PURE ALOE. SIMPLE TRUTH.

An Introduction to the Lexli Skincare Collection







DEAR FRIENDS,

After years of work as an M.D. and board certified plastic surgeon, I was all too familiar with the acute need for a skincare line that could help ordinary people attain beautiful, radiant skin. So, I decided to design it myself.

I began with a simple truth: beautiful skin starts with healthy skin. However, I still needed to determine what ingredient(s) best promote healthy skin. Based on scientific documentation, the solution was right in front of my face — the healing power of pure Aloe Vera.

Today, Aloe forms the foundation for the entire Lexli Skincare Collection. The special blend of pH balanced humectants, masking agents, protectants and botanicals in each of our products has been carefully formulated to help your skin function as nature intended.

All of us at Lexli invite you to use this brochure to learn more about our company, our products and our 4-step system for achieving healthy skin. Should you have any additional questions, please don't hesitate to give us a call or visit lexli.com to learn more.

Sincerely,

Ahmed Abdullah, M.D., F.A.C.S.

Founder—Lexli International, Inc.

Fargo, ND 58104 • 877.893.3417 • www.lexli.com

THE LEXLI SYSTEM AS EASY AS 1-2-3-4





CLEANSE

Safely and gently unclogs pores and removes impurities.



EXFOLIATE

Rejuvenate your skin by removing dead cells and promoting new collagen growth.



MOISTURIZE

Prevent moisture from evaporating and soothe the skin during the exfoliation process.



PROTECT

Shield skin from the harmful effects of UVA and UVB rays.

RECOMMENDED DAILY ROUTINE

MORNING



Cleanse gently with Lexli's Aloe-Based Cleansing Lotion or Acne Cleanser



Apply a nickel-sized amount of Lexli's topical Aloe-Based AloeGlyC® Renewing Exfoliant to the skin using upward and outward strokes. Make sure at least 30% of the Vitamin C beads are dissolved. DO NOT WASH OFF



Apply a Lexli Aloe-Based Moisturizer to your face and around your eyes. For added moisture, mist Lexli's Aloe-Based Tone and Balance onto the face after cleansing.



For added protection throughout the day, close eyes and mist entire face and neck with Lexli's Aloe-Based Sunscreen Spray with SPF 15. Reapply every two hours when you are in direct sunlight.

EVENING



Apply a generous amount of Lexli's Make-up Remover on moistened face and neck in an upward motion. Rinse with a clean, damp cloth. Repeat if necessary.



Cleanse gently with Lexli's Aloe-Based Cleansing Lotion or Acne Cleanser.



Apply a nickel-sized amount of Lexli's topical Aloe-Based AloeGlyC[®] Renewing Exfoliant to the skin using upward and outward strokes. Make sure at least 30% of the Vitamin C beads are dissolved.



Apply Lexli's Aloe-Based Night Moisturizer over the entire face and neck area using upward and outward strokes.

WHY ALOE?

All skincare products start with a base. Most over-the-counter and physician-dispensed moisturizers and exfoliants are water based.



In fact, 99% of the skincare products on the market today start with water as the base and then add other ingredients to make the product. There's just one problem—our skin can't absorb water.

At Lexli, we use 100% pure pharmaceutical-grade Aloe Vera as the base of our skincare products. A natural anti-inflammatory, Aloe Vera gently cleanses and penetrates deep into the tissue to heal, rejuvenate and protect damaged skin, making it ideal for promoting healthy, beautiful skin.



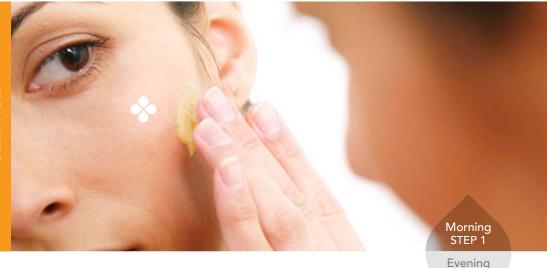
ALOE-BASED CLEANSING LOTION

Lexli's Aloe-Based Cleansing Lotion is designed to unclog pores and remove impurities. The special ingredients work to cleanse the skin and leave it feeling soft, silky and refreshed. A noticeable improvement in the suppleness of the skin will be achieved soon after the very first use.



