

INHIBIT V—NECK

THE SKINCARE MASTERPLAN FOR NECK & DÉCOLLETÉ

Natura Bissé reinvents beauty rituals with the first global program specifically created for the neck and décolleté: an innovative menu of personalized treatments complemented with two products for your skincare routine at home

“When I first started working at Natura Bissé, the first thing I learned from our skincare experts is that the face-neck balance is essential to a harmonious appearance. This was a message that has always stayed with me.”

With this lesson in mind, and taking into account the particular nature of this area—it has finer muscles, the skin is thinner and has less collagen and fatty tissue—we decided to create **Inhibit Tensolift Neck Cream** in 2007. Because an area that is so delicate and subjected to constant movement, requires a very specific product.

Since then, our habits have changed greatly; we spend the day looking at our phones or at the computer, without thinking about the effects that these gestures—combined with bad posture and exposure to external factors—have on our neck and décolleté. Tech neck is a reality that accelerates the appearance of sagging and wrinkles. And yet, despite mounting evidence, for most of us our beauty routine stops at the chin. Faced with this scenario, we couldn't help but ask ourselves: what do our clients need today to enjoy looking after this vulnerable area?

And so, following an intense process of analysis and investigation, we created **Inhibit V-Neck**, our “masterplan” for the neck and décolleté; a flexible, global program and the best complement or alternative to medi-aesthetic procedures. On one hand it includes a revolutionary concept: **Inhibit V-Neck À La Carte**, a bestpoke menu of spa treatments designed by our skin experts to offer a personalized solution for different concerns in this area. These are accompanied by **Inhibit Tensolift Neck Serum** and **Inhibit Tensolift Neck Mask**, two products to use at home that perfectly complement our iconic neck cream.

With a comprehensive focus, **Inhibit V-Neck** is our made-to-measure solution for skin that is smoother with well defined angles, the key to to any film star neck. Because at Natura Bissé, we know that the neck and décolleté significantly affect the face. If we treat them with the same dedication, the transformation will be truly spectacular”.



PATRICIA FISAS

Senior VP Research & Innovation
Natura Bissé Group

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Designed to maintain youthfulness in the skin by treating signs of aging that are characteristic of the neck and décolleté in a global way, includes:

1. **BEAUTY ROOM TREATMENTS:** Inhibit V-Neck À La Carte, 5 rituals for all your neck and décolleté needs.
2. **AT HOME TREATMENTS:** Inhibit Tensolift Neck Serum + Inhibit Tensolift Neck Mask.

THE NECK HAS ITS OWN VOCABULARY

Owing to its central position, every day our necks are subjected to constant movement and bad posture that cause very specific signs of aging that can only be counteracted through very special products and treatments.

- **Neck stress:** This refers to a number of tensions suffered by the neck and décolleté on a regular basis; these range from bad posture when we use our mobile devices, to hours spent sat down at the office, and even our sleeping positions. For example, sleeping face up helps to reduce the formation of wrinkles on the décolleté.
- **Tech neck:** Rigidity, pain and tension that extend down the neck, shoulders and back caused using technology. This posture of habit also has aesthetic effects such as contributing to the double chin and horizontal lines.
- **Sagginess:** One of the first signs of aging on the neck is the loss of tone and the appearance of flaccidity, caused by a decrease in collagen and elastin.
- **Venus rings:** These horizontal wrinkles on the neck appear over time, due to a loss of firmness and constant movement.
- **Double chin:** Accumulated fat underneath the chin that blurs facial contours.
- **Vertical lines:** Wrinkles on the décolleté are frequent; they are accentuated by a loss of collagen— and as a consequence, plumpness—, bad sleeping posture and dehydration.
- **Hyperpigmentation:** These mainly appear on the décolleté, an area that is particularly exposed to the sun but one that we do not protect enough.



INHIBIT V—NECK À LA CARTE

Personalized treatments
for the neck and décolleté

As we know, every skin has its own voice and each person has their own distinct needs, which is why we have created a complete menu of personalized treatments so that every client is catered for. All include advanced massage maneuvers, the latest generation skincare and the exclusive **V-Neck Definition System**, a multifunctional device that combines LED light therapy, micro-vibrations, infrared rays and galvanic electrotherapy to stimulate the skin and improve the absorption of active ingredients in our products. Because there is no singular, correct way to look after the neck and décolleté:

1. INHIBIT FACE & NECK-LIFT: The ultimate combination to lift the face, neck and décolleté
Focus on: Definition & Lifting - 90 minutes

2. INHIBIT NECK-LIFT
Intensely target, treat and transform the neck & décolleté
Focus on: Definition & Lifting - 60 minutes

3. JAW LINE PRECISION: Define angles and reinstate youthful contour in no time
Focus on: Contour - 30 minutes

4. NECK INTENSIVE: Reshape your neck with a concentrated lifting and firming treatment
Focus on: Lifting - 30 minutes

5. DÉCOLLETÉ RADIANCE: Indulge in radiance to restore luminosity
Focus on: Luminosity - 30 minutes

INHIBIT V—NECK À LA CARTE

Treatment menu available in the most exclusive beauty centers & spas

February 2020



INHIBIT TENSOLIFT NECK SERUM

Intensive lifting treatment

The neck and décolleté deserve their own ultra-concentrated formula packed with actives. That is why we have created this specific serum to reveal skin that is instantly firmer and visibly lifted. An advanced cocktail of tightening, filling and firming ingredients that minimize wrinkles while helping to define the jawline and sculpt the chin. This lightweight formula leaves no oily residue, evens tone and provides skin with a boost of luminosity.

