

ROSE & COLE™

PRODUCT INFORMATION PAGE



Introduction

New U Life® Founder, Alexy Goldstein, thinks you deserve better skin care. He believes it so much, in fact, that he rejects that term. You don't need the decades-old technology and lagging advancement of skin care - you need the innovation of a true skin solution. Rose & Cole is that solution.






Your skin is as unique as you are; its character is affected by many factors like DNA makeup, diet, gender, region, environment, lifestyle, and UV exposure.

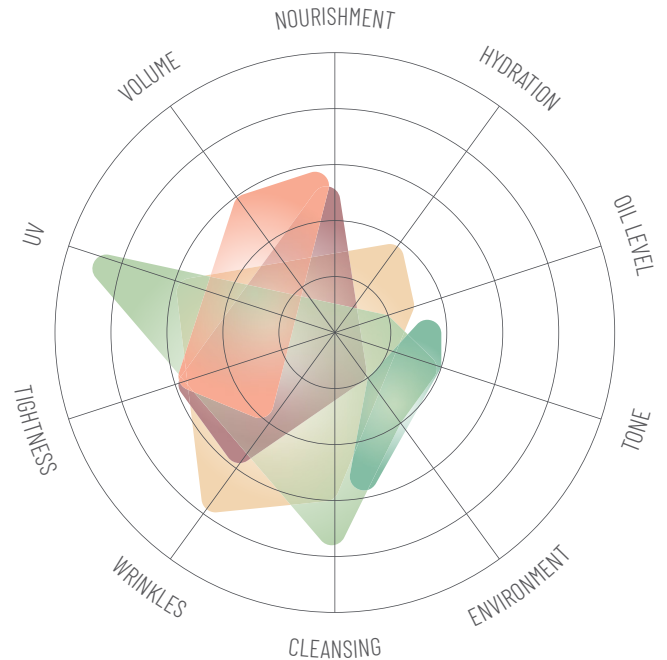
Yesterday's skincare approaches ignore these unique factors and follow a "one size fits all" regimen. This type of skincare defines skin by its flaws and only aims to treat surface-level symptoms.

With Rose & Cole, we define your skin by its strengths. Rose & Cole features blends that have been meticulously researched, ensuring that only the highest standard of ingredients, with clinical data behind them, were included. This blend contains a league of 'Hero' ingredients that cater to several unique skin features instead of just one, providing you with a personalized solution. Rose & Cole provides an elevated skin solution that delivers ingredients where they've never been before. Rose & Cole features plant-based ingredients paired with SomaTech™ transdermal technology that drives ingredients past the skin's surface to address the sources of aging. Rose & Cole is designed to **Challenge the way you age™**! Rose & Cole breathes confidence and youth into your skin to enhance the way you age. This influences how you feel about the world around you.

What is a DermaType™?

DermaType technology is New U Life's proprietary Innovative process that identifies the activity levels of your skin's protective functions and classifies your needs according to your true skin type. These protective functions include:

-  **Skin moisture barrier:** Your skin moisture barrier is affected by two factors, how well your skin can lock in hydration and how fast moisture leaves the skin.
-  **Collagen content:** A protein in the body responsible for healthy structural framework (skin elasticity and joints).
-  **Lipid content:** Part of the composition of the outer skin layer, lipids play a role in maintaining a healthy skin barrier which determines how healthy and even skin looks.
-  **Melanin:** Produced by cells called melanocytes, Melanin is a pigment that gives the skin color.
-  **Sebaceous Gland:** This is your skin's function gland for producing oil. While some oil is a good thing for your skin, excessive oil is not.





How Do I Define My DermaType™?

