

Clinically proven results

Patients see real, visible improvements with Retinol 1.0^{4,†}:

Improvement in skin texture	88%
Skin felt more resilient	88%
Face appeared firmer	82%
Increase in skin brightness	82%
Skin looked refreshed	82%
Lines and wrinkles appeared less visible	79%

High patient satisfaction with Retinol 1.0^{4,†}

- **94%** reported satisfaction with the texture
- **88%** would recommend it to a friend
- **88%** would purchase it
- **85%** were satisfied with the smell

90%
of patients saw
improvement in their
facial appearance
by week 3^{4,†}

Simple regimen and application

Apply a pearl-size amount to the face once daily in the evening and gently smooth it over the entire face until it is absorbed.

Start a retinol routine today



For more information about Obagi products, please visit www.obagi.com.

Rediscover more youthful-looking skin



References: 1. Chew A-L, Bashir SJ, Maibach HI. Topical retinoids. In: Elsner P, Maibach HI, eds. *Cosmeceuticals and Active Cosmetics: Drugs vs Cosmetics*. 2nd ed. Boca Raton, FL: CRC Press, Taylor & Francis Group; 2005. 2. Mukherjee S, Date A, Patravale V, Korting HC, Roeder A, Weindl G. Retinoids in the treatment of skin aging: an overview of clinical efficacy and safety. *Clin Interv Aging*. 2006;1(4):327-348. 3. Bruce S, Investigator. An open-label study to evaluate the anti-aging effects of three months of treatment using the Obagi 360 System in subjects with photodamage: final analysis. Protocol OMP360-01; April 2014. OMP, Inc. Data on file. 4. Final report: A facial irritation evaluation of a cosmetic retinol product after 3 weeks of product use. 1.0% Retinol Cream Formula Number 006-40-11 (GS BK-12-0130F). April 22, 2013. OMP, Inc. Data on file. 5. Maramaldi G, Meneghin M, Antognazza G, Pollastri M. Natural formulations addressing skin challenges in baby care. *JCDSA*. 2013;3(1A):6-11. 6. Graf J. Herbal anti-inflammatory agents for skin disease. *Skin Therapy Lett*. 2000;5(4):3-5. 7. Dupont E, Gomez J, Léveillé C, Bilodeau D. From hydration to cell turnover: an integral approach to antiaging. *Cosmetics & Toiletries*. 2010;125(3):50-62. 8. Shenefelt PD. Herbal treatment for dermatologic disorders. In: Benzie IFF, Wachtel-Galor S, eds. *Herbal Medicine: Biomolecular and Clinical Aspects*. 2nd ed. Boca Raton, FL: CRC Press, Taylor & Francis Group; 2011.

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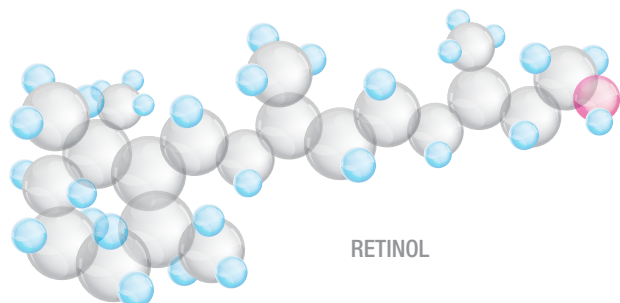
OBAGI[®]
MEDICAL

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[†]Based on a 3-week facial irritation study; N=33.

Retinol delivers Vitamin A

Retinol is a popular cosmetic ingredient in the retinoid family. Retinoids are a class of synthetic and naturally occurring Vitamin A compounds and derivatives.¹



A broad spectrum of applications

Topical retinol:

- Has been used in cosmetic products for more than 30 years²
- Can help diminish the appearance of fine lines, wrinkles, and photoaging^{3,4,*,†}
- Has a favorable tolerability profile, although some patients experience minimal skin redness and irritation²

Obagi offers 2 retinol concentrations to suit patient needs



Obagi Retinol 0.5[‡]



Obagi Retinol 1.0

Helpful naturally-derived ingredients

- Shea butter: moisturizes and helps condition the skin⁵
- Chamomile flower extract: soothes and calms skin⁶
- Bisabolol: supports skin barrier by providing a soothing, calming effect^{7,8}
- Dipotassium glycyrrhizate (licorice extract): helps calm skin while helping maintain radiant and resilient-looking skin⁷

[‡]Also sold as part of the Obagi360™ System.

Tolerability is favorable

- Non-acnegenic
- Dermatologist tested
- Minimal to no skin redness, dryness, flaking and irritation, even with stronger Obagi Retinol 1.0 formulation^{4,†}

Rejuvenating results you can see

Retinol 0.5 used as part of the Obagi360 System^{3,§,*}



Baseline

Week 8

Photos have not been retouched. Results may vary.

[§]This product is not for the treatment of acne.

^{*}Study results for daily application of the Obagi360 System in a 12-week study; N=40.

[†]Based on a 3-week facial irritation study; N=33.

Unique entrapped retinol delivery system gradually releases retinol for desired effect

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