

# ROSE & COLE™

BY NEW U LIFE

Are you stuck with skin care, or do you have a skin solution?



# Yesterday's Skin Care

---

- | Complicated, one size fits all regimen.
- | Uses outdated "skin type" approach and only treats surface level symptoms.
- | Skin is defined by flaws
- | Ignores your skin's biological protective functions
- | Avoids innovation because it's difficult and expensive.
- | "Hero" ingredient serums are ineffective and expensive and only cater to single biological features.



ROSE & COLE™  
BY NEW U LIFE



## Alexy's Desire to Innovate

---

He saw:

- | Unique, individual needs across the world, yet only one answer in the marketplace.
- | Complicated regimens
- | Decades old technology with lagging advancements.
- | Need for transdermal delivery.
- | People needing a true solution!



# CHALLENGE the way you AGE™

Rose & Cole breathes confidence and youth into your skin.



ROSE & COLE™  
BY NEW U LIFE

# Your Skin Solution

---

- | Systematic skin solution with three easy steps. In other words, Skin CPR!
  - Cleanse
  - Preserve
  - Renew
- | Clinically proven *superhero* ingredient blends that align with your genetic Dermatotype to breathe life into your skin and preserve your youth as you age.
- | Dermatotyping uses the latest data and technology to identify the activity level of your skin's protective functions and then provide personalized, clinically proven ingredients to support YOUR biological skin features.
- | Categorizes your needs utilizing a proprietary system to define your skin by its strengths and unique protective functions.
- | SomaTech proprietary transdermal delivery technology drives ingredients deeper into the skin to address the sources of aging, not just the symptoms.



ROSE & COLE™  
BY NEW U LIFE

# Personalized Solutions

---

- | Your skin is as unique as you are!
- | Many factors affect your skin's unique biology. This includes diet, gender, region, environment, and lifestyle, with UV exposure level being a principal factor.
- | In response to these aging factors your skin has primary protective functions that make up its structure.
  - Skin moisture barrier
  - Collagen content level
  - Lipid content level
  - Melanin activity level
  - Sebaceous Gland activity level



ROSE & COLE™  
BY NEW U LIFE



# What is Dermatotyping?

---

- | Rose & Cole uses proprietary Dermatotyping to classify your skin's activity level of these functions.
- | Each Dermatotype requires a unique solution of ingredient blends tailored to your skin for unmatched skin quality and appearance.
- | The two Dermatotypes are Photosensitive and Photoreactive.

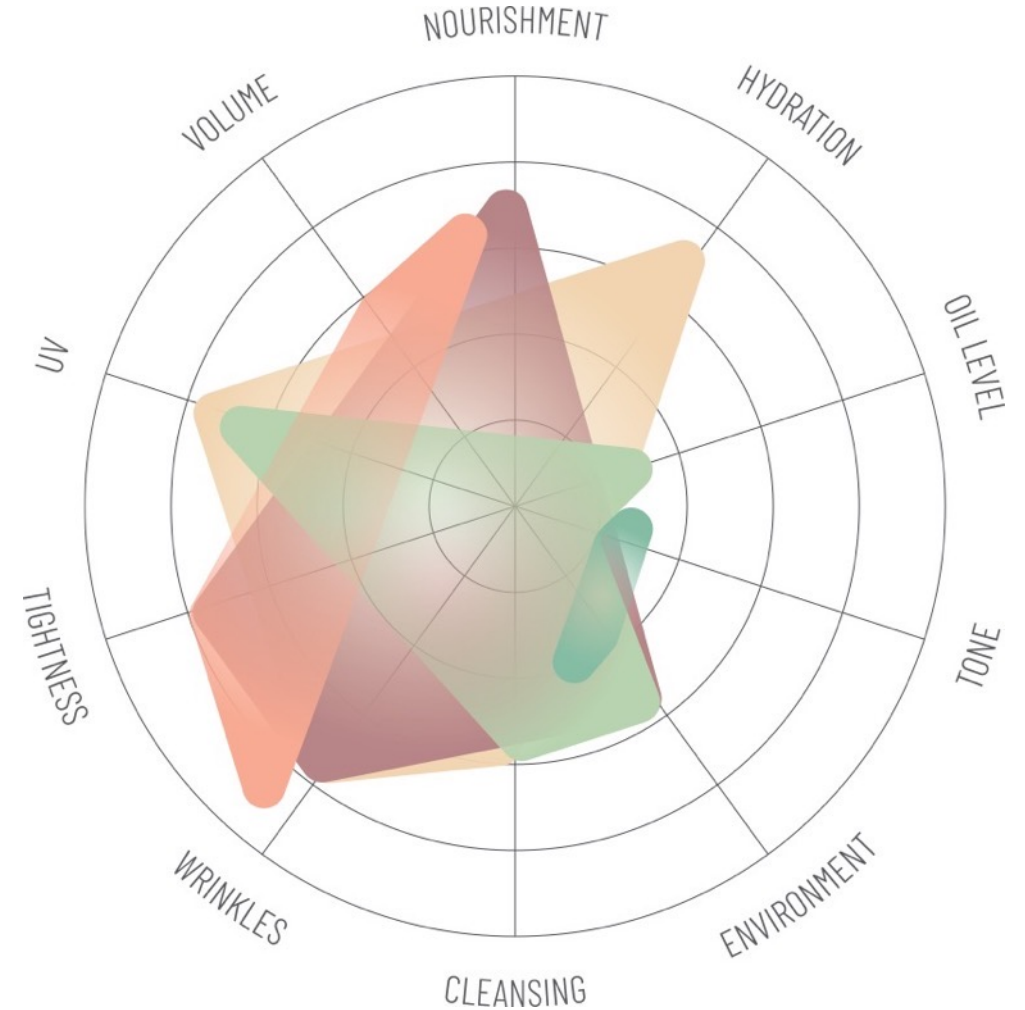


ROSE & COLE™  
BY NEW U LIFE

# How do I define my Dermatotype?

---

Rose & Cole Dermatotyping technology categorizes the unique activity level of your protective functions and your unique concerns to identify blends that address these concerns for YOUR skin.



ROSE & COLE™  
BY NEW U LIFE



## 3 simple steps High Science Backed Simple Approach

---

### ①—○—○ CLEANSE

- | A clean face is only part of the story!
- | The most important step in both your morning and evening routines.
- | Double cleansing is highly important.
- | Non-irritating and gentle.
- | Provides you with smooth, pure, healthy skin!

### ○—②—○ PRESERVE

- | Youth is worth fighting for, Preserve it!
- | Energizing day gels that bring daily protection and nourishment.
- | Crafted to your Dermatype.
- | Features Somatech transdermal technology to drive ingredients deep into your skin.
- | Confident, clear, protected complexion.

### ○—○—③ RENEW

- | Get the upper hand on aging!
- | Gentle yet potent.
- | Dermatype specific
- | Natural formulas reinforce youthful skin, leaving it hydrated, firm, and even.

# Why Rose & Cole

---

- | Active ingredients from natural, sustainable resources.
- | Dermatyping technology-based regimens that defy inefficient, traditional skin care and skin classifications.
- | Comprehensive, simple regimens specific to YOUR skin and YOUR Dermatype.
- | Powered by SomaTech transdermal technology to drive ingredients deeper into the skin.
- | Addresses source of aging within the skin, not just symptoms.
- | Restores confidence through reduced signs of visible aging.



ROSE & COLE™  
BY NEW U LIFE