

## Top Ten Reasons to Go for the Gold



GoldCosmetica offers the first clinically tested, certified 24 carat gold for beauty and wellness. It's changing the way people think about luxury skin care. Here are some of the reasons GoldCosmetica 24K Cosmetic Gold attracts customers, and keeps them coming back for more.

**1. Proven benefits** – GoldCosmetica 24K Gold for Facial and Body Treatment is the first cosmetic gold clinically proven to increase skin performance and appearance. In a study performed by the Skin Test Institute of Switzerland, the majority of participants (women ages 40-64, with visible aging signs) demonstrated significantly increased skin radiance, elasticity, firmness, and smoothness (reduced scaliness and wrinkles). Equally important, they felt they had more nourished, “cared for” skin, and would recommend GoldCosmetica 24K Gold Leaf to their friends.

**2. Quality from the source** – GoldCosmetica is manufactured in Germany by JG Eytzinger GmbH, a gold leaf manufacturer with generations – and nearly 150 years – of expertise in goldbeating. State-of-the-art technology combined with traditional values combine to create an unparalleled cosmetic gold. GoldCosmetica products are continuously and rigorously examined at each step of production to ensure the highest level of quality – from initial melting, through the beating process, to the final tissue-thin pure gold leaves.

**3. Timeless allure** – genuine gold has been celebrated throughout history for its unchanging beauty and luster. Gold was the skin adornment of choice for cosmetic, spiritual and wellness applications for ancient Egyptian and Eastern nobility. Today, its warmth and glamor continue to attract in a way no other natural element can.

**4. Sensuality** – 24K cosmetic gold is so soft and finely beaten, it embraces the skin surface, conducting warmth with soothing micro-particles. During treatment, its semi-porousness allows oxygen, steam and other products to work on the skin. When massaged, the gold leaf breaks down into tiny particles that can remain on your client's skin, creating a visible, glowing sparkle.

**5. Plays well with others** – 24K Gold Leaf is easy to use with any of your existing products and treatments. It actually enhances their effects. It's also simple to apply, since each leaf has its own pliable carrier paper. Simply pull out a square from the treatment book, place gold-side down on prepared skin, rub and pull away the backing paper. You have a very controlled, clean way to apply pure, delicate cosmetic gold to the skin, whether it's a facial, mani/pedi, or body treatment.

**6. Value** – gold is celebrated for its beauty and shine – and this star power translates to luxurious treatments you can offer customers on a continuing basis. Its ability to impart radiance and shimmer to skin is unmatched, and make it a client favorite. Customers who want a deluxe treatment prior to a wedding, red carpet event, or other special occasion return when they see the immediate glow cosmetic gold gives them. Cosmetic gold can be enjoyed as an add-on, a la carte service or part of a package.

**7. Purity** – GoldCosmetica 24K Gold meets the stringent testing requirements for microbiological quality and cutaneous applications. – 24K Gold is not combined with any other metal or put in suspension, enabling you to deliver maximum impact. It's a powerful element that markedly improves skin behavior, appearance and radiance. Unlike many products originating from undetermined sources in Asia, GoldCosmetica's 24K Gold is pure, clean gold, free of harmful bacteria or other non-precious metals.

**8. Safety** – 24K Gold for Facial and Body Treatment is third party tested, and has been determined to be without risk to human health, as well as dermatologically non-irritating. You can be confident in recommending this treatment to promote wellness for every skin type.

**9. Made with care** –Goldcosmetica products are annually evaluated to certify Good Manufacturing Practices (GMP). This certifies care for the staff, the facility and the surrounding environment during production. GoldCosmetica raw materials are responsibly sourced.

**10. Gorgeous good health and more youthful, glowing skin** – GoldCosmetica joins science, technology and artisanal methods to provide cosmetic gold that offers the most luxurious skin treatment combined with proven benefits for skin performance and wellness. Now it's your turn to apply the "gold standard" to your repertoire!

GoldCosmetica makes its U.S. debut at IECSC New York March 8-10 at the Javits Center, booth 367. Be sure to visit – you'll see demonstrations and learn in depth about their cosmetic gold leaf treatments for skin, nails and hair. For more information please contact Jennifer Longworth, Sales Manager North America, [jennifer@goldcosmetica.com](mailto:jennifer@goldcosmetica.com) and visit [www.goldcosmetica.com](http://www.goldcosmetica.com)