ACNE CLEANSER

Lexli's Aloe-Based Acne Cleanser is designed to remove excess oil, sticky cells and impurities that clog pores and hair follicles. Clogged pores and hair follicles are a breeding ground for bacteria and one of the direct causes of acne.



DIRECTIONS FOR USE

Use morning and evening. Apply cleanser with fingertips and leave on the skin for two minutes (avoid getting into eyes). Remove the cleanser completely with warm water or a warm, moist cloth.

STEP 2

TIPS FOR USE

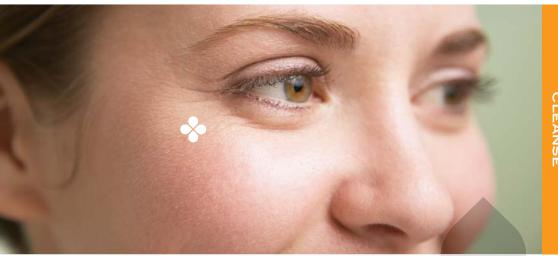
- Extra-strength cleanser for oily skin and acne.
- Helps eliminate blackheads and whiteheads.
- For mild acne, use in conjunction with Lexli's Aloe-Based AloeGlyC® Renewing Exfoliant, Lexli's Aloe-Based Day Moisturizer for Oily Skin and Lexli's Aloe-Based Sunscreen Spray with SPF 15.



INGREDIENTS: Aloe, Laureth Sulfate, Purified Water, Sorbitol, Sulfur, Witch Hazel, Cocamidopropyl, Plant Glycosides, Salicylic Acid, Glycol Stearate, Glycerin Monostearate, Glyceryl Oleate, Panthenol, Polyquaternium, Ethylene Glycol, Niacinamide, Retinol, Vitamin E, Potassium Sorbate, Methylparaben, Eucalyptus, Diazolidinyl Urea, EDTA, Triethanolamine, Acrylates

MAKE-UP REMOVER

Looking for a gentle cleanser that liquefies at the touch of the skin to melt away and remove make-up? Lexli's water-soluble Make-Up Remover gently lifts away make-up and debris without drying the skin.



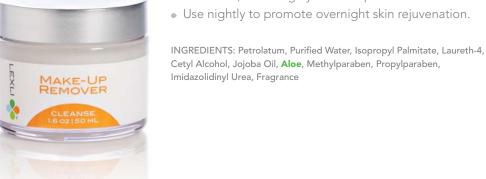
Evening STEP 1

DIRECTIONS FOR USE

Apply a generous amount of make-up remover on moistened face and neck in an upward motion. Rinse with a clean, damp cloth. Repeat if necessary.

TIPS FOR USE

- Removes heavier make-up that is resistant to soap and water, including eye make-up.
- Use nightly to promote overnight skin rejuvenation.





ALOEGLYC® RENEWING EXFOLIANT

Lexli's Aloe-Based AloeGlyC® Renewing Exfoliant combines Aloe Vera, Glycolic Acid and L-Ascorbic Acid beads (Vitamin C) to help remove dead skin cells while activating collagen production — the skin's natural rejuvenation process. The process is virtually as effective as a doctor's office peel and results in fewer fine lines and wrinkles and an enhanced skin texture and clarity. The tiny Vitamin C beads also function as biological cofactors and antioxidants to protect the skin from damage caused by the environment. After just a few weeks, you'll begin to see marked improvement in the look and feel of your skin.

DIRECTIONS FOR USE

For the first week of use, apply AloeGlyC® only at night so your skin can adjust gradually. Apply a nickel-sized amount to your face, using upward and outward strokes to ensure the beads dissolve. In week two, begin using AloeGlyC® in the morning and evening. Wait 10-15 minutes before applying moisturizer. DO NOT WASH OFF.

TIPS FOR USE

 Exfoliation increases sensitivity to sunlight, so sunscreen is recommended. Do not use AloeGlyC[®] on sunburned skin or when tanning. Morning STEP 2

Evening STEP 3

- Apply to hands, feet and extremities to exfoliate dead skin.
- If you have sensitive skin, dilute with Lexli's Aloe-Based Night Moisturizer to build tolerance.
- AloeGlyC® is strong, but it won't harm your skin. If you experience a burning sensation or your skin becomes red, flakes or breaks out with initial use, this just means that the AloeGlyC® is working to rid your skin of excess keratin. The Aloe contained in the product will help to soothe and heal your skin.