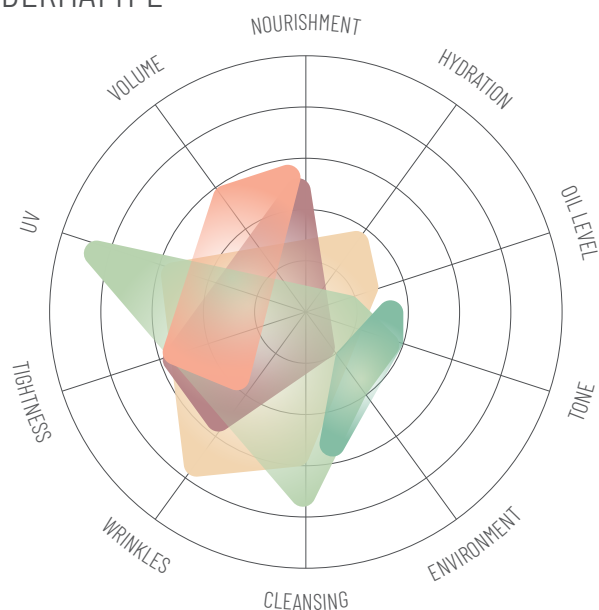
Rose & Cole uses proprietary DermaType technology to classify your skin's activity level of its protective functions. DermaType technology goes above and beyond the typical skin classification. Each DermaType requires a unique solution of ingredient blends tailored to your skin for unmatched skin quality and appearance.

The two DermaTypes are **Photosensitive** and **Photoreactive**.

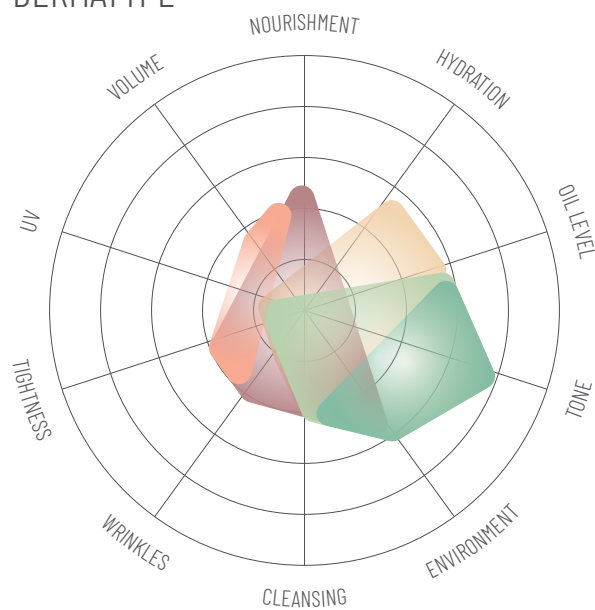
Our regimens have been developed to provide blends catered to unique DermaType to address your unique concerns for YOUR skin.

Discover your DermaType with our intuitive skin assessment!
Visit www.newulife.com to find the assessment.

PHOTOSENSITIVE DERMATYPE



PHOTOREACTIVE DERMATYPE



What is SomaTech™?

SomaTech is a proprietary technology that takes ingredients deeper into the skin for enhanced benefits. This technology is fused into the Rose & Cole Preserve formulas to provide comprehensive protection and youth preserving benefits. SomaTech employs a proprietary process which enables delivery of water-soluble, oil-soluble, and solid-particle active ingredients effectively to the lower levels of your skin.

This technology provides superior performance compared to conventional skincare topicals that may deliver lower levels of beneficial active ingredients. This same principle is what makes New U Life's SomaDerm® such a standout product. Through technological innovation, New U Life is at the forefront of ensuring that your body can take advantage of the full range of benefits from our powerful ingredient blends.

