



# ANNE JENSEN

LONDON PARIS NEW YORK

# Anne Jensen Skincare philosophy

## One ingredient can't solve all skincare problems

Anne Jensen's philosophy is that no two people are the same. We all have our own needs. So does our skin. We are all unique in nature, and so is our skin. Nature is set up like a big pharmacy, it's just a matter of finding the right plants that cover the different degrees of skin needs. One ingredient can't solve all skincare problems. Nature has its own pharmacy where each plant or fruit has its own mission.

It's just a matter of putting the ingredients together correctly. Today, with the latest technology, it is possible to optimally utilize nature's pharmacy so that the finished product caters directly to each individual skin type.

There are countless skin types, all of which need the right care to keep their radiance and elasticity. Each skin type needs special attention, so we can't just focus on one plant or vitamin when it comes to skincare.

The different skin types can be divided into 5 categories, which in turn have underlying categories.

Dry skin. Skin that feels tight, dry skin can also have a grayish tinge and lack its elasticity.

Normal skin is skin that has no problems and looks healthy and great all the time.

Oily skin is skin that has uncontrolled sebum production.

Sensitive skin is skin that is often sensitive to external influences. Sensitive skin cannot tolerate harsh ingredients and some people with sensitive skin can develop allergies if they use skincare products incorrectly.

The aging skin. Aging skin can be divided into two categories + 40 and +55

When skin turns 40+, the skin needs extra help to maintain its elasticity. As we age, our body generally changes, our hormones decline with age regardless of gender. This has a big impact on our skin as our hormones change. But also during this phase, the skin can be dry, oily and sensitive. That's why it's important to find the right product for the skin type.

From the age of +55 onwards, the loss of skin elasticity accelerates. It is therefore extremely important that the skin gets the right care in this phase. Here, the skin actually needs an extra concentrated skincare routine and skincare products that contain the right ingredients to give the skin the boost it needs.

Regardless of how you look at skincare, it's scientifically proven that skin changes drastically after the age of +55 and it's not enough for +55 skincare to only focus on vitamin A also called retinol and squarlane. For +55 skin, Anne Jensen has chosen to use the power-packed sea fennel, a halophyte plant known for its resilience to extreme living conditions. The plant has a unique effect on skin elasticity.

### Face care

The skin needs are not the same on the body as on the face. This is because facial skin is exposed to the elements, pollution, summer and winter weather. The skin may need extra care and protection during the winter period. Facial skin often needs extra care in the form of a good care mask

### Body care

For body skin, care is also important. Body skin is often protected by clothing and is therefore less susceptible to external influences.

But since body skin is also part of the skincare categories, it's important to use the body care that suits the different skin types. It's also a good idea to use a body peeling mask to remove dead skin cells and restore vitality to the skin.

# DIAMOND SKINCARE COLLECTION

## DIAMOND MARINE LINE

Marine botanical algae such as Spirulina, Mastocarpus red seaweed and brown seaweed are microalgae. They are rich in nutrients such as proteins, vitamins A-E and K, as well as minerals such as magnesium and potassium and trace elements provides anti-ageing properties that fight the signs of aging. It helps to protect and firm the skin.

They fight free radicals and improve your skin's overall appearance through boosting the skin's collagen production, combating skin dryness and stimulating its natural defenses. Blended with marine spring water extracted in Brittany in the center of by Biotechnologie Marine de Soliance, a natural reservoir, that is constantly supplied with seawater. It is then desalinated while preserving its unique properties.

Thanks to the algae's richness in trace elements, the sea spring water limits skin moisture loss and thus maintaining the skin's moisture balance.

## DIAMOND JAPANESE LINE

Eastern mysticism combined with the exotic plants of the Asia. The exotic plants of the East have been used for healing, relaxation and contemplation for many years. Anne Jensen went one step further and developed Japanese skincare with a few exotic ingredients such as rice, jojoba, almond and white mulberry tea,

This beauty secret from Asia reduces imperfections and protects the skin from external aggressions.

Like a nourishing protective film, this cream envelops the skin, softening it and restoring its radiance.

## DIAMOND LIFTING EFFECT LINE

This range is a smart cocktail of active ingredients that have complementary anti-ageing properties:

Argireline® with a botox-like effect on expression lines, a peptide that fights skin ageing, antioxidant vitamins and moisturizing and revitalizing active ingredients. An ideal synergy to reveal a youthful-looking skin.

Biomimetic anti-ageing active ingredient is a peptide (L-Carnosine) found in the human body, which has the ability to boost the skin's natural defenses. It has remarkable antioxidant and anti-glycation properties.

