

# Why Guinot's **Crème Age Summum** is More Than Just Another Anti-Ageing Miracle Cream

Discover how this no-nonsense cream can make your skin look bright and lifted.



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# What is this guide all about?

Don't you just hate it when your skin's starts to feel... different? Wrinkles appear, dark spots show up. And the sagging skin on your neck – where oh where did that come from?! All of a sudden, you can't seem to maintain a healthy glow. Keeping up with your skin's unquenchable demand for moisture becomes... near impossible!

Sounds like you need something that doesn't overpromise, a professional treatment that understands your skin and helps you age well. Surely that is not too much to ask?

Surely not. This guide features all you need to know about [Guinot's Crème Age Summum](#) and your ageing skin. It will help you to get your head around the way your skin works aged 40 plus: sun damage, cell immunity and structural changes are all explained. But we've made it real simple. Get ready to understand the power of Guinot's Crème Age Summum and say goodbye to an unpredictable, ever-changing complexion. Hello, healthy glow.

*Beauty magazines promise to give you a whole new look in just one bottle, but how much can they be trusted? Wouldn't it be better to look like you, anyway? Bright and radiant,*

*Happy, Remarkable, You.*



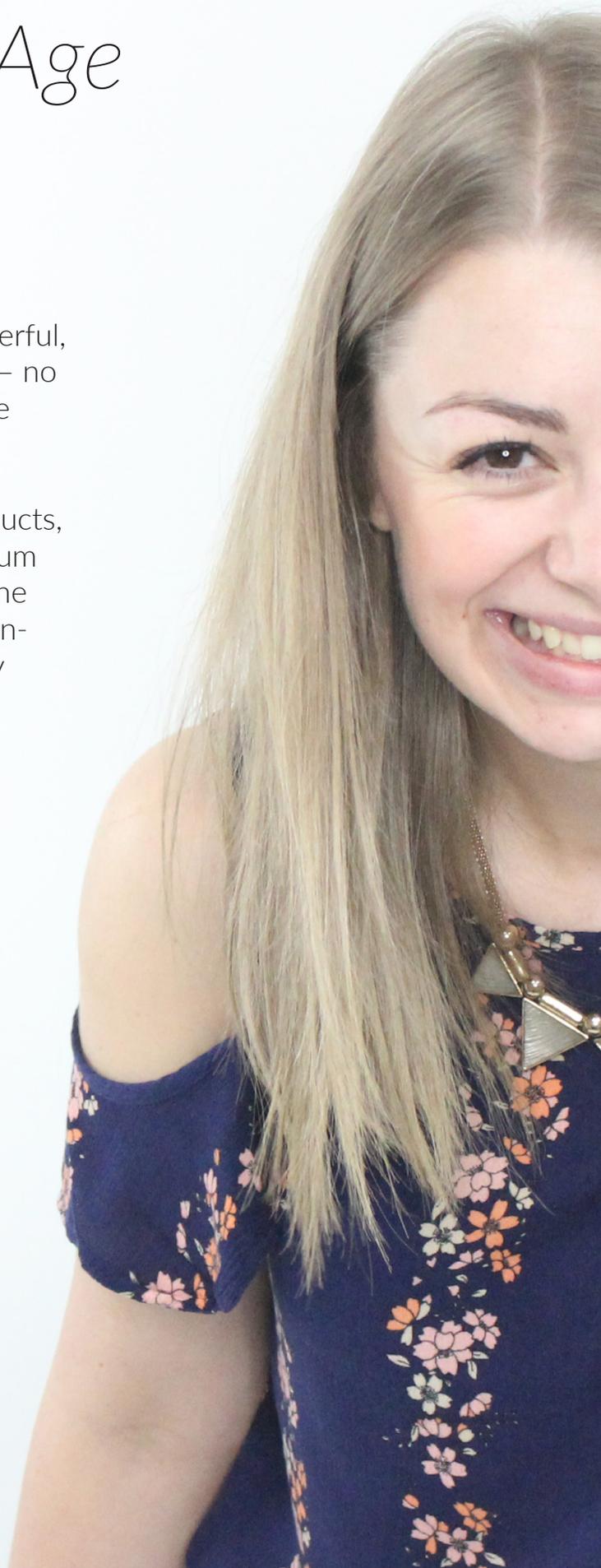
# What is Guinot's Age Summum?

We'll be frank: this product is premium. It's powerful, potent and will transform your skin's behaviour – no longer will your skin be unpredictable, with more concerns that you can handle.

