

# true beauty

TRUE VALUE

Saturday, April 25 - Sunday, May 10, 2009

## HOW REFRESHING!

- skin care essentials
- cheerful colours
- uplifting scents



**Rexall**<sup>TM/MC</sup>

**Pharma Plus**<sup>®</sup>

# 3 easy steps to healthy skin

## 1 Protect

Hard-working ingredients, like those used by Vichy Laboratoires, safeguard skin. Look for a broad-spectrum sunscreen, antioxidants such as vitamin C, and soothing thermal water to shield, mend and replenish.

Vichy Capital Soleil Sun Protecting Cream SPF 45, 150 ml; Vichy Liftactiv CxP Night, 50 ml; Vichy NeOVADIOL Intensive Densifying Care, 50 ml

**FREE**

Purchase any two Vichy Capital Soleil products and receive a FREE thermal lunch bag, value \$10.\*\*



**20% off\***

VICHY SKIN CARE PRODUCTS



## Plump

Treat skin to a peptide-rich diet.

Whether it's fine lines, wrinkles or dark under-eye circles, these building blocks of healthy skin—found in the Dermaglow line—can help you regain elasticity and firmness.

Dermaglow Advanced Night Treatment, 100 ml; Dermaglow Deep Wrinkle Concentrate, 100 ml



**FREE**

Purchase any two Dermaglow products and receive a FREE Dermaglow Advanced Eye Therapy, 15 ml, value \$50.\*\*

## 2 Polish

Use an exfoliating cream. Dead skin cells just sit on the surface of your skin. NeoStrata enlists powerful glycolic acid to gently remove them and reveal the radiant, younger-looking skin that's underneath.

**\$36**

**FREE**

Purchase NeoStrata Daytime Smoothing Cream Level 2, 50 ml, and receive a FREE full-size Smoothing Cream Level 2, 50 ml, value \$36.\*\*



\*OFF REGULAR RETAIL. \*\*WHILE QUANTITIES LAST

# anti-aging essentials

LOOK YOUR BEST AT ANY AGE WITHOUT BREAKING YOUR BUDGET

SOFTEN

Supple skin is youthful-looking skin. As we get older, dryness becomes a concern no matter what our skin type. An effective, long-lasting cream, such as Elizabeth Arden Eight Hour Cream, will add, and help retain, moisture.

Elizabeth Arden Eight Hour Cream - Your Skin's Beauty Secret gift set. Includes Intensive Moisturizing Hand Treatment, 50 ml; Skin Protectant, 50 ml; and Intensive Moisturizing Body Treatment, 50 ml.

\$30, value \$49.

save\*  
**\$19**



**PRETTY SMART:** Skin care sets let you test drive the entire collection at a fraction of the cost.

LIFT

Give skin a boost with ingredients that tighten and tone. Elizabeth Arden's Intervene line contains a concentrated peptide formula that will penetrate deeply to minimize fine lines and loss of density.

Elizabeth Arden Intervene Renewed Radiance Skincare gift set. Includes Pause & Effect Moisture Cream SPF 15, 50 ml; 3-in-1 Daily Cleanser Exfoliator Primer, 50 ml; Timefighting Radiance Serum, 4.5 ml; and Stress Recovery Night Cream, 7 ml.

\$72, value \$98.

save\*  
**\$26**



REFRESH

Encouraging cell renewal will even out skin tone, and diminish dullness and brown spots. With the Elizabeth Arden Ceramide Plump Perfect collection, regular exfoliation and use of sunscreen will help to maintain a healthy-looking, flawless complexion.

Elizabeth Arden Ceramide Plump Perfect Anti-Aging Luxuries gift set. Includes Moisture Cream SPF 15, 50 ml; Firming Body Soufflé, 50 ml; Lipstick in Perfect Rosegold, 0.12 oz; and Moisture Network Night Cream, 7 ml.

\$75, value \$128.

save\*  
**\$53**



\*OFF REGULAR RETAIL

# serious skin care

WITHOUT THE SERIOUS PRICE TAG

**\$5 off\***  
ANY SKIN DOCTORS COSMECEUTICALS



**FREE**

Receive a free cosmetic bag with every Skin Doctors Cosmeceuticals purchase. Value **\$9.99.\*\***

With Skin Doctors Cosmeceuticals, you'll get dramatic results, no appointment necessary.

