

**GUINOT** WINTER/SPRING 2017  
INSTITUT • PARIS

**NEW PRODUCTS**

CRÈME AGE SUMMUM

VALENTINE'S DAY PROMOTION

MOTHER'S DAY GIFT SET

FATHER'S DAY PROMOTION



# GUINOT MOST RECENT PRESS COVERAGE

INSTITUT • PARIS

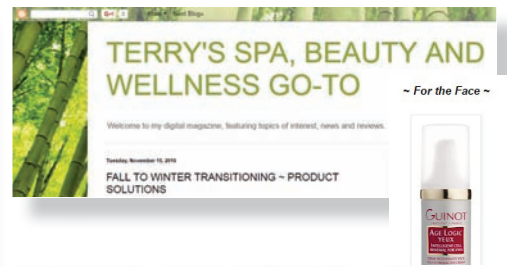
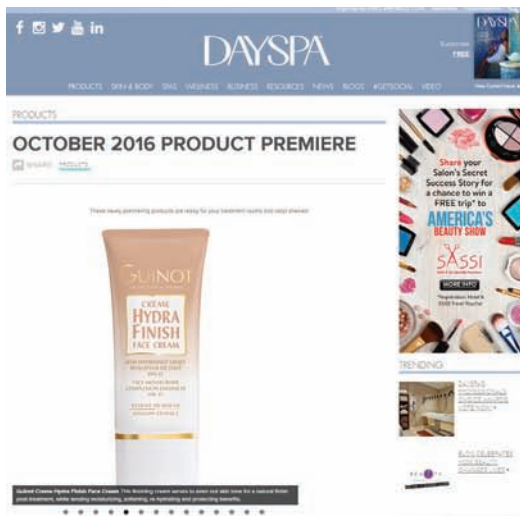


**Starting Fresh**  
 Make way for the most recent formulas from classic brands!



8  
 "A deliciously scented oil that converts a daily chore into a tantalizing treat!"  
 -Lesley

**Facial oils and balms** provide an even tighter seal to "block" water's escape from the skin, thereby maintaining internal and external moisture. Previously recommended for dry and/or mature skin types in particular, nowadays they can be formulated for combination and sensitive skin. Guinot's director of education Elizabeth Murchison recommends balms and oils during winter, reasoning that they create a protective barrier against irritation and loss of moisture.



**Guinot Institut Paris Age Logic Cell Renewal For Eyes and Hydra Finish Face Cream SPF 15 Tinted Moisturizer** - Hands down, the Age Logic Cell Renewal For Eyes is the best eye care treatment product I've ever used. Not only was it extremely gentle, its silky consistency made for easy application, without any tugging at the fragile under eye tissue. The product was non-irritating and was quickly absorbed, hydration levels were well maintained throughout the day.



**Douche Mirific Shower Gel**  
 Douche Mirific Shower Gel cleanses skin while imparting nourishing, softening and smoothing benefits. Passion flower and oils are incorporated for restorative properties.  
 Guinot  
 212-532-1030  
 www.guinetusa.com



*Peels have it all...*

**GUINOT**  
 Biological Peeling Gel  
 guinetusa.com



**WHAT'S NEW**  
 A look at some of the latest skin offerings...  
 -Sabine Fabrice



**Guinot Paris**  
 Cover Touch Concealer does double duty by concealing and treating imperfections, including blemishes, scars, dark spots, and redness.  
 www.guinetusa.com



# LET'S SOCIALIZE!

Social media is a powerful tool that allows any business to reach clients effectively and inexpensively. Under the lead of Eleonora Nicaj, here at Guinot USA we have renewed our efforts to engage with spa-goers, spas and salons in the USA. If you didn't engage yet in social media for your business we can help you get started and become a pro in a very short time, just ask us.

If you are already creating social news about your business and products we can join forces and amplify the noise and reach many more people together. We can broadcast your news through our channels or you can utilize our posts to broaden your business horizon.

To utilize tools like Facebook, Instagram, Twitter, etc. effectively there are laws and rules to follow and Eleonora has outlined them in a "hands on", "how to" presentation that is sure to sharpen your "social skills" fast!

The goal is to capture and retain the attention of new and existing clients by promoting your business. However, the sharing, liking and commenting on posts, images and videos is crucial to make the interaction an effective two-way street.

