



Lipobelle Gold

The perfect fusion of luxury and technology

la prairie Pure Gold Cellular Radiance Concentrate



Pure 24-carat gold - in an ultra-beneficial colloidal suspension and as shimmering micro-particles that blend into the skin - combines with the quartz crystals, liquid crystals and reflective pigments of Radiance Complex to brighten your skin and enhance its appearance.

Helena Rubinstein Gold Futur



Feel the luxury of pure gold on your skin!

With Gold Future, the first **energy boosting** skin care **with micro-active gold**, you can preserve the youth of your skin in luxurious manner....

....Inspired by the millennial power of gold HELENA RUBINSTEIN has created Gold Future for uncompromising women to maintain their youthful look and to awake the skin to new vitality.

Chantecaille Nano Gold Energizing Cream



- Extraordinary cream consistently replenishes skin's energy using nanotechnology to safely deliver the power of pure gold.
- **Nanoparticles of 24-karat gold** are bound to silk microfiber, a natural protein that is moisturizing, antioxidant, and anti-inflammatory.

Julisis Products



Liquid Gold - the power of the sun – warming, energizing, uplifting

Aurum Potabile is a traditional alchemical preparation that contains **micro-particles of purest gold in permanent solution**. These particles are so small they do not settle nor can they be filtered out. Consequently the gold remains accessible to our skin cells.

Golden Skin

Enjoy the Luxurious Beauty



- **Gold in combination with premium skin care ingredients meets any exclusive claim.**
- Tiny particles of gold impart a healthy, youthful glow to your complexion.
- The valuable energized gold rejuvenates the skin complexion by breaking the light on the skin's surface

24 Karat Gold Facial



- Ultrasonic Nano Mist helps tiny particles of gold to reach deeper layers of the skin
- „stimulates collagen production“
- Historical background: Cleopatra is said to have slept in a mask of gold to maintain her youthful beauty
- \$400

Gold – the Symbol for Power and Luxury



Crown of Rudolf II, Emperor of Austria

- Gold symbolizes power, beauty, purity and accomplishment.
- Today we use gold for our most significant objects: wedding rings, Olympic medals, Oscars, Grammys, money, crucifixes and ecclesiastical art.
- No other substance of the same rarity holds a more visible and prominent place in our society.

History

- Gold = *Aurum* (latin) = "shining dawn"
- Highly valued since prehistoric times because of
 - the metal's beauty
 - resistance to corrosion
 - easier to work than all other metals -> first metal ever used by humans.
- Primary medium of exchange in various regions of the world for millennia and as the recent monetary standard of the international financial system.

History

- **Chinese:** Used gold leaf to enrich their food. Even today in China, people in rural villages cook their rice with a gold coin to replenish the gold in their bodies.
- **Ancient Egyptians:** Believed that gold has a health-giving power. They used gold in dentistry and ingested it for mental, bodily, and spiritual purification.
- **Medieval Europe:** Gold-coated pills and colloids (“gold waters”) were extremely popular. Alchemists mixed powdered gold into drinks to "comfort sore limbs ". They believed that gold represented the perfection of matter, and that its presence in the body would enliven and rejuvenate the life force energy. In fact, the alchemists believed gold had an unequalled balancing and harmonizing effect on all levels of body, mind, and spirit.

Alchemist Paracelsus



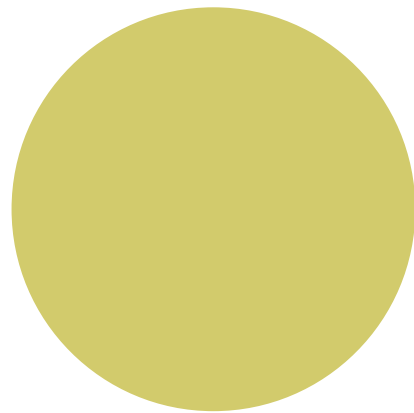
- Alchemist Paracelsus first prepared gold colloidal solutions in modern times.
- He called his solution of gold *Aurum Potabile* and believed it cured all manner of physical, mental, and spiritual ailments.
- "Gold receives its influence from the Sun," he wrote, "which is, as it were, the Heart of the world and by communicating these influences to the human heart it serves to fortify and cleanse it from all impurities."

