

Key Brand Messages

WHAT BIOCÉ IS

BioCé (pronounced by-OH-chay) is an anti-aging solution that isn't really "anti" aging; it's pro-wellness. It's an active solution for skin renewal: by combining scientific innovation with a focus on skin's health, it lets you live your life without worrying how it shows on your skin.

WELLNESS PHILOSOPHY

When you nurture your skin's health (instead of trying to turn back time) you restore the natural glow that comes with it. And when your skin is radiant, so are you; you feel more balanced, more confident, and ready to take on any challenge.

INGREDIENTS

WHAT'S IN BIOCÉ?

Skin-positive and nature-based active ingredients, like:
Patented BioCé Peptide
Vitamins like E, A and B3
Minerals like hematite and zinc
Plant actives
Rich natural emollients & moisture enhancers

WHAT'S NOT IN BIOCÉ?

Irritants or harmful ingredients, like:
Animal or animal-tested products
Fragrance
Parabens or PEGs
Other potential toxins or irritants

WHAT THE PEPTIDE DOES

BioCé taps into the healing properties of plants in a way that no other products have. We've created a one-of-a-kind, patented peptide that performs three functions essential to healthy skin. Each of these offers a different way to protect and strengthen your skin:

1. Reduce free radicals
2. Activate skin's cellular DNA repair
3. Boost collagen renewal

WHY THE PEPTIDE IS UNIQUE

Thanks to our peptide, BioCé is the only skin care line that treats skin in three essential ways, within every product—so its power to renew skin is magnified. You'll see some results immediately, but more importantly, you'll see your skin differently.

WHAT BIOCÉ DOES FOR SKIN

The BioCé Peptide ensures that skin is healthier and less likely to age before its time. That means your skin will look and feel alive:

- smoother
- firmer
- more hydrated
- showing fewer fine lines or wrinkles
- with better color and clarity
- more radiant

For more of the BioCé story, visit www.bioceyourlife.com.

Ingredient benefits based on both *in vivo* and *in vitro* testing on raw materials.

© 2011 TTN, LLC. All Rights Reserved. The Trump Network and the associated crest are trademarks owned by Donald J. Trump. The products sold over The Trump Network are not owned, developed, or manufactured by Donald J. Trump or any entity owned or controlled by Donald J. Trump. All products sold over The Trump Network are developed, manufactured for and owned exclusively by TTN, LLC.

The Trump Network 428 Newburyport Turnpike, Rowley, MA 01969