

CLEANICAL™

Clean Beauty with **Clinical Results.***

We strive to ensure that **EVER** products are packed with the right combination of natural, botanical and synthetic ingredients, with clinically proven results to give you beauty you can feel great about using.

WHY WE LOVE IT

We do our best to avoid questionable ingredients and strive to use natural and botanical ingredients to deliver visible results.

WHY IT'S DIFFERENT

CLEAN BEAUTY: EVER adheres to the EU formulating guidelines and goes above and beyond excluding additional ingredients that may increase skin sensitivity or disrupt the environment.

CLINICAL RESULTS: We validate our formulas with independent testing to ensure our products provide visible results.

CONSCIOUSLY DEVELOPED: At EVER we strive to source our ingredients from ethical, trusted suppliers held to the highest standards of production.

CUSTOMIZED FOR YOUR SKIN TYPE: We know one size doesn't fit all, that's why we offer regimens by skin type. By acknowledging and treating your skin's core needs it is better able to benefit from our powerful formulas.

LUXURIOUS RITUAL: Our formulas are developed not only for efficacy and visual results, we want to ensure our products provide you with luxurious textures, scents, and time to yourself; turning the chore of washing your face into a ritual of self care.

LSR-10: Our exclusive patented ingredient complex formulated with superior anti-oxidant, anti-aging, and hydrating properties to visibly combat external and biological age aggressors.

*See accompanying clinical and consumer data for information about the studies that have been conducted on EVER products. Where stated, certain results are clinically proven for those products.

BRAND CREDO

EVER products are consciously developed with the health and beauty of skin in mind. We think globally when choosing an ingredient and go beyond "can we use it" and aspire to "should we use it" based on global regulations and emerging scientific studies. We strive to ensure that only those ingredients that meet our strict performance, safety, and sustainability standards go into EVER products. Our products feature clinically proven ingredients that are EVER conscious.

EVER CONSCIOUS

- Clinically Proven Ingredients
- Dermatologist Tested
- Hypoallergenic
- Gluten-Free
- Paper goods are sourced from responsibly managed forests (FSC certified).
- Leaping Bunny Certified: Signifying no animal testing has been used in any phase of product development by EVER, its laboratories, or ingredient suppliers.
- Ophthalmologist Tested (Eye products only)
- Non-comedogenic (All facial products have been tested except for: Rebalance, Luminous, Refresh, Reveal, Remedy, Purify)

THE YES PLEASE, LIST

Natural Minerals
Botanical Extracts
Powerful Peptides
Patented Formulas
At the forefront of innovation

THE NEVER EVER LIST

BHA AND BHT, CHEMICAL SUNSCREENS, ETHANOLAMINES, HYDROQUINONE, MINERAL OILS, MICROPLASTICS, PETROLATUM, PARABENS, PHTHALATES, PROPYLENE GLYCOL, SULFATES (SLES/SLS), SYNTHETIC FRAGRANCE, INGREDIENTS BANNED IN EUROPE

After using Pure Results Regimen

- 97% saw an improvement in skin texture
- 93% saw firmer and more resilient looking skin
- 88% saw improvement in the appearance of wrinkles

*Results of an independent 6-week clinical study of 43 women aged 38-55 using the regimen AM+PM(SPF only AM). Results may vary.

After using Pretty Young Trio

- 98% said skin appeared more radiant
- 96% said skin appeared healthier and more energized
- 96% said skin felt softer and more hydrated
- 83% said pores appeared less noticeable

*Results of an independent 4-week consumer study of 53 women aged 18-35 using the regimen AM+PM(SPF only AM). Results may vary.

After using OVERNIGHT FACIAL Cellular Renewal Oil

- 94% experienced softer skin
- 91% saw firmer, smoother, more even-toned skin
- 88% saw more glowing skin

* Results of an independent 4-week clinical study of 35 women aged 35-63, used nightly. Results may vary.

After using SUBLIME Retinol Eye Wrinkle Smoother

- 97% saw an improvement in the appearance of crow's feet
- 100% saw an improvement in the overall improvement of the eye area
- 100% saw an improvement in eye area texture and smoothness
- 100% saw improved radiance and luminosity around the eye area

*Results of an independent 4-week clinical study of 42 women aged 35 - 55, used nightly. Results may vary.