Skin Doctors Cosmeceuticals Rapid Peel, 30 ml;  
Skin Doctors Cosmeceuticals Instant Facelift, 30 ml;  
Skin Doctors Cosmeceuticals Photo Age Reverse, 50 ml



**FREE**

Purchase any two BcomBio Organics skin care products and receive a FREE Hands and Nail Cream, 50 ml, value **\$19.\*\***



*"Heals my dry hands and cuticles."*  
—DOREEN, CHARLOTTETOWN

These options from BcomBio Organics have at least 95% organic or natural ingredients and zero parabens.

BcomBio Organics Intense Triple Action Care Eye Contour, 20 ml; BcomBio Organics Brume Florale Toning Moisturizing Water, 200 ml



**FREE**

Purchase two Declaré skin care products and receive a FREE Firming Eye Cream, 15 ml, value **\$45.50.\*\***



Declaré offers solutions for sensitive skin that cleanse, calm and protect.

Declaré Hydrobalance Intensive Mask, 75 ml;  
Declaré Age Control Night Revitalizer, 50 ml;  
Declaré Softcleansing Cream, 200 ml

\*OFF REGULAR RETAIL. \*\*WHILE QUANTITIES LAST

# natural beauty bargains



Revive your skin—naturally. Our natural products are free of potentially harmful ingredients, such as phthalates, sodium lauryl sulfate and parabens, and are not tested on animals. Good for your well-being, and the environment.

**FACE** **Avalon:** chamomile gently removes impurities. **Weleda:** rosehip and jojoba oil nourish normal to oily skin. **Lavera:** citrus and apple refresh while adding colour. **Burt's Bees Radiance:** a cream rich in royal jelly and pine tree extract smoothes and rejuvenates.

Avalon Organics Vitamin C Refreshing Cleansing Gel, 250 ml;  
Weleda Wild Rose Moisture Cream, 30 ml;  
Lavera Faces Summer Glow Facial Moisturizer, 30 ml;  
Burt's Bees Radiance Day Creme, 2 oz.



**20% off\***  
AVALON, WELEDA,  
LAVERA & BURT'S BEES  
RADIANCE

**BATH** **Giovanni:** zesty grapefruit and juicy pomegranate extracts are sure to invigorate your morning shower. **Alba:** emollient coconut oil and shea butter hydrate dry skin. **Kiss My Face:** olive oil and aloe vera lightly moisturize as they cleanse.

Giovanni Organic Body Care Cleanse Moisturizing Body Wash, 310 ml; Alba Botanica Coconut Milk Cream Body Wash, 200 ml; Kiss My Face Olive & Aloe Soap, 230 g

**BODY** **Weleda:** transform rough parts—such as hands, elbows and feet—with sunflower seed oil and chamomile. **Burt's Bees Radiance:** beeswax and mica add softness and shimmer. **Nature's Gate:** to soothe and heal, reach for lotion with lavender, sage and aloe.

Weleda Skin Food, 75 ml; Burt's Bees Radiance Body Lotion, 177 ml; Nature's Gate Organics Lavender & Aloe Body Lotion, 354 ml



**20% off\***  
GIOVANNI, ALBA &  
KISS MY FACE



**20% off\***  
WELEDA, BURT'S  
BEES RADIANCE &  
NATURE'S GATE

\*OFF REGULAR RETAIL

# faby-lash prices

LITTLE WAND. BIG IMPACT.

## WHY YOU NEED IT

With just a couple of coats, mascara can transform lashes from sparse to spectacular. It is the quickest way to define your eyes and make them appear larger.

## PRETTY SMART

You won't find double-digit price tags here, and why bother when mascara only has a three-month shelf life once opened? Shop today and you can stock up on an entire year's supply for less than the cost of a single designer-brand tube—and still get beautiful results.



### COME CLEAN

Soap and water are no match for mascara. Instead, saturate a cotton ball or pad with Rexall Brand Eye Makeup Remover Gentle Formula, 120 ml, \$6.99. Press lightly on eyes, and then carefully sweep lashes.



To learn more about when, and why, to pitch makeup, check out “Cosmetic bag clear out” at [www.rexall.ca](http://www.rexall.ca).