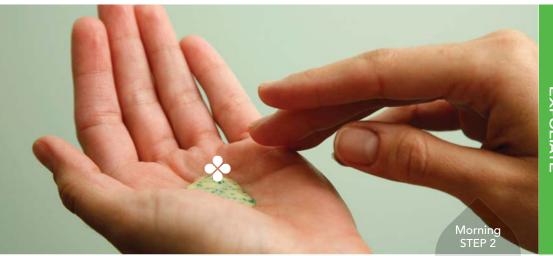


INGREDIENTS: Aloe Barbadensis, Purified Water, Jojoba Esters, Vitamin C, Tridecyl Stearate, Neopentyl Glycol, Dicaprylate/Dicaprate, Tridecyl Trimellitate, Glycolic Acid, Cetearyl Alcohol, Polysorbate, Butylene Glycol, Caprylic/Capric Triglyceride, Green Tea Leaf Extract, Cetearyl Alcohol, Ceteareth-20, Vitamin E, Salicylic Acid, Vitamin A, Vitamin D3, Magnesium Aluminum Silicate, Jojoba Oil, Glycerin, Allantoin, Panthenol, Cetyl Alcohol, Octyl Palmitate, Glycereth, Dimethicone, Urea, Xanthan Gum, BHT, Sodium Metabisulfite, Tetrasodium EDTA, Diazolidinyl Urea, Methylparaben, Propylparaben

Evening STEP 3

THE IMPORTANCE OF EXPOLIATION

Despite its benefits, exfoliation is either missing from most skincare regimens or implemented improperly. In fact, many systems incorrectly advocate "gentle exfoliation," which is contradictory. The only way to remove the thickened layers of keratin is through the use of chemical or mechanical techniques.



The power of any chemical exfoliant is measured by the level of acidity, or pH. At the very least, your exfoliant needs to be more acidic than your skin's pH (6.5) to be effective. The lower the number, the more acidic.

- Over-the-counter exfoliants typically have a pH level of 3.7-5.
- Physician-dispensed exfoliants for home use range from 3-4.5.
- Doctor's office peels have a pH of 2 or lower.

AloeGlyC® has an effective pH level of 2.1-2.3, making it highly effective at removing dead skin while remaining safe for daily use, thanks to our patented combination of ingredients.

ALOE-BASED DAY MOISTURIZER (For Oily Skin)

Designed especially for oily skin, Lexli's Aloe-Based Day Moisturizer for Oily Skin inhibits the production of oil while Aloe Vera and natural humectants help retain the skin's moisture, keeping it soft and supple.



INGREDIENTS: Aloe, Purified Water, Carbomer, Triethanolamine, Sorbitol. Glycerin-26, Panthenol, Silk Amino Acids, Propylene Glycol, Diazolidinyl Urea, Methylparaben, Propylparaben, Fragrance

ALOE-BASED NIGHT MOISTURIZER

Lexli's Aloe-Based Night Moisturizer is a nourishing, humectant-enriched cream designed to replenish the loss of moisture within the skin's tissues. The strong humectants and masking agents, such as collagen, work overnight to preserve and restore the skin's natural moisture level and revive the skin's tension and firmness.



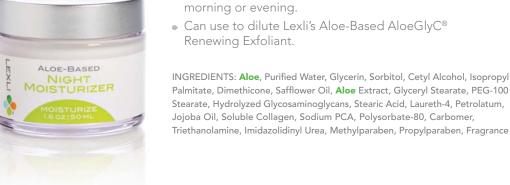
Evening STEP 4

DIRECTIONS FOR USE

As your final nighttime step, apply night moisturizer over the entire face and neck area using upward and outward strokes. Avoid contact with eyes.

TIPS FOR USE

- Aids in prevention of stretch marks during pregnancy.
- Use extra-strength moisturizer for extra-dry skin in the
- Renewing Exfoliant.