Skin C.P.R™: Breathe Life into Your Skin

With the right understanding of your skin type, youthful, healthy, and radiant skin is easy to achieve using a simple 3-part application (C.P.R):

- ① — ○ — ○ CLEANSE
- — ② — ○ PRESERVE
- — ○ — ③ RENEW



KITS



PHOTOSENSITIVE - ESSENTIALS

- | Cleanse
- | Photosensitive Preserve
- | Photosensitive Renew
- | Eye Revive



PHOTOREACTIVE - ESSENTIALS

- | Cleanse
- | Photoreactive Preserve
- | Photoreactive Renew
- | Eye Revive



PHOTOSENSITIVE - ROSE & COLE 360

- | Deep Cleanse
- | Cleanse
- | Photosensitive Preserve
- | Photosensitive Renew
- | Deep Renew
- | Eye Revive



PHOTOREACTIVE - ROSE & COLE 360

- | Deep Cleanse
- | Cleanse
- | Photoreactive Preserve
- | Photoreactive Renew
- | Deep Renew
- | Eye Revive



①—○—○

CLEANSE

A clean face is the most important step in your regimen! A double cleanse is the best way to ensure your skin achieves the best results. Your first round of cleansing will help remove makeup and debris and act as a barrier to protect the skin, while the second round will work to reach and deeply cleanse the pores and to remove the toughest residue. Suitable for morning and evening routines, these daily cleansers are non-irritating and feature natural ingredients. Rose & Cole Deep Cleanse and Cleanse provide you smooth, pure, healthy skin!

(Deep Cleanse included in Rose & Cole 360 kit only)



DEEP CLEANSE ①—○—○



How to Use:

If double cleansing, apply a dime-sized amount as a first-step Deep Cleanse during your morning and evening routine. For optimal results, this product should be massaged gently onto the face and rinsed off after. Follow with cleansing gel for optimal results.

Rose & Cole Deep Cleanse is infused with natural plant-based ingredient blends to provide deep cleansing, freshness, and hydration. Suitable for all skin types, the cleansing balm is your gentle solution for removing excess oil while also doubling as a nourishing mask. This antioxidant-rich balm works to dissolve heavy-duty or waterproof makeup and leaves your skin nourished, brightened, balanced, and toned.

Usage: 1-month supply

Ingredients:

Grape Seed Oil, Olive Oil, PEG-20 Glycerl Triisostearate, Tribehenin, Beeswax, Perilla Seed Oil, Fennel Essential Oil, Tocopherol Acetate, Benzyl Alcohol, Diglycerin, Polyglycerol-2 Laurate.

Key Ingredients:

Vitamin E high in antioxidants, has demonstrated benefits in combating photo aging, or delaying the progress of wrinkles.

Perilla Seed Oil is high in levels of Rosmarinic acid, which has been shown to calm and moisturize the skin, reducing levels of redness and adding to a youthful appearance.

Olive Oil may assist the skin in forming or strengthening its natural lipid barrier, preventing dry skin and therefore reducing visible signs of aging.

CLEANSE ①



Leave your face feeling clean, vibrant, and refreshed! Rose & Cole Cleanse is formulated with natural ingredients suitable for all skin types. Use during your morning and evening routine to gently remove dirt and excess oil while soothing your skin. Suitable for all DermaTypes, this Cleanse comes after the Deep Cleanse and prepares your skin for the Preserve and Renew steps.

Usage: 1-month supply

Ingredients:

Purified Water, Rose Water, Rice Ferment Filtrate, Sodium Cocoyl Isethionate, Glycerin, Niacinamide, Disodium Cocoyl Glutamate, Sodium Lauroyl Sarcosinate, Benzyl Alcohol, Diglycerin, Polyglycerol-2 Laurate, Sage Extract, Rosemary Extract, Willow Bark Extract, Aloe Vera, Cedarwood Essential Oil, Tea Tree Extract, Tocopheryl Acetate, Lactobionic Acid, Chamomile Extract, Disodium EDTA.