## STROKES OF GENIUS

### ENHANCE NATURAL-LOOKING LASHES

Maybelline New York Great Lash Mascara

### GIVE SHORT LASHES A BOOST

Maybelline New York Lash Stiletto Ultimate Length Mascara

### DRESS UP LASHES

Maybelline New York XXL Intense Volume Mascara

### PUMP UP THIN LASHES

L'Oréal Paris Voluminous Volume Building Mascara, or L'Oréal Lash Out Lengthening and Separating Mascara

### THROW STRAIGHT LASHES A CURVE

L'Oréal Paris Panoramic Curl Extreme Curl & Separating Mascara

20% off\*

ALL MAYBELLINE NEW YORK MASCARAS

\$5.99 each

L'ORÉAL PARIS VOLUMINOUS, PANORAMIC OR LASH OUT MASCARA



\*OFF REGULAR RETAIL

# The ABCs of Mineral Makeup

THE HEALTHY WAY TO GET GLOWING

## A is for amazing ingredients

Mineral makeup is packed with good-for-you antioxidants, soothing moisturizers and naturally derived sun protection. Because most have no fragrance or oil, they are gentle enough for all skin types.

Physicians Formula, from left: Mineral Wear Face Brightener; Shimmer Strips Custom Eye Enhancing Shadow & Liner; Organic Wear 2-in-1 Bronzer & Blush

PHYSICIANS FORMULA



25% off\*  
ALL PHYSICIANS FORMULA

## B is for brightening power

With finely ground pearlized particles such as mica, mineral makeup can effortlessly even out skin tone and diminish the appearance of brown spots. Skin is given an overall subtle, youthful radiance.

Revlon ColorStay, clockwise from top: Mineral Foundation; Mineral Lipglaze; Mineral Blush

REVLON



25% off\*  
ALL REVLON COLORSTAY COLLECTION

## C is for custom coverage

Lightweight powder formulas make it easy to build from sheer to medium coverage. For seamless, natural-looking foundation and concealer, tap off excess powder from brush, then polish skin using a circular motion to disperse mineral makeup evenly. Apply another layer if needed.

Prestige Skin Loving Minerals, clockwise from top: Multitask Powder Concealer; Dramatic Eyeshadow; Eyeliner Pencil; Fresh Glow Baked Blush in Pink; Sun Baked Bronzing Powder in Glam Tan

**FREE**  
Spend \$15 or more before taxes on Prestige Cosmetics and receive a FREE silver cosmetic bag. Value \$9.99.\*\*

\$2 off\*  
ALL PRESTIGE COSMETICS, FEATURING SKIN-LOVING MINERALS



\*OFF REGULAR RETAIL. \*\*WHILE QUANTITIES LAST

PRESTIGE<sup>®</sup>  
COSMETICS



20% off\*  
ALL PURE  
COSMETICS



**FREE**

Purchase \$35 or more before taxes of Pure Cosmetics and receive a FREE charm bracelet, value \$20,\*\* and Prevens Makeup Remover Wipes, value \$2.99.\*\*

PURE

# Colour — that's easy on the eyes, and on the wallet

Play up your eyes with a wash of vivid shadow or illuminate cheeks with a dusting of golden powder from Pure Cosmetics. It's the first luxury European beauty line without a luxury European price.

Or try a dab of Ferity Lip gloss in a fresh pink shade.

**"A pop of colour always  
makes me feel polished."**

— AUDREY, VICTORIA



**FREE**

Purchase any Ferity Lip Duet and receive a FREE Juicy Lip Balm, value \$10.\*\*

**FERITY**  
**LIP PROJECT™**  
V105

From top: Pure Terracotta Compact Powder; Pure Lip Gloss Diamond; Pure Artist Cube Eye Shadow; Ferity Lip Project; Ferity Lip Duet

\*OFF REGULAR RETAIL. \*\*WHILE QUANTITIES LAST

BEAUTY BLOOMS THIS SPRING. JOIN US FOR OUR COSMETIC EVENT FOR BEAUTY DEMONSTRATIONS, FREE SAMPLES AND MORE. For more details, visit [www.rexall.ca/beautyblooms](http://www.rexall.ca/beautyblooms)



# savings in full bloom

**30% off\***  
ALL RIMMEL LONDON OR  
RIMMEL UNDERGROUND  
COSMETICS



## FOR FACE

The perfect foundation, plus shimmering shades for eyes and cheeks

1. Rimmel London Stay Matte Foundation, 30 ml.
2. Rimmel London Sun Shimmer Shimmering Maxi Bronzer.
3. Rimmel London Powder Blush in Bronze.
4. and 5. Pupa Luminy's Multi-effect Baked Eyeshadow Duo in 50 and 01.
6. Pupa Luminy's Velvety Baked Blush in 07.