Even if you know and love Guinot skincare products, it might feel like a risk to add Crème Age Summum to your bathroom shelf. While it sits alongside the likes of Crème De La Mer and other leading all-in-one skincare tubs, Crème Age Summum actually works to restore your skin. It's not out to deal with a mere one or two skin concerns or 'signs of ageing.'

Guinot's Crème Age Summum is built by scientific research based on skin's cell health. In fact, Guinot have spent years formulating the ingredients to perfect this product. Some of the formulas in this treatment cream were tested on burns patients, to nurture their extremely damaged cells back to healthy. The results are: healthy skin that is transformed. Science-based research shows that wrinkles are smoother by 45.2% after one month of using this results-driven cream.

It's not another miracle cream –  
**this is healthy-glow skincare**





*Simply put, Guinot's Crème Age Summum radiance and brightens dark spots, age spots and areas of hyperpigmentation. It softens wrinkles makes skin springy to touch and makes your complexion feel like velvet. It wards off pollution, sensitivity and activates your skin cell immunity which will make your skin work hard once again, like it did in it's 20's.*

So let's get this straight: Crème Age Summum hydrates, heals and repairs your skin's structure. Of course, there isn't cream on earth that can make you look as though you did in your teens (at the Jersey Beauty Co, we don't overpromise.) Who would want that anyway? But Guinot's Crème Age Summum does a spectacular job at giving happiness and health to your remarkable complexion. Especially once you reach your forties.

Read on to discover more about the cream that swaps miraculous promises for skincare science and fact. Or click to get the skin health you crave when you **buy Crème Age Summum now.**

**BUY NOW**

# Why Getting Old Is NOT Scary When You Have the Right Cream



It's impossible to lose your beauty. But, as you age, it is possible to gain wrinkles, dark spots, sagging skin and a dull, uneven complexion. With time, your skin loses the ability to naturally protect itself and fight off external damage from pollution and sunrays. Its structure becomes weakened, too.

The truth is – your skin craves powerful ingredients to help it turn over new skin cells that look fresh and healthy. More than that, it needs ingredients that will nurture your cells and give them energy.

With all this in mind, let's begin a little truth-telling. When you reach 40, your female hormone levels start to dip, while androgynous hormones level out causing oily outbreaks around the jawline and sensitivity. On top of that, years of sun damage start to show up on your face – even if you don't travel much. UVA rays can penetrate your skin on a daily basis, in all weathers. The effects? Age spots or brown spots, wrinkles, sagging skin and dullness. All in all, your skin's immunity slows down. It cannot handle these pressures so easily.

Scientists behind Guinot's Crème Age Summum decided to give skin a break from stressors and added highly-active ingredients that worked in unison to give your complexion a breath of fresh air.

Our stance? At **Jersey Beauty Company**

*We are not  
ANTI-ageing.  
We're pro-ageing well.*

*A golden tub of health-restoring ingredients, Crème Age Summum makes your skin vibrant and full of life. Who wouldn't want that?*

**BUY NOW**



**GUINOT**  
PARIS

# 5

## *Signs Of Sun Damage You Didn't Know You Had*

There are 3 kinds of sunrays: UVA, UVB and UVC.

UVA rays zap your skin's collagen levels, making your skin look and feel weak. Chances are your skin might be showing a few signs of damage from sunrays, all year round. We know it sucks. But we've listed the 5 types of skin damage below and – of course – we've given you a skin therapist solution! Dark spots, wrinkles, lack of firmness, dull skin AND a lack of radiance will soon be a thing of the past. (This is no joke!)

Read on for all you need to heal existing sun damage in its tracks. Protect your skin for the future is this simple...

1: You have dark Spots and areas of hyperpigmentation.

Your skin's tone is the one underlying colour or hue that surfaces your complexion. Typically, if you don't use sun protection or a good SPF all year round, your skin's tone will become uneven. You may particularly notice dark spots – in the skin therapist world, these are known as 'solar lentigines' – and they are found on 90% of fair-skinned individuals, over the age of 60. Dark spots (also known as age spots) will stay the same colour, regardless of whether you are out in the sun or not. In this way, dark spots are dissimilar to your beautiful freckles.

If you have prominent age spots, you will need a potent treatment to restore the area of sun damage. Guinot's Crème Age Summum contains stabilised vitamin C. What does that mean? Well, when vitamin C is stabilised and at high concentration (as it is in Guinot's Crème Age Summum) it can brighten areas of pigmentation. Perhaps more importantly, stabilised or pure vitamin C can restore your collagen supplies that are frequently lost in sun damage. This form of powerful vitamin C will have an incredible transforming effect on the skin, awakening health.