Key Ingredients:

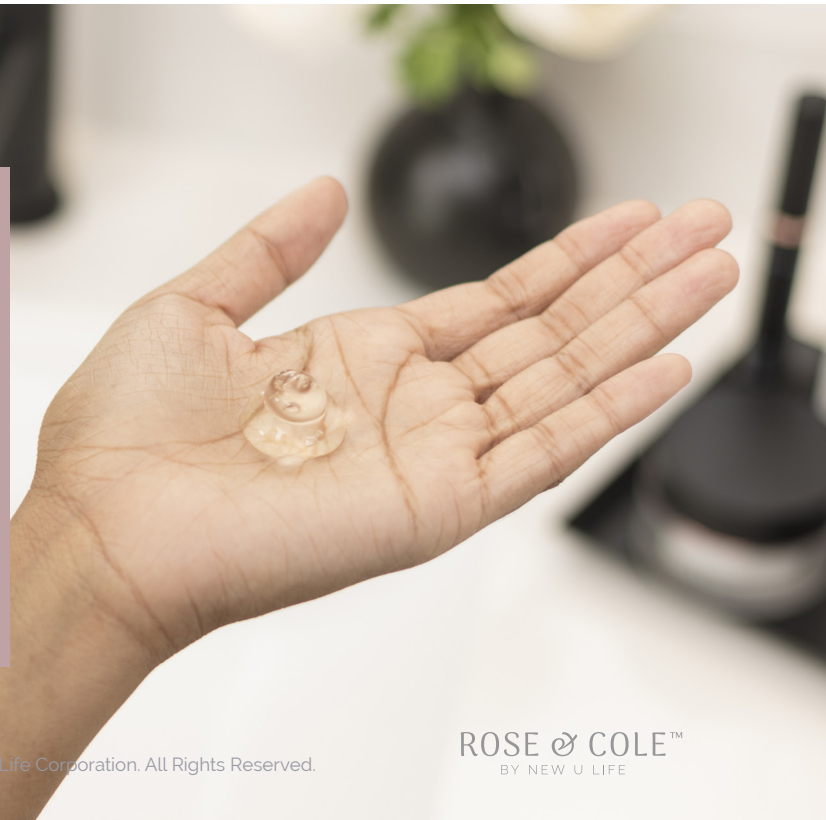
Tea Tree Extract may help the skin retain its moisture balance, preventing both over-dry and oily skin. This may improve the appearance of skin and prevent, or mitigate, pimples.

Aloe Vera may promote or maintain the production of healthy levels of collagen in the skin, improving its elasticity and therefore minimizing the appearance of fine lines and wrinkles.

Niacinamide may work with several mechanisms to regulate oil production and balance skin tone, lending the skin a smoother and more youthful appearance.

How to Use:

Apply a quarter-sized amount to a damp face during morning and evening routines, after the Deep Cleanse if double cleansing is utilized. For optimal results, this product should be massaged gently onto the face and simply rinsed off with lukewarm water.





PRESERVE

Youth is worth fighting for! Preserve it with energizing gels that bring daily protection and nourishment. Catered to your specific DermaType, these gels feature SomaTech transdermal technology to drive ingredients deep into your skin. This optimizes your skin's feel and appearance for a healthy-looking, clear, and protected complexion.

PHOTOSENSITIVE PRESERVE ○(2)○



This day gel is enriched with natural ingredients, includes 360-degree daily protection, and nourishment gel calms, hydrates, and protects your skin from harsh environmental stressors. Rose & Cole Preserve Photosensitive day gel features SomaTech to deliver a powerful blend of vitamins, antioxidants, pre-biotics, and postbiotics. It is your anti-aging masterpiece for youth-enhanced, satin-soft, glowing skin! Suitable for your DermaTypes.

Usage: 1-month supply

Ingredients:

Purified Water, C12-15 Alkyl Benzoate, Ethyl Macadamiate, Vitamin C, Niacinamide, Sodium Hyaluronate Crosspolymer, Benzyl Alcohol, Diglycerin, Polyglycerol-2 Laurate, Glycerol Monostearate, Tocopherol Acetate, Avocado Oil, Aloe Vera, Grape Seed Oil, Jojoba Oil, Sorbitan Monolaurate, Triethanolamine, Methyl Gluceth-20, Glycerin, Ferulic Acid, C10-30 Alkyl Acrylate Crosspolymer, dl Panthenol, Colloidal Oatmeal Powder, Carbomer, Betaine, CoQ10, Ginseng Extract, Resveratrol, Methyl Glucose Sesquistearate, Hydroxypropylmethylcellulose, Coffee Seed Extract, Squalane, Titanium Dioxide, Zinc Oxide, Sage Extract, Clove Flower Extract, Olive Leaf Extract, Galium Aparine, Achyranthes Aspera Extract, Oligosaccharides, Xanthophyllus, Termus Termophilus Ferment, Red Algae Extract, Date Palm Extract, Amla Extract, Faex Yeast, Disodium EDTA.