**FREE**  
Spend \$15 or more before taxes on Rimmel London or Underground Cosmetics and receive a FREE Lasting Finish Lipstick, value \$5.99\*\*, or Foundation, value \$8.99.\*\*



**30% off\***  
ALL RIMMEL LONDON OR  
RIMMEL UNDERGROUND  
COSMETICS

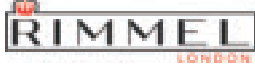
**20% off\***  
ALL PUPA  
COSMETICS



## FOR LIPS

A colour for every day of the week

- 1 and 2. Rimmel London Vinyl Gloss in Delirious and Sunset.
3. Rimmel London Lasting Finish Kiss & Stay Lipgloss in Lustrous Nude.
- 4 and 5. Rimmel London Lasting Finish Kiss & Stay Lipgloss in English Rose.



## FOR NAILS

Get ready for sandal season with an at-home pedicure

1. Sally Hansen New Lengths Ceramics Nail Colour in Daiquiri;
2. Sally Hansen Diamond Strength Nail Colour in Lavender;
3. Sally Hansen Hard as Nails Xtreme Wear Nail Colour in Purple Potion;
4. Sally Hansen Salon Nail Lacquer in Hollywood Scarlet;
5. Sally Hansen Maximum Growth Plus in Honour.

**30% off\***  
ALL SALLY HANSEN  
NAIL POLISH



\*OFF REGULAR RETAIL. \*\*WHILE QUANTITIES LAST

# Scents & Scentibility

FOLLOW THESE AROMATIC CLUES TO DISCOVER YOUR SIGNATURE SCENT



**YOU LIKE** catching the sunrise, featherweight linen, and water infused with lemon.

**YOU'LL LOVE** Dawn Sarah Jessica Parker gift set, \$72, includes Eau de Parfum Spray, 75 ml, and Soft Body Lotion, 200 ml



**YOU LIKE** whipped cream, velvet pillows and oversize bouquets.

**YOU'LL LOVE** M by Mariah Carey gift set, \$65, includes Eau de Parfum Spray, 50 ml, Luxurious Shower Gel, 100 ml, and Moisturizing Body Lotion, 100 ml



**PRETTY SMART:** Layer matching scented products to guarantee a longer-lasting fragrance, giving you more mileage per bottle.



**YOU LIKE** fruit-topped desserts, plush cashmere and candlelit evenings.

**YOU'LL LOVE** Calvin Klein Euphoria gift set, \$85, includes Eau de Parfum Spray, 50 ml; and Body Lotion, 100 ml; and cosmetics case

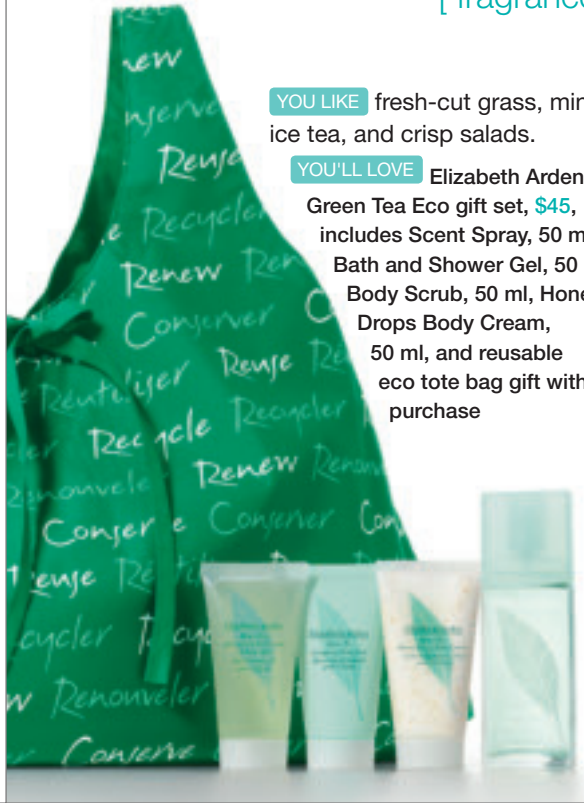
**YOU LIKE** exotic fruit, vanilla ice cream and sugary sweets.

