

FIRST DRAFT

PRO-NUTRIENT SERUM

Fortify

“A healthy skin regimen is just common sense. This formulation is rich in vitamins a, e, c and b for total skin nutrition. Take your face vitamins every day.”

For less noticeable lines and plumper, smoother looking skin, apply a few drops with fingers to a clean, dry face. Wait a few minutes for the serum to penetrate, then follow with moisturizer.

PLUSH LIPS

Soothe

“Smooth, moist lips are my basic skincare must. I use Plush Lips throughout the day for a plumper look and moist feel.”

For smoother, hydrated, plumper-looking lips, apply liberally to dry or cracked lips as needed. Maintains an ideal moisture level under lipstick.

TRIACTIVE CLEANSER

3-in-1 Make-up Meltdown

“Cleansing is the first step to beautiful, clear skin. This 3 in 1 lotion is concentrated yet gentle—a real makeup meltdown.”

To melt makeup, dirt and oils without stripping the skin, massage the cleanser onto a slightly damp face. Rinse with warm water and gently pat dry. Use morning and night.

SOLAR SHIELD

UV Guard SPF 30

“Sun is the number one cause of aging on the skin. Keep the signs at bay with this highly water-resistant protector.”

For broad-spectrum sun protection with SPF 30 and Parsol 1789, apply liberally to body and face one half hour before entering the sun. This non-greasy lotion will absorb instantly. Apply throughout the day as needed.

SECOND DRAFT

SONIA DAY

HydraBalance SPF 15

“Radiant, glowing skin is a sign of good health. Hydrate and protect to keep that youthful glow.”

SONIA NIGHT

Nourish

“Night is the perfect time to repair the stress of the day. Your skin will revel in vitamins, exfoliants and antioxidants while you bask in sweet dreams”

SONIA EYES

Restore

“A good eye cream helps keep your most expressive features in top shape. Take a moment for yourself while applying this soothing cream, and face the day bright eyed.”

SONIA TINT

Color Moist SPF 15

“As a make-up artist, I should always look my best, yet I’m always on the go. A lightly tinted moisturizer, pure radiance, all protection and pro-vitamins, is everything I want in a facial product .”

SONIA SERUM

Pro-Nutrient

“A healthy skin regimen is just common sense. This formulation is rich in vitamins a, e, c and b for total skin nutrition. Take your face vitamins every day.”

SONIA LIPBALM

Plush Pout

“Smooth, moist lips are my basic skincare must. I use Plush Pout throughout the day for a plumper look and moist feel.”

SONIA CLEANSE

3 in 1 Triactive Cleanser

“Beauty begins with cleanliness, but the process can be simple. This 3 in 1 lotion melts makeup, cleans without stripping and acts as a toner for purity and balance.”

SONIA SUN PROTECTION

Water-resistant SPF 30

“Sun is the number one cause of aging on the skin. Keep the signs at bay with this highly water resistant protector.”

* Final Draft Shown on Product Packaging