Key Ingredients:

Red Algae Extract promotes healthy sebum production, therefore reducing excess oil production. Arophira may also reduce the appearance of fine lines and wrinkles.

Niacinamide may work through several mechanisms to regulate oil production and balance skin tone, lending the skin a smoother and more youthful appearance.

Tocopherol Acetate is a derivative form of Vitamin E with various functions on the skin, but it primarily aids in moisturizing the skin and prevents wrinkles.

How to Use:

After morning cleansing routine, apply a dime-sized amount evenly onto fingertips and gently apply to face and neck.



How to Use:

After morning cleansing routine, apply a dime-sized amount evenly onto fingertips and gently apply to face and neck.

PHOTOREACTIVE PRESERVE ○(2)○



This day gel is enriched with natural ingredients, includes 360-degree daily protection, and nourishment gel calms, hydrates, and protects your skin from harsh environmental stressors. Rose & Cole Preserve Photoreactive day gel features SomaTech to deliver a powerful blend of vitamins, antioxidants, pre-biotics, and postbiotics. It is your anti-aging masterpiece for youth-enhanced, satin-soft, glowing skin! Suitable for your DermaTypes.

Usage: 1-month supply

Ingredients:

Purified Water, C12-15 Alkyl Benzoate, Ethyl Macadamiate, Vitamin C, Niacinamide, Sodium Hyaluronate Crosspolymer, Glycerol Monostearate, Tocopherol Acetate, Avocado Oil, Aloe Vera, Dilo Oil, Jojoba Oil, Sweet Fennel oil, Sorbitan Monolaurate, Triethanolamine, Methyl Gluceth-20, Ferulic Acid, Benzyl Alcohol, Diglycerin, Polglycerol-2 Laurate, dl Panthenol, Allantoin, Carbomer, Glycerin, Propylene Glycol, Betaine, CoQ10, Ginseng Extract, Colloidal Oatmeal powder, Squalene, Resveratrol, Methyl Glucose, Sesquistearate, Hydroxypropylmethycellulose, Clove Flower Extract, Olive Leaf Extract, Titanium Dioxide, Zinc Oxide, Sage Extract, Black Tea Extract, Goji Berry Extract, Saw Palmetto Extract, Silybum Marianum Fruit Extract, Inulin, Enderomorpha Compressa Extract, Ocimum Santum Leaf Extract, Turmeric Extract, Pearl Powder, Disodium EDTA, Glycyrrhetic Acid.

Key Ingredients:

Sweet Fennel Oil contains a number of compounds known as monoterpenes, which have a variety of effects on the skin. Principally, these compounds can smooth the skin and reduce irritation.

Turmeric Extract is rich in numerous bio active compounds, which aids the skin in maintaining healthy elasticity, diminishing wrinkles, and combatting photoaging.

Avocado Oil, like many oil and oil derivatives, is full of essential oils with numerous benefits. Specifically, avocado oil's essential oil and vitamin mixture may increase collagen metabolism, maintain the skin's moisture barrier, and improve the appearance of fine lines.



○ ○ ○ ③

RENEW

Get the upper hand on aging! Gentle, yet potent, these blends are based on your unique Dermatotype, they are optimized to instantly renew your skin's youthful appearance. From diminishing the appearance of lines and wrinkles to brightening and smoothing, these unmatched natural formulas reinforce youthful skin, leaving it hydrated, firm, and even!

