



# Lira<sup>TM</sup>



CLINICAL

# Lira Clinical is Redefining Aesthetics

Lira Clinical believes that science reveals nature's secrets. We combine these elements to create superior products. Lira Clinical remains the next level of skincare through cutting edge technology, botanical breakthroughs, product perfection, and real results.

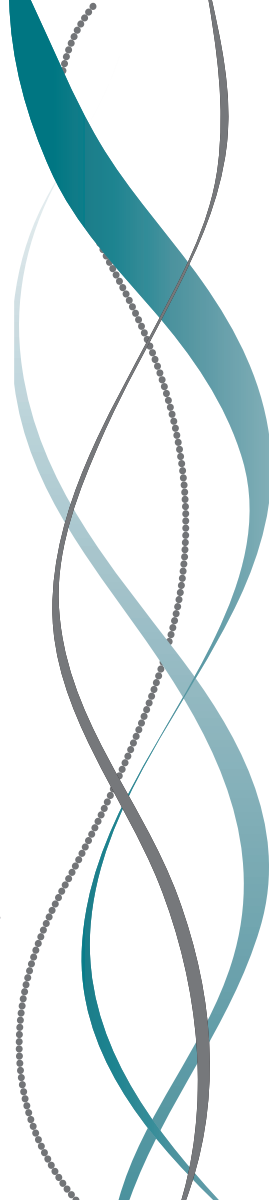


# Welcome to the next level of skin care

Lira Clinical products are uniquely designed with advanced ingredient technology to brighten and tighten all global skin types. Our team of industry leading skincare experts, medical professionals and skilled chemists have carefully developed Lira Clinical products with the utmost pride, passion and quality. Our mission is to create highly effective skincare products that restore skin beauty, health and harmony.

We are the leaders in skin brightening technology. Virtually all Lira Clinical products contain brightening agents to help even skin tone and set the base for beautiful skin. Our products are paraben free and crafted with the best natural ingredients in the world. With our sophisticated smart skincare systems you can immediately see long lasting corrective results.

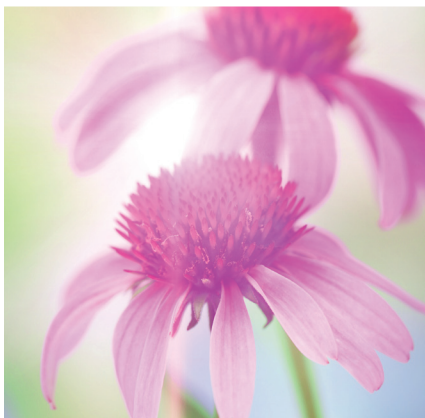
We deliver innovative home care products, unrivaled quality and results driven professional treatments. Lira Clinical is your skincare solution.





Our Philosophy:  
*Healthy and  
bright skin sets  
the foundation  
for beautiful skin.*

Our Ideology:  
*Smart products  
and systems for  
all skin types  
and conditions.*



Our Technology:  
*The very best  
ingredients. We  
use 10 different  
plant stem cells  
and peptides.*

## Product Perfection

Bright and healthy skin is the foundation for a beautiful complexion. Nearly all Lira Clinical products contain brightening agents. These brightening agents combined with firming and tightening ingredients make our skincare systems simple, effective and results oriented.

## Ingredient Technology

Lira Clinical utilizes the highest quality and most technologically advanced ingredients to deliver superior skincare. We produce our products with exclusive formulas using multiple plant stem cells, advanced peptides, exclusive botanicals and various skin nourishing vitamins and minerals.

## The Mystique of Mastiha

Known as the tear drop of a tree, the power of the ancient Mediterranean tree resin, Mastiha, has been harnessed by Lira Clinical. The skin perfecting properties of Mastiha range from brightening and healing to anti-inflammatory and antioxidant.

## Precise Peels, Precise Results

Our professional treatments guide you to your ultimate skincare goals. We believe in a PEEL with HEAL approach to optimize results with less down time. Discover a youthful skin transformation with all the amazing treatments offered by Lira Clinical.

## Customizable Smart Skincare Systems

Each line is designated with a distinctive color and designed to deliver specific results.



