



A·S·A·P

the science of beautiful skin

SIMPLE  
EFFECTIVE  
AFFORDABLE

Beautiful skin enhances people's lives.  
Beautiful skin builds confidence and self-esteem.

At ASAP we offer scientifically proven skin care solutions for women and men of varying skin types.

Our success is based on the use of active ingredients such as alpha hydroxy acids (AHAs) and antioxidants to create simple skin care that has fast-acting visible results.

ASAP keeps its product range concise and affordable so that caring for your skin is a simple pleasure every day.

ASAP works hard to make beautiful skin easy.

# WHY ASAP?

ASAP's huge success in the skin care industry owes much to solid scientific research.

Identifying a gap in the market for simple, effective skin care, renowned Cosmetic Practitioner, Dr Douglas Grose, and Business Manager, Leanne Stewart, developed their own cosmeceutical skin care range in 2000. Great care was invested in testing the appropriate active ingredients on especially difficult skin types such as sun-damaged, ageing and acne-prone skin.

The results were swift and successful, resulting in an overwhelming demand for ASAP products from doctors, beauty therapists and other skin care professionals around the world.

Today ASAP is the leading cosmeceutical skin care company in Australia.

## What makes ASAP different?

ASAP distinguishes itself from other skin care companies in its determination to keep the process simple. Recognising that the vast array of skin care products on the market today can be daunting, ASAP has developed a concise range of easy-to-use products that are effective and affordable.

Client satisfaction is the key to ASAP's philosophy. ASAP products continue to adapt to clients' requirements and work to create a beautiful result for all skin types.

ASAP. The science of beautiful skin.



**ASAP products quickly and effectively improve the appearance of:**

- Ageing/sun-damaged skin
- Dry, dull and dehydrated skin
- Fine lines and wrinkles
- Uneven skin tone
- Oily and acne-prone skin

# ACTIVE INGREDIENTS

ASAP. The science of beautiful skin.

The active ingredients in ASAP's skin care products have been scientifically tested and proven to produce impressive, fast-acting visible results.

Drawing on AHAs, Vitamin C, Vitamin A and antioxidants, our active ingredients promote younger, fresher, healthier looking skin.

By encouraging cell renewal and providing protection from environmental damage, ASAP products help clear blocked pores, stimulate production of new collagen and reduce the build-up of dead skin cells.

Thanks to the active ingredients in the ASAP range, your skin will benefit from enhanced elasticity, texture, and firmness. The result - a glowing new you.

ASAP products are made in Australia from environmentally friendly ingredients. Our products are not tested on animals and contain:

- No harmful chemicals
- No harsh detergents
- No artificial fragrances
- No animal derivatives

## GLYCOLIC ACID (AHAs)

Derived from various plant sources, Glycolic Acid is the most active and beneficial of the alpha hydroxy acids (AHAs). AHAs gently loosen the glue-like substance that holds dead cells to the skin without removing the skin's moisture barrier, revealing fresher, more radiant-looking skin. With consistent use, AHAs work beneath the skin's surface to lighten pigmentation caused by sun damage and stimulate collagen production. By increasing collagen production skin becomes firmer and fine lines and wrinkles less visible, resulting in a more youthful appearance.

## VITAMIN C

Is an essential ingredient needed to produce collagen in the skin. Its powerful antioxidant action helps prevent free radical damage caused by ultra-violet light and environmental pollutants, resulting in reduced skin pigmentation and a reduction in the appearance of fine lines and wrinkles.

## VITAMIN K

Shown to help in the reduction of dark circles and puffiness in the eye area. Vitamin K is also known for its ability to assist with wound healing.

## CERAMIDES

Are natural lipids (fats) and a major component of skin structure. These fats allow skin to retain moisture and work to repair the moisture barrier of dehydrated, ageing and sun-damaged skin.

## VITAMIN A (Retinyl Palmitate)

Assists in skin rejuvenation by stimulating new collagen and improving skin elasticity, texture and firmness. This antioxidant assists in the reduction of blocked pores and pigmentation, resulting in improved skin radiance.

## GREEN TEA

Is naturally rich in antioxidants to help protect the skin from free radical damage. Green tea will not dry or irritate the skin and provides excellent anti-bacterial and anti-inflammatory properties.

## CoQ10 (CoEnzyme Q10)

Contains exceptional antioxidant properties to maintain vibrant-looking skin and reduce the signs of ageing. CoQ10 can help repair damaged cells, counteract free radical damage and assist with the production of collagen and elastin.

