

## PRODUCT INFO

# WOW™ WIPE OUT WRINKLES

It Works! WOW™ wipes out your wrinkles! In 45 seconds you will start to feel it working, and in 45 more seconds all you will be able to say is WOW! Instantly and temporarily reducing the appearance of fine lines and wrinkles, this functional formula doesn't stop there. The It Works! WOW Proprietary Complex™ with its unique delivery system, dives deep into the skin's surface to reduce the appearance of fine lines and wrinkles. Active peptides, proteins, and chamomile extract, synergistically work together to rejuvenate and revitalize skin. Giving you ultimate instant results, with long term benefits!\*

- Instantly reduces appearance of fine lines, wrinkles, and creases
- Active peptides and proteins boost skin's firmness and elasticity
- Rehydrates skin giving a smooth plumped appearance
- Reduces appearance of under eye puffiness for a brighter looking you
- Pair with Lip & Eye for the ultimate eye raising results!



**#EYEDARE you not to say WOW when you see your results!**

*\*Results are not permanent.*

## INGREDIENTS

Aqua, Butylene Glycol, Sodium Silicate, Magnesium Aluminum Silicate, *It Works! WOW Proprietary Complex™* (Pseudoalteromonas Ferment Extract, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Tripeptide-10 Citrulline, Carbomer, Tripeptide-1, Magnesium Ascorbyl Phosphate, *Chamomilla recutita* Flower Extract), Xanthan Gum, Phenoxyethanol, Triethanolamine, Alcohol, Lecithin, 1,2-Hexanediol, Caprylyl Glycol, Cellulose Gum, Disodium Stearoyl Glutamate, Aluminum Hydroxide, Iron Oxides.

Contains Wheat and Soy.

## DIRECTIONS

Massage packet to activate ingredients. Dispense onto fingertip and glide product in a thin and even coat in light sweeping motions across problem area, keeping in mind less is more. Pat away excess product and avoid facial movement until completely dry. If using a moisturizer, apply moisturizer first and allow to dry completely.

**Please Note:** Over application may result in chalky or flakey residue. If this occurs gently pat the area with a damp cloth.

## CAUTION

Results are not permanent. Use only as directed. Discontinue use if irritation or redness occurs and avoid contact with eyes. If product gets into eyes, flush thoroughly with water.



# WOW™

## WIPE OUT WRINKLES

### FREQUENTLY ASKED QUESTIONS

#### What is WOW?

Instantly and temporarily reducing the appearance of fine lines and wrinkles, this functional formula doesn't stop there. The It Works! WOW Proprietary Complex™ with its unique delivery system, dives deep into the skin's surface to reduce the appearance of fine lines and wrinkles. Active peptides, proteins, and chamomile extract, synergistically work together to rejuvenate and revitalize skin. Giving you ultimate instant results, with long term benefits!

#### How fast will I see results?

You should start to feel WOW in 45 seconds, and see visible results in 45 more seconds. Everyone's skin type is different, so the time frame for results may vary.

#### How many times a day should I apply WOW?

Start your day by WOW-ing everyone with daily application in the morning. For touch ups, you can apply during the day as needed. For best results with touch ups, apply WOW on clean, dry skin.

#### Where can I apply WOW?

Anywhere on your face that you want to wipe out wrinkles! Apply a thin coat on forehead wrinkles, neck, nose "scrunch" creases, "parentheses" creases, pout lines, marionette lines around the chin, and under eye area to combat fine lines and puffiness.

#### What is in the It Works! WOW Proprietary Complex™?

The It Works! WOW Proprietary Complex™ with its unique delivery system, dives deep into the skin's surface to reduce the appearance of fine lines and wrinkles. Active peptides, proteins, and chamomile extract, synergistically work together to rejuvenate and revitalize skin. Giving you ultimate instant results, with long term benefits!\*

*\*Results are not permanent.*

#### Why did I have a white chalky, flakey residue on my face after applying WOW?

There are a couple of reasons why a chalky, flakey residue may appear.

1. You may have applied too much. If this occurs, gently pat the area with a damp cloth. Remember, when it comes to applying WOW, less is more!
2. Your skin is very dry. Be sure to moisturize first and let it dry before applying WOW. We recommend using Lip & Eye first, prior to applying product. These products were designed to work together to achieve best results.

#### What is the difference between WOW and Lip & Eye?

WOW and Lip & Eye work together for the ultimate eye raising results! Lip & Eye serves as a targeted moisturizer for your delicate lip and eye area, deeply hydrating to smooth your skin's tone and texture while reducing the appearance of fine lines and wrinkles. WOW wipes out your wrinkles as you feel it and see it working—INSTANTLY! In 45 seconds you will start to feel it working, and in 45 more seconds you will see visible results. Lip & Eye and WOW are BFFs that are better together when it comes to wiping out your wrinkles!



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#### How do I use WOW with Lip & Eye?

Apply Lip & Eye as your moisturizing cream gel to your delicate lip and eye area. Allow it to completely dry and be absorbed into your skin before applying WOW.

#### Can I put moisturizer over WOW?

For best results, apply your moisturizer (such as Lip & Eye, RepairAge™, PreventAge™) first and be sure it is completely dry before applying WOW.

#### Can I apply WOW over my make up?

Yes you can, however for best results, your skin should be clean, moisturized, and makeup free before applying WOW.

#### What is the size of WOW?

WOW contains 30 sachets- 0.5 mL sachets (15mL total)

#### What happens if it burns/tingles?

You will feel WOW working instantly with a tightening, tingling sensation. However, if you experience a burning sensation or skin irritation, discontinue use immediately. Avoid contact with your eyes.

#### Is WOW an all-natural/botanical product?

As part of the It Works! WOW Proprietary Complex™, WOW contains several naturally derived active ingredients, including wheat and soy proteins, vitamin C and chamomile (*Chamomilla recutita*) extract.

#### Can WOW be used on all skin types?

Yes, WOW can be used on all skin types. However, if you experience a burning sensation or skin irritation, discontinue use immediately.

#### Are there any allergens in WOW?

WOW contains hydrolyzed soy and wheat proteins as part of the It Works! WOW Proprietary Complex™. If you have a soy or wheat allergy, please consult your physician before using WOW.

