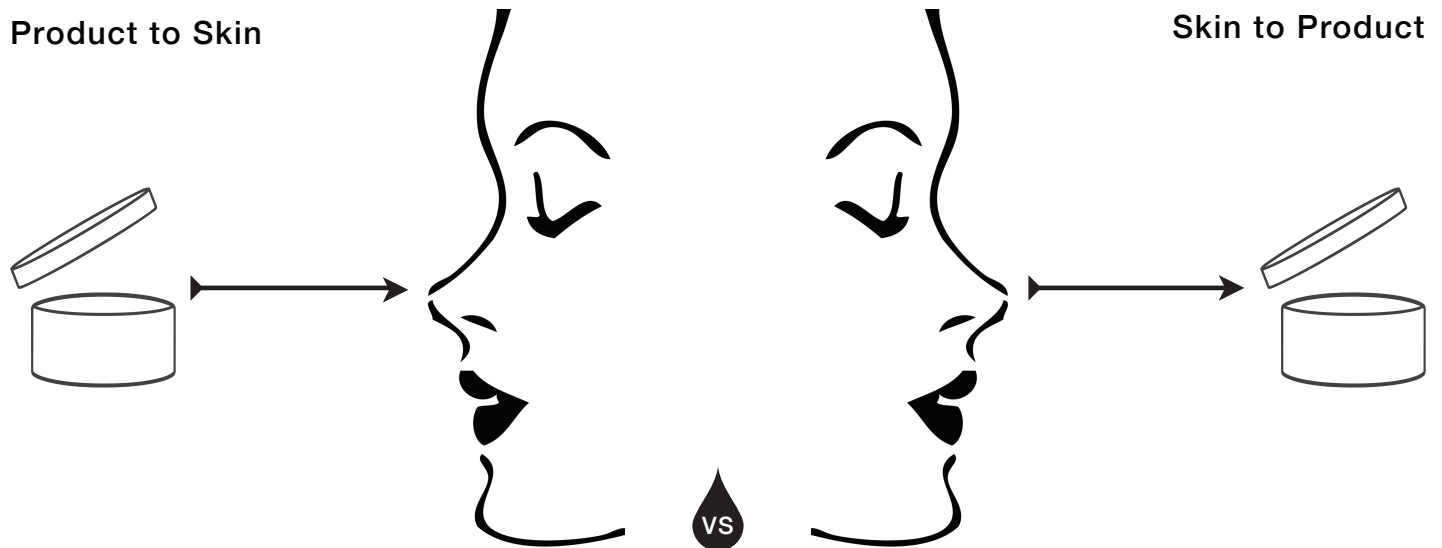


Product to Skin vs. Skin to Product



Serene 'Professional Skin Care' was developed from a different perspective than other professional skin care lines. While most skin care manufactures attempt the impossible of being everything to every skin type (Product to Skin).

Serene 'Professional Skin Care' does not.

Serene 'Professional Skin Care' should be viewed as skin care tools which are specifically selected, developed and manufactured to treat the many skin conditions that may be encountered in a professional salon or medical office.

With single active ingredients in over 90% of its products, Serene 'Professional Skin Care' requires the skin care professional to view the skin type or skin condition first (Skin to Product), then seek the active ingredient proven effective to treat that particular skin condition.

Once a product or selected grouping of products is prescribed, there is a much better understanding of what ingredients are performing or not performing.

With the correct application of this philosophy and the knowledge of Serene's key active ingredients, the questions about what product or products to use will be met with a higher level of confidence and with more successful home care regimens.