



## The perfect anti-wrinkle remedy is now... a DAY + stick!

Paris, April 2018, after researching and developing for over a year and a half, DAY + is launching the first-ever anti-age drink stick – a major breakthrough in the world of nutritional supplements, for women and men alike.

## The 5 indispensable anti-aging active ingredients

NOW COMBINED.

DAY + is a revolutionary formula, rich in active Collagen, Spirulina, Hyaluronic Acid, Pomegranate and Zinc compounds.

DAY + is a unique complex combining 5 active ingredients which incorporate the best of what nature and science have to offer our skin. After consulting dermatologists and nutricosmetic specialists thoroughly, the results were unanimous for 5 active ingredients, all of which stimulate, protect and repair: Collagen, Spirulina, Hyaluronic Acid, Pomegranate and Zinc.

DAY + chose to combine the essential proteins, vitamins and minerals which our body needs and to add them together in a one-shot drink stick.



## The 1<sup>st</sup> anti-aging drink stick

THE EASIEST  
NUTRITIONAL  
SUPPLEMENT TO TAKE

The “one-shot drink stick” formula makes DAY + a practical, effective solution. Easy to use, easy to carry, easy to store, an easy step to take every morning.

Just drink this unique complex, with its deliciously refreshing, lemony taste, directly and fill up on essential anti-aging active ingredients.

“My morning routine was becoming increasingly complicated... Between capsules, vitamins, protein-based smoothies, creams and lotions, taking care of myself was becoming a real headache. I started to dream about an all-in-one solution which would meet all my needs, taking care of my skin, my hair and my nails”, explains Claire Despagne, the DAY + creator.



## 3 actions for optimal results.



DAY + combines 3 actions which work simultaneously to better fight the signs of aging:

- 1 **Boosts** the production of collagen and elastin.
- 2 **Protects** against oxidative stress thanks to antioxidants.
- 3 **Repairs** deep-down, to nourish and soothe.

These 3 actions together make the skin more elastic, firmer, soothed and give it a youthful radiance. Hair and nails are nourished and repaired, making them sustainably stronger.

Press release  
June 2018



## Innovation: liquid ingredients which work more effectively

**DAY +** has chosen a liquid formula which offers more optimally-visible results. Unlike nutritional supplements in tablet or capsule form, liquid ingredients offer a 90% absorption rate versus 30%. Our body assimilates a nutritional supplement in liquid form more effectively and more naturally than one in solid form.

This resulted in the development of an optimally dosed formula, which offers short-term visible results and a long-term action, and is totally in harmony with our body's natural metabolism.

## DAY +: French nutricosmetics devoted to youthfulness

Nutricosmetics is the pillar of the **DAY +** adventure.

**"Nourishing your skin with moisturizing lotions and creams isn't enough. It needs an extra external supply to fuel it and repair it from the inside."**

**Nutritional supplements work where wrinkles form, whereas creams act on the surface layer only.**

Nutricosmetics is our body's companion, fighting aging and helping us take care of ourselves. Skin is the garment that's always with us, season-in, season-out. The time has come to take much better care of it.

For developing and manufacturing day +, the creator chose a French laboratory, a plant extracting specialist.

Working hand-in-hand with pharmacists, chemists and biochemists specialized in plants, **DAY +** was created at the very heart of the French medicinal plant capital, the Pays de Loire.

**"Developing a premium quality nutritional supplement, using carefully selected ingredients, respectful of the environment, of organic charters and health and safety standards is the key priority of **DAY +**."**

Production facilities comply with the strictest monitoring methods and highest standards (HACCP, ISO 22000) and are respectful of health and safety standards (approval issued by the French Directorate-General for Competition, Consumer Affairs and Prevention of Fraud (DGCCRF) on 02/10/17).