

OptiFX™ ADVANCED COLOR TECHNOLOGY

Since Cleopatra, makeup has been made from opaque and glittery minerals that cause light to reflect like tiny little mirrors like holiday glitter on the skin. Worse, mineral makeup make skin look flat and lifeless.

Keys has introduced a new revolutionary series of Hollywood inspired products named KPRO using OptiFX™ Adaptive Color Technology to provide an illusionary appearance creating the hot trendy bare skin look in a 1-step chemical-free foundation.

Developed in concert with Hollywood makeup artists and filmmakers, OptiFX™ based products fills, hides fine lines and skin imperfections. The technology literally copies and clones skin color, tone and texture transmitting vital characteristics to neighboring skin. Like a virtual projector, 1 micron organic and plant-based structures transmit a smooth and vibrant skin finish.

Keys patentable technology works to reflect, refract and smooth skin tones adapting to light changes and environments automatically. This is a true anti-aging product because rarefied ingredients help condition, moisturize and reverse skin aging as well as providing the cosmetic effects. This is a revolutionary 1-step foundation with optical technology that transforms even lifeless skin to exciting dewy beauty.

Here are two pictures that demonstrate the difference between traditional opaque highly reflective mica and the Keys translucent KPRO OptiFX™ 1-step foundation.



it. OptiFX™ is like a 3D soft focus filter as opposed to a two dimension shiny mirror.

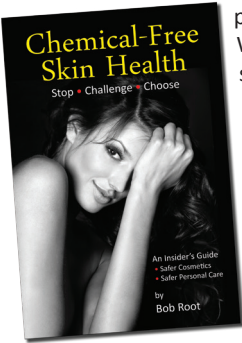
OptiFX™ Adaptive Color Technology, interacts with light by correcting it and refracting light to create a soft focus while muting color variations. The benefit is the effect. Soft glowing skin that does not hide, but creates a soft focus 3D depth to the skin. The true person shines through because the skin is clear and glowing. Color then enhances the inner beauty.

The scientific effect is a clear foundation that has an illusionary factor.

KEYS RESPONSIBILITY



The word responsibility means a lot to us. We take responsibility in our design using whole natural ingredients, no hidden chemicals and the finest quality ingredients in therapeutic proportions. We stand on the shoulders of many aboriginal healers as well as nationally renowned scientists and doctors to create products that solve problems and make people feel good. We are closer to being a natural topical medicine company with an ambition to produce natural products that outperform conventional



products. We believe that using natural products should not be a compromise. We have an ecology focus as well as sustainable sourcing. We precycle! Our limited literature uses recycled paper and soy based inks. Our packaging is fully recyclable as are our product labels. Perhaps our most powerful responsibility is our positive intention for our customers, their skin health and their well-being.

Our responsibility extends to a passion for education. We believe that knowledge is both a responsibility and our currency. We share it freely with our supporting companies and our customers. We took responsibility to create the Clean Green Cafe that started as a chat forum and bloomed into a blog that aims to help our customers. Our founders are on the road 300+ days a year visiting stores, conducting seminars and helping people to understand that there is a natural way to skin health. Recently we expanded our educational efforts by authoring a book for people that are new to natural. **Chemical-Free Skin Health®** has been a registered trademark of Keys since we started in 2005 and now is the title of a book focused on helping people make healthy choices for their skin.

We receive hundreds of questions asking us why we don't use some ingredients while using others. They want to know how we can make great products with so few ingredients? Customers ask; "How do I protect my family and myself from all these chemicals in products? How do I find out more?" Our answers are always the same. It is core to our existence to produce effective products that will constantly evolve based on quality, not price at the sake of efficacy. When we use an ingredient it is the best available. We call that responsibility while others call it integrity. To us the words have the same meaning.



www.Keys-Soap.com
www.CleanGreenCafe.com
www.SafeCosmetics.org

Printed in USA on recycled paper

Chemical-Free • Gluten-Free • Therapeutic • Vegan



KPRO
KEYS PROFESSIONAL

OptiFX™ ADAPTIVE
COLOR TECHNOLOGY



KEYS KPRO PRODUCTS



Keys has developed a new simple line of a few products that create an illusionary soft-focus effect on the skin and restore skin health. Keys Professional - KPRO line was designed with the help of Hollywood makeup artists and ultra high definition camera companies. KPRO uses a patentable Adaptive Color Technology called OptiFX™ to trick the eye creating smooth even tone skin that looks radiant and glowing. Fine lines are invisibly filled and distracting shadows eliminated. All of this is accomplished with whole natural ingredients that outperform conventional and mineral based cosmetic products. Restoring natural skin health by using pharmaceutical grade ingredients in therapeutic proportions, our KPRO products are simple and effective.