This allows it to actively protect the skin from sun damage (IR, UV, visible light) (in vivo testing) and thus prevent photo-aging.

It also protects against glycation (binding of sugar molecules to proteins) molecules to proteins (in vitro test), which particularly affects elastin and collagen in the skin, resulting in the skin's loss of elasticity and thus the appearance of signs of ageing.

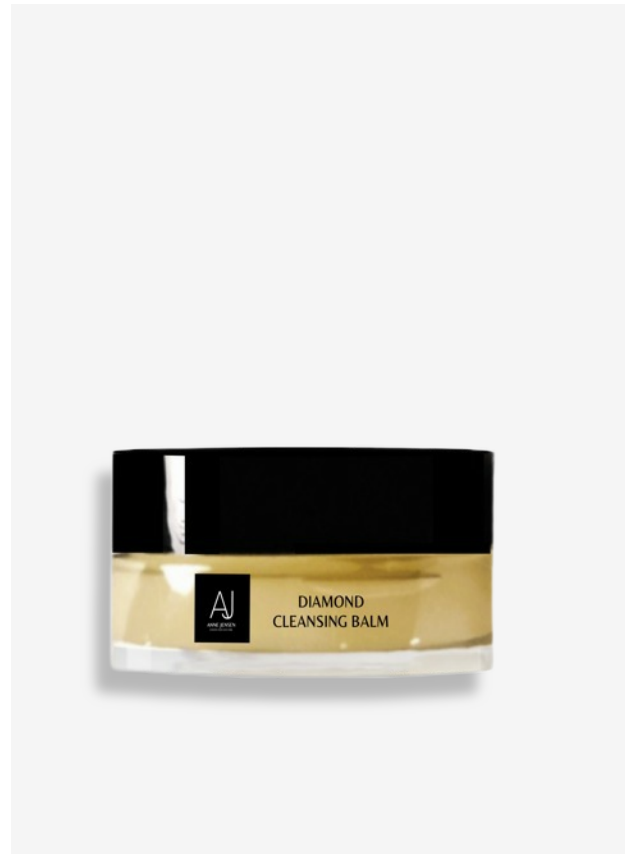
Argireline Inspired by botox, this anti-ageing active ingredient is a peptide complex that targets expression lines by reducing the contraction of the muscles that cause them. This botox-like active ingredient has no downsides.

# DIAMOND CLEANSING COLLECTION



## DIAMOND CLEANSING OIL

A facial cleansing oil that removes makeup and deeply cleanse the skin from make up and dirt



## DIAMOND CLEANSING BALM

This cleansing balm is a cocktail of moisturizing actives ingredients (organic jojoba oil, organic corn flower oil) which act in synergy to refresh, soothe and purify the skin.

# DIAMOND TREATMENT COLLECTION



## DIAMOND HYDRA REPAIR GEL MASK

With its gel-cream texture, this mask melts delicately on the skin and provides a real soothing feeling to the most delicate skins. Transported into an intense well-being moment, the skin recovers smoothness and comfort.



## DIAMOND LIFTING EFFECT MASK

This mask with a creamy texture wraps the skin in a delicately scented cocoon. To fight against the first signs of ageing, fruit extracts have been specifically selected for their antiageing properties.



## DIAMOND MELTING AHA PEEL MASK

With its unique texture transforming into oil, this mask provides to the skin an exfoliating care with an incomparable softness.



# DIAMOND HYDRATION COLLECTION



## DIAMOND HYDRATION SERUM

This serum with a fresh texture quickly absorbed will instantly recharge the skin with water.



## DIAMOND HYDRATION REPAIR CREAM

An easily absorbed moisturizer that works to moisturizing and invigorates the skin. A long lasting hydration effect for radiant skin.



## DIAMOND AQUA MARINE SERUM

In a single step, this genuine precious serum with marine ingredient sublimate the skin and illuminate the complexion. Luxury and efficiency are perfectly combined



## DIAMOND MARINE DAY SERUM CREAM

Serum cream which give delightful feeling of freshness and natural glow. Suitable for normal to combination skin types

# DIAMOND JAPANESE COLLECTION



## DIAMOND JAPANESE RICE SERUM

This beauty secret from Asia helps the skin to protect itself against external aggressions and regain all its softness and vitality.



## DIAMOND JAPANESE RICE CREAM

Rice, this resourceful small grain, is the main ingredient of this cream. This beauty secret from Asia, reduces imperfections and protects the skin against external aggressions



## DIAMOND JAPANESE CLEANSING GEL

This beauty secret from Asia cleanses, removes impurities and the last traces of makeup on the skin.