(Deep Renew included in Rose & Cole 360 only)

PHOTOSENSITIVE RENEW ③



Rose & Cole Renew serum offers a brightening, complexion-enhancing effect for immediate and continuous anti-aging results. Boosted by natural ingredients, this serum diminishes the appearance of fine lines, scars, and wrinkles and helps rejuvenate the skin. Utilizing transdermal technology and soothing ingredients, this serum makes the skin appear firmer and leaves you with a vibrant and luminous complexion.

Usage: 1-month supply

Ingredients:

Purified Water, Niacinamide, Cholesterol, Bakuchiol, Flax Seed oil, Ceramide NS, Ceramide EOP, Ceramide AP, Ceramide EOS, Ceramide NP, Propylene Glycol, Glycerin, Sodium Hyaluronate Crosspolymer, Hydroxypropylmethylcellulose, Benzyl Alcohol, Diglycerin, Polyglycerol-2 Laurate, PPG-26-Buteth-26, PEG-40 Hydrogenated Castor Oil, Retinol, Tripeptide 10, Purslane, Arophira Extract, Tocopherol Acetate, CoQ10, dl Panthenol, Algae Extract, Squalane, Methylcobalamin, Crodyceps Extract, Chlorophyll, Spilanthes Acmella Flower Extract, Colloidal Oatmeal Powder, Ajuga Turkestanica Extract, Disodium EDTA, Glycyrrhetic Acid.

Key Ingredients:

Flaxseed oil is rich in fatty acids, compounds that may help the skin to maintain its natural moisture barrier.

Retinol is well known to assist the body in maintaining healthy levels of collagen, which in turn may improve skin color, soften rough patches, and reduce visible signs of aging like fine lines and wrinkles.

Ajuga Turkestanica is an herb with various bio active compounds, including diterpenes and plant growth-promoters called photoecdysteroids. These compounds may promote healthy, invigorated, and well-hydrated skin.

How to Use:

After evening cleansing routine, shake well and apply a thin layer of Renew to face using a circular motion until fully absorbed. Follow with Rose & Cole Deep Renew for 360-degree anti-aging protection.

How to Use:

After evening cleansing routine, shake well and apply a thin layer of Renew to face using a circular motion until fully absorbed. Follow with Rose & Cole Deep Renew Serum for 360-degree anti-aging protection.



PHOTOREACTIVE RENEW ③



Rose & Cole Renew serum offers a brightening, complexion-enhancing effect for immediate and continuous anti-aging results. Boosted by natural ingredients, this serum diminishes the appearance of fine lines, scars, and wrinkles and helps rejuvenate the skin. Utilizing transdermal technology and soothing ingredients, this serum makes the skin appear firmer and leaves you with a vibrant and luminous complexion.

Usage: 1-month supply

Ingredients:

Purified Water, Vitamin C, Niacinamide, Cholesterol, Bakuchiol, Flax Seed Oil, Propylene Glycol, Glycerin, Sodium Hyaluronate Crosspolymer, Kojic Acid, Aloe Vera, Benzyl Alcohol, Diglycerin, Polyglycerol-2 Laurate, PEG-40 Hydrogenate, Castor Oil, Copper Tripeptide-1, Purslane, Arophira Extract, Ajuga Turkestanica Extract, Tremella Fuciformis Extract, dl Panthenol, Algae Extract, Rose Hip Oil, Methylcobalamin, Ganoderma Lucidum Extract, Spilanthes Acmella Flower Extract, Squalene, Colloidal Oatmeal Powder, Disodium EDTA, Glycyrrhetic Acid.

Key Ingredients:

Bakuchiol found in high concentrations in the *Psoralea corylifolia* with Retinol-like effects. Its potent antioxidants may minimize signs of photoaging like fine lines, and improve the skin's firmness.

Arophira Extract is a marine algae extract that may regulate healthy sebum production, therefore reducing excess oil production. Arophira may also reduce the appearance of fine lines and wrinkles.