**YOU'LL LOVE** Britney Spears Greatest Hits Coffret gift set, \$40, includes Believe, Fantasy, Curious and Midnight Fantasy Eau de Parfum sprays, 10 ml each



**YOU LIKE** fresh-cut grass, mint ice tea, and crisp salads.

**YOU'LL LOVE** Elizabeth Arden Green Tea Eco gift set, \$45, includes Scent Spray, 50 ml, Bath and Shower Gel, 50 ml, Body Scrub, 50 ml, Honey Drops Body Cream, 50 ml, and reusable eco tote bag gift with purchase



**YOU LIKE** tropical breezes, beaded sandals and sunny afternoons.

**YOU'LL LOVE** Giorgio Sunshine Eau de Toilette, 50 ml, \$45.

**YOU LIKE** incense, spicy black tea and exploring antique stores.

**YOU'LL LOVE** Calvin Klein Secret Obsession gift set, \$85, includes Eau de Parfum Spray, 50 ml; and Satin Body Lotion, 100 ml



**YOU LIKE** sweet champagne, flowering vines and a roaring fireplace.

**YOU'LL LOVE** Elizabeth Arden Mediterranean gift set, \$60, includes Eau de Parfum Spray, 50 ml; mini Eau de Parfum spray, 5 ml; and Shimmer Powder with puff, 7 gr



# TOP 5 SPRING MUST-HAVES

FOR YOU, FOR MOM, FOR EVERYONE

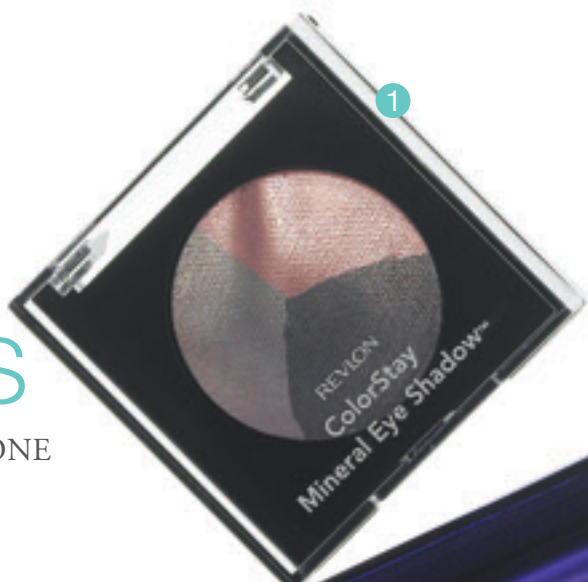
**1. Shimmering eyeshadow.** This palette works for day or night. Revlon ColorStay Mineral Eye Shadow in Smoky Quartz. (Revlon ColorStay cosmetics 25% off; see page 6 for more.)


**2. Plumping mascara.** Get flirty lashes with long-lasting hold. Rimmel London Sexy Curves Mascara, 8 ml. (Rimmel London and Rimmel Underground cosmetics 30% off; see page 8 for more.)

**3. Brightening eye cream.** It's like eight hours of beauty rest in a jar. Burt's Bees Radiance Eye Creme, 0.5 oz. (Burt's Bees Radiance products 20% off; see page 4 for more.)

**4. Rejuvenating cream.** Watch fine lines and wrinkles perform a vanishing act. Dermaglow Instant Wrinkle Eraser, 30 ml. (Purchase any two Dermaglow products and receive a FREE Dermaglow Advanced Eye Therapy, 15ml; see page 1.)

**5. A feminine fragrance.** This one's sweet, floral and warm—like a blossoming garden. Elizabeth Arden Pretty Eau de Parfum Spray, 50ml, \$63.



Prices in effect at participating  **PharmaPlus** stores Saturday April 25 - Sunday May 10, 2009 or while quantities last. We reserve the right to limit quantities. Not all items may be exactly as shown. Due to floor space limitations, some of the items may not be available at all locations.

Due to the seasonal nature of the items in this Beauty Book, rainchecks will not be issued, nor will a substitute item be offered, if an item is unavailable. Prices do not include Provincial Sales Tax or Goods and Services Tax. We accept Visa, MasterCard, AMEX and Interac.

VISIT US AT [WWW.REXALL.CA](http://WWW.REXALL.CA)



**A pharmacy first.**