ASHLEY BLACK · SKINCARE LINE

Targeted care for the areas where skin shows age first.

Loss of firmness on the neck and chest, crepey texture on the arms, deepening lines, tired-looking eyes and skin that feels dry by midday: five of the most common concerns her customers share. Each now has a dedicated Ashley Black treatment, built on clinically studied ingredients.



Prepared for the Ashley Black team · September 2026

01 · WHO IT'S FOR

She takes care of herself, and she expects her skincare to keep up.

Ashley's customer is active and invested in caring for her body. She is noticing changes that exercise alone doesn't address: a softer neck and jawline, texture on her arms, lines that linger. She wants effective products from a brand she trusts.

She prefers a simple routine: one product for each concern, each with a clear purpose.

HER CONCERNS

"My neck and chest are showing my age more than my face."	Neck + Chest Smoothing Cream →
"I work out, but the skin on my arms has lost its smoothness."	Body Smoothing Cream →
"My lines are getting deeper, and retinol is too harsh for my skin."	Night Treatment Restorative Cream →
"My eyes look tired, even when I'm well rested."	Eye Smoothing Treatment →
"By midday my skin feels dry, and my makeup settles into fine lines."	Daily Plumping Moisturizer →

02 · THE LINE

Five new treatments, designed to sit alongside the three products she already uses.



NEW

Neck + Chest Smoothing Cream

My neck and chest are showing my age more than my face.



NEW

Body Smoothing Cream

I work out, but the skin on my arms has lost its smoothness.



NEW

Night Treatment Restorative Cream

My lines are getting deeper, and retinol is too harsh for my skin.



NEW

Eye Smoothing Treatment

My eyes look tired, even when I'm well rested.



NEW

Daily Plumping Moisturizer

By midday my skin feels dry, and my makeup settles into fine lines.



CURRENT

Collagen Elixir Face Oil

Stays exactly as it is.



CURRENT

Peptide Potion Serum

Stays exactly as it is.



CURRENT

Arctic Alchemy Cooling Gel

Stays exactly as it is.



03 · NEW · NECK & CHEST · 50 ML

Neck + Chest Smoothing Cream

> *“My neck and chest are showing my age more than my face.”*

The neck and chest are usually left out of a skincare routine, and the skin there is thinner than on the face. Horizontal lines, crepey texture and loss of firmness often appear here first.

What it does. Visibly firms, smooths and hydrates the neck and chest. A clinically studied peptide complex supports collagen for firmer-looking skin, hyaluronic acid plumps horizontal neck lines, and squalane restores softness to delicate skin.

STAR INGREDIENTS

✦ Peptide complex

Matrixyl 3000-type

Targets: Loss of firmness

Clinically studied signal peptides that support collagen, visibly improving firmness and smoothness with continued use.

✦ Hyaluronic acid

Targets: Neck lines

Binds up to 1,000 times its weight in water to plump and smooth the look of horizontal neck lines.

✦ Squalane from olives

Targets: Thin, dry skin

Replenishes the lipids skin loses over time, restoring softness and suppleness to the neck and chest.

WHY WE BUILT IT

Neck and chest treatment is a growing segment of skincare, and it is an area Ashley’s customers already ask about. A dedicated treatment captures that demand under Ashley’s name.

HOW SHE USES IT

Morning and night, applied with upward strokes from chest to jaw, the same motion Ashley already teaches.



04 · NEW · ARMS, LEGS & CHEST · 200 ML

Body Smoothing Cream

> *“I work out, but the skin on my arms has lost its smoothness.”*

Skin on the arms, legs and chest can thin and lose elasticity over time, even for women who exercise regularly. Exercise tones the muscle, but it doesn’t renew the skin above it.

What it does. Visibly smooths and firms crepey skin. Niacinamide refines rough texture and strengthens the skin barrier, rosehip seed oil renews and restores elasticity, and shea butter delivers moisture that lasts all day.

STAR INGREDIENTS

✦ Niacinamide vitamin B3

Targets: Rough, crepey texture

Refines rough, uneven texture and strengthens the skin barrier for smoothness that lasts.

✦ Rosehip seed oil

Targets: Loss of elasticity

Naturally rich in vitamin A and essential fatty acids that renew skin and restore its bounce.

✦ Shea butter

Targets: Dryness

Deep, long-lasting moisture that keeps skin soft, supple and comfortable all day.

WHY WE BUILT IT

Body firming is one of the largest categories in anti-aging care. This gives Ashley a hero body product that works on its own or alongside her tools.

HOW SHE USES IT

Daily, right after the shower, on arms, legs, knees and chest.



05 · NEW · FACE & NECK · 30 ML

Night Treatment Restorative Cream

> *“My lines are getting deeper, and retinol is too harsh for my skin.”*

Fine lines and wrinkles become more pronounced over time. Retinol is the best-known answer, but many women find it causes redness, peeling and stinging, and they stop using it.

What it does. Retinol-level results without the irritation. Bakuchiol reduces the look of fine lines and wrinkles overnight, hyaluronic acid restores moisture, and licorice root brightens and evens skin tone.

STAR INGREDIENTS

✦ Bakuchiol

plant-based retinol alternative

Targets: Fine lines & wrinkles

Clinically shown to improve the look of wrinkles comparably to retinol, without the dryness and irritation.

✦ Hyaluronic acid

Targets: Overnight dehydration

Restores moisture while she sleeps, so skin looks smoother, plumper and more rested by morning.

✦ Licorice root

Targets: Dull, uneven tone

Brightens dullness, evens skin tone and calms the look of redness.

WHY WE BUILT IT

Every complete regimen needs a night treatment. A retinol alternative serves the many women whose skin does not tolerate retinol, a gap most lines leave open.

HOW SHE USES IT

Every evening on clean skin, face and neck, pressed in with upward strokes.



06 · NEW · AROUND THE EYES · 15 ML

Eye Smoothing Treatment

> *“My eyes look tired, even when I’m well rested.”*

The skin around the eyes is the thinnest on the face, so fine lines, puffiness and dryness show here first. By afternoon, concealer can settle into those lines and make them more visible.

What it does. Visibly smooths, de-puffs and brightens the eye area. Argireline relaxes the look of crow’s feet and expression lines, hyaluronic acid plumps fine under-eye lines, and cucumber extract reduces the look of puffiness.

STAR INGREDIENTS

✦ Argireline peptide

acetyl hexapeptide-8

Targets: Crow’s feet

Known as a topical alternative to injectables, this peptide relaxes the look of crow’s feet and expression lines.

✦ Hyaluronic acid

Targets: Fine under-eye lines

Plumps thin under-eye skin so fine lines look smoother and concealer glides on evenly.

✦ Cucumber extract

Targets: Puffiness

Cools and soothes to reduce the look of puffiness for brighter, more awake eyes.

WHY WE BUILT IT

Eye treatments are among the most frequently purchased anti-aging products, and one that delivers visible results earns repeat purchases.

HOW SHE USES IT

Morning and night, gently tapped around the eye with the ring finger.



07 · NEW · FACE · 50 ML

Daily Plumping Moisturizer

> *“By midday my skin feels dry, and my makeup settles into fine lines.”*

Skin’s natural moisture levels drop over time, and most moisturizers fade within a few hours. Dehydration makes lines look deeper and leaves skin feeling tight and dull.

What it does. All-day hydration that plumps and smooths. Hyaluronic acid