Rose Hip Oil contains significant amounts of Vitamin A and other key bio active compounds, which may assist in promoting collagen production, evening skin tone, and reducing dullness of the skin.

DEEP RENEW 3



Rose & Cole Deep Renew serum offers comprehensive benefits for mature skin. This multi-tasking serum features a natural ingredient blend that provides potent, yet gentle benefits like brightening and intense lifting. This advanced serum reduces the appearance of dark spots and discoloration while improving uneven skin tone and texture. Say hello to your luminous, youthful complexion! Suitable for all DermaTypes.

Usage: 1-month supply

Ingredients:

Purified Water, Niacinamide, Cholesterol, Bakuchiol, Spilanthes Acmella Flower Extract, Flax Seed Oil, Ceramide NS, Ceramide EOP, Ceramide AP, Ceramide EOS, Ceramide NP, Propylene Glycol, Glycerin, Sodium Hyaluronate Crosspolymer, Benzyl Alcohol, Diglycerin, Polyglycerol-2 Laurate, Aloe Vera, PPG-26-Buteth-26, PEG-40 Hydrogenated Castor Oil, Tripeptide 3, Resveratrol, Tohopheryl Acetate, Jojoba Oil, Avocado Oil, Purslane, Willow Bark Extract, Ecklonia Cava, Rosemary Essential Oil, Pueraria Mirifica Root Extract, Cucumber Extract, Tea Tree Oil, Blue Tansy Essential Oil, dl Panthenol, Tremella Fuciformis Extract, Squalene, Methylcobalamin, Pomegranate Enzymes, ChlopytumBorivilainum, Yarrow Flower Extract, Colloidal Oatmeal Powder, Mucuna Pruriens Seed Extract, Disodium EDTA, Glycyrrhetic Acid.

Key Ingredients:

Spilanthes Acmella are a range of species belonging to the genus Acmella, most of which contain the bioactives spinanthol and alkylamides. Along with their significant anti-oxidant activities, these compounds have been shown to promote topical blood flow, therefore ensuring that the skin has a steady supply of nutrients.

Ceramide are lipids that are found endogenously (naturally) in the epidermis. Applying them in a topical solution may help to promote and maintain the skin's natural lipid barrier, forming a protective layer against aging aggressors.

How to Use:

After evening cleansing routine, shake well and apply a thin layer of Deep Renew to face using a circular motion until fully absorbed. Use in tandem with your DermaType-specific Renew serum.



TARGETED SOLUTIONS

On top of your skincare routine, add these targeted solutions to maximize protection and rejuvenation to critical areas of the skin. Natural antioxidants and botanicals contribute to a healthy, radiant, and clarifying complexion, addressing the most unique features of the skin.

EYE REVIVE CREAM



The Rose & Cole Eye Revive nourishes the skin, fights puffiness, and softens fine lines and wrinkles. Containing vitamins and antioxidant-rich ingredients, this eye cream leaves a replenished, brightened, and youthful rejuvenation to the skin and under-eye area. This daily under-eye nourishment is suitable for all DermaTypes.

Usage: 1 month supply

Ingredients:

Purified Water, Niacinamide, Cholesterol, Bakuchiol, Spilanthes Acmella Flower Extract, Flax Seed Oil, Ceramide NS, Ceramide EOP, Ceramide AP, Ceramide EOS, Ceramide NP, Propylene Glycol, Glycerin, Sodium Hyaluronate Crosspolymer, Benzyl Alcohol, Diglycerin, Polyglycerol-2 Laurate, Aloe Vera, PPG-26-Buteth-26, PEG-40 Hydrogenated Castor Oil, Tripeptide 3, Reservatrol, Tohopheryl Acetate, Jojoba Oil, Avocado Oil, Purslane, Willow Bark Extract, Ecklonia Cava, Rosemary Essential Oil, Pueraria Mirifica Root Extract, Cucumber Extract, Tea Tree Oil, Blue Tansy Essential Oil, dl Panthenol, Tremella Fuciformis Extract, Squalene, Methylcobalamin, Pomegranate Enzymes, Chlopythum Borivilainum, Yarrow Flower Extract, Colloidal Oatmeal Powder, Mucuna Pruriens Seed Extract, Disodium EDTA, Glycyrrhetic Acid.