Posts need to be consumer-friendly, images eye-catching, stories intriguing.... you get the idea. So, contact our Sales & Marketing Support Manager for help and put on your creative hat, we are sure that you all have a million of incredible, interesting stories to share, let's bring 'em to the world!



Giovanni Casolaro  
General Manager  
Guinot/Lachman Imports Inc.

*For any help with marketing and social media, please contact:*

*Eleonora Nicaj  
Sales & Marketing Support Manager  
(212) 532-1030 or (800) 523-1030  
Eleonora@lachmanimports.com*

# WINTER & SPRING SKINCARE SOLUTIONS

Help skin recover from the harsh winter months while transitioning into spring with these Guinot products.

1



**Hydra Tendre**, gentle wash-off cleansing cream for all skin types. Removes make-up and gently cleanses even the most delicate skin. 5.4 oz.

Item #500144  
Retail Price \$40.00  
Salon Cost \$20.00

4



**Crème Riche Vital Antirides 888**, provides a smoother, more youthful-looking skin with moisture that lasts all day. It triggers natural moisture production with hyaluronic acid, while shea and vegetable butters both provide essential fatty acids for plump and supple skin. 1.7 oz.

Item #504600  
Retail Price \$70.00  
Salon Cost \$35.00

2



**Gommage Biologique**, rejuvenates your skin through gentle exfoliation without causing inflammation for a radiantly youthful complexion. Shea butter provides nourishing hydration as it promotes elasticity to firm and tone your skin. Antioxidant-rich green tea extract prevents free radical damage while glycolic acid reduces fine lines and wrinkles. 1.6 oz.

Item #503622  
Retail Price \$42.00  
Salon Cost \$21.00

5



**Age Logic Eye Mask**, an 8-minute mask treatment that smooths away wrinkles and fine lines around the eye contour. This sheet mask diffuses active ingredients into the skin to fight against signs of aging, puffiness and dark circles. Box of 4.

Item #52793  
Retail Price \$48.00  
Salon Cost \$24.00

3



**Crème Hydra Finish SPF 15**, a uniquely tinted cream that will instantly give the skin a healthy glow and even tone upon application. It also provides the skin with protection against UVA and UVB rays while moisturizing it. 0.88 oz.

Item #506875  
Retail Price \$48.00  
Salon Cost \$24.00

6



**Mirific Oil**, an aromatic blend of subtle floral fragrances that nourishes, heals and protects hair and skin. 3.3 oz.

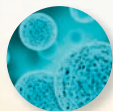
Item # 528175  
Retail Price \$51.00  
Salon Cost \$25.50

# NEW CRÈME AGE SUMMUM

AVAILABLE JANUARY 2017

Introducing the latest advancement from Guinot, its innovative and revolutionary anti-aging treatment cream, **Crème Age Summum**. Over time fine lines and wrinkles appear, pigmentation develops, and skin loses firmness and elasticity. **Crème Age Summum** fights the signs of aging with the help of a powerful amino acid derivative. **Crème Age Summum** helps restore the skin's defenses against the effects of aging, while improving the appearance, resulting in a firmer and more youthful skin tone.

KEY ACTIVE INGREDIENTS



**ATP-ACTINERGIE** – stores and delivers essential energy for younger looking skin.



**CELLULAR LIFE COMPLEX** – 56 active ingredients that help restore the elements required for healthy replenishment of the skin.



**VITAMIN C** – helps combat against free radicals. Firms, brightens and gently exfoliates the skin. Helps promote collagen production and provides antioxidant action for radiant skin.



Item #507300

Retail Price \$215.00

Salon Cost \$107.50



# VALENTINE'S DAY PROMOTION

PROMOTION PERIOD: JANUARY 2 - JANUARY 31, 2017

## 2 Steps to Get Kissable Valentine's Day Lips!

Step 1: **Exfoliate** lips with **Gommage Biologique**, an exfoliating gel with natural fruit acids and green tea, this product gently removes dead skin cells on all skin types, even sensitive. 1.7 oz.



Step 2: **Hydrate** with **Longue Vie Lip**, this anti-wrinkle and volumizing lip balm smoothes lines around the lips and works as a base to provide long-lasting lipstick hold. 0.51 oz.