*The POWERFUL form of vitamin C in Guinot's Crème Age Summum will have an incredible transforming effect on the skin, awakening health.*

**SHOP NOW**

## 2: You have wrinkles and fine lines.

At Jersey Beauty Company, we think you are beautiful regardless of how many wrinkles you have. But it is important that your skin is healthy. Often, wrinkles occur when your skin's structure becomes weak. And that can happen for a number of physiological reasons.

Guinot's Crème Age Summum contains a formula called ATP, which restores energy to your skin's cells and boosts cell metabolism.

If you don't know what cell metabolism is, take a moment to think about how your physical body works. Your physical metabolism creates all the energy your body needs to function well. With that in mind, when our skin's metabolism is speedy it repairs itself in next to no time at all!

When you use Guinot's Crème Age Summum, skin will be able to self exfoliate and UV damage will be repaired quicker than a quick thing! Collagen production will also remain consistent, which is key for wrinkle prevention. When your collagen levels decrease, fine lines and wrinkles are prominent. But with a reinforced ability to protect itself, your skin will no longer develop deep-set wrinkles or fine lines. It's important to note that your skin's metabolic rate does slow down as you age, so using a product like Guinot's Crème Age Summum will be essential to give healing energy back to your skin.

**Give your skin the energy it needs to soften existing creases and prevent further wrinkle damage.**

**SHOP NOW**



# 3. Your skin has lost elasticity and firmness.



A lot of Jersey Beauty Company customers, just like you, tell us that their skin has lost definition and suppleness on their face, neck, hands and arms.

Firm, toned skin is usually lost over time as collagen levels naturally decrease in your skin's layers. Collagen is the most prominent protein in skin – and it's

relatively easy to maintain... as long as you have a little science to hand!

Guinot have a wonderful ingredient complex called 'Cellular Life.' This science-made complex contains 56 active ingredients, featuring vitamins, amino acids and minerals, which are essential to the health of a skin cell. When skin cells are

healthy, collagen synthesis takes place leaving you with an elastic complexion. The Cellular Life Complex features in Guinot's premium products, featuring the titles: Longue Vie, Age Logic and Age Summum. It is frequently used in hospitals to reconstitute skin, in particular that of seriously burned clients.

**56 Active Ingredients and a whole lot of goodness to give your skin bounce-back ability? It's right here.**

**SHOP NOW**

## 4: You have dull skin and lack of radiance.

Free radicals in the air will destroy your collagen supplies, making existing wrinkles deeper and causing new ones to form. The sun's UVA rays will further zap your collagen supplies, forming new and deeper creases. This is exactly the same process that turns an apple brown – so you can imagine what it's doing to your skin! All in all, 20-80%

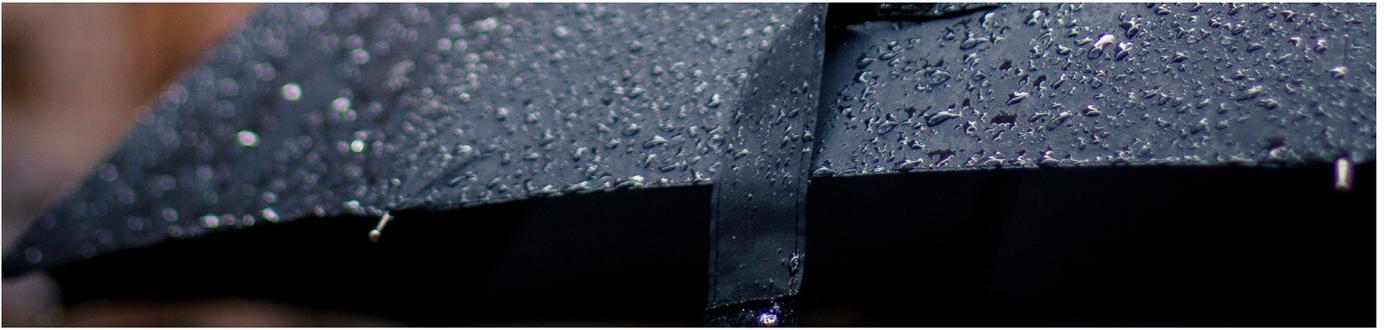
of your skin's thickness is lost in the dermis (skin's deepest layer) as you age. We don't want your skin to become vulnerable like this, but the truth is, skin will not fight off free radicals naturally. It needs a little helping hand!