## SALICYLIC ACID (Willowbark)

Has the ability to penetrate and exfoliate inside the pores, as well as on the surface of the skin, making it effective for reducing blemishes and clarifying the skin. It also has anti-inflammatory and antiseptic properties.

## PYCNOGENOL

Pycnogenol is a potent antioxidant, more powerful than Vitamin C. Extracted from Marine Pine Bark, this naturally occurring antioxidant helps protect the skin from free radical damage, promoting healthier, more youthful-looking skin.

# THE ASAP RANGE

The ASAP range is designed to make skin care simple, results swift and costs affordable.

ASAP products have been scientifically formulated to benefit women and men of varying skin types.

Our products focus on rejuvenating and correcting dry, sun-damaged and oily skin, minimising the signs of ageing and achieving an overall smooth complexion.

Regular use of the ASAP range promotes the means to achieve and maintain beautiful, healthy skin.



daily facial cleanser

- Contains AHAs to loosen and invisibly remove dead skin cells.
- Gently cleanses the skin, removes make-up (including eye make-up) and washes away impurities in one action, without drying or irritating the skin.
- Oil-free, non pore-clogging formulation.
- Eliminates the need for toner.
- Leaves skin feeling fresh and clean.
- Suitable for all skin types.



daily exfoliating facial scrub

- Scientifically formulated to promote cell renewal and stimulate collagen, improving the appearance and texture of the skin.
- Smooth round beads and AHAs gently remove dead skin cells and exfoliate the skin.
- Encourages maximum penetration of subsequently applied active ingredients.
- Gentle enough for everyday use.
- Suitable for all skin types.



vitamin C serum

- Contains maximum potency 23% pure Vitamin C (L Ascorbic acid).
- Helps protect against the harmful effects of ultraviolet light and improves the effectiveness of sunscreens.
- Vitamin C is essential for the production of collagen, which is responsible for skin firmness and smoothness.
- Contains Pycnogenol, a potent, naturally occurring antioxidant that helps protect the skin from free radical damage.
- Helps reduce the appearance of fine lines and pigmentation caused by sun damage and ageing.



clearskin gel

- Contains a powerful AHA/BHA complex to help remove dead skin cells and unblock pores.
- Antioxidants, Green Tea and Bilberry help protect against free radical damage and assist to even out skin colour.
- Treats acne, signs of skin ageing and ingrown hairs.
- Suitable for all skin types.



daily moisturiser plus sunscreen SPF30+

- Hydrates and protects, leaving skin feeling smooth, soft and beautifully moist.
- This broad spectrum sunscreen helps improve skin elasticity and reduces the appearance of fine lines and wrinkles.
- Contains micronised zinc to provide UVA and UVB protection.
- Low oil, non pore-clogging moisturiser.
- Ideal base for make-up.
- Suitable for all skin types.
- AUST L 98018



advanced hydrating moisturiser

- Contains vitamins, antioxidants and ceramides to stimulate collagen production and repair the skin.
- Protects against free radical damage and helps increase moisture in the skin.
- CoEnzyme Q10 (CoQ10) revitalises the skin cells and strengthens the capillary network.
- Regular use helps reduce the appearance of ageing and sun-damaged skin including fine lines and wrinkles.
- This lightweight formulation, containing citrus oil extract, is quickly absorbed into the skin.



advanced eye repair

- Combines powerful antioxidant CoQ10 and ceramides to help regenerate and nourish delicate skin around the eyes, reducing the appearance of fine lines and wrinkles.
- Vitamin A (Retinyl Palmitate) stimulates collagen production to help firm skin around the eye area.
- Vitamin K strengthens the blood vessels and reduces swelling and dark circles.
- Suitable for all skin types.



soothing gel

- The anti-inflammatory properties of Aloe Vera, Sage and Green Tea promote healing, calm the skin and reduce the appearance of redness.
- Reduces inflammation and soothes damaged skin.
- The water-based gel formulation hydrates without adding oil, making it an ideal moisturiser, particularly for oily skin.
- Ideal for shaving.
- Suitable for all skin types.



anti-ageing night cream

- Contains AHAs to gently loosen and remove dead skin cells, stimulate collagen and promote cell renewal resulting in younger, fresher looking skin.
- Antioxidants help protect skin against free radical damage and restore balance.
- Replenishes and rehydrates the skin.
- Easily absorbed intensive night treatment.
- Suitable for most skin types.



revitalising body scrub

- This concentrated combination of nourishing oils, powerful antioxidants, vitamins and AHAs smooths, polishes, tones and revitalises the skin.
- Contains AHAs to loosen and remove dead skin cells.
- Vitamin A (Retinyl Palmitate) helps improve the skin's elasticity, texture and tone.
- Green Tea helps protect skin against free radical damage.
- Smooth round exfoliating beads promote circulation, stimulate collagen and encourage cell renewal.
- Refreshing essential oil blend with a light citrus fragrance.



revitalising bodymoist



travel pack



clearskin pack

- Contains AHAs to stimulate and promote collagen and cell renewal.
- Refreshing essential oil blend soothes, tones and intensely hydrates the body.
- Green Tea helps to protect skin against free radical damage.
- Suitable for all skin types.