### Promotion #90146

During the month of January, when you purchase **5 Gommage Biologique** and **5 Longue Vie Lip**, you will receive **5 travel size Longue Vie Hand** (\$8.00 retail value each) and 5 beautiful Guinot travel cases (\$5.00 retail value each) for **FREE!**

Regular Salon Cost	\$242.50
Promotional Salon Cost	\$197.50
SAVINGS	\$45.00

### SPA PROMOTION

Clients that purchase a **Gommage Biologique** and a **Longue Vie Lip** will get a **Longue Vie Hand** and Guinot travel case for **FREE.**

# AGE SUMMUM TREATMENT PROMOTION

PROMOTION PERIOD: FEBRUARY 1 - FEBRUARY 28, 2017

Age Summum is an anti-aging treatment that helps regenerate, firm and restore the skin's radiance. The exfoliation process helps to improve circulation, diminish fine lines and wrinkles while brightening and evening out the skin tone resulting in a more youthful glow.

4 Step Treatment (50 minutes):

STEP ONE

## Dermabrasion Exfoliating Cream (5 min)

To resurface the skin by eliminating dead skin cells



STEP TWO

## Regenerating Anti-aging Serum (5 min)

Helps to stimulate skin renewal through Guinot's high-tech treatment composed of 2 phases.

**Phase 1:** Cellular Life Complex 56 active ingredients that supply the elements required for healthy regeneration of the skin.

**Phase 2:** Pure Vitamin C, helps promote collagen production and provides antioxidant action for radiant skin.



STEP THREE

## Anti-aging Facial Massage (10 min)

Highly concentrated rejuvenating serum that firms the skin.



STEP FOUR

## Anti-aging Radiance-Boosting Face Mask (10 min)

A unique non-woven mask, specifically designed to provide extensive contact with the skin. Its fabric and shape promotes immediate penetration of the active ingredients. Restores the radiant glow of the skin.



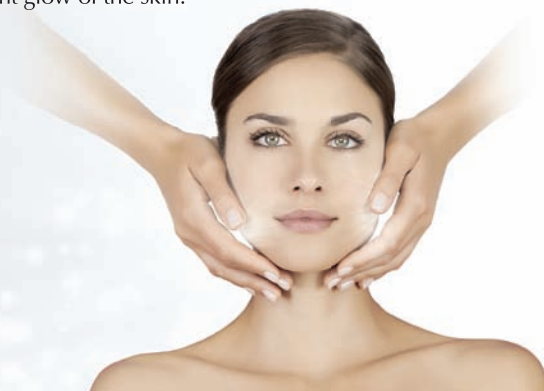
Promotion #90147

During the month of February, when you purchase the **Age Summum treatment** you will receive **10 Longue Vie Cellulaire** travel size products for **FREE!**

Regular Salon Cost \$300.00

Promotional Salon Cost \$190.00

SAVINGS \$110.00



SPA  
PROMOTION

Clients that book an  
**Age Summum treatment**  
will get a travel size  
**Longue Vie Cellulaire**  
**FREE.**

# PROFESSIONAL TREATMENT PROMOTION

PROMOTION PERIOD: FEBRUARY 1 - FEBRUARY 28, 2017

During the month of February, when you spend \$800 on professional treatment products you will receive: a Guinot lab coat or a bathrobe, a pack of 25 client record cards and a prescription pad for **FREE**.



Bathrobe - Item #681236



Lab Coat Small - Item #681063



Lab Coat Medium - Item #681072  
Lab Coat Large - Item #681078

Promotion #90148

**Bathrobe**

Salon Cost \$55.00

Client Record Cards  
(Pack of 25)

Salon Cost \$8.00

Prescription Pad

Salon Cost \$4.00

**SAVINGS \$67.00**

Promotion #90149

**Lab Coat**

Salon Cost \$44-50

Client Record Cards  
(Pack of 25)

Salon Cost \$8.00

Prescription Pad

Salon Cost \$4.00

**SAVINGS \$56.00-\$62.00**



# GUINOT SUN PROMOTION

PROMOTION PERIOD: MARCH 1 - MARCH 31, 2017

Guinot offers a complete range of technologically advanced sun care products, including **After Sun Recovery Lotion**, providing broad spectrum coverage to protect the skin's DNA.

Choose from protective sunscreens in lotion or spray form.