What is Colloidal Gold?

- If metallic gold is divided into fine particles with sizes ranging from 1 to 1000 Nanometer (nm), the particles are permanently suspended in solution (-> colloidal).
- Names: **Elixir of life, Activated gold, Nanogold**
- Colloidal gold has a red to purple colour

Increase of the Surface in Colloidal Systems

1 cm³



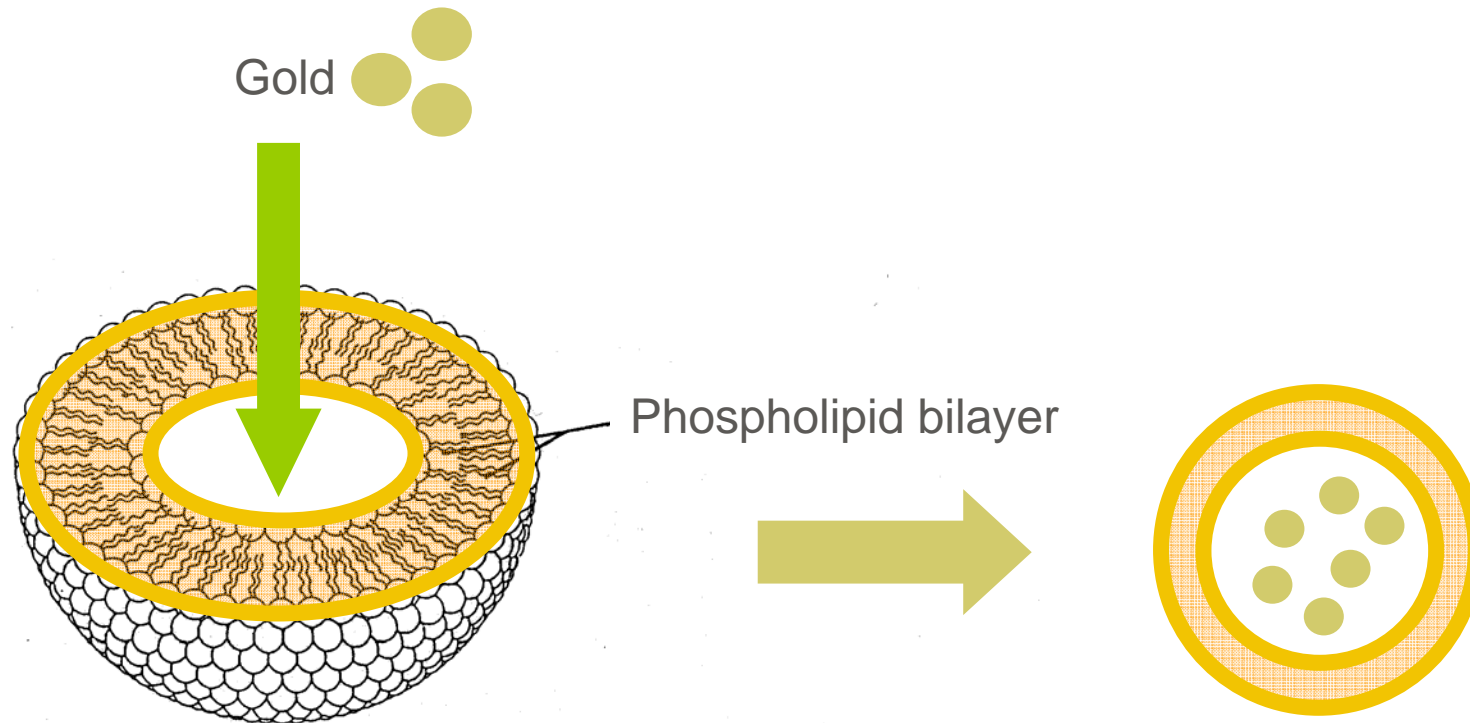
0.0000002%
of the ions on the
surface

10 nm³



25%
of the ions on the
surface

Liposomal Preparation