Guinot's Crème Age Summum has been formulated with actinergie,

which gives your skin cells a breath of fresh air! Actinergie is vital for you as your skin suffers from loss of oxygen due to free radical damage. With this Guinot complex, your skin will be protected from further structural damage, dullness and wrinkles. This is the ultimate in pollution protection, giving fresh and bright skin!

*Give your skin a breath of fresh air and a healthy glow when you buy Guinot's Crème Age Summum now.*

**BUY NOW**



## 5: Your skin feels sensitive to environmental change.

The number of Langerhans cells is reduced in sun-damaged skin. This means that skin that has been damaged by the sun has a lower immune system. When our bodies have a fast immune system, we are physically able to ward off illness and disease. When that immune system is weak, our bodies are vulnerable. Similar to this, our skin's capability of producing new, protective skin cells becomes thwarted as our Langerhans cells diminish with age. After using Guinot's Crème Age Summum

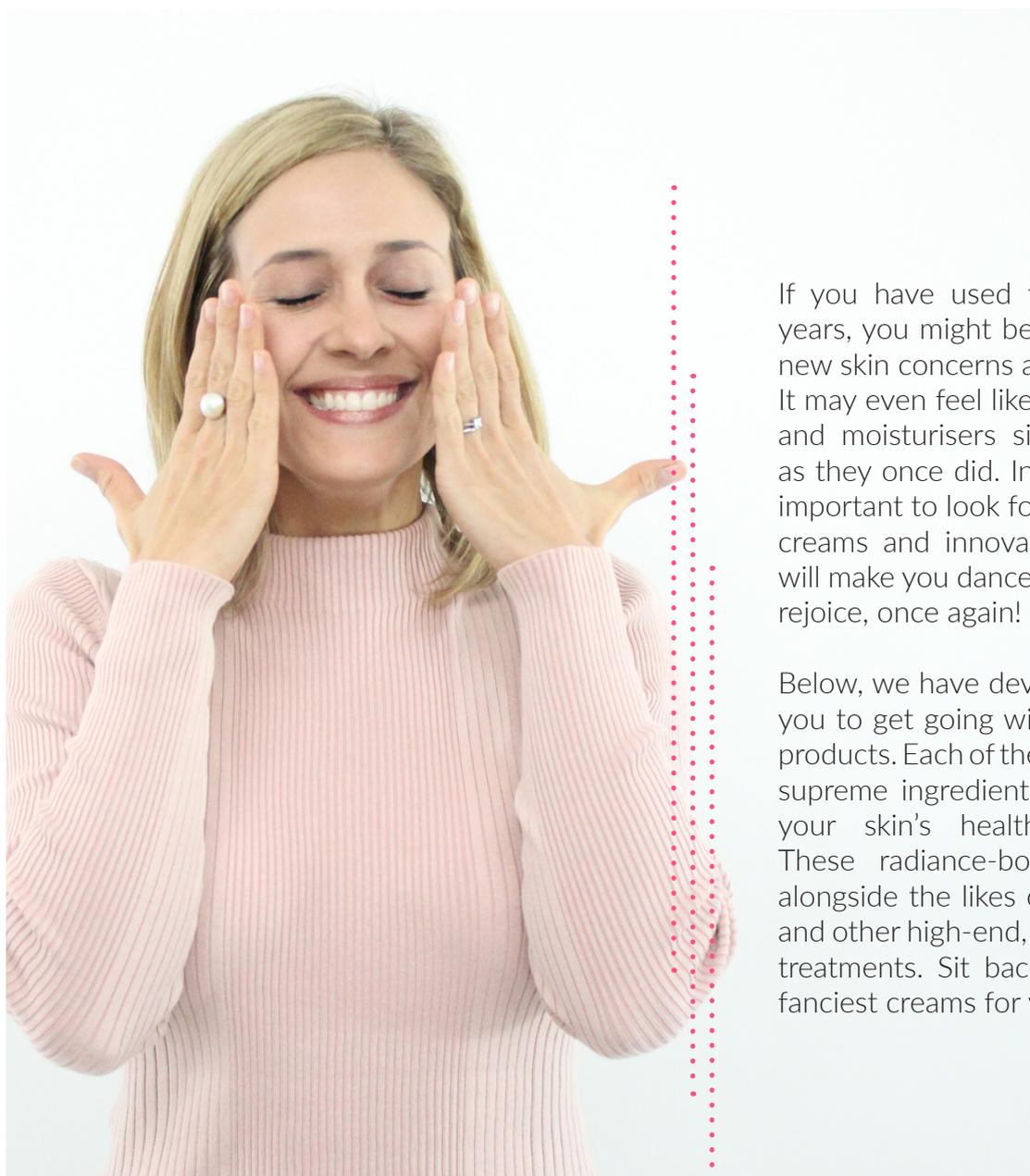
for 6 days, it was proven that the protection of Langerhans cells was protected by 74%, suggesting a great improvement in cell immunity.

