

Discover your Natural Beauty

with **Aveeno**
ACTIVE NATURALS®

True beauty is more than just skin deep – it is based on the way you live your life and the choices you make. That's why choosing AVEENO® products, like the POSITIVELY RADIANT® line with soy proteins that improve your skin's appearance, will help you look and feel your best to discover your own natural beauty.

AVEENO® scientists created a unique way to process the soybean so that it is able to retain its naturally active benefits, leading to the creation of Total Soy Complex. The benefits of the patented technology are manifold: it evens skin tone, smoothes and softens the skin's texture, visibly reduces unwanted hair and moisturizes.



Paulina Discovering Nature's Secret for Positively Radiant Skin

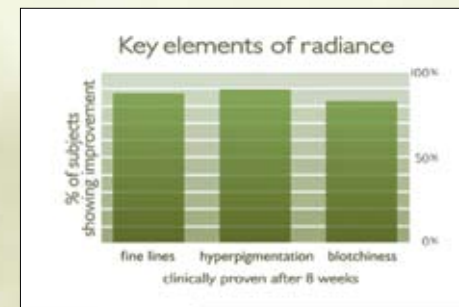
Paulina knows that natural beauty is a lifestyle choice, so she uses AVEENO® POSITIVELY RADIANT® skin care products, with essential ACTIVE NATURALS® to enhance the healthy look of her skin.

For radiant skin, she follows this three-step approach:

STEP 1: First, **AVEENO® POSITIVELY RADIANT® Daily Cleansing Pads** with natural soy ingredients gently exfoliate to leave Paulina's skin smooth and radiant.

STEP 2: She also applies **AVEENO® POSITIVELY RADIANT® Daily Moisturizer with SPF 30** with Active Photobarrier Complex™ to provide superior sun protection against aging UVA rays while clinically proven Total Soy visibly evens tone for naturally radiant skin.

STEP 3: Every morning and night she applies **AVEENO® POSITIVELY RADIANT® Anti-Wrinkle Cream** to reduce the appearance of fine lines and wrinkles. The non-greasy formula contains a natural Total Soy Complex – a patented technology that evens skin tone and texture.



Confident that she looks and feels radiant, Paulina starts every day inspired to make natural beauty an effortless part of her lifestyle.

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