



JAFRA COSMETICS INTERNATIONAL, INC.
2451 Townsgate Road
Westlake Village, CA 91361

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Contact: Hala Nasr
Hala_Nasr@jafra.com
805.449.2966

JAFRA Creates Customized Skin Care with Powerful Results

Los Angeles, July 21, 2015 – Your skin changes every day, shouldn't your skin care? JAFRA Cosmetics International introduces their new Royal Jelly Ritual, a complete skin care and wellness collection that lets you customize your skin care for powerful results. The collection targets skin needs as they change due to stress, climate, the environment and hormonal fluctuations. The ritual features JAFRA's newly discovered RoyalActive Peptide, which precisely mimics the longevity protein found in Royal Jelly, one of nature's most nutritious substances.

JAFRA was the first to bring the groundbreaking Royal Jelly skin care products to women's daily beauty routines. Royal Jelly is the natural miracle born of bees, enriched with potent vitamins and nutrients, and fed exclusively to their queen. It's the reason the queen bee lives 40 times longer than worker bees. Endlessly inspired by this natural resource, JAFRA partnered with a Swiss lab to replicate the specific natural protein responsible for the Queen's extraordinary longevity. This exclusive discovery, JAFRA's RoyalActive Peptide, is included in the system's premier product, their Royal Jelly Global Longevity Balm.

Each step in the Royal Jelly Ritual is designed to care for a woman's changing skin. Stress, poor diet, lack of sleep, hormonal fluctuations, sun exposure, pollution—all of these stressors can wreak havoc on your skin. They leave your skin thirsty for hydration one day, needing extra toning and smoothing the next, and requiring daily protection from damaging environmental aggressors.

The ritual consists of the powerful, multi-benefit Global Longevity Balm, three Vitamin Infusion Serums, the Gentle Cleansing Milk, the dietary supplement; Smooth and Firm Skin Nutrients and a uniquely effective sonic cleansing tool.

Royal Jelly Vitamin Infusions Serums allow you to cater to your skin's daily and ever-changing needs with their high concentration of targeted vitamins and nutrients. There's the Extra Hydration Serum with Vitamin E, the Pore Minimizer Serum with Vitamin A and the Solar Protection Fluid with Vitamin C.

JAFRA's new Royal Jelly Ritual treats skin both inside and out. The Royal Jelly Smooth and Firm Skin Nutrients are formulated with Royal Jelly and an exclusive, patent-pending botanical concentrate that helps slow the breakdown of elastin for firmer skin. They also contain Hyaluronic Acid- Nature's super moisturizer to keep skin moisturized, smooth and youthful looking. It is found naturally in our bodies but decreases as we age. The supplements are Gluten free, non GMO, GMP certified, without artificial colors or preservatives. The Revitalizing Sonic Cleanser and Gentle Cleansing Milk work together to clean skin thoroughly for maximum absorption of all products.

The JAFRA Royal Jelly Ritual Collection

Royal Jelly Global Longevity Balm: Unlock the secret to youthful, beautiful skin for a lifetime. This powerful, multi-benefit balm with Royal Jelly and JAFRA's exclusive RoyalActive peptide helps to preserve and restore the look of health and vitality to your skin. It outperformed a luxury skin cream costing 3 times as much.

Royal Jelly Vitamin Infusions Extra Hydration Serum with Vitamin E: Targeted serum helps strengthen skin's protective barrier with intense moisture and the power of Royal Jelly and Vitamin E. It continuously infuses skin with moisture for 24 hours.

Royal Jelly Vitamin Infusions Pore Minimizer Serum with Vitamin A: Targeted serum minimizes pore appearance and instantly smoothes skin with the power of Royal Jelly and Vitamin A. It helps keep pores purified and refined.

Royal Jelly Solar Protection Fluid with Vitamin C: Power packed serum helps prevent sun damage, fight free radicals, and reduce oxidative stress while protecting skin's support structure with SPF 50, Royal Jelly and Vitamin C.

Royal Jelly Smooth and Firm Skin Nutrients: Dietary supplements with an exclusive, patent-pending botanical complex of fruit and vegetable concentrates help support skin firmness and elasticity.

Royal Jelly Gentle Cleansing Milk: Mild cleanser with Royal Jelly and Vitamin C gently purifies skin for a healthy looking complexion. It removes dirt, oil, and even waterproof makeup leaving skin feeling clean, refreshed and hydrated and it prepares skin for the optimal absorption of JAFRA Royal Jelly skincare.

Revitalizing Sonic Cleanser: Advanced sonic cleansing tool is more effective than washing by hand or washcloth. Soft silicone brushes massage away dirt leaving skin fresh and glowing.

Nourish your skin now and for years to come. Customize your skin care for powerful results with JAFRA's new Royal Jelly Ritual.

ABOUT JAFRA Cosmetics International, Inc.

JAFRA Cosmetics International, Inc. was founded in Malibu, California in 1956 by Jan and Frank Day with the vision of providing women with world class products and business opportunities. In 2004, the privately-held JAFRA joined the Vorwerk Group, a German-based, multi-billion dollar international direct sales company, represented in over 60 countries worldwide.

JAFRA's 550,000 worldwide Independent Consultants make it one of the world's largest producers of cosmetics today. With annual sales in excess of half a billion U.S. dollars, JAFRA has a worldwide product portfolio that encompasses skin care, fragrances, color cosmetics and body care products, which JAFRA produces using high-quality ingredients and state-of-the-art manufacturing facilities. JAFRA products are manufactured in a new \$30 million manufacturing facility in Queretaro, Mexico, and are sold globally in 17 countries within Latin America, North America, Europe and Asia. For more information, please visit www.JAFRA.com.

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For additional information, please contact:

Hala Nasr
Manager, Worldwide Marketing Communications
Hala_Nasr@jafra.com
805.449.2966
www.JAFRA.com
www.facebook.com/JAFRAworldwide