Increased immunity is good news for your happy skin cells. When Langerhans cells are depleted, skin is prone to redness, irritation and structural damage. This is really what makes Guinot's Crème Age Summum a quality, health-boosting product.

**See the difference in your sensitive skin when you use Guinot's Crème Age Summum. Try it now.**

**BUY NOW**

## Powerful Ingredients – Why You Shouldn't Be Scared of Using Them



If you have used the same cream for years, you might be starting to find that new skin concerns are developing.

It may even feel like your current creams and moisturisers simply aren't working as they once did. In times like these, it's important to look forward to greater skin creams and innovative ingredients that will make you dance with excitement and rejoice, once again!

Below, we have devised a clever way for you to get going with Guinot's premium products. Each of these products contains supreme ingredients that will transform your skin's health and appearance. These radiance-boosting products sit alongside the likes of Crème De La Mer and other high-end, high-science jars and treatments. Sit back and delight in the fanciest creams for your skin's health.

### Guinot's Longue Vie Cellulaire

### Guinot's Age Logic Cellulaire

### Guinot's Crème Age Summum

#### Who is it for?

Men and women aged 30 + that are beginning to notice fine lines, wrinkles and loss of skin elasticity. Great for people that have never tried Guinot skincare products before.

Men and women aged 40+ who have used Guinot before.

Men and women aged 40 + looking for powerful ingredients that transform and protect your skin. (Especially suitable for menopause.)

#### What are the benefits?

Most of us want the healthiest skin possible but, when we reach our thirties, we may notice dull skin and a loss of elasticity. Skin Therapists recommend Guinot's Longue Vie Cellulaire, a product to awaken all skin types and restore vitality. Guinot's Longue Vie Cellulaire will make your skin cells work hard at repairing and strengthening your skin. It includes 'Cellular Life Complex,' a combination of 56 highly active ingredients including vitamins, minerals and amino acids. Put simply, when your skin cells are encouraged to work their hardest, you will appear radiant and your skin will feel noticeably supple and elastic, regardless of age.

Because believe it all not, those science boffs have discovered that our skin cells have a metabolism. Much like our physical metabolism, when our skin cell metabolism is fast your complexion is able to ward off nasties and repair itself at a faster rate. Scientists have included a formula called ATP in Guinot's Age Logic Cellulaire, which will encourage your skin to shed dead skin cells quickly and repair UV damage, as well as collagen levels. When collagen is tight and strong, your skin appears luminous and is protected against wrinkle damage.

If you know you have dull, lacklustre skin that really struggles to protect itself due to age (especially in varying weather conditions), you will want to try a powerful all-in-one cream. Skin Therapists find that Guinot's Crème Age Summum is beneficial for skin that has lost radiance and firmness, but also skin that has difficulty repairing itself, thus is prone to redness and environmental damage from the sun or from colder climates.

While no cream will wave a magic wand and make your skin act as though it is aged 20 again, Guinot's Crème Age Summum really does do a wonderful job at healing past skin damage and irritation, whilst building your skin's immunity up so that it is prepared and protected against future assault.

#### Why?

Buy this product and your skin will appear glowing and healthy with a bounce-back texture. Forget endless tubes of moisturiser, this strong and active cream will take away your difficulties in gaining great skin!

Buy Guinot's Age Logic Cellulaire and your skin will feel smoother, softer and plumper – with an improvement for your lines and wrinkles. Additionally, Guinot's Age Logic Cellulaire also has all of the benefits of Guinot's Lounge Vie Cellulaire including the outstanding 'Cellular life Complex' for firm and radiant

Buy Guinot's Crème Age Summum and delight in its scientific design, which features pure vitamin C to brighten your skin and protect it against pollution. You'll also be amazed at how this cream can boost your skin's overall health as it features an immunity complex to ward off irritants. Don't make the mistake of using regular creams to transform your beautiful skin, use Guinot's Crème Age Summum and turbo-charge your skin's tell-tale glow.