Key Ingredients:

Vitamin C is one of the most potent antioxidants on record. Applying vitamin C to the skin may promote healthy collagen production and reduce harmful oxidation.

Niacinamide may work through several mechanisms to regulate oil production and balance skin tone, lending the skin a smoother and more youthful appearance.

Avocado Oil, like many oil and oil derivatives, is full of essential oils with numerous benefits. Specifically, avocado oil's essential oil and vitamin mixture may increase collagen metabolism, maintain the skin's moisture barrier, and improve the appearance of fine lines. Arophia may also reduce the appearance of fine lines and wrinkles.

How to Use:

Gently apply Eye Revive on the outside and underneath the eye area. Massage in an upward and outward motion until fully absorbed. Apply daily after morning and evening regimen.





CLEANSE ①—○—○

CLEANSE

Daily cleanser for morning and evening after the Deep Cleanse. Removes daily residue and oil while soothing the skin. Suitable for all DermaTypes .



PRESERVE ○—②—○

PHOTOSENSITIVE / PHOTOREACTIVE

Preserve day gel to be applied after morning cleansing routine. For daily protection and hydration. Specifically designed for your Dermatotype.



ADDITIONAL TARGETED SOLUTIONS

EYE REVIVE

Daily under-eye nourishment function, to be applied daily morning or evening after cleansing routine. Suitable for all DermaTypes .



CLEANSE ①

DEEP CLEANSE

First step cleanser for morning and evening when double cleansing. Removes excess oil residue and provides a deep skin nourishing mask. Suitable for all DermaTypes.

CLEANSE

Daily cleanser for morning and evening after the Deep Cleanse. Removes daily residue and oil while soothing the skin. Suitable for all DermaTypes.



PRESERVE ②

PHOTOSENSITIVE / PHOTOREACTIVE

Preserve day gel to be applied after morning cleansing routine. For daily protection and hydration. Specifically designed for your DermaType.



ADDITIONAL TARGETED SOLUTIONS

EYE REVIVE

Daily under-eye nourishment function, to be applied daily morning or evening after cleansing routine. Suitable for all DermaTypes.



CLEANSE ①

CLEANSE

Daily cleanser for morning and evening after the Deep Cleanse. Removes daily residue and oil while soothing the skin. Suitable for all DermaTypes.



RENEW ③

PHOTOSENSITIVE / PHOTOREACTIVE

Renew to be applied after evening cleansing routine. For daily nourishment function. Specifically designed for your DermaTypes.



ADDITIONAL TARGETED SOLUTIONS

EYE REVIVE

Daily under-eye nourishment function, to be applied daily morning or evening after cleansing routine. Suitable for all DermaTypes.



CLEANSE ①

DEEP CLEANSE

First step cleanser for morning and evening when double cleansing. Removes excess oil residue and provides a deep skin nourishing mask. Suitable for all DermaTypes .

CLEANSE

Daily cleanser for morning and evening after the Deep Cleanse. Removes daily residue and oil while soothing the skin. Suitable for all DermaTypes.



RENEW ③

PHOTOSENSITIVE / PHOTOREACTIVE

Renew to be applied after evening cleansing routine. For daily nourishment function. Specifically designed for your DermaTypes.

DEEP RENEW

Deep Renew to be applied after the evening cleansing routine, in tandem with the Photosensitive/Photoreactive serums with daily usage for daily nourishment function. Suitable for all DermaTypes.



ADDITIONAL TARGETED SOLUTIONS

EYE REVIVE

Daily under-eye nourishment function, to be applied daily morning or evening after cleansing routine. Suitable for all DermaTypes.