After using YOUTHFUL Quattro Peptide Face & Eye Serum

- 100% displayed a measured improvement in the appearance of fine lines and wrinkles after 4 weeks
- 100% said their skin appeared less red after 4 weeks
- 97% said their skin appeared brighter and more radiant, with a healthier glow after 4 weeks
- 97% said skin appeared more lifted and firm after 4 weeks

* Results of an independent 8-week clinical study of 32 participants aged 32 - 60, used AM+PM. Results may vary.

After using YOUTHFUL Essential Eye Concentrate

- 94% displayed a measured improvement in the appearance of crow's feet fine lines and wrinkles after 4 weeks
- 94% noticed a reduction in the appearance of undereye puffiness after 4 weeks
- 91% noticed a decrease in the appearance of undereye dark circles after 8 weeks
- 91% said their eye area appeared more lifted after 8 weeks

* Results of an independent 8-week clinical study of 32 participants aged 33 - 60, used AM+PM. Results may vary.

After using YOUTHFUL Restorative Night Concentrate

- 97% said their skin appeared healthier & more radiant in the morning after 4 weeks
- 94% said their skin felt firmer and looked more lifted after 4 weeks
- 97% displayed a measured improvement in skin firmness and tightness after 8 weeks
- 100% said their skin felt more moisturized after 8 weeks

* Results of an independent 8-week clinical study of 32 participants aged 34 - 60, used nightly. Results may vary.

After using BEAUTY WATER

- 100% experienced increased hydration levels
- 97% experienced smaller looking pores
- 91% agreed skin appeared noticeably brighter

* Results of an independent 4-week consumer study of 53 women, aged 18-35, used AM+PM. Results may vary.

After using GLOWTION Brightening Gel

- 100% experienced increased hydration levels after one application
- 97% experienced smaller looking pores
- 91% agreed skin appeared noticeably brighter

* Results of an independent 4-week clinical study of 53 women aged 18-35, used AM+PM. Results may vary.

After using BEAUTY GLACE` Replenishing Hydrator

- 100% experienced significantly increased hydration after one application
- 90% experienced significant improvement in skin brightness in 1 week
- 97% experienced significant improvement in skin smoothness after 1 week

* Results of an independent 1-week clinical study of 30 women, aged 18-50, used nightly. Results may vary.

After using CANVAS Priming Moisturizer & SPF 30

- 100% experienced increased hydration levels
- 97% experienced smaller looking pores
- 91% agreed skin appeared noticeably brighter

*Results of an independent 4-week consumer study of 53 women aged 18-35, used AM only. Results may vary.

After using REVEAL Biomimetic Peel Pads

- 90% said skin feels hydrated
- 92% said these pads worked without the irritation they have experienced with similar products
- 87% said they preferred these peel pads to traditional exfoliation scrubs

* Results of an independent 4-week clinical study of 31 women aged 38-64, used daily. Results may vary.

After using LAVISH Ultra Hydrating Body Butter

- 90% agreed stretch marks looked smoother
- 71% agreed discoloration from stretch marks appeared lighter

* Results of an independent 4-week consumer study of 22 women aged 18-38 used daily. Results may vary.

After using LAVISH and POLISH

- 100% of women agreed LAVISH deeply moisturizes and nourishes skin
- 100% of women agreed LAVISH delivers deep hydration and makes skin feel super soft
- 95% of women agreed LAVISH restores moisture to even the most rough and scaly skin

* Results of an independent 4-week consumer study of 24 women aged 28-82, used daily. Results may vary.

After using WHIPLASH™ Speed Volumizing Mascara

- 96% said WHIPLASH™ added immediate volume to their lashes
- 94% said their lashes felt soft and conditioned while wearing WHIPLASH™
- 90% said WHIPLASH™ lengthened their lashes
- 88% said WHIPLASH™ applied smoothly without clumping

* Results of an independent 2-week consumer study of 53 women aged 21-55, used daily. Results may vary.

After using FOREVER Daily Facial Foundation

- Immediately increases hydration levels by an average of 34%
- 98% said product felt weightless and comfortable all day
- 94% said it gave them a beautiful, natural looking finish
- 91% said it blends seamlessly and delivers all-day coverage without feeling heavy

* Results of an independent 4-week clinical study of 49 women, aged 18-65, used daily. Results may vary.