Collagen I production is increased by 111% while collagen IV production is increased by 72%⁽¹⁾

Saginess in the neck is reduced in just 3 weeks⁽²⁾

Reduces wrinkles both immediately and following 28 days of treatment⁽³⁾

TIGHTENS & SCULPTS: LIFTING EFFECT

- ***Leontopodium alpinum*⁽¹⁾⁽²⁾**: A plant originating in the Alps increases collagen and elastin levels, providing a firming action.
- ***Ceratonia siliqua* (carob tree)**: A Helps repair damaged and aged skin.
- **Shiitake extract**: Aids optimum preservation of collagen fibers.
- **Pro-Lift⁽³⁾**: Creates an instant, tightening mesh that provides long-lasting results: chin is sculpted and neck wrinkles are smoothed.

FILLS & PROVIDES VOLUME

- ***Swertia chirata* + plumping effect lipids**: Help increase suppleness in the skin and provides a filling effect from within.
- **Medium weight hyaluronic acid**: Improves elasticity and firmness, multiplies hydration.

PROVIDES LUMINOSITY AND UNIFIES TONE

- **Niacinamide**: Fights dark spots, evens skin tone and provides luminosity while protecting against free radicals.

HOW TO USE IT:

Every morning and night, after cleansing and before applying cream, apply to neck and décolleté and softly massage until completely absorbed.

⁽¹⁾ In vitro test in ingredient.

⁽²⁾⁽³⁾ In vivo test in ingredient.



INHIBIT TENSOLIFT NECK SERUM

60 ml / 2 oz · Launch date: February 2020



INHIBIT TENSOLIFT NECK MASK

Lifting treatment for neck or décolleté

With a format that can be adapted to the neck area and the décolleté, this hyaluronic acid mask with lifting and plumping effect transforms the appearance of the skin in just one application. This innovative treatment minimizes wrinkles, refines and firms the skin, softens texture and evens tone. Made from 100% natural bamboo fibers that adapt perfectly to both areas, this powerful mask reveals skin that is incredibly hydrated, smooth and luminous.

FILLS & FIRMS

- **High weight crossed hyaluronic acid:** with an impressive capacity to retain water, fill the skin from within to provide volume, minimize lines and wrinkles and improve firmness.

PROVIDES LUMINOSITY AND UNIFIES TONE

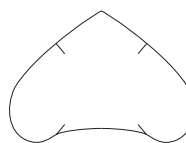
- **Niacinamide:** Fights dark spots, evens skin tone and provides luminosity while protecting against free radicals caused by sun exposure..



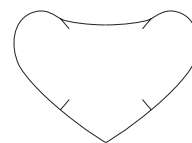
HOT TO USE IT:

Once a week, after cleansing and applying serum, apply mask to the area of your choice on the neck or the décolleté. Read the instructions carefully and, according to your skin's needs, place with the corner pointing up or down. Leave to act for at least 15 minutes. After removing the mask, apply a soft massage until the product is completely absorbed.

2 APPLICATION AREAS



NECK
POSITION



DÉCOLLETÉ
POSITION

INHIBIT TENSOLIFT NECK MASK

1 envelope with 1 soaked mask · Launch date February 2020



Natura Bissé is a pioneering Spanish luxury skincare company founded in Barcelona in 1979, and now managed by the second generation of the Fisas family.

Natura Bissé embodies sophisticated elegance, efficiency and feminine intuition. Besides providing magnificent service, the company's mission is simple: making use of its intrinsic forward-thinking creativity to develop effective skincare products and beauty experiences through the use of avant-garde technologies and extraordinarily high concentrations of superior quality ingredients.

Thanks to the expertise of its skilled aestheticians, Natura Bissé understands that everyone has unique skin with its own voice. These voices guide the firm's craft, which fuses pioneering technology with the most delicate human touch to adapt to its guests' differing needs.

Natura Bissé is recognized as Forbes Travel Guide's "Official Skincare Brand" by this global authority on luxury travel. In addition, Natura Bissé is the first skincare brand in the world that has been trained following the renowned institution's strict standards, a reflection of its passion for offering the best service. Recently, the firm has awarded the prestigious "Best World Spa Brand" recognition at the 2018 World Spa Awards.

With subsidiaries in Spain, the United States, Mexico, UK and United Arab Emirates and presence in 35 countries, Natura Bissé has achieved resounding international success that has positioned it in the most prestigious points of sale and spas in the world, many of them already distinguished by the Forbes Travel Guide.