- Contains three key products to ensure a daily skin care routine can always be maintained when travelling.
- daily facial cleanser cleanses the skin gently and deeply of make-up and impurities without drying or irritating the skin.
- daily exfoliating scrub provides the ultimate treatment to remove dead skin cells and stimulate skin renewal.
- daily moisturiser plus sunscreen SPF30+ helps improve skin elasticity, moisturises the skin and reduces the appearance of fine lines and wrinkles, whilst providing broad spectrum UVA and UVB protection.

- The ideal starter/travel pack to treat acne-prone, ageing and sun-damaged skin concerns.
- daily facial cleanser cleanses the skin gently and deeply of make-up and impurities without drying or irritating the skin.
- daily exfoliating scrub provides the ultimate treatment to remove dead skin cells and stimulate skin renewal without irritation.
- clearskin gel helps remove dead skin cells and unblocks pores.

I have been using four products from the ASAP range for about 18 months. The overall appearance and health of my skin have improved dramatically as I have very sensitive skin which seems to react adversely to many plant-based products.

Phil D

My skin has always been open-pored, greasy and dull. Since I started using ASAP products, I have noticed a great improvement, as have family and friends. Everyone now tells me how wonderful my skin looks – it's great for the ego!

Lucinda O

Two years ago, I was too embarrassed to leave the house because of the condition of my skin. ASAP products were recommended to me by a dermatologist and I have been using them to great benefit ever since.

Danielle B

Just a short note to congratulate you on your amazing products. I have used a wide range of brands and ASAP products are by far the best. Quite a few people have commented on my 'radiant' skin – something I've never been told before! It's great to know that such great products are Australian made. Thank you.

Suzanne F

I absolutely love your products! They have cleared my skin right up and your vitamin C repair serum has begun to repair the damage the breakouts caused on my forehead. Can't wait till more of your products hit my local beauty spot!

Rachel B

After 30 years of enduring acne and oily, yet sensitive skin, I have finally found ASAP – the only products that work. At last I have clear skin! Words are not adequate to express the way I feel.

Angela P

I have spent a lot of money on skin care over the past few years and I have never seen results such as those I have had since I began using ASAP. The texture of my skin has become much smoother and my face is glowing!

Cody R

As a past sun worshipper, I thought my skin would always show the signs of sun damage and pigmentation. I was wrong. Since using the ASAP range my skin is renewed and radiant. My friends keep asking me if I've had cosmetic work and I say, 'No. I use ASAP'.

Kate G

ASAP's scientific approach to skin care delivers a range of products that are extremely effective and fast acting.

Women and men of all skin types benefit from ASAP's easy-to-use range. The company's superb customer service and meticulous attention to detail simply enhance the experience.

The high demand for ASAP products from skin care and medical professionals and their clients is indicative of the overwhelming success of the ASAP range.

ASAP looks forward to continued success in helping you achieve beautiful, healthy skin.

# PRESCRIPTION

## ASAP daily treatment plan

	am	pm
daily facial cleanser	<input type="checkbox"/>	<input type="checkbox"/>
daily exfoliating facial scrub	<input type="checkbox"/>	<input type="checkbox"/>
vitamin C serum	<input type="checkbox"/>	<input type="checkbox"/>
clearskin gel	<input type="checkbox"/>	<input type="checkbox"/>
soothing gel	<input type="checkbox"/>	<input type="checkbox"/>
advanced eye repair	<input type="checkbox"/>	<input type="checkbox"/>
advanced hydrating moisturiser	<input type="checkbox"/>	<input type="checkbox"/>
daily moisturiser plus sunscreen SPF30+	<input type="checkbox"/>	<input type="checkbox"/>
anti-ageing night cream	<input type="checkbox"/>	<input type="checkbox"/>
revitalising bodyscrub	<input type="checkbox"/>	<input type="checkbox"/>
revitalising bodymoist	<input type="checkbox"/>	<input type="checkbox"/>

### Other

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