**PRO**

Professional exfoliation and anti-aging



**BIO**

Biologically hydrating and universal



**MYSTIQ**

Mastiha luxury and skin luminosity



**ICE**

I clear and exfoliate oily/acneic skin



**SPF**

SPF solar shield essential protection



**BB**

Be beautiful all-in-one tinted crèmes



**Professional Treatments**

Precise peels for precise results

## Plant Stem Cells (PSC) Icons



PLANT STEM CELL

Swiss Apple  
Edelweiss  
Sea Fennel  
Grape  
Alpine Rose  
Argan  
Madonna Lily



PLANT STEM CELL

Orange



PLANT STEM CELL

Lilac  
Echinacea

# PRO

*PROFESSIONALLY advanced exfoliating, lightening, tightening and firming line of products.*





## Exfoliating Cleanser

Experience renewed skin with this specially formulated pearlescent anti-aging cleanser. Exfoliating Cleanser stimulates and tones skin while removing impurities and naturally brightening tone.

## Lite Serum with PSC

Discover a vivid complexion with this potent lightening serum. Effectively lightens and brightens skin tone with Sea Fennel Plant Stem Cells, Gooseberry and Mulberry Extracts. Utilizes anti-inflammatory, anti-oxidant and advanced redness reducing ingredients.

## C4 Retinol Serum with PSC

Refine and strengthen skin with this powerful Vitamin C and Retinol serum. This potent antioxidant powerhouse contains four forms of Vitamin C to brighten and enrich skin. Reduce the appearance of fine lines, wrinkles and manage acne with this multi-tasking serum.

## Firming Serum with PSC

Replenish skin health with this tightening peptide based serum. An exotic blend of Tropical Botanicals, Plant Stem Cells and Collagen Building Peptides encourage advanced skin firming. Brightens skin while reducing the look of fine lines and wrinkles.

## Retinol Crème

A revolutionary resurfacing crème for smoother, brighter and younger looking skin. A blend of Retinol, Hexylresorcinol, Resorcinol, Vitamin C, Mulberry Extract, and Argilene work together to achieve smooth and radiant skin tone.

## Lux Lash with PSC

Enhance lashes and encourage lash growth for stronger, fuller looking luxury lashes. This lash serum is non-prostaglandin, Paraben Free. Utilizes organic botanicals, Argan and Swiss Apple Plant Stem Cells and has no risk of pigmentation.



# BIO

*BIOLOGICALLY nourishing line of products with high tech hydration and healing botanicals for all skin types.*







## Enzyme Cleanser with PSC

A gentle gel based cleanser for sensitive and normal skin types. Tropical Pineapple and Papaya enzymes energize skin along with nourishing Plant Stem Cells. Gently removes dirt and makeup.

## Hydra C Serum with PSC

Achieve healthy refreshed skin with this essential and universal Vitamin C serum. Encourages skin hydration and repair while protecting against harmful free radicals with powerful antioxidants.

## Hydra Infusion with PSC

This ultra hydrating serum is infused with Hyaluronic acid and Silver Ear Mushroom Extract for supple smooth skin. Provides healing Gold and Silver Minerals, Plant Stem Cells, B5 Vitamins and Nourishing Botanicals.

## Recovery Balm

A universal first aid gel and hydrator. Ultra hydrating and infused with Gold and Silver Minerals for wound healing.

## Caviar Crème with PSC

The crème de la crème, this decadent, rich hydrating crème restores skin beauty with Caviar, Silver, Gold and Madonna Lily Plant Stem Cells. Pamper skin with luxury hydration and beautiful brightening botanicals.

## Lift Crème with PSC

Advanced peptide crème with Swiss Apple, Sea Fennel, Alpine Rose and Edelweiss Plant Stem Cells. Lifts, firms, hydrates and heals.

## Hydrating Mineral Masque

Gentle hydrating gel masque that soothes and repairs with anti-inflammatory elements. Heals with Gold and Silver Minerals.

## Hydrating Mineral Mist with PSC

On-the-go refreshing facial mist that hydrates, brightens and calms skin with Plant Stem Cells, Antioxidants and Gold and Silver Minerals.

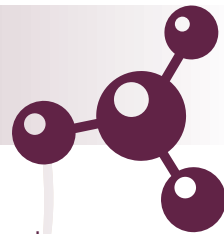
## Lip Factor

Hydrating lip treatment that restores moisture for softer, fuller and supple lips. Enjoy a glossy finish with a light citrus flavor.

# MYSTIQ

*MASTIHA LUXURY with exclusive hydration innovation products that brighten, tighten and illuminate for beautiful glowing skin.*





### iLuminating Cleanser with PSC

Purify skin with this luxury skin brightening cream cleanser, both hydrating and soothing with Mastiha, Orange Plant Stem Cells and a bold botanical blend. Gently removes make up and dirt.

