



CULT51

CULT51

## BRAND HIGHLIGHTS

Fortnum & Mason No1 Brand by sales (most successful beauty launch in their 300 year history)

CULTBEAUTY.com in UK No2 Brand by sales (on launch they sold out of their initial 60 stock in 12 seconds)

Spain key boutiques No3 Brand by sales

British Airways Long Haul No1 Brand by sales

British Airways Short Haul No 3 Brand by sales

Mecca Cosmetica Australia No2 brand by sales value

Spa's Denmark, UK, Holland, Belgium since April 2015

LookFantastic.com since April 2015 doubling sales month on month

Selfridges Face Gym (July 2015 incl signature treatments within the VIP area)

Growth has not come from PR but purely word of mouth

CULT51 enjoys a **76% re-buy rate**

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1

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## INTRODUCTION

CULT51 is a skincare first; a revolutionary 3D night cream with a multi-active formulation delivering on 51 skin care claims.

Containing the finest key actives to help your skin cells generate younger looking skin; clinically proven to renew, regenerate and restore all skin types.

Visible results with long term benefits are seen within two weeks of use as CULT51 significantly reduces the level of skin pollutants, increases new skin cell production and dramatically slows the ageing process.

Its potent active ingredients at the highest concentration trigger the skin's own 'cellular metabolism' whilst boosting the skin's own natural production of Hyaluronic Acid.

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Whilst so many different products are available, they only offer one or two anti-ageing benefits which is where CULT51 has the leading edge. This is one truly remarkable 3D luxury night cream that does it all, challenging what is currently available and pushing the boundaries of how dynamic, high performance anti-ageing skincare should be.

Crafted with intelligence, luxury, innovation and performance at its forefront, the multi-active formulations and combination of ingredients means you can put a stop to different day, night, eye, contour and serums in favour for a more powerful and innovative cream with over 51 anti-ageing advantages in one.

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## SEEING IS BELIEVING

As CULT51 works with your skins own metabolism the effects build steadily each day. To show the effects you;

Apply to the back of one hand wait 15 minutes then compare hands. Holding your fingers straight the hand applied will be different colour demonstrating the increase in skin energy, it will also be softer and smoother (even if you apply a moisturiser to the hand). Pinch the skin on each hand and you will see an immediate significant improvement in elasticity.

As well as applying to face, eyes and décolleté keep applying to the back of one hand for two weeks, comparing as above. You will be amazed.

Long term lasting result

Increases new skin cell production by up to 25%

Increases cellular energy by up to 40%

Up to 52% reduction in the appearance of wrinkles after 28 days

Increases skin cell efficiency

Increases skin oxygen uptake by up to 45%

Increases the level of ATP (a universal energy within the skin) by up to 65%  
ATP is the fuel for life, as you get older the level within skin diminishes



Reduces the level of skin pollutants

Protects against oxidative stress and premature ageing

Dramatically reduces levels of damaging free radicals

Reduces fine lines and wrinkles

Protects against harmful environmental damage

Instantly tightens with immediate effect

Powerful antioxidant

Evens skin tone

Instantly lifts and firms the skin tissue



Generates younger skin cells

20 21 22 23

Increases skin smoothness

Dramatically slows the ageing process

24 25

Increases skin softness

Protects against photo ageing

26 27 28

Skin complexion becomes more luminous and radiant

Protects the antioxidant cell pool

29 30

Helps to maintain the perfect level of moisturisation and hydration

Reduces the appearance of age spots

31 32

Reduces dark eye circles

Promotes the skins own production of Collagen

33 34

Reduces eye puffiness

Encourages the skin to produce natural Hyaluronic Acid

35 36 37

Dramatically brightens

Reduces UV induced cell destruction

38 39

Skin tone lightening

Prevents deterioration of the elastin fibres

Invigorates, revitalises and energises the complexion

Protects against genetic ageing

Unique skin moisture protection system adapts to your environment helping your skin to withstand climatic variations and the changing seasons

Helps prevent hyperpigmentation

Helps to inhibit the production of melanin

Increases elasticity and suppleness

Promotes the skins natural healing process

Significantly younger, healthier appearance

Boosts the skins energy to that of younger skin

Calms irritated skin

Prevents inflammation

Significantly reduces past skin blemishes caused by pimples

Anti-inflammatory

Anti-Rosacea

Soothes and nourishes

Reduces and diffuses red blotches

Reduces skin sensitivity

Comforts dry and sensitive skin



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## FULL & INDEPENDENT CLINICAL TESTING

### HEADLINES

Full Independent Clinical Testing on CULT51 vs Placebo with Aspen Clinical Research has confirmed all claims! This was a single-blind, bi-lateral study site design using instrumental and visual assessments for a 6 week period to allow within and between comparisons of a untreated control site

All panellists had their skin measured under laboratory conditions before commencement of trial, after 1 hour, after 12 hours, after 4 weeks and then after 6 weeks.