- Chemical-Free
- No Mica
- No Silica
- No Minerals
- No Talc

Keys was founded by Wendy Steele a former Coca-Cola executive and Melanoma survivor. Keys began making chemical-free natural skin care products because of her reaction to chemicals in prescription and cosmetic products. Hollywood and the emergence of high definition cameras created a need for an entire new concept in cosmetics. Our Eye Butter and Luminos were born and are now used on many TV shows, films and on the red carpet for a soft focus effect on the skin. From this origin, the entire KPRO product line was developed to provide natural smooth even glowing skin that is radiant. All without chemicals.



Keys designs and manufactures all-natural, chemical-free skin care and natural skin therapies for people of all ages. Keys products are chemical-free, vegan and gluten-free.



1-STEP TINTED FOUNDATIONS AND CHEMICAL-FREE BEAUTY

OptiFX™ Adaptive Color Technology for Chemical-Free Beauty



CORRECTION TINTED CREAM

1-Step Natural Tinted Hydrating Correction Cream with Moisturizing Foundation and OptiFX™ Adaptive Color Technology

- 1-Step Apply & Go Cover
- OptiFX™ Tinted Foundation
- Adapts To Your Skin Tone
- Fills Fine Lines
- Covers and Smooths
- Iridescent Natural Glow
- Evens Skin Look & Feel
- Moisturizing Lotion

(A)



EYE CREAM TINTED SOFT CORRECTIVE

Nourishing Moisturizing Corrective Eye Cream with OptiFX™ Adaptive Color Technology

- Age Reversing Natural Eye Cream
- Adapts To Your Skin Tone
- Fills Fine Lines
- Covers and Smooths
- OptiFX™ Tinted Foundation
- Chemical-Free, Vegan, Gluten-Free

(D)



MOISTURIZER TINTED

1-Step Natural Tinted Professional Moisturizing Foundation with OptiFX™ Adaptive Color Technology

- 1-Step Apply & Go Cover
- OptiFX™ Tinted Foundation
- Super Hydrating
- Adapts To Your Skin Tone
- Lightly Covers Skin
- Iridescent Natural Glow
- Evens Skin Look & Feel
- Moisturizing Lotion

(B)



HD Powder TINTED DEFINING POWDER

Tinted High Definition Powder with OptiFX™ Adaptive Color Technology

- Tinted Matte Defining Powder
- Adapts To Your Skin Tone
- Fills Imperfections & Fine Lines
- Lightly Covers and Smooths
- OptiFX™ Tinted Foundation
- Chemical-Free, Vegan, Gluten-Free

(E)



MOISTURIZER WITH SUNSCREEN

1-Step Natural Tinted Moisturizing Foundation with Broad Spectrum Sun Protection & OptiFX™ Adaptive Color Technology

- 1-Step Apply & Go Cover
- OptiFX™ Tinted Foundation
- Broad Spectrum UVA-UVB
- Adapts To Your Skin Tone
- Covers and Smooths
- Iridescent Natural Glow
- Evens Skin Look & Feel
- Moisturizing Lotion

(C)



HD POWDER PEARLIZED FINISH UNTINTED

High Definition Pearlized Finish with OptiFX™ Adaptive Color Technology

- Iridescent Finishing Powder
- Adapts To Your Skin Tone
- Fills Imperfections & Fine Lines
- Highlights and Smooths
- OptiFX™ Adaptive Effects
- Chemical-Free, Vegan, Gluten-Free

(F)

OPTIFX™ ADVANCED COLOR TECHNOLOGY

- Age Reversing Natural Ingredients
- Adapts To Your Skin Tone
- Fills Fine Lines
- Covers and Smooths
- Iridescent Dewy Finish
- Soft-Focus Effects
- Add Lips, Cheeks & Eyes
- Pharmaceutical Grade
- Therapeutic Proportions
- Chemical-Free
- Gluten-Free
- Vegan

KPRO
KEYS PROFESSIONAL