### iLuminating Polisher with PSC

Polish your way to pore perfection. This gentle, exfoliating and brightening masque and scrub promotes a youthful glow while minimizing pore appearance. Heals skin with Mastiha, Silver, Gold, Orange Plant Stem Cells and a rich blend of botanicals.

### Lifting Masque with PSC

Lavishly lift, tighten and illuminate skin on the face, neck and décolleté with this instant elevating treatment. Contains Mastiha, Silver, Gold, Marine Extracts and Orange Plant Stem Cells.

### Intense C15 Booster with PSC

Give your beauty a boost with this concentrated Vitamin C serum. Dramatically brightens with precise pigment reduction. Stimulates collagen while minimizing pore appearance and dark spots. Complete with Mastiha, 15% Vitamin C and Orange Plant Stem Cells.

### Perfecting Eye Crème with PSC

Restore exquisite eyes with this multi-tasking miracle. Complete with multiple peptides, Mastiha and Orange Plant Stem Cells. This all-in-one eye crème diminishes dark circles, brightens skin and reduces the appearance of fine lines, wrinkles and puffiness, all in one step.

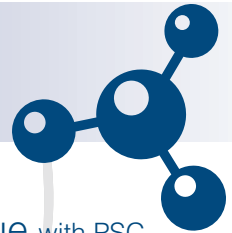
### iLuminating Beauty Oil with PSC

Indulge your skin with this light-weight luxurious hydrating oil. Harmonizes with your skin to provide all day hydration. Provides luminous results with exclusive Mastiha Oil, Madonna Lily Plant Stem Cells, and Vitamin C.

# ICE

*I CLEAR & EXFOLIATE acneic and oily skin. All ICE products are anti-inflammatory, calm active breakouts and balance oil production.*





## Sal Cleanser with PSC

Refresh skin with this cooling and oil reducing cleanser. Formulated with Salicylic Acid, Mastiha, Lilac and Echinacea Plant Stem Cells to banish break-outs and calm skin. Lightens the appearance of pigment from blemishes and prevents the spread of acne.

## Balancing Lotion with PSC

Regain skin balance with this daily oil controlling lotion. Provides light-weight hydration with a matte finish. Lightens, brightens and calms skin without drying or clogging pores.

## Clarifying Treatment with PSC

Control oily skin and treat active acne with this complexion clearing spot treatment. Formulated with Benzoyl Peroxide, Salicylic Acid and Mastiha this treatment reduces redness, cools skin and aids in managing breakouts and blemishes for clear and beautiful skin.

## Refining Masque with PSC

Refine pores and reduce oil production with this soothing clay based masque. Calm skin and manage acne with a combination of Salicylic Acid, Mastiha, Willow Bark, Peppermint, Lilac and Echinacea Plant Stem Cells.

## Clarifying Scrub with PSC

A gentle exfoliating scrub that polishes away dirt and oil on the face and body. Manages acne with a combination of natural exfoliating elements, Benzoyl Peroxide, Lilac and Echinacea Plant Stem Cells and soothing ingredients.

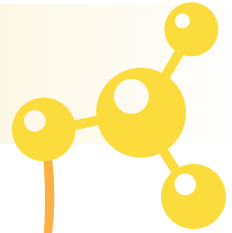
## Clear Stick

Convenient acne spot treatment perfect for on-the-go situations. Erases blemishes and quickly reduces redness with Salicylic Acid, Resorcinol and Mastiha.

# SPF

*SUN PROTECTION FACTOR protects skin with anti-aging solar shields infused with plant stem cells and vitamin C.*





## Solar Shield 30 Oil Free with PSC

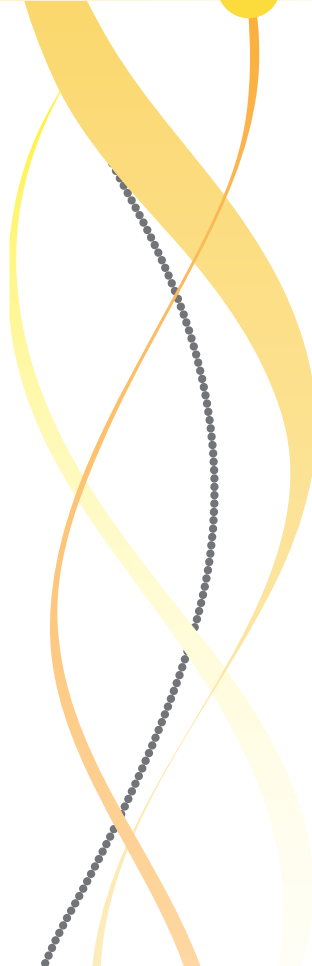
Shield your skin from harmful sun damage with this light-weight and essential UVA/UVB protection. This anti-aging moisturizer rejuvenates and strengthens skin with heat releasing Date Extract, Plant Stem Cells and Vitamin C.

## Solar Shield 50 with PSC

The ultimate skin shield our SPF 50 provides hydration with strong UVA/UVB protection. Nourishes skin with Plant Stem Cells and Vitamin C. Perfect for sun sensitive skin types.

## Lip Factor 15

Protect lip health and youth with this hydrating SPF lip treatment. Treats dryness and restores moisture achieving fuller, softer and younger looking lips. Provides a glossy finish with light citrus flavor.





BB

*BB BEAUTIFUL with Lira Clinical BB Crème. Protect and perfect the beauty of your skin with all-in-one daily hydration, sun protection, anti-aging, and coverage, in one easy step.*



# *The Lira Clinical*

# BB CRÉME

## C O L L E C T I O N

*An all-in-one beauty revolution, our BB Crèmes can be used as your daily moisturizer, SPF 30 sun protection and full coverage flawless foundation.*

*Full of anti-aging ingredients our BB Crèmes are also anti-inflammatory and healing making them the perfect solution for sensitive skin and use after a resurfacing treatment.*

### **BB Brite 30**

*Light translucent color correcting crème with arbutin*



### **BB Blanc 30**

*Light shade with pink undertones*



### **BB Tint 30**

*Most popular shade with subtle yellow undertones*



### **BB Sienna 30**

*Medium shade with golden undertones*



### **BB Ambré 30**

*Medium dark shade with warm undertones*



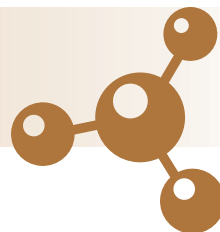
### **BB Bronze 30**

*Dark shade with copper undertones*



### **BB Noir 30**

*Darkest shade with deep earth tones*



# Smart Peels

*Lira Clinical offers an array of professional solutions and treatments infused with botanicals, minerals and plant stem cells for effective and beautiful results.*

## Vita Brite with PSC

This exclusive brightening Mastiha and Vitamin C treatment instantly lightens, tightens, and hydrates for glowing skin.

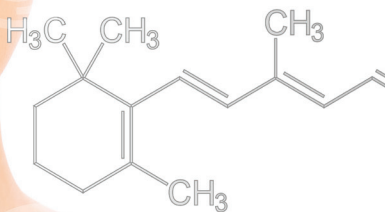
## Pumpkin Plus with PSC

Renew and refresh dull skin with this universal treatment. Addresses acne, uneven skin tone, and aging skin, perfect for on-the-go lifestyles.

Correct

Hydrate

Lighten



## Lactic Clear with PSC

Correct pigment and sun damage by evening skin tone with this brightening and hydrating treatment.

## Hydroxy 30 with PSC

Reduce the look of fine lines and pigment with this antioxidant rich and skin smoothing treatment.

## Sal Pulp with PSC

An exotic blend of tropical fruit, antioxidants and peptides treat and reduce acne while brightening skin to minimize the look of acne scars.

## Beta Plus

An effective acne treatment that replenishes skin health and balance while brightening and tightening.

## Mineral Retinol with PSC

Infused with Gold and Silver this Retinol solution heals skin while addressing various skin conditions and inflammation.

## Mineral Jessner with PSC

Reveal beautiful skin with this powerful anti-aging treatment. Reduces the look of fine lines, wrinkles, scars and pigment.

## Green Power with PSC

A unique natural herbal exfoliator that stimulates skin to even out tone and minimize the appearance of fine lines.

## Mineral TCA with PSC

A powerful resurfacing and anti-aging treatment to revive and effectively repair and reduce the appearance of deep wrinkles, scars and advanced pigmentation.



*Lira Clinical treatments are offered exclusively through licensed skin care and medical professionals.*



*Live Love Lira*

Discover the Next Level of Skincare, Lira Clinical.

*[www.liraclinical.com](http://www.liraclinical.com) #livelovelira*

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*Discover how Lira Clinical is Redefining Aesthetics everyday. Join us on social media or download the Lira Clinical App on the Apple App Store or Google Play Store, search liraclinical.*