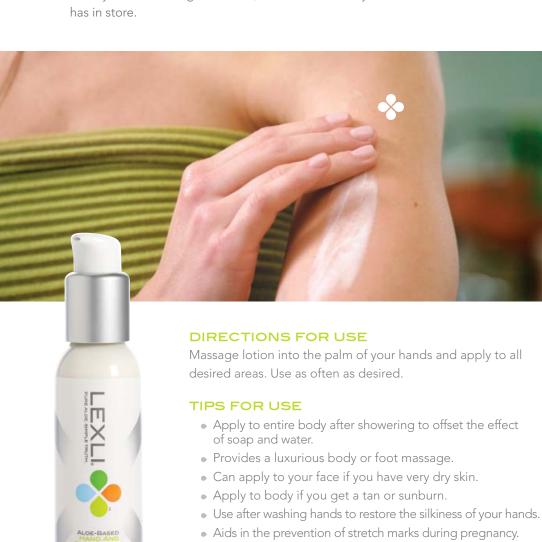
TONE AND BALANCE

This gentle skin toner contains natural, moisturizing humectants that tone the skin and add moisture without causing surface dryness. Lexli's Aloe-Based Tone and Balance also restores the skin's natural pH, removes any last traces of cleanser and debris, and is great as a light body moisturizer, working to hydrate, soothe and refresh.



ALOE-BASED HAND AND BODY LOTION

The conditioning agents in Lexli's Aloe-Based Hand and Body Lotion are designed to soothe, heal and protect the skin. This special formula will leave your skin feeling nourished, nurtured and ready for whatever nature has in store.



INGREDIENTS: Aloe, Purified Water, Sorbitol, Mineral Oil, Petrolatum, Lanolin Oil, Beeswax, Stearic Acid, Cetyl Alcohol, Triethanolamine, Sodium Chloride, Diazolidinyl Urea, Methylparaben, Propylparaben, Quaternium-15, Fragrance

ALOE-BASED

MOISTURE INTENSIFIER SERUM

Lexli's Aloe-Based Moisture Intensifier Serum combines Aloe Vera and rejuvenating agents that help to control lines, minimize the appearance of wrinkles and firm the skin. This special combination stimulates a healthy cellular turnover, helping to restore, revitalize and dramatically improve the appearance of skin.





DIRECTIONS FOR USE

Apply serum to dehydrated areas of skin or where lines and wrinkles are visible. To protect delicate skin tissue when applying to the eye area, use your ring finger and pat gently into the skin starting at the inner eye before working your way to the outer corner. Avoid direct contact with your eyes.

TIPS FOR USE

- Apply to dry, chapped or itchy skin in the winter.
- Apply to areas chafed by heavy clothing.
- Apply to cuticles and fingertips to prevent hangnails and cracking.

INGREDIENTS: **Aloe**, Purified Water, Sorbitol, Glycerin-26, Polysorbate-20, Hydrolyzed Wheat Protein, Arnica Extract, Barley Extract, Glycerin, Glycosaminoglycans, Glycogen, Allantoin, Panthenol, Silk Amino Acids, Ascorbic Acid, Tetrasodium EDTA, Carbomer, Triethanolamine, Imidazolidinyl Urea, Methylparaben, Fragrance

ALOE-BASED

ACNE MOISTURIZER WITH SUNBLOCK

This protective moisturizer is specifically designed to moisturize and protect acne-prone skin from increased sun sensitivity and reduce inflammation without adding more oil to the skin.



DIRECTIONS FOR USE

Apply acne moisturizer in the morning to soothe and protect skin throughout the day. Massage with fingertips evenly onto the entire area to be treated. Wait a few minutes before applying make-up.

TIPS FOR USE

- Be sure to apply daily, especially during the first few weeks of acne treatment when skin will be most dry and vulnerable.
- Apply to other sun-exposed areas such as the neck, hands, arms, etc.

INGREDIENTS: Aloe, Purified Water, Titanium Dioxide, Zinc Oxide, Tea Tree Oil, Niacinamide, Carbopol, Retinyl Propionate, Passiflora Incarnata, Olive Leaf Extract, Glycereth-26, TEA-99%, Licorice Extract, Bisbalol, White Willow Extract, Soluble Collagen, Arnica, Methylparaben, Sorbitol, Panthenol, Diazolidinyl Urea, Silk Amino Acids, Fragrance

