

# AHAVA



NEW

## APPLE OF SODOM

### AHAVA`s 5-Star/Main Launch in 2018!

Apple of Sodom, a revolutionary product line that treats wrinkles and firms the skin.

July (New York) - AHAVA Dead Sea Laboratories, a pioneer and leader in the development and manufacturing of Dead Sea beauty products, announced this week the launch of a revolutionary product line including four new products, that will be joining its existing rich product portfolio of award-winning skin care products enriched with Dead Sea minerals. The new product line includes 24-hour cream, night mask, deep wrinkle filler and skin-smoothing essence; all products contain a revolutionary Botox-like toxin extract, a result of an extensive, 4-year research study in AHAVA`s laboratories.

The Apple of Sodom is a breakthrough skin care product line, designed with revolutionary technology based on the fruit of the Apple of Sodom tree (*Calotropis procera*), originally found in the Dead Sea area. The Apple of Sodom is a beautiful plant; its flesh contains a milky nectar, used in ancient tribal and eastern medicine to treat various medical conditions. AHAVA is the first cosmetics company that harnesses the healing properties and toxin produced from the Apple of Sodom to create a modern anti-aging ingredient. The exclusive patented Apple of Sodom™ Complex, when combined with AHAVA's patented Osmoter™, activates the stem cells derived from the Apple of Sodom to help skin fight against external stressors that create chronic inflammation which may accelerate skin aging. The Apple of Sodom™ Complex has been clinically proven to treat advanced wrinkles by firming and tightening facial contours.



## Products include:



**24-Hour Deep Wrinkle Cream** – An advanced, all-day moisturizer that minimizes the appearance of visible lines and wrinkles. Enriched with Apple of Sodom™ Complex and active ingredients that diminish deep wrinkles and visibly shape facial contours, leaving skin well hydrated, smooth and fresh.

**Directions for use:** Apply to clean face and neck, massage upwards until fully absorbed; use morning and night.



**Activating Smoothing Essence** - An essential hydrating, smoothing essence that intensifies skin's softness and hydration, making it more receptive to the rest of your skincare products. The lightweight, water-lotion essence contains the exclusive Apple of Sodom™ Complex and active, powerful ingredients.

**Directions for use:** For best results, apply directly to clean face with the palm of your hand. Alternatively, soak a cotton pad and gently massage into the skin.



**Overnight Deep Wrinkle Mask** - A gel-textured mask for overnight use; firms facial contours, minimizes deep wrinkles and hydrates the skin. Promotes skin's natural repair process that happens while you are asleep. Contains active moisturizing ingredients and AHAVA's Apple of Sodom™ Complex.

**Directions for use:** Before bedtime, apply an even layer to clean face and neck, gently massage into the skin.



**Deep Wrinkle Filler** - A targeted, immediate wrinkle filler refines and smoothes skin's complexion, immediately minimizes laughter lines, frown lines, crow's feet and wrinkles around the lips. Based on AHAVA's Apple of Sodom™ Complex.

**Directions for use:** Use as the last step of your skin care routine (before make-up/foundation); direct the applicator tip (syringe like) directly to the areas of lines and wrinkles, push gently until cream is revealed. Gently massage into the skin with fingertips.



"AHAVA constantly invests in innovation through the development of new skin care products, providing consumers with a unique value proposition. Many resources were invested in this new product line, resulting in a major skin care breakthrough. For the first time in the cosmetics industry, the "Apple of Sodom" plant was used, which has been known for years for its skin care medicinal properties. The Apple of Sodom Complex combined with our natural mineral extract, the Osmoter™, creates a scientifically proven advanced effect in the treatment of wrinkles and skin firming", says Ifat Yoffe, AHAVA's CMO.

For more information about the revolutionary Apple of Sodom product line, visit AHAVA's website, Facebook page or @ahava\_us on Twitter. Share your experience by tweeting or Facebooking #LovesAHAVA, and let friends, family and AHAVA know what you think about this unique product line.

## About AHAVA

Founded in 1988, AHAVA Dead Sea Laboratories is driven by a deep passion to unearth the secrets of the revitalizing effects of minerals on the skin. The only cosmetics company indigenous to the Dead Sea region, the Company employs a truly unique scientific approach in its environmentally-conscious research activities. Over the years, this has culminated in the development of a series of premier skincare product lines, renowned internationally for their superior efficacy. AHAVA harvests and formulates the rich natural resources of this magical region in strict compliance with recognized international standards.