARE

HOURS: MON. 10-6 TUES.-THURS. 10-7, FRI. 10-6, SAT. 10-5, SUN. 12-4

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HERE COMES THE SUN—

Are you using the right sun protection for your skin?

An ideal sunscreen should protect from sunburn, skin aging and skin cancer. To do that, a sunscreen must provide a high degree of lasting protection against both UVA and UVB rays.

UVB PROTECTION

It is relatively easy to figure out a sunscreen's effectiveness against UVB: If you've spent some time in the sun and have no signs of sunburn, then you probably have a good UVB sunscreen.

An easier way to see if your sunscreen will be effective is to look at the sunscreen's sun protection factor (SPF), a number on the packaging indicating the degree of protection against UVB rays. A sunscreen with SPF 15 or higher will provide good UVB protection as long as it stays on the skin long enough.

UVA PROTECTION

UVA is much more problematic. You cannot detect UVA damage without special equipment. And there is no SPF-like number to grade UVA protection. Rarely, sunscreen packaging will include the percentage of UVA it blocks. Anything above 90 percent should be satisfactory. In most cases, you just have to look for ingredients known to block UVA, which include physical and chemical UV blockers. Physical blockers are finely powdered and dispersed minerals and include zinc oxide and titanium dioxide. These physical blockers filter out both UVA and UVB rays.

For extended sun exposure, use these Merle Norman products which have both UVB and UVA protection:

LUXIVA CHANGING SKIN TREATMENT

With the key ingredient of zinc oxide octinoxate, this advanced moisturizing treatment helps prevent age spots and hyper-pigmentation while giving you broad spectrum UVA and UVB protection. It also helps reduce the risk of skin cancer which can result from UV damage.



Come in for a FREE Skin Assessment and Hydration Check. We'll help you select the ideal solution for smoother, younger-looking skin!

LUXIVA PREVENTAGE FIRMING DEFENSE CREME



This skin firming defense system and daytime moisturizer has SPF 15 and Vitamins C and E to help prevent premature signs of aging. Contains octinoxate, a UVB sunscreen and micronized titanium dioxide to protect your skin from the damaging effects of the sun.

SUN DEFENSE SUNBLOCK SPF 25

Provides a broad spectrum of sun protection for the face and body, and is waterproof and sweat resistant. Helps prevent future signs of premature aging and helps reduce the risk of skin cancer, which can result from UV damage or over-exposure to the sun.

LUXIVA PURELY MINERAL MAKEUP

A loose powder foundation made exclusively of pure minerals. It provides flawless, buildable coverage with a luminous finish. Non-caking. Non-clogging. Oil-free. Fragrance free. Contains zinc oxide and titanium dioxide to help protect the skin from the damaging effects of the environment.



DISCOVER JUST HOW BEAUTIFUL YOU CAN BE!

MERLE NORMAN®

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STUDIO HOURS:

Mon. 10-6,
Tues. thru Thurs. 10-7,
Fri. 10-6, Sat. 10-5, Sun. 12-4

Tune in each month to see our latest VIDEO spot—now online at www.merlenormanstudio.com/mn-8823.



Get a **FREE Summer Makeover!** Dreaming of a glamorous getaway? Let the cool, water blue-greens and sunshiny corals of exotic locales take you there. Set up an appointment today!

Tan safely without the sun

Summer is here and it's time to start thinking about your tan! But if you're working long hours inside or just don't want to damage your skin with hours of sun exposure, Merle Norman has a healthy, easy alternative to a ravishing summer tan. Our SUN FREE Self Tanning Creme will develop color in just four hours. Its self-tanning agent combined with fruit acids delivers a natural-looking tan color—without the damaging effects of the sun.



For an even quicker sun-kissed look, brush on SUN FREE Sheer Bronzing Powder. This pressed-powder bronzer for the face and body gives the look of a tan without the sun. Available in Natural Tan and Golden Tan. No sweat. No sun damage. Just a simple and healthy way to give you a just-vacationed summer look!

Escape with our "Getaway Glam" Summer Collection

Luxurious makeup tones evoking exotic locales set the tone for "Getaway Glam, our hot new colors for Summer 2007. Colors of the sea mesh with lavish pinks while the tonal gradation of a sunset meets with rich corals. Taking inspiration from magnificent getaway destinations, the looks feature warm, radiant skin, sea

and sunset-shaded eyes and lips drenched in vibrant island hues. Stop in for your FREE makeover today!

Receive a FREE summer gift—while supplies last

Now when you purchase two or more Merle Norman products, you'll receive a FREE four-piece gift. Enjoy convenient travel sizes of LUXIVA® Foaming Cleanser Normal/Oily, LUXIVA® Sheer Defense with SPF 15, SunSense Bronzing Powder, and Moist Lip Color. Cosmetic accessories not included. Offer valid while supplies last. Limit one per customer.



Mother's Day Makeover

Like Mother, Like Daughter... sharing love, laughter and beauty. Spend some special time together getting pampered with a FREE* makeover and share in the excitement that comes from looking your best.

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Set up an appointment today!

MERLE NORMAN®

*Mother/Daughter Makeover offer is offered FREE year-round.

REFER A FRIEND TO OUR STUDIO—when she spends \$50 or more, you will receive a \$25 gift certificate!