Buy your Guinot Crème  
Age Summum **NOW**  
You'll grab a free gift **worth**  
**£20.67** while stocks last.

**BUY NOW**



## What others are saying about Guinot's Crème Age Summum

- Dark spots are reduced
- Wrinkles are smoother by 45.2%
- Skin is firmer by 64.5%
- Skin is radiant

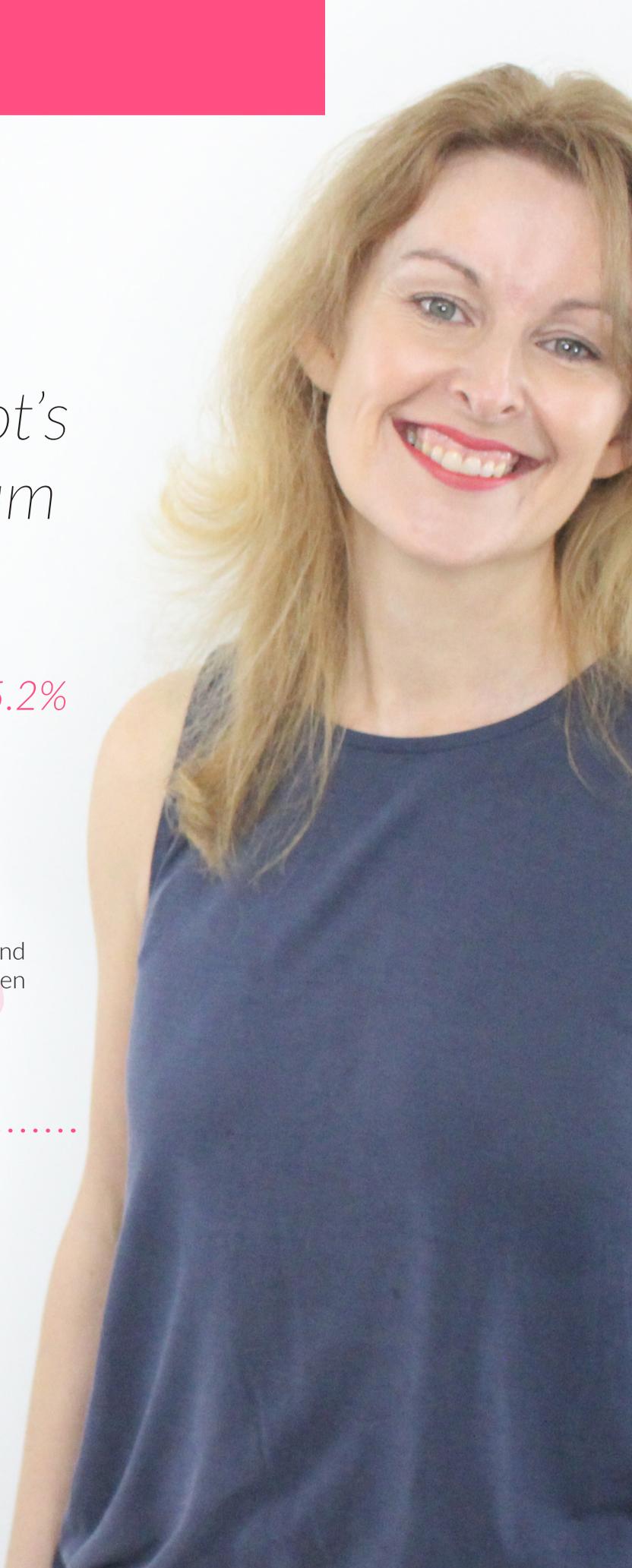
"It smells like my favourite bottle of perfume and feels silky to touch. I noticed instant radiance when I first applied Crème Age Summum to my skin."

**Michelle, Jersey Beauty Superstar**

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"Age Summum is really the ultimate product for those who love Guinot. Of course it is more expensive than most other Guinot products, but this one sits on par with other transformative ageing creams on the market, like Crème De La Mer. It's an overall health boost that really works."

**Fiona Guinot Trainer**



*Don't wait to awaken your tired skin to fullness, vivacity and a relaxed glow!*



**BUY NOW**

## Further Reading

Need some more advice for your tired, lacklustre skin? Want to get the truth about ageing? Check out our Jersey Beauty blog where you'll find a whole host of skin education.

*Getting Smart With Lines and Wrinkles*

*6 Things Your Beauty Therapist Wants You To Know  
About Keeping Your Skin Healthy and Radiant*

*How to Remove Dark Spots and Get Dewy Skin*

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