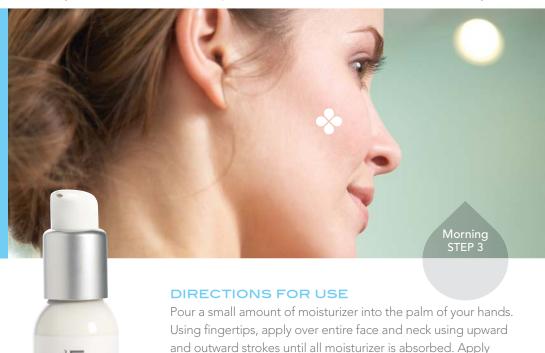


ALOE-BASED

R NORMAL TO DRY SKN

DAY MOISTURIZER WITH SPF 15 (For Normal to Dry Skin)

Lexli's Aloe-Based Day Moisturizer with SPF 15 protects your skin from the environmental factors that cause premature aging. This light, nongreasy formula moisturizes and conditions to leave the skin extraordinarily soft and comfortable throughout the day. The added SPF 15 also helps shield the skin from harmful UVB and UVA rays.



TIPS FOR USE

• Effective moisturizer and protectant after showering.

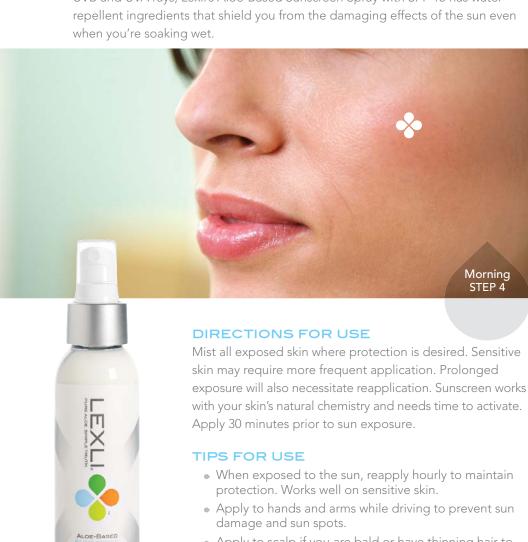
moisturizer 10-15 minutes prior to the application of make-up.

- Effective as a lighter alternative to the hand and body lotion.
- Apply to hands and arms to prevent sun damage when driving.

INGREDIENTS: Aloe, Purified Water, Octyl Methoxycinnamate, C 18-38 Hydroxy Stearyl Stearate, PEG Carnauba, Dimethicone Copolyol, Beeswax, PVP/ Eicosene Copolymer, Sorbitan Tristearate, Steareth-100, PEG-100 Stearate, Propylene Glycol, Isopropyl Palmitate, Cetyl Alcohol, Sorbitol, Laureth-4, Jojoba Oil, Panthenol, Soluble Collagen, Tocopheryl Acetate, Retinyl Palmitate, Disodium EDTA, Polysorbate-80, Carbomer, Triethanolamine, Diazolidinyl Urea, Methylparaben, BHT, BHA, Propylparaben, Fragrance

ALOE-BASED **SUNSCREEN SPRAY** WITH SPF 15

An easy-to-use sunscreen designed to protect your skin from the sun's harmful UVB and UVA rays, Lexli's Aloe-Based Sunscreen Spray with SPF 15 has waterrepellent ingredients that shield you from the damaging effects of the sun even



- When exposed to the sun, reapply hourly to maintain
- Apply to scalp if you are bald or have thinning hair to prevent sun damage and sunburn.

ACTIVE INGREDIENTS: Octyl Methoxycinnamate at 7.5%, Octyl Salicylate at 3.0%, Benzophenone at 3.0%. INGREDIENTS: Aloe, Purified Water, PPG-3, Myristyl Ether Acetate, Propylene Glycol, Carbomer, Tetrasodium EDTA, DEA-Oleth 3 Phosphate, Sodium Hydroxide, Diazolidinyl Urea, Methylparaben, Propylparaben, DMDM Hydantoin, Fragrance

ACNE CLARIFYING LOTION

Lexli's Aloe-Based Acne Clarifying Lotion supplements the shedding of abnormally sticky cells to prevent clogged follicles. This potent acne-treating product also works to control bacteria.



DIRECTIONS FOR USE

Apply lotion 1-2 times per day depending on severity of acne. Massage with fingertips evenly onto the entire area to be treated. Apply after using Lexli's Aloe-Based Acne Cleanser. DO NOT WASH OFF.

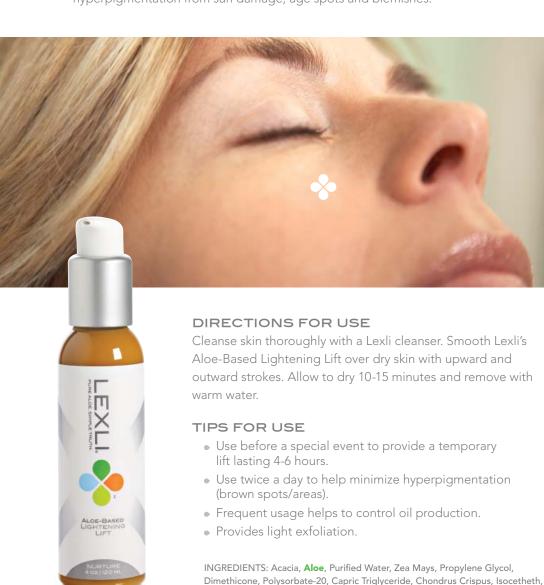
TIPS FOR USE

- Can apply to face, chest and back or wherever breakouts occur.
- Use as a spot treatment for mild acne. Use throughout entire area for moderate to severe acne.



INGREDIENTS: Aloe, Purified Water, Propylene Glycol, Sulfur, Benzoyl Peroxide, Dimethicone, Cetearyl Alcohol, Ceteareth-20, Cyclomethicone, Salicylic Acid, Ginkgo Biloba, Soy Extract, Green Tea Extract, Botanical Extract, Panthenol, Allantoin, Ethoxydiglycol, Glyceryl Stearate, PEG-100 Stearate, Zinc Pyrithione, Carbomer, Arnica, Xanthan Gum, TEA-99%, Diazolidinyl Urea, Methylparaben, Propylparaben, Fragrance

The ultimate facial for men and women, Lexli's Aloe-Based Lightening Lift provides a temporary lift to your skin and helps to diminish fine lines while toning and firming the skin. With regular usage, it will also decrease hyperpigmentation from sun damage, age spots and blemishes.



Emblica Fruit Extract, Kojic Acid, Green Tea Extract, Grape Seed Extract, Ginseng Extract, Silk Amino Acids, Tea-Lauryl Sulfate, Lavender Oil, Sage Oil,

Carbomer, Tetrasodium EDTA, Diazolidinyl Urea, Methylparaben

ACNE TREATMENT KIT

Lexli's Aloe-Based Acne Treatment Kit controls and helps eliminate acne in just four simple steps, using the restorative and medicinal properties of Aloe Vera. Most acne treatment products are water based, but your skin cannot absorb water. However, Aloe is easily absorbed so it can deliver its powerful, anti-inflammatory and healing properties right where your skin needs it. In addition, every Lexli acne treatment product is made from the highest quality acne-fighting ingredients. Each ingredient targets one of the causes of acne, making this the most potent and focused acne treatment available.

THE LEXLI ACNE TREATMENT KIT INCLUDES:

ACNE CLEANSER

Cleanses, controls bacteria and removes excess oil from the skin and hair follicles.

ACNE MOISTURIZER WITH SUNBLOCK

Protects skin from increased sun sensitivity and reduces inflammation.

ACNE CLARIFYING LOTION

Supplements the shedding of abnormally sticky cells to prevent clogged follicles. Also helps control bacteria.

ALOEGLYC® RENEWING EXFOLIANT

Promotes shedding of dead skin cells, growth of new, healthy collagen and smooth skin texture.



PRECAUTIONS: Do not use if you are sensitive to glycolic acid, benzoyl peroxide, sunblock or any other product ingredient. • Use a sunscreen or sunblock (included in the Acne Moisturizer). Otherwise, avoid the sun altogether. (Some acne products increase sensitivity to the sun, and if you develop additional pigmentation in areas of resolved acne, sunlight will make it worse.) • If you experience irritation or redness, reduce the frequency of your product usage. However, if you experience excessive irritation, stop using the products altogether and speak to your physician. • The products are intended for external use only. Avoid contact with eyes and mouth. • Do not expose products to extreme heat or cold. • Do not use the products on children less than 11 years of age or if you are pregnant unless approved by your physician. • Benzoyl Peroxide may bleach hair/clothing/linens.

DIRECTIONS FOR USE



Acne Cleanser: Use morning and evening. Apply cleanser with fingertips and leave on the skin for two minutes (avoid contact with eyes). Rinse with warm water or a warm, moist cloth.



Acne Moisturizer with Sunblock: Use in the morning to soothe and protect skin throughout the day. Massage with fingertips evenly onto the face and neck. Wait a few minutes before applying make-up.



Acne Clarifying Lotion: Use 1-2 times per day depending on severity of acne. Massage with fingertips evenly onto the entire area to be treated. DO NOT RINSE OFF.*



AloeGlyC® Renewing Exfoliant: Use in the evening after cleansing and applying Acne Clarifying Lotion. Apply using upward strokes (avoid contact with eyes), gently massaging into skin. As you massage the AloeGlyC® Renewing Exfoliant into your skin, the small green beads of Vitamin C will dissolve, releasing collagen-stimulating antioxidants. DO NOT RINSE OFF.

LEXLI PRODUCT	MORNING	AFTERNOON	EVENING
Acne Cleanser			
Acne Moisturizer w/Sunblock			
Acne Clarifying Lotion		******	
AloeGlyC® Renewing Exfoliant			

It is common to experience some dryness, redness and peeling when first using these products. Your acne will not improve immediately and, due to increased sloughing of dead skin cells and cleaning out of pores, it may appear to worsen for a week or two. Do not be discouraged. Stay with the program to see an improvement in your complexion.

^{*} For severe acne, use Lexli's Aloe-Based Acne Clarifying Lotion twice daily.

30-DAY STARTER KIT

Lexli's 30-Day Starter Kit conveniently packages all of your favorite products together to keep your skin looking radiant when you're on the go.

THE LEXLI 30-DAY STARTER KIT INCLUDES:

CLEANSING LOTION

Lexli's Cleansing Lotion features a unique formula designed to unclog pores and remove impurities, leaving your skin soft, smooth and refreshed.

ALOEGLYC® RENEWING EXFOLIANT

AloeGlyC® combines pharmaceutical-grade Aloe and Glycolic Acid to exfoliate and activate the natural production of collagen — the skin's natural rejuvenation process.

TONE AND BALANCE

This gentle skin toner contains natural, moisturizing humectants that work to restore your natural pH by hydrating, soothing and refreshing your skin.

NIGHT MOISTURIZER

Lexli's Night Moisturizer is a nourishing cream that works overnight to preserve, replenish and restore the skin's natural moisture level and revive the skin's tension and firmness

DAY MOISTURIZER WITH SPF 15 FOR NORMAL TO DRY SKIN

We designed our Day Moisturizer to condition and restore your skin while protecting it from environmental factors that can cause premature aging, such as UVA and UVB rays.



REJUVENATE YOUR SKIN

NORMAL/DRY SKIN

LEXLI PRODUCT	MORNING	EVENING
Make-Up Remover		
Cleansing Lotion		
AloeGlyC® Renewing Exfoliant		
Day Moisturizer with SPF 15		
Night Moisturizer		

OILY SKIN

LEXLI PRODUCT	MORNING	EVENING
Make-Up Remover		
Acne Cleanser or Cleansing Lotion		
AloeGlyC® Renewing Exfoliant		
Day Moisturizer for Oily Skin		
Sunscreen Spray with SPF 15		

SKINCARE TIPS



- Keep it simple. Good skincare is more about frequent, preventative care than it is about treatment. The key is basic daily cleansing, exfoliating, moisturizing and protecting.
- Use products that stabilize the skin's natural pH levels.
- Refrigeration will increase the shelf life of Lexli products.
- If you suffer from acne, select an oil-free foundation. It's less likely to clog pores and aggravate your condition. Also, be sure to use water-based make-up, which is easier to remove.
- Proper cleansing is essential for acne treatment.
- Never squeeze blackheads or whiteheads. This may traumatize the skin and cause scarring.
- Proper humidity in the home can help with dry skin.
- When searching for an individualized skincare treatment plan, no one should offer a plan without first obtaining your medical history. And don't be afraid to ask about their professional training and credentials.
- Never go to bed with make-up on.
- Drink half your body weight in ounces per day to keep your skin hydrated.