# DIAMOND LIFTING EFFECT COLLECTION



## DIAMOND YOUTH SERUM

An active anti ageing serum with peptides effective against expression lines (Botox effect), strengthens the skin's natural defenses, a strong antioxidant and anti glycation properties that allow it to protect against sun damage (R, UV, visible light) and thus prevent ageing.



## DIAMOND LIFTING EFFECT DAY CREAM

A firming anti ageing cream that both reduces deep wrinkles and helps fight their development



## DIAMOND LIFTING EFFECT GOOD NIGHT CREAM

An ultra-nourishing texture with anti-ageing active ingredients that melt into the skin to restore, nourish and give a fresh, luminous complexion with



## DIAMOND LIFTING EFFECT EYE CREAM

This eye contour cream fights against the appearance of the first signs of time thanks to the anti-aging active ingredients present in its formula.



# DIAMOND LIFTING EFFECT COLLECTION



## DIAMOND RADIANCE LIFTING ELIXIR

Offers the face an exquisite fusion of plant oils. Each one contains a secret to revive the skin's radiance and beauty.  
For skin 55+



## DIAMOND LIFTING EFFECT FACE BALM 55+

This lifting effect serum balm with anti age and soothing properties enters the skin easily thanks to its unctuous texture, and gives a feeling of smoothness. Rich in fatty acids, it nourishes the skin in order to improve fine lines and feed the skin. For skin 55+



## DIAMOND LIFTING EFFECT SLEEP OVER MASK

This luxurious mask is designed to deliver the benefits of its powerful anti-aging active ingredients while you sleep, working to combat the first signs of time and intensely nourish the skin.



## DIAMOND LIFTING EFFECT EYE PUFF SERUM

Designed to target dark circles and puffiness around the delicate eye area.

# DIAMOND BODY COLLECTION



## DIAMOND MARINE BODY MILK

This velvety soft care, concentrated in sensoriality, naturally nourishes body skin with its creamy and melting texture.



## DIAMOND BODY BUTTER

Intensely moisturize and nourish the skin to give it maximum comfort and flexibility. Vitamin A protective and antioxidant action on the skin.



## DIAMOND NUTRI BODY OIL

This essential and sensory body oil leaves a satin-soft finish on the skin. Its richness in nourishing oils ensures a perfect result during care. With no greasy film, this oil nourishes and leaves skin soft and comfortable



# DIAMOND BODY TREATMENT COLLECTION



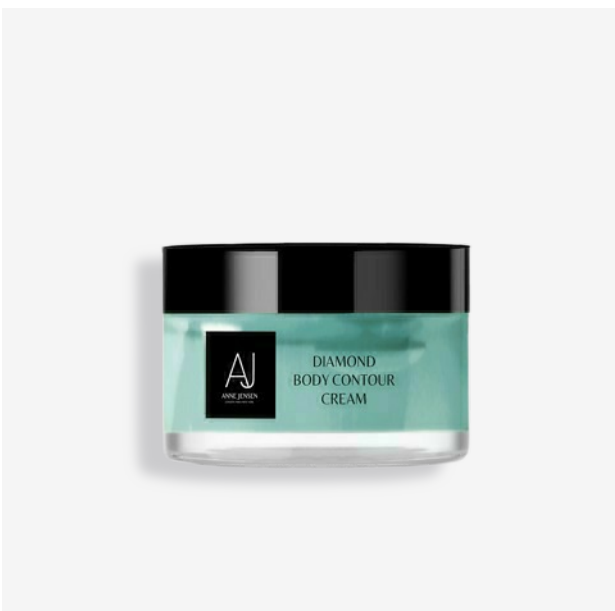
## DIAMOND BODY CONTOUR ELIXIR

This slimming concentrate offers a synergy of plant and marine extracts renowned for their benefits on the silhouette: caffeine, guarana extract, ivy extract, horsetail extract, green tea extract, brown seaweed extract and seawater form a tonic and stimulating cocktail, ideal for a more beautiful figure.



## DIAMOND BODY PEEL MASK

Real source of escape, this scrub with salts of the world and 6 essential oils gently exfoliates and eliminates the impurities at the surface of the skin. Its fresh and tonic smell wraps the skin in a relaxing care giving it all the comfort it needs.



## DIAMOND BODY CONTOUR CREAM

This cream is formulated with active ingredients that have been carefully selected for their recognized effects on the figure. Caffeine, the ideal ally for slimming treatments



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