100% of all panellists on the trial showed significant improvements on all skin measurements across all criteria

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*“I have never seen a product which scored so high so quickly”*

*“We have never tested a product which has scored so high across all measurement criteria, this truly is an all in one miracle worker”*

**Quotes from, DANNY MCCAMLIE PRINCIPAL INVESTIGATOR (PI) AND  
DIRECTOR, GLOBAL PROJECT MANAGEMENT**

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## INDEPENDENT CLINICAL TESTING – Panelist Make Up

80% - Healthy females aged between 35 and 65 with mild to moderate aging of the face

20% - Healthy males aged between 35 – 65 with mild to moderate aging of the face

17% - 36 – 40

17% - 46 – 50

13% - 56 – 60

27% - 41 – 45

23% - 51 – 55

3% - 61+

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## INDEPENDENT CLINICAL TESTING – Glogau Classification Of Photo ageing

Group	Classification	Typical Age Range	Description	Skin Characteristics
I	Mild	28-35	No Wrinkles	Early Photo aging: Mild pigment changes, no keratosis, minimal wrinkles, minimal or no make up
II	Moderate	35-50	Wrinkles In Motion	Early to moderate Photogenic; Early brown spots visible, keratosis palpable but not visible, parallel smile lines begin to appear, wears some foundation
III	Advanced	50-63	Wrinkles At Rest	Advanced Photo aging: Obvious discolorations visible, capillaries (telenangietasias), visible keratosis, wears heavier foundation always
IV	Severe	60-75	Only Wrinkles	Sever Photo aging: Yellow Grey skin colour, prior skin malignancies, wrinkles throughout - no normal skin, cannot wear make up because it cakes and cracks

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## VISIBLE RESULTS CLINICAL TRIALS



Group	I	II	III	IV
% age of panellists graded prior to commencement of trial	0%	17%	47%	37%
% age of panellists graded at the end of the trial	0%	33%	57%	10%
Increase/ decrease in % of panellists within group at the end of the trial	0%	17%	10%	-27%
Percentage change	0%	100%	21%	-73%



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## INDEPENDENT CLINICAL TESTING – Some Headlines

		1 hr	4 wks	6wks			1 hr	4 wks	6wks
Depth Of Wrinkle Reduction	Average		27%	41%	Skin Firmness Improvement	Average	99%	131%	148%
	Highest		36%	64%		Highest	139%	173%	194%
	Lowest		19%	28%		Lowest	61%	94%	97%



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## INDEPENDENT CLINICAL TESTING 1. SKIN BARRIER FUNCTION

		Before	Post
Skin Barrier Function Improvement	Average	9.90	5.98
	Highest	11.78	8.92
	Lowest	7.45	2.71

Normal skin is usually between 7 – 10, the lower the figure the better your skin functions, and holds moisturisation.

73% of the panellists recorded measurements below 7 at end of trial

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## INDEPENDENT CLINICAL TESTING 2. HYDRATION

<b>Hydration Improvement</b>	<b>Average</b>	<b>117%</b>
	<b>Highest</b>	<b>181%</b>
	<b>Lowest</b>	<b>74%</b>

This is result after 12 hours.

Most products scores diminish after 12 hours however the  
“Skin Barrier” tests show that CULT51 keeps building.

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## INDEPENDENT CLINICAL TESTING 3. LUMINOSITY

		1 hr	4 wks	6wks
Luminosity Improvement	Average		8%	10%
	Highest		11%	15%
	Lowest		6%	7%

The six week figure would better the results expected from laser treatment

7 – 8% increase after six weeks would be the best result expected from a skin product

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## INDEPENDENT CLINICAL TESTING 4. AGE SPOTS

		4 wks	6wks	12wks
Age Spot Colour Intensity Reduction	Average	8%	10%	17%
	Highest	11%	15%	25%
	Lowest	6%	7%	11%

Clinically proven to reduce Melanogenesis by up to 57% within 4 days

The overall skin lightening effect was assessed as 22%

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Improves the appearance of skin conditions associated with pimples and inflammation. After 12 weeks the skin condition was significantly ameliorated by an average of 77%



Baseline



After 12 weeks

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FULL & INDEPENDENT CLINICAL TESTING

HEADLINES

CULT51 Immediate Effect Serum is a skincare first; a revolutionary Eye Serum showing significant visible improvement to puffiness, dark circles and lines within 15 minutes.