**Large Ecran UV SPF 30**, high-protection broad spectrum sun cream for sensitive areas of the face, shoulders and décolleté. Light-weight, creamy texture that is absorbed easily. 1.6 oz.

Item #514520

Retail Price \$38.00

Salon Cost \$19.00



Promotion #90150

During the month of March, when you purchase 3 **Large Ecran UV SPF 30** and 3 **Large Defense UV SPF 20**, you will get 3 luxurious Guinot beach bags (\$20 value each) and 3 travel size **Grand Soin Apres Soleil** (\$8 retail value each) for **FREE!**

Regular Salon Cost \$189.00

Promotional Salon Cost \$117.00

SAVINGS \$72.00



**Large Defense UV SPF 20**, this broad spectrum product provides sheer protection against UVA/UVB rays. This luxurious sun protective lotion soothes and hydrates the skin. The lightweight SPF has a great texture and is easily absorbed, leaving no visible white residue or feeling of stickiness. 5.2 oz.

Item #514580

Retail Price \$40.00

Salon Cost \$20.00



## SPA PROMOTION

Clients that purchase a **Large Ecran UV SPF 30** and a **Large Defense UV SPF 20** will get a Guinot beach bag and travel size **Grand Soin Apres Soleil** for **FREE!**



# NEW RADIANCE GIFT SET

AVAILABLE APRIL 2017

MOTHER'S DAY IS



Give mom the gift of beautiful skin with Guinot's new Radiance Gift Set.

Each gift set includes:

Retail size, **Beaute Neuve**, enhances radiance, restores a healthy glow, brightens and diminishes imperfections thanks to the power of Vitamin C.

Plus, the following for **FREE** (\$20 retail value!):

Travel size, **Anti-fatigue Face Mask**, restores radiance by toning and moisturizing the skin. A combination of cold essential oils and glycolic acid will allow the skin to feel cool and refreshed.

and

One (1ml) **Mini Lift Eclat Beaute**, ampoule of ultra-concentrated actives that rejuvenate and brighten the skin. The serum enhances make-up application.



Item #500842

Regular Salon Cost \$47.50

Promotion Salon Cost \$37.50

SAVINGS \$10.00

# FATHER'S DAY PROMOTION

PROMOTION PERIOD: APRIL 3 - APRIL 28, 2017

FATHER'S DAY IS



## Celebrate Father's Day with Guinot skin care!

Encourage your clients to treat the men in their lives with the gift of beautiful skin. Get them started on a simple skin care regimen that will keep them looking younger! The Guinot Tres Homme line is made exclusively for men. It is effective and simple to use.

**Longue Vie Homme**, a rejuvenating treatment specifically designed for men. This product includes Guinot's Longue Vie Cellulaire Complex of 56 Actives that help to revitalize the skin. Longue Vie Homme prevents moisture loss that causes fine lines on the skin. 1.7 oz.

Item #501850

Retail Price \$65.00

Salon Cost \$32.50

**Defatigant Express Eye**, rejuvenates the eye contour area and smoothes away fine lines, reduces signs of fatigue and puffiness, minimizes dark circles and diminishes the appearance of fine lines. 0.70 oz.

Item #501830

Retail Price \$46.00

Salon Cost \$23.00

**Baume Hydratant**, a gentle, moisturizing after-shave balm designed to calm irritated, reddened skin and alleviate razor burn and razor bumps. This innovative, vitamin-enriched formula is quickly absorbed into skin to refresh, calm and soften while restoring the skin's natural moisturizing systems. Skin is left feeling clean, fresh and conditioned. 2.5 oz.

Item #501810

Retail Price \$46.00

Salon Cost \$23.00

**Nettoyant Visage**, a deep cleansing gel that leaves the skin feeling fresh and toned - ideal before shaving. 5.3 oz.

Item #501800

Retail Price \$36.00

Salon Cost \$18.00

Promotion #90151

During the month of April, when you purchase 2 men's products\* (minimum 3 each), you will get 3 **Nettoyant Visage** for **FREE!**

RETAIL VALUE \$108.00

SALON SAVINGS \$54.00

\*Excludes the purchase of the Nettoyant Visage.

### SPA PROMOTION

Clients that purchase 2 Guinot men's products will get a Nettoyant Visage for **FREE!**





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## LACHMAN IMPORTS

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