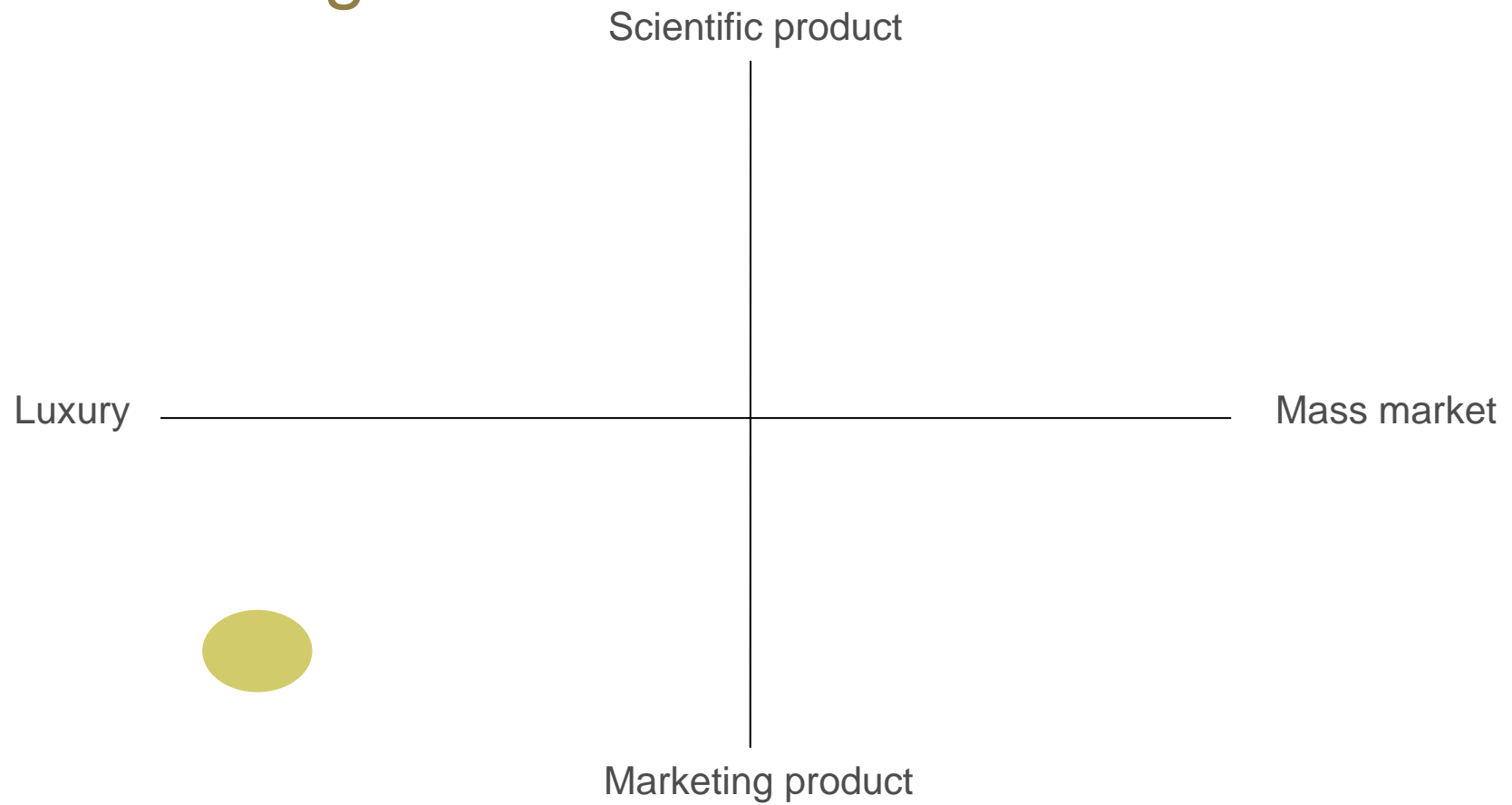
Composition of Lipobelle Gold

Phospholipids	2.5%
Colloidal gold (OD = 1.0)	10%
Glycerin	ad 100%

INCI/CTFA Declaration

Lecithin (and) Colloidal Gold (and) Glycerin (and) Aqua/Water

Lipobelle Gold Positioning



Lipobelle Gold Claim Ideas



- With the purest essences of gold
- For a radiant skin complexion
- Pampers skin with a feeling of pure luxury
- With the millennial power of gold
- Radiance concentrate
- 24 carat gold-infused formula