

**BADGLEY  
MISCHKA  
B E A U T Y**

ADVANCED SKIN RENEWAL

**PDRN *Lumière Mask***

## Our Story: From Runway to Regimen

- For decades, Badgley Mischka has defined timeless beauty on the world's most glamorous stages.
- Now, that same elegance is captured in radiant and healthy-looking skin.
- Created exclusively with Cosmax, a global leader in skincare innovation, and powered by clinically proven ingredients, this is where timeless elegance meets true performance.





## Why PDRN? Why Now?

PDRN (Polydeoxyribonucleotide) is a breakthrough compound derived from salmon and Probiotic PDRN originally reserved for Korea's top dermatology clinics in regenerative injections and dermatology treatments. PDRN has been clinically studied for its ability to support skin regeneration and recovery, and the rising demand for biotech powered skincare has made it the hero ingredient of the moment.

BADGLEY  
MISCHKA  
BEAUTY

**PDRN Lumière Mask**  
ADVANCED SKIN RENEWAL TREATMENT  
Powered by 10,000 ppm PDRN

## Meet the Hero: PDRN Lumière Mask

---

**More than 10X Higher PDRN Concentration**

**"The most intensive skin renewal mask outside of clinics."**

- Infused with 11,000 ppm (1.1%) PDRN: one of the highest and most advanced concentrations available in skincare
- One mask. Four benefits: hydrates, firms, brightens, and soothes
- Replaces toner, essence, and serum, in one step
- Premium Microfiber sheet for perfect fit and performance
- Perfect For: post-procedure care, event prep, and daily glow
- Ideal for gifting, bundling, and premium treatment tie-ins

# 01

## Built to Impress: Key Retail-Ready “WOW” Factors

### 1. Innovative Ingredients

- Powered by PDRN, peptides, and clinically backed actives
- Next-gen delivery systems

### 2. Multi-Functionality & Convenience

- One product = multiple steps (toner + essence + serum)
- Addresses multiple skin concerns in one elegant formula
- Delivers fast, visible results (hydration, glow, firming)

### 3. Sensorial Experience

- Luxurious textures: soft microfiber sheets
- Creamy essence that feel indulgent and effortless



# 02

## Advanced Skin Renewal: Clinical Glow in 20 Minutes

- ✔ Instantly dewy, soothed skin

---

- ✔ Stronger, healthier skin barrier

---

- ✔ Firmer texture with consistent use

---

- ✔ Glow restoration

---

- ✔ Radiance that feels like you again



Let's Launch Something Beautiful

---

Real Results, Real Renewal

Contact: Shaina Fast  
Email: [shaina@itmattersstudio.com](mailto:shaina@itmattersstudio.com)

Thank you for your time and consideration.