With a multi-active formulation delivering on 46 anti-aging skin care claims.

Containing the finest key actives at their highest levels to help your skin cells generate younger looking skin: clinically proven to renew, regenerate and restore all skin types.

Significant visible results are seen within just 15 minutes with long term benefits seen within two weeks of continued use as CULT51 significantly strengthens blood vessels, reducing the permeability of capillaries and increases microcirculation, dramatically reducing dark circles, puffiness and dramatically slows the ageing process.

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## SEEING IS BELIEVING

As we each have such powerful self imagery we recommend that you either;

Apply to one eye then compare in a mirror after 15 minutes

Take a photo on your phone, apply to both eyes and then take another photo after 15 minutes and again after one hour to compare

Like CUT51 Night Cream Immediate Effect Serum challenges what is currently available and pushes the boundaries of how dynamic, high performance, true delivery anti-aging skin care should be



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All panellists had their skin measured under laboratory conditions before commencement of trial, after 1 hour, after 12 hours, after 4 weeks and then after 6 weeks.

100% of all panellists on the trial showed significant improvements on all skin measurements across all criteria

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## INDEPENDENT CLINICAL TESTING – Panelist Make Up

87% - Healthy females aged between 35 and 65 with mild to moderate aging of the face

13% - Healthy males aged between 35 – 65 with mild to moderate aging of the face

3% - 26 - 30	12% - 31 - 35
7% - 36 - 40	3% - 41 - 45
17% - 46 - 50	17% - 51 - 55
17% - 56 - 60	23% - 61+

# CULT51

## VISIBLE RESULTS CLINICAL TRIALS



Group	I	II	III	IV
% age of panellists graded prior to commencement of trial	0%	7%	60%	33%
% age of panellists graded at the end of the trial	0%	23%	73%	3%
Increase/ decrease in % of panellists within group at the end of the trial	0%	17%	13%	-30%
Percentage change	0%	250%	22%	-90%



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## INDEPENDENT CLINICAL TESTING – Some Headlines

		15mins	4 wks	6wks			1 hr	4 wks	6wks
Depth Of Wrinkle Reduction	Average	15%	23%	39%	Skin Firmness Improvement	Average	82%	138%	143%
	Highest	21%	29%	47%		Highest	115%	185%	192%
	Lowest	9%	18%	31%		Lowest	55%	103%	108%

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## INDEPENDENT CLINICAL TESTING 1. SKIN BARRIER FUNCTION

		Before	Post
Skin Barrier Function Improvement	Average	10.35	6.61
	Highest	11.19	8.28
	Lowest	9.58	4.69

Normal skin is usually between 7 – 10, the lower the figure the better your skin functions, and holds moisturisation.

63% of the panellists recorded measurements below 7 at end of trial

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## INDEPENDENT CLINICAL TESTING 2. HYDRATION

<b>Hydration Improvement</b>	<b>Average</b>	<b>141%</b>
	<b>Highest</b>	<b>190%</b>
	<b>Lowest</b>	<b>104%</b>

This is result after 12 hours.

Most products scores diminish after 12 hours however the  
“Skin Barrier” tests show that CULT51 keeps building.

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## INDEPENDENT CLINICAL TESTING 3. LUMINOSITY

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	Highest		13%	17%
	Lowest		5%	7%

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## INDEPENDENT CLINICAL TESTING 4. AGE SPOTS

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Age Spot Colour Intensity Reduction	Average	9%	11%	17%
	Highest	13%	17%	25%
	Lowest	5%	7%	11%

Clinically proven to reduce Melanogenesis by up to 57% within 4 days

The overall skin lightening effect was assessed as 22%



Before



After





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IMMEDIATE EFFECT  
SERUM

30ml e 1.05 FLOZ.

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IMMEDIATE EFFECT  
SERUM

CULT51

CULT51

30ml e 1.05 FLOZ.

SERUM  
IMMEDIATE EFFECT

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## NEW PRODUCT DEVELOPMENT

Body Moisturiser (Qtr 4 2015)

Holds moisture for 7 days

Contains hair growth retardant

Contains the 3 most powerful proven anti cellulite actives

Contains a powerful slimming active

V Shape Neck

Day Cream