

"The Everything Field Doc"

REALHER

MAKEUP THAT EMPOWERS

X

LORDE+BELLE

DESIGNED BY SCIENCE

THE INSPIRATION

A FATHER'S JOURNEY TO EMPOWER HIS DAUGHTER

It's natural to want to look a certain way to be liked. Many people, especially young girls, try to fit into a particular mold—something founder, Bill Xiang, didn't want for his daughter, Yarie. As a result, he launched REALHER cosmetics to challenge traditional beauty standards by emphasizing self-enhancement over total transformation.

Bill's passion for the beauty industry took him throughout Asia and America, selling innovative beauty products and services to industry leaders. Reputable brands regularly seek his guidance and expertise in product development, packaging and distribution. With Bill's stellar reputation within the industry, when he launched RealHer makeup, he quickly gained a foothold in the market securing retail accounts with HSN, Macys, Neiman Marcus and other major beauty retailers. Bill has built a global portfolio of notable beauty companies and while successful in his other brands, he desired to create a path where others could thrive as well.



FOUNDER
BILL XIANG

After years of researching, he combined his experience in building great brands and developing innovative products with his desire to give back to the world by giving others the opportunity to experience unparalleled success and the opportunity to pursue their happiness.

In 2021, Bill launched Lorde+Belle, which brings a modern innovative 'Omni-Channel' company within the direct selling industry. As former formulator, Bill has a heavy focus on delivering next generation beauty products. He is unrelenting in his quest to create skin care that focuses on three key elements - products developed by science with innovation at the forefront, products with safety in mind and adhering to EU standards, and products that really work.

Did you know you could be wasting your expensive skincare products?

Increase product penetration and improve your skin's texture, tone and fine-lines in the comfort of your own home. Lorde + Belle's RegenPen is a non-invasive nano-channeling pen that uses quick stamping motions with gentle silicone tips to kick-start the skin's natural repair process to achieve immediate and long-term results.

DESIGNED BY SCIENCE | CONSCIOUSLY CREATED

RegenPen™

Helps to reduce the appearance of fine lines, wrinkles and hyperpigmentation

Helps to increase collagen production, and improve skin's hydration



MM of cartridge impacts the depth ingredients are penetrating

- Sensitive cartridge: 0.04mm
- Daily cartridge: 0.08mm
- Weekly cartridge: 0.18mm

Helps to improve firmness, texture and tone

TIPS:

***Best Results with DAILY use to increase penetration of ingredients into skin enhancing results**
Weekly cartridge .18 MM may help to achieve "up to 97% penetration"
***Select cartridge by skin type**



Gentle silicone tips



Non-invasive



Nano-channeling



Deep Penetration



Increase product penetration



Improve skin's texture, tone and fine lines

LORDE+BELLE RegenPen™

DESIGNED BY SCIENCE



STEP 1.
Ensure the treatment area is freshly cleansed and free of all makeup and skincare products.



STEP 2.
Open a new cartridge. Insert the narrow end into the RegenPen™. Twist until it no longer turns.

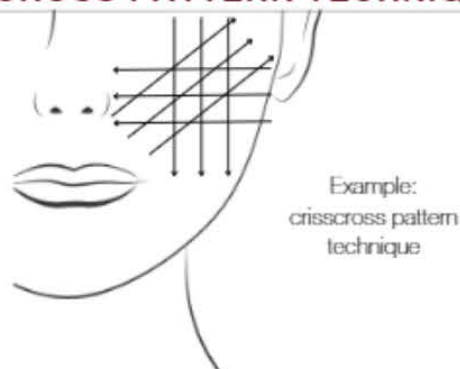


STEP 3.
Apply your favorite Lorde + Belle HA3 or Repair Serum. Work in sections. Spritz with water to prevent drying as you use Regen Pen in sections.

SPOT TREATMENTS:

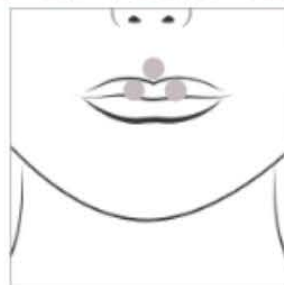
- Forehead "11's"
- Brow Lift
- Undereye dark circles & puffiness
- Crows Feet
- Hyperpigmentation
- Lip Plumper

CRISS CROSS PATTERN TECHNIQUE

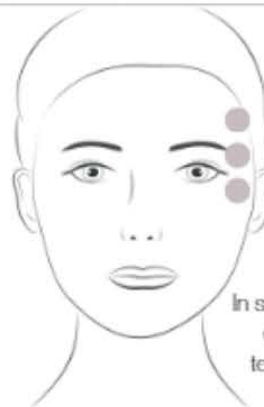


Allow the pen to glide over the skin without added pressure. Move the pen in a circular motion or a variety of horizontal, vertical and diagonal motions, NOT EXCEEDING 3-5 seconds in each area.

OPTIONAL - LIP PLUMP TECHNIQUE



Wet lips. Apply HA3.
Glide RegenPen above lip line, on lip line, and on inner fleshy pad of top and bottom lip. For added immediate volume, press & release all 3 areas, especially the cupid's bow.



In small areas, try the circular motion technique for 3-5 seconds

STEP 4.
Nano Channels are open for 20 minutes after using Regen Pen. Anything applied during this time will penetrate more deeply. If using HA3, spritz skin with more water to prevent flaking & increase plumping dewy benefits. Do not rinse off. For best results, follow with Lorde + Belle's Hydra-V Moisturizer.

"No-Needle Non-Invasive Alternative"

Unlike micro-needling, the nano-channeling RegenPen™ painlessly increases nutrient absorption up to 97% via stamping motions without causing inflammation or bleeding. Dermatologists recommend the RegenPen™ for safe daily or weekly in-home usage. The adjustable settings and disposable cartridges make each session fully customizable.

TIP: Always apply HA3 or Repair Serum to the area and spritz with water to reactive as you are working in sections with Regen Pen. This will help the pen to glide across the skin effortlessly.

1. Between the eyebrows

This area commonly has deep-set wrinkles. Use a small criss-cross motion with your RegenPen to target this, working in an upward direction only. Hold the skin between your eyebrows taut and apply even pressure.

TIP: Use a stamp and release technique to add immediate plumping effect to fill out creases.

2. Forehead

Again, use a criss-cross motion using alternate upward strokes. Continue with even pressure; if you have loose skin, make sure to hold it taut.

3. Brow area

Use your free hand to hold the skin taut, gently pulling the peak of your eyebrow outwards. Move the pen in upward motions gently across the brow bone.

4. Crows feet

Be gentle in this area as the skin is delicate. Use your free hand to hold any loose skin taut. Use outwards motions with your pen that move towards your hairline.

TIP: Use a stamp and release technique to add immediate plumping effect to fill out creases.

5. Under-eye area

This is a very delicate area; use little to zero pressure, and use lots of HA3/serum to avoid the pen dragging. Move the RegenPen in outward motions that start under the eye and end close to nose.

6. Cheeks

Moving on to the fattier area of the cheeks, using your free hand to hold the skin taut, use criss-cross or tic-tac-toe outwards motions overlapping an area about 3 single strokes towards the outer sides of your face.

7. Nasal Labial Folds

TIP: For immediate volume. Spritz area with water. Apply HA3. Stamp and release in each nasal labial fold (being careful not to overwork area if you've previously used RegenPen).

8. Chin

Use criss-cross motions on the fleshy part of the chin.

9. Jawline

Pulling from the bottom of your jaw, gently make upwards strikes towards your cheeks (being careful not to overlap where you've previously used RegenPen).

10. Lip

In the small fleshy area between your cupid's bow and nose, gently make upwards motions, then cross sideways motions towards the outsides of your face

TIP FOR LIP PLUMP: Wet lips. Apply HA3. Glide RegenPen across above lip, lip line, inner fleshy pad of lip. For added immediate volume, stamp and release each area, especially the cupid's bow.

10. Nose

Finally, on the nose, make upward strokes towards the brow/forehead area.

TIP: If there are any areas that you are having trouble reaching or you feel are too small to do a 'criss cross' motion, do small circular motions with your pen for 3-4 seconds to treat this area (EX: the sides of the nose, or the crows feet area).

FAQ

Q A How long does the cartridge last?

The cartridges are for one time use only, we do not recommend using one cartridge multiple times for sanitary reasons.

Q A What makes Lorde + Belles RegenPen different?

1. Our cartridges are 99.99% pure silicon, there are some other pens in the market but they are not using the same technology and are using other materials (stainless steel, etc.) they are very similar to micro-needling which can be dangerous to do the treatment at home. Can cause skin irritation and other issues.
2. Our silicon tips use patented technology so the nano channeling tips on our RegenPen cartridges are narrower than others. They are built with additional stability inside each tip to prevent bending and breaking. This allows our cartridges to provide consistent nano-channeling across the entire face during use. Some may claim to be using nano-needling, but if you can see the cones/tips with your naked eye, you'll notice that the needles are not fine enough to open the nano channels without irritating the skin.

Q A What is the difference between RegenPen and Micro needling?

1. RegenPen is a non-invasive treatment vs micro needling being invasive due to the size of the needles.
2. RegenPen can safely be used around the eyes and lips.
3. RegenPen can be safely used at the comfort of your home without worrying about skin irritation.
4. After treating skin with RegenPen the absorption channels on the skin stays open for up to 20 minutes to allow better penetration of additional skincare products.

Q A What is the charge life of the battery on RegenPen?

The charge should last 2-6 weeks depending on frequency of use.

Q A Does it come with a warranty?

Yes, our RegenPen comes with 1 year warranty.

What are the MM of the cartridges & how often should I use the RegenPen?

Q A Sensitive Cartridge: 0.04mm, Daily cartridge: 0.08mm, Weekly cartridge: 0.18mm. For optimum results use the RegenPen DAILY with a cartridge your skin can tolerate



ABOUT THE STUDY

Princeton Consumer Research (PCR) conducted an 8-week clinical study using Lorde + Belle's Repair Serum and RegenPen™. Sixty-six participants of a wide range of demographics and skin tones on the Fitzpatrick scale were a part of this study. Half of the participants used the Repair Serum twice a day and the other half used the Repair Serum twice a day and once with the RegenPen™. To measure results, PCR observed participants' skin before and after 4 and 8-weeks of use in three different ways: measured by a machine, 3rd party visual assessment, and self-reporting.

WHAT WAS MEASURED

HYDRATION

APPEARANCE OF FINE LINES AND WRINKLES

SKIN BRIGHTNESS

SKIN TONE

DARK UNDER-EYE CIRCLES

THE RESULTS



REPAIR SERUM

149% INCREASE IN HYDRATION
43% REDUCTION IN THE APPEARANCE OF FINE LINES + WRINKLES
63% REDUCTION IN THE APPEARANCE OF DARK SPOTS
40% REDUCTION IN THE APPEARANCE OF DARK CIRCLES

VS



REPAIR SERUM + REGENPEN

212% INCREASE IN HYDRATION
66% REDUCTION IN THE APPEARANCE OF FINE LINES + WRINKLES
76% REDUCTION IN THE APPEARANCE OF DARK SPOTS
68% REDUCTION IN THE APPEARANCE OF DARK CIRCLES

THIRD PARTY CLINICAL RESEARCH RESULTS

Princeton Consumer Research (PCR) conducted an 8-week clinical study using Lorde + Belle's Repair Serum and RegenPen™. Sixty-six participants of a wide range of demographics and skin tones on the Fitzpatrick scale were a part of this study. Half of the participants used the Repair Serum twice a day and the other half used the Repair Serum twice a day and once with the RegenPen™. To measure results, PCR observed participants' skin before and after 4 and 8-weeks of use in three different ways: measured by a machine, 3rd party visual assessment, and self-reporting.

REPAIR SERUM + WRINKLE REDUCING BOOSTER



49% reduction in the appearance of fine lines and wrinkles

100% of participants felt these products significantly reduced the appearance of fine lines and wrinkles

100% of participants said their skin looked more youthful

100% of participants saw an improvement in the texture of their skin

100% of participants saw an improvement in the firmness of their skin

Our alternative preservation system employs the *Hurdle Technology approach*, utilizing a combination of multifunctional ingredients to create a hostile environment for microbial growth. We're using *an acid system, that's 100% natural organic chelating agent* that prevents the growth of yeast and mold in formulation, that's more gentle compared to traditional preservative system.

REPAIR SERUM + REDNESS REDUCING BOOSTER

100% of participants had a significant improvement in the reduction of skin redness (measured with chromameter)

100% of participants felt this product reduced irritation and redness

100% of participants felt more confident about their skin



REPAIR SERUM + SPOT REDUCING BOOSTER



96% of participants said this was the best skin radiance product they've ever used

96% of participants felt the product had a skin refining effect

96% of participants felt the product increased skin radiance

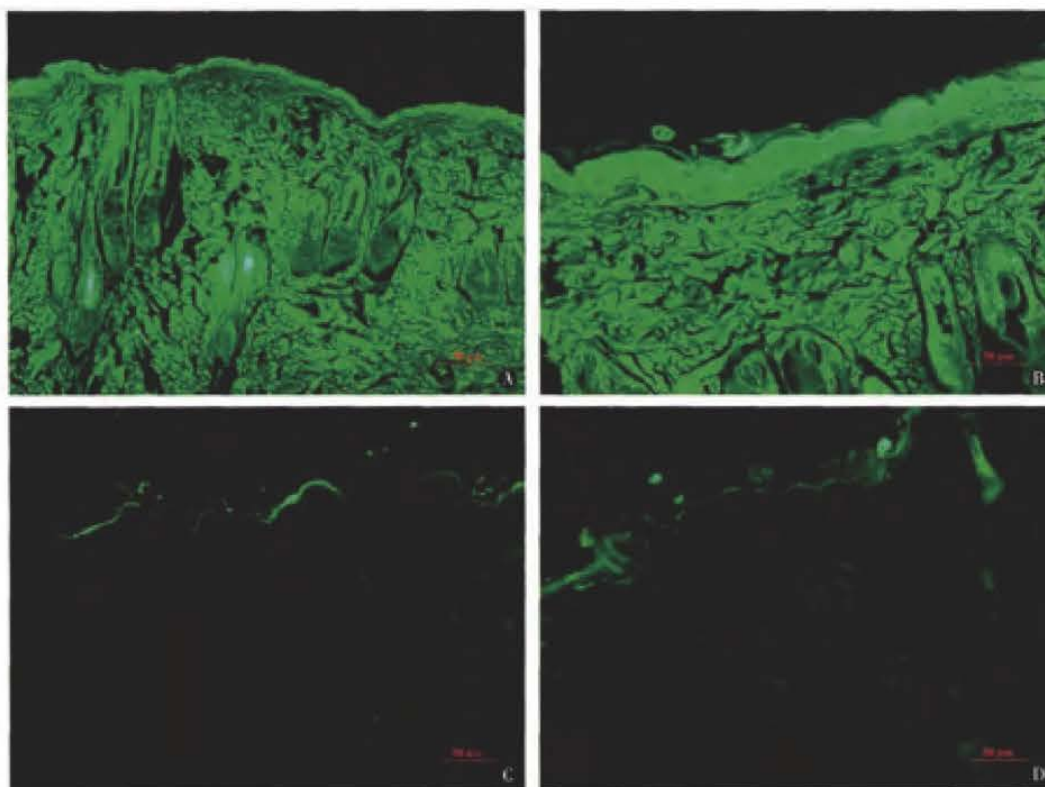
100% of participants had significant improvements in skin brightness (measured by Chromameter)

REGEN PEN

BACKED BY SCIENCE



Clinical studies show that only a small amount of skincare products applied directly to the skin penetrate the deeper layers of skin. Using RegenPen increases the penetration rate of skincare products by up to 97%! The image below from a clinical study shows how much product applied directly to the skin is absorbed (bottom) versus product applied with a nanochanneling tool such as the RegenPen with a weekly cartridge (top).



Clin Dermatol, April 2017. Vol 46 No. 4

LORDE+BELLE

BEFORE **AFTER**

Lauryn Allen
L+B Brand Partner

CC Regimen, RegenPen 3 times weekly, Elixir, Spot Reducing Booster. Photos taken 1 month apart.

*Individual results can and will vary. Results are not necessarily representative of all who use Lorde + Belle products.

LORDE+BELLE
brand partner

BEFORE **AFTER**

Tammie R.
Lorde + Belle Brand Partner
@tami_redefineyou

Repair Serum paired with the RegenPen. Images taken 4 weeks apart.

2x a day for 1st week; 1x a day 2nd week; 3rd week on every other day

Individual results can and will vary. Results are not representative of all who use Lorde + Belle products.

LORDE+BELLE

Consciously created without harmful additives to **exceed EU beauty standards**



Sulfate Free



Alcohol-free



Phthalate Free



Antibiotic-free



Bleach Free



Paraben Free



Heavy Metal Free



Mineral Oil Free

REPAIR SERUM

149%

INCREASE IN HYDRATION

43%

REDUCTION IN THE APPEARANCE OF FINE LINE + WRINKLES

63%

REDUCTION IN THE APPEARANCE OF DARK SPOTS

40%

REDUCTION IN THE APPEARANCE OF DARK CIRCLES

BASED ON A THIRD-PARTY, 8-WEEK CLINICAL STUDY. INDIVIDUAL RESULTS CAN AND WILL VARY.

REPAIR SERUM

KEY INGREDIENTS

The Repair Serum contains unsurpassed ingredients in a synergistic formulation for next-generation skincare with maximum potency and efficacy.

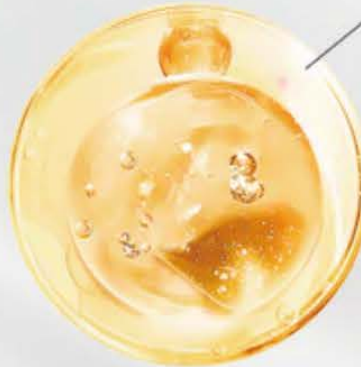
Pro-Biotic Bacillus Ferment

Natural enzymes that help eliminate dead skin cells to smooth the skin's surface, protect skin from oxidative stress, create a microbiotic barrier, and help minimize the appearance of fine lines and wrinkles.



Retinoic Acid blended with lowest molecular weight of HA3 HyRetin

A synergistic blend of retinol and hyaluronic acid that helps lift, tighten and firm while hydrating the skin, without the irritation from traditional retinol



Astaxanthin Kelp Blend

Increases skin's moisture retention



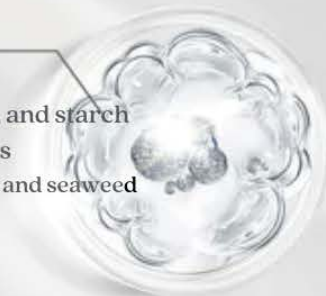
CoQ10

Promotes elasticity



Beta-Glucan

Promotes healing
Polysaccharides are sugars, and starch bonded together. Fatty Acids
Found in yeast, bacteria, fungi, and seaweed



Ferulic Acid

Protects skin from UV damage



HA3

A pure hyaluronic acid compound delivering simultaneous multi-level hydration via molecules of low, medium, and high molecular weights that help minimize the appearance of fine lines and wrinkles while improving skin elasticity and texture.



HyRetin

Contains retinol and hyaluronic acid

A patented active ingredient that combines hyaluronic and retinoic acid which reduces the irritating effect of Retinol and it can be used at anytime during the day.

Highly effective in helping reduce
the appearance of fine lines and wrinkles



Retinol

The derivatives of vitamin A that have been shown to be beneficial in helping to manage acne, acne scarring and signs of aging.

Hyaluronic acid

The low molecular weight of Hyaluronic acid helps this ester to penetrate deeper into the skin.

Additional advantages of Hyretin

- Anti-inflammatory properties
- Increases production of collagen
- Does not irritate the skin
- Penetrates deep into the skin
- Improves skin elasticity and texture
- Sebum reduction
- Pore reduction (both number and size)
- Keeps all advantages of hyaluronic acid



24-Hour hydration

Natural plant formula nourishes the skin
HA3 to deliver multi-level hydration



Skin protection

Helps protect the skin's natural barrier from
oxidative stress and free radical damage



Cellular regeneration

Helps encourage healthy cellular regeneration to
make the skin feel soft and supple



Environmental damage prevention

Helps minimize fine lines and wrinkles



UNIQUE FACT:
Our alternative
preservation system,
utilizes an acid system,
that's 100% natural
organic chelating agent
that prevents the
growth of yeast and
mold in formulation,
that's more gentle
compared to traditional
preservative system.

Hydra-V Moisturizer Key Ingredients



Patented Ceramide Complex

Helps restore the skin barrier for less irritated skin and prevents moisture loss

HA3

Helps reduce the appearance of age spots, hydrates, and protects the skin. HA3 delivers multi-level hydration.



Beta Glucan

Helps reduce moisture loss, resulting in smoother and more supple skin
Polysaccharides are sugars, and starch bonded together. Fatty Acids. Found in yeast, bacteria, fungi, and seaweed

Skin Barrier / Repair Complex

Helps prevent moisture loss, reduces irritation and redness



LORDE+BELLE

Consciously Created without harmful additives
to exceed EU beauty standards



Fragrance-Free



Alcohol-free



Phthalate Free



Mineral Oil Free



Antibiotic-free



Heavy Metal Free



Bleach Free



Sulfate Free

Formulated to Exceed EU Beauty Standards

01

Helps to balance skin oil production

Helps minimize the appearance of pores

02

Helps to combat free radical damage

Helps to promote cell regeneration to a soft and plump skin

03

Helps to fortify the skin's barrier

Helps to reduce the water loss from the skin

04

Helps to prevent environmental damage.

Helps to reduce the appearance of fine lines and wrinkles



PLANT-BASED OILS EXTRACTED BY SCIENCE AND TECHNOLOGY

A rich source of more than 100 antioxidant compounds used to condition and soften skin.

Oryza Sativa (Rice) Bran Extract



A good source of vitamin C, B, and E, provides antioxidant benefits. Helps to stabilize elements in skin that typically break down in the presence of free radicals.

Hippophae Rhamnoides Fruit Oil



provides hydration without oiliness for an even, glowing complexion.

Ethylhexyl Olivat



Daucus Carota Sativa (Carrot) Seed Oil



A powerful natural retinol alternative. Acts as an antioxidant and protector from UV rays, pollution, and stress.

Rosmarinus Officinalis (Rosemary) Leaf Extract

Antioxidant and has a calming effect on the skin



Citrus Aurantium Bergamia (Bergamot) Peel Oil

balances oil production while toning, cleansing, and gentle antiseptic to help minimize the look of scars and other marks



UNIQUE FACT:
The unique blend of Rosemary, Rice Bran Extract, Sunflower, & Tocopherol helps to fight against degradation of Retinol in both the Elixir and Repair Serum

CONSCIOUSLY CREATED WITHOUT
HARMFUL ADDITIVES

CLEANSING OIL



Vitis Vinifera (Grape) Seed Oil

Containing high levels of Vitamin E, this ingredient is a powerful antioxidant for reducing cellular damage from free radicals.

Zea Mays (Corn) Germ Oil

Rich in essential fatty acids, this oil helps keep the epidermis hydrated by repairing the skin's lipid barrier and fighting against harmful bacteria.



Mauritia Flexuosa Fruit Oil

High in oleic acid, this ingredient improves skin elasticity and the cellular repair process.

Anthem is Nobilis Flower Oil

Reduces skin inflammation and irritation and has an antibacterial effect to treat acne and minor cuts or burns in the skin.



LORDEANDBELLE.COM



Sulfate Free



Alcohol-free



Bleach Free



Paraben Free



Phthalate Free



Antibiotic-free



Heavy Metal Free



Mineral Oil Free

LORDE+BELLE

DESIGNED BY SCIENCE

Is your skincare really as potent as marketed?

Get targeted, concentrated skincare treatments with Lorde + Belle Booster Powders.

There is no 'one size fits all' in skincare. That's why Lorde + Belle's unique Booster Powder formulations allow you to customize your routine with highly potent and stable active ingredients to target your specific skin concerns. Simply add one to two shakes of one of our booster powders to your favorite Lorde + Belle serum, mix and apply.

High Active Ingredients

to deliver results quickly.

5
targeted formulations

Stable

powder formulation maintains potency over time

Customize

your skincare routine for your unique needs

TIP:

Customize your regimen using multiple Boosters at the same time

Targeted treatments for:

- + Hydration
- + Redness Relief
- + C+ Brightening
- + Wrinkle Reducing
- + Spot Reducing

BOOSTER POWDERS FOR TARGETED SOLUTIONS



TIP:

Activate & Blend with HA3, Repair Serum, HydraV Moisturizer or water

WRINKLE REDUCING BOOSTER

Combines **Hyaluronic Acid** + **Retinoid**, two powerful anti-aging ingredients to help with reducing signs of aging, Sebum reduction, pore reduction, increased hydration

→ Want help with Acne?

SPOT REDUCING BOOSTER

Contains **Arbutin**, to help treat dark spots and enlighten the skin and **Licorice Root** to help improve hyperpigmentation, skin irritation and redness. ANTI-INFLAMMATORY properties and ANTI-OXIDANTS can HELP TREAT ACNE by fighting off bacteria

REDNESS REDUCING BOOSTER

Contains **Aesculus Chinesis** an antioxidative to help improve skin microcirculation, resist inflammation, and relieve edema, **Aloe Vera** to help with moisturizing, and protecting the skin against UV rays, **Niacinamide** to help strengthen and hydrate the skin, calm irritated skin and reduce dark spots, and **Allantoin** to help stimulate healthy tissue formation by promoting and accelerating the natural cell regeneration process of the skin.

C+ BRIGHTENING BOOSTER

Contains a stabilized, time-released **Vitamin C** to help with skin brightening, promotion of collagen synthesis, and antioxidant effects

HYDRAMAX BOOSTER

Contains a concentrated blend of **Low, Medium, and High molecular weight Pure Hyaluronic Acid** for improving the appearance of skin to look younger, healthier, and more supple

LORDE + BELLE

DESIGNED BY SCIENCE

Using freeze-dried technology to lock in potent active ingredients without the use of preservatives, helps you reveal softer, more hydrated skin in as little as 15 minutes.

The HydraPure Mask is produced using the most refined and advanced technology to preserve its ingredients' potency and native structures. Suitable for all skin types, HydraPure Mask is water activated and does not contain any preservatives or fragrance additives.

- Heavy metal free
- Alcohol-free
- Sulfate free
- Antibiotic-free
- Mineral oil free
- Preservative free
- Phthalate free
- Pigment free



Increases
skin hydration

Protects
skin against
external irritants
and pollutants

**Freeze-dried
technology**
to lock in potent
active ingredients

Soothes
skin after sun
exposure

Individual results can and will vary. Results not necessarily representative of all those who use Lorde + Belle products.

ACTIVE INGREDIENTS TO NOURISH SKIN

Hydrapure Mask

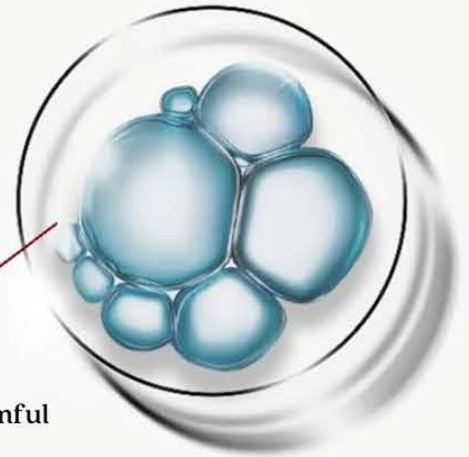


Aloe Vera

Helps moisturize and soothe various skin conditions, including acne and sunburns

Bifida ferment filtrate

Studies have found that it helps prevent skin damage from exposure to UV light, hydrate the skin, and strengthen the skin's immune system



Fructooligosaccharides

Prebiotic. Help maintain a healthy microbiome. Protects against harmful external stressors



Squalane

Moisturizes and soothes dry, rough-textured skin. Helps skin retain moisture and enhances the skin's natural barrier against external irritants and pollutants. Antibacterial.

Sodium Hyaluronate

Attracts moisture to skin cells and helps to reduce dryness and flakiness



WSK

Adsorbed and bonded to its own weight more than 500 times water, moisturizing cuticle



Made from Natural plant fiber (lyocell), biodegradable and environmentally friendly.



Dendrobium candidum

Repair elastic fibers allow skin restore the original elasticity and luster; Radiation resistance, Reduce UV damage

Long-lasting hydration that goes beyond the surface.

HA3 provides intense hydration for visibly younger-looking, plump, dewy skin.

Hydration is the key to youthful looking, supple skin, but most moisturizers or serums only penetrate the top layers of your skin. That's why Lorde + Belle created HA3. Using proprietary technology, HA3 contains a pure hyaluronic acid blend delivering multi-level hydration by using low, medium, and high molecular weights. These different molecular weights allow HA3 to penetrate deeper into the skin's structure to provide intense hydration from the inside out.

Draws water
from the environment to your skin



Antioxidants
help to reduce environmental damage

HA3 can help to:

- + REDUCE THE APPEARANCE OF FINE LINES & WRINKLES
- + INCREASE COLLAGEN PRODUCTION
- + RESTORE FACIAL VOLUME
- + IMPROVE HYDRATION
- + PREVENT MOISTURE LOSS

3
Molecular weights of Hyaluronic Acid

CONCERN: FULLER LIPS

LORDE+BELLE
brand partner

BEFORE



Nikki N.

@believeskincareandmassage

AFTER



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NON-INVASIVE LIP PLUMPING



Individual results can and will vary. Results are not representative of all who use Lorde + Belle products.

CONCERN: SCARRING & UNEVEN TONE

LORDE+BELLE
brand partner

BEFORE



Carianne E.
L+B Brand Partner

AFTER



Alternating Daily and Sensitive cartridges with RegenPen 2x/week
HA3 serum and C+ Brightening Booster 2x/day
5 weeks between photos

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With Lorde+Belle Repair Serum and C+ Brightening Booster,

100% participants experienced a **significant improvement in the appearance of skin tone evenness, skin luminosity and skin hyperpigmentation.** (Measured by Chromameter)

- 62% improvement in skin tone evenness
- 61% improvement in skin luminosity
- 61% improvement in the appearance of hyperpigmentation

100% of participants said their skin was feeling more luminous

96% of participants said this was the **BEST skin radiance product they had ever used.**

**based on 8 weeks of clinical study performed by 3rd party.*

Individual results can and will vary. Results are not representative of all who use Lorde + Belle products.

CONCERN: ACNE & REDNESS

LORDE+BELLE



BEFORE

Lauryn Allen
L+B Brand Partner

AFTER

CC Regimen, RegenPen 3 times weekly, Elixir, Spot Reducing Booster. Photos taken 1 month apart

*Individual results can and will vary. Results are not necessarily representative of all who use Lorde + Belle products.

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96% of participants said this was the best skin radiance product they've ever used

96% of participants felt the product had a skin refining effect

96% of participants felt the product increased skin radiance

100% of participants had significant improvements in skin brightness (measured by Chromameter)

Individual results can and will vary. Results are not representative of all who use Lorde + Belle products.

CONCERN: HYPERPIGMENTATION

LORDE+BELLE
brand partner

BEFORE



Gia Mazzola
L+B Brand Partner
@g_i_a_m_a_z_z

AFTER



Pictures taken 4 weeks apart
Hydrating Cleanser, Repair Serum, Spot
Reducing Booster + HydraV Moisturizer

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With Lorde+Belle's RegenPen and Repair Serum, we see **76%** reduction in the appearance of dark spots/ hyperpigmentation in 8 weeks of Clinical study performed by Princeton Consumer Research (PCR).



Individual results can and will vary. Results are not representative of all who use Lorde + Belle products.

CONCERN: CROWS FEET ANTI-AGING

LORDE+BELLE
brand partner

BEFORE



Tammie R.
Lorde + Belle Brand Partner
@tami_redefineyou

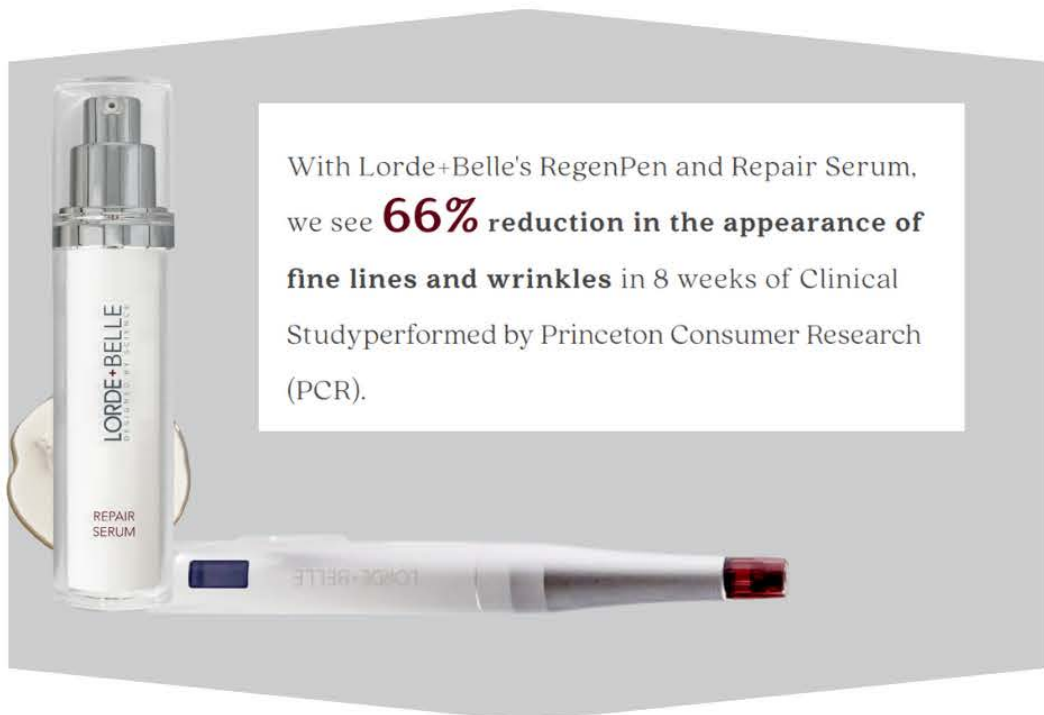
AFTER



Repair Serum paired with the RegenPen.
Images taken 4 weeks apart.

2x a day for 1st week; 1x a day 2nd week; 3rd week on every other day

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With Lorde+Belle's RegenPen and Repair Serum, we see **66%** reduction in the appearance of **fine lines and wrinkles** in 8 weeks of Clinical Study performed by Princeton Consumer Research (PCR).

Individual results can and will vary. Results are not representative of all who use Lorde + Belle products.

CONCERN: UNDER EYE PUFFINESS DARK UNDER EYE CIRCLES



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With Lorde+Belle's Repair Serum alone, we see **40%** reduction in the appearance of dark Circles

With Lorde+Belle's RegenPen and Repair Serum, we see **68%** reduction in the appearance of dark Circles in 8 weeks of Clinical study performed by Princeton Consumer Research (PCR).

Individual results can and will vary. Results are not representative of all who use Lorde + Belle products.

Clinical Study results based on Repair Serum used 2x day with daily use of RegenPen daily cartridge for 5 days/wk + 1 weekly cartridge/wk

CONCERN: ANTI-AGING DECOLLETE

LORDE+BELLE
brand partner

BEFORE



AFTER

Wendy
L+B Brand Partner
@believeskincareandmassage

ONE USE of the RegenPen with our HA3 Serum, Repair Serum, and Hydra-V Moisturizer

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With Lorde+Belle's RegenPen and Repair Serum, we see **66%** reduction in the appearance of **fine lines and wrinkles** in 8 weeks of Clinical Study performed by Princeton Consumer Research (PCR).

Individual results can and will vary. Results are not representative of all who use Lorde + Belle products.

BEFORE



Gerianne White
Brand Partner

AFTER

HydraPure mask for 15 minutes
Repair Serum with HydraMax booster





Lorde + Belle RegenPen after one use with Daily Cartidge, Repair Serum, and Wrinkle Reducing Booster Powder.

— Soha T, L+B employee



With Lordest+Belle's RegenPen and Repair Serum, we see **66%** reduction in the appearance of **fine lines and wrinkles** in 8 weeks of Clinical Study performed by Princeton Consumer Research (PCR).

BEFORE



Gerianne W.
L+B Brand Partner
@believeskincareandmassage



AFTER

CC Regimen, HA3 Serum, Radiant Face Elixir, and RegenPen, Pictures taken 4 treatments apart.

Regen Pen used 1x week. Serum & Elixir Mixed together



With Lorde+Belle's RegenPen and Repair Serum, we see **66%** reduction in the appearance of **fine lines and wrinkles** in 8 weeks of Clinical Study performed by Princeton Consumer Research (PCR).



NOV 18, 2021



DEC 20, 2021

Lorde + Belle RegenPen used with Daily Cartidges and HA³ Serum 3x a week for 4 weeks.

— Caila S, L+B employee



Individual results can and will vary. Results are not representative of all who use Lorde + Belle products.

REALHER x LORDE+BELLE

BEFORE



Carianne E.
L+B Brand Partner



AFTER

Alternating Daily and Sensitive cartridges with RegenPen 2x/week
HA3 serum and C+ Brightening Booster 2x/day
5 weeks between photos





After one use of Lorde + Belle's RegenPen with a Daily Cartridge and HA3 Serum, followed by Repair Serum.

Amy B.



Individual results can and will vary. Results are not representative of all who use Lorde + Belle products.



REALHER

MAKEUP THAT EMPOWERS

ABOUT REALHER

Celebrity collaborations have put us on the map in Hollywood. REALHER has been worn by Tracee Ellis Ross, Kelly Clarkson, Hillary Duff, Cardi B, Chris Han, Veronika Losyuk, Annie Tran, and countless others who appreciate the product and support its mission.



REALHER goes beyond cosmetics; it's an entire lifestyle. You'll find a meaningful affirmation with each piece intended to enhance inner and outer beauty and motivate your own personal journey. Our goal is to "amplify beauty" with next-generation cosmetics, which impact both the inside and out. We want our products to inspire!

REALHER IS FEATURED IN

BuzzFeed

POPSUGAR.

BUSTLE

NYLON

REFINERY29

ELITE DAILY

POWER WEAR LIQUID FOUNDATION

Allow your natural beauty to shine through with this natural-finish, long-wear foundation.

Includes **Lactobacillus Probiotic** to help to maintain healthy and balanced skin.

Features a **unique Blue Light Technology** in the formula that keeps your skin safe from all your tech devices.

Includes **Lipigenine™ Extract** to help keep your skin barrier strong, buoyant, and in tip-top shape.

"I AM EXCEPTIONAL" FOUNDATION



"I AM UNBREAKABLE" FOUNDATION



"I AM EXTRAORDINARY" FOUNDATION



POWER WEAR

20 INSPIRING SHADES





Next Generation foundation with probiotics, blue light UV protection, long-wearing breathable foundation that helps keep your skin barrier strong

	14 Amber Light Tan Neutral
	13 Sienna Neutral
	12 Honey Beige Pink
	11 Sand Neutral Tan
	10 Beige Pink
	9 Shell Beige Neutral
	8 Honey Neutral Pink
	7 Warm Nude Neutral
	6 Golden Neutral
	5 Ivory Beige Neutral Pink
	4 Nude Pink Neutral
	3 Ivory Neutral
	2 Fair Ivory Pink
	1 Porcelain Neutral

	20 Golden Deep Red
	19 Maple Deep
	18 Golden Deep Medium
	17 Deep Honey Orange Red
	16 Deep Tan Red
	15 Medium Tan Neutral

UNDER

TONES

	NEUTRAL UNDERTONES 1, 3, 4, 6, 9
	PINK UNDERTONES 2, 5, 10, 12
	NEUTRAL PINK 5, 8, 13
	WARM TANS 7, 11, 14, 15, 18, 19, 20
	RED DEEP 16, 17, 20

LIGHT



Porcelain Neutral Fair Ivory Pink Ivory Neutral Nude Neutral Pink Ivory Beige Neutral Pink Golden Neutral Warm Nude Neutral

MEDIUM



Honey Neutral Pink Shell Beige Neutral Beige Pink Sand Neutral|Tan Honey Beige Pink Sienna Neutral Amber Light tan

DEEP



15	16	17	18	19	20
Medium Tan Neutral	Deep Tan Red	Deep Honey Orange Red	Golden Dark Medium	Maple Deep	Golden Deep Red

TIPS

1. Lay tubes in order for stripe test
2. Apply dollop on nail | hand | brush
3. Draw all stripes on cheek at one time
4. Allow to oxidize (dry) 30 sec - 1 minute
5. "Match" is shade that disappears most
6. Choose shade to express yourself

Talc Free

Lactobacillus Ferment
Pro-biotic with antibacterial
and anti-inflammatory
properties

**Zingiber
Officinale Root
Extract. Protects
from blue light.**

**Flashback
Free**



What makes it special?

Blurring Veil is not just a regular loose powder and here's why. It is formulated with Zingiber Officinale Root Extract, an extract of the roots of ginger. Research has shown that this ingredient has soothing and potent antioxidant activity when applied to the skin. On top of that, it protects the skin from the harmful effects of blue light. Blue light, especially the one emitted from the sun, causes hyperpigmentation and melasma.

Another amazing ingredient found in blurring Veil loose powder is a probiotic called Lactobacillus Ferment. This probiotic is shown to have great antibacterial and anti-inflammatory effects. Lactobacillus Ferment plays a significant role in helping skin maintain a healthy microbiome, which results in healthy skin and prevents/fights many skin conditions.

In other words, Blurring Veil is not just a makeup product; it also has skincare benefits. It will make your skin look flawless, and keep your makeup in place all day while protecting your skin from blue light and repairing your skin barrier.





MOISTURIZING LIPSTICKS

REALHER MOISTURIZING LIPSTICKS

- | | |
|---------------------------|----------------------------|
| 1. I LOVE MYSELF | 7. WOMEN RULE THE WORLD |
| 2. NO FILTER | 8. IVE GOT THIS |
| 3. I DEFINE BEAUTY MYSELF | 9. BOSS |
| 4. GIRLPOWER | 10. I AM FIERCE |
| 5. SO SASSY | 11. BE YOURSELF BE REALHER |
| 6. SORRY NOT SORRY | 12. I AM POWERFUL |

Encapsulated water is released from the lipstick, providing hydration to your lips.

Not only is each shade **infused with jojoba seed oil, shea butter, and vitamin E**, but each lipstick also provides all-day hydration with a creamy, smooth application.



LIP LINERS

REALHER x LORDE+BELLE

INFUSED WITH
JOJOBA SEED OIL
& SHEA BUTTER

RETRACTABLE

NATURAL MATTE
FINISH

BUILT-IN
SHARPENER



Be Yourself Be Realher
-Dark Red

Hustle Hard
-Cool Nude Dark Brown

I Am a Winner
-Dark Purple

I Am Confident
-Deep Nude

I Am Precious
-Mauve



I Am Unique
-Wine



I Am Unstoppable
-Camel



I Love Myself
-Nude



Stay Classy
-Hot Red

LIP GLOSS

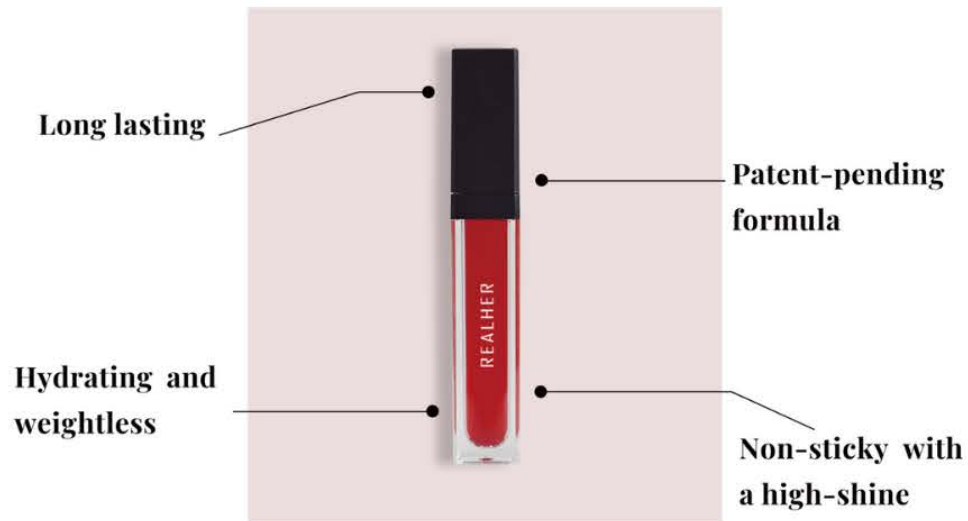


Jojoba Seed Oil
Shea Butter
Vitamin E
HA

UNIQUE FACT:

Lip Gloss is formulated to "stretch" within 1 minute to smooth lip lines creating a mirror like finish

PATENT PENDING LONG WEARING LIP GLOSS



FIERY



CONFIDENT



ELEVATED



SELFLESS



AUTHENTIC



INCLUSIVE





REALHER x LORDE+BELLE

**BOSSES
MAKE MOVES,
YOUR
LIQUID LIPSTICK
SHOULDN'T**



ULTRA MATTE LIQUID LIPSTICK

Smear Resistant Formula. High in Pigment. Long Lasting.

Jojoba Seed Oil and Shea Butter





Pigment heavy
Light-weight
Long-lasting

From a dusty, shiny rose, to a vibrant copper, to a dazzling cranberry- each of our Metallic Liquid Lipsticks comes in 3 aspirational shades. These lipsticks leave your lips in a soft, matte finish; while never compromising its motivational shine.



DEFINER BROW PENCIL

REALHER × LORDE+BELLE

DEFINE, ENHANCE, AND SHAPE

- Waterproof
- Long-Lasting
- Micro-tip Point
- Dual-Ended with a Spoolie
- Retractable

Pair with a nude hue of the REALHER lip gloss in your shade for a subtle, no make-up look.



"Eye Am Grateful"
(Light Brown)



"Eye Am Strong"
(Medium Brown)

Red Undertone



"Eye Am Inspiring"
(Dark Brown)

REALHER Cream Eyeshadow Sticks

- Cruelty Free
- Vegan
- Paraben-Free
- Gluten-Free
- Non-Toxic



Certified Cruelty Free

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- Pigmented
- Glides

- Easy to apply
- Transfer-proof

REALHER × LORDE+BELLE



"EYE AM BEAUTIFUL" MASCARA

With a silicone brush, treat your lashes with more volume, length, and strength. This creamy formula also delights your lashes with moisture and lash elasticity. Enhances the look of the lashes, lengthens and thickens the lashes without being clumpy and because it stays hydrated it doesn't flake throughout the day. It's also buildable.



Precision Point Tip,
seamless application,
Smear Resistant,
Waterproof,
Matte Rich Black Finish

"EYE AM OUTSTANDING" LIQUID EYELINER



"CONQUER FROM WITHIN" EYE SHADOW PALETTE



"MAKE IT HAPPEN" EYE SHADOW PALETTE



"BE YOUR OWN KIND OF BEAUTY" EYE SHADOW PALETTE



"EMBRACE YOURSELF" EYE SHADOW PALETTE



"DREAM SO BIG" EYE SHADOW PALETTE



★Coconut Oil – Hydrates and conditions skin. Has anti-inflammatory properties.

★Avocado Oil – A rich source of oleic fatty acid that firms and hydrates the delicate eye area and promotes skin elasticity.

★Vitamin E – A powerful antioxidant that has anti-aging properties. Moisturizes and soothes the eye area.

★ Shea Butter – An anti-inflammatory and a skin protectant that has softening and healing properties. Locks in moisture and is very nourishing.

★Jojoba Oil – Rich in antioxidants, stimulates collagen production, has hydration properties, and helps reduce the appearance of fine lines and wrinkles.



REASONS TO BECOME A BEAUTY INSIDER *SUBSCRIBE & SAVE*

- ✓ - 15% OFF ALL PRODUCT ORDERS.
- ✓ - FREE SHIPPING ON QUALIFYING ORDERS OVER \$100
- ✓ - EARN FREE PRODUCTS ON CONSISTENT ORDERS
- ✓ - FLEXIBLE SUBSCRIPTION PROGRAM
- ✓ - EXCLUSIVE BEAUTY INSIDER ONLY OFFERS

ENROLLMENT KITS



BUSINESS BUILDER KIT

- INCLUDES:**
 (1) Regimen
 (1) Hydrating Cleanser, 1 Repair Serum, And 1 Hydra-V Moisturizer (5) Boosters
 (2) Regenpen™
 (2) HA3 Serum
 (1) 15pk Daily Cartridges
 (1) 15pk Sensitive Cartridges
 (2) 4pk Weekly Cartridge
 (1) Face Elixir
 (1) Hydrapure Masks
 (1) Cleansing Oil
 (1) Branded Display Tray
 (1) Branded Tote
 1 Year Personal Website

	BBB	DOUBLE BBB
BBB L1	\$175.00	\$350.00
BBB L2	\$50.00	\$100.00
BBB L3	\$25.00	\$50.00

\$1199
RETAIL VALUE \$2118

DISCOUNT	43%
CV	200
QV	1000



2 BRANDS ONE FAMILY

- INCLUDES:**
 (1) Regimen
 (1) Regenpen™
 (1) HA3 Serum
 (1) 15pk Daily Cartridges
 (1) Face Elixir
 (1) Spot Reducing Booster
 (1) Wrinkle Reducing Booster (1) C+Brightening
 (1) Cleansing Oil
 (1) Branded Display Tray
 (1) Branded Tote
 (1) Eye Am Beautiful Mascara
 (1) "Make It Happen" Eyeshadow Palette
 (1) "Embrace Yourself" Eyeshadow Palette
 (1) Definer Brow Pencil - Eye Am Strong- Medium Brown
 (1) Cream Eyeshadow Sticks - Eye Am Glowing- Rose Shimmer (1) "Eye Am Outstanding" Liquid Eyeliner
 (1) Eye Am Amazing - 24 Hour Eyeliner
 (1) "Ultimate Glow Getter" Cheek Trio
 (1) Long Lasting Lip Gloss - Inclusive
 (1) Lip Kit - I Am Awesome
 (1) Moisturizing Lipstick - Girlpower - Deep Mauve
 (1) Blurring Veil Setting Powder
 1 Year Personal Website

	BBB	DOUBLE BBB
BBB L1	\$110.00	\$220.00
BBB L2	\$25.00	\$50.00
BBB L3	\$15.00	\$30.00

\$799
RETAIL VALUE \$1372

DISCOUNT	42%
CV	120
QV	500



LORDE+BELLE KIT

- INCLUDES:**
 (4) Regenpen
 (1) Regimen (Add Your Favorite Booster In Cart With 25% OFF) (1) 15pk Daily Cartridges
 (1) HA3 Serum
 1 Year Personal Website
 *ADD ANY OTHER ITEMS WITH 25% OFF

	BBB	DOUBLE BBB
BBB L1	\$50.00	\$100.00
BBB L2	\$12.50	\$25.00
BBB L3	\$5.00	\$10.00

\$399
RETAIL VALUE \$666

DISCOUNT	40%
CV	80
QV	250



REGENPEN STARTER KIT

- INCLUDES:**
 (4) Regenpen
 (1) HA3 Serum
 (1) 15pk Daily Cartridge
 1 Year Personal Website

	BBB	DOUBLE BBB
BBB L1	\$35.00	\$70.00
BBB L2	\$10.00	\$20.00
BBB L3	\$5.00	\$10.00

\$299
RETAIL VALUE \$467

DISCOUNT	36%
CV	60
QV	150



REALHER KIT

- INCLUDES:**
 (3) Eye Am Beautiful Mascara
 (1) "Make It Happen" Eyeshadow Palette
 (1) Definer Brow Pencil - Eye Am Strong- Medium Brown
 (1) Cream Eyeshadow Sticks - Eye Am Glowing- Rose Shimmer
 (1) "Eye Am Outstanding" Liquid Eyeliner
 (1) Eye Am Amazing - 24 Hour Eyeliner
 (1) "Ultimate Glow Getter" Cheek Trio
 (1) RealHer Lip Gloss- I Am Brave
 (1) Long Lasting Lip Gloss - Inclusive
 (1) Long Lasting Lip Gloss - Setless
 (1) Lip Kit - I Am Awesome
 (1) Moisturizing Lipstick - Girlpower - Deep Mauve
 (1) Blurring Veil Setting Powder
 (1) Cleansing Oil
 *ADD YOUR OWN SHADE OF FOUNDATION WITH 25% OFF

	BBB	DOUBLE BBB
BBB L1	\$25.00	\$50.00
BBB L2	\$5.00	\$10.00
BBB L3	\$2.50	\$5.00

\$199
RETAIL VALUE \$346

DISCOUNT	42%
CV	40
QV	100

ENROLLMENT KITS



BUSINESS BUILDER KIT

- INCLUDES:**
 (1) Regimen
 (1) Hydrating Cleanser, 1 Repair Serum, and 1 Hydra-V Moisturizer (5) Boosters
 (2) Regenpen™
 (2) HA3 Serum
 (1) 15pk Daily Cartridges
 (1) 15pk Sensitive Cartridges
 (2) 4pk Weekly Cartridge
 (1) Face Elixir
 (1) Hydrapure Masks
 (1) Cleansing Oil
 (1) Branded Display Tray
 (1) Branded Tote
 1 Year Personal Website

\$1199
RETAIL VALUE \$2118

DISCOUNT	43%
CV	200
QV	1000



2 BRANDS ONE FAMILY

- INCLUDES:**
 (1) Regimen
 (1) Regenpen™
 (1) HA3 Serum
 (1) 15pk Daily Cartridges
 (1) Face Elixir
 (1) Spot Reducing Booster
 (1) Wrinkle Reducing Booster
 (1) C-Brightening Booster
 (1) Cleansing Oil
 (1) Branded Display Tray
 (1) Branded Tote
 (1) Eye Am Beautiful Mascara
 (1) "Make It Happen" Eyeshadow Palette
 (1) "Embrace Yourself" Eyeshadow Palette
 (1) Definer Brow Pencil - Eye Am Strong- Medium Brown
 (1) Cream Eyeshadow Sticks - Eye Am Glowing- Rose Shimmer
 (1) "Eye Am Outstanding" Liquid Eyeliner
 (1) Eye Am Amazing - 24 Hour Eyeliner
 (1) "Ultimate Glow Getter" Cheek Trio
 (1) Long Lasting Lip Gloss - Inclusive
 (1) Lip Kit - I Am Awesome
 (1) Moisturizing Lipstick - Girl Power - Deep Mauve
 (1) Blurring Veil Setting Powder
 1 Year Personal Website

\$799
RETAIL VALUE \$1372

DISCOUNT	42%
CV	120
QV	500



LORDE+BELLE KIT

- INCLUDES:**
 (4) Regenpen
 (1) Regimen (Add Your Favorite Booster In Cart With 25% OFF)
 (1) 15pk Daily Cartridges
 (1) HA3 Serum
 1 Year Personal Website
 *ADD ANY OTHER ITEMS WITH 25% OFF

\$399
RETAIL VALUE \$666

DISCOUNT	40%
CV	80
QV	250



REGENPEN STARTER KIT

- INCLUDES:**
 (4) Regenpen
 (1) HA3 Serum
 (1) 15pk Daily Cartridge 1 Year Personal Website

\$299
RETAIL VALUE \$467

DISCOUNT	36%
CV	60
QV	150



REALHER KIT

- INCLUDES:**
 (1) Eye Am Beautiful Mascara
 (1) "Make It Happen" Eyeshadow Palette
 (1) Definer Brow Pencil - Eye Am Strong- Medium Brown
 (1) Cream Eyeshadow Sticks - Eye Am Glowing- Rose Shimmer
 (1) "Eye Am Outstanding" Liquid Eyeliner
 (1) Eye Am Amazing - 24 Hour Eyeliner
 (1) "Ultimate Glow Getter" Cheek Trio
 (1) Realher Lip Gloss - I Am Brave
 (1) Long Lasting Lip Gloss - Inclusive
 (1) Long Lasting Lip Gloss - Selfless
 (1) Lip Kit - I Am Awesome
 (1) Moisturizing Lipstick - Girlpower - Deep Mauve
 (1) Blurring Veil Setting Powder
 (1) Cleansing Oil
 *ADD YOUR OWN SHADE OF FOUNDATION WITH 25% OFF
 Personal Website

\$199
RETAIL VALUE \$346

DISCOUNT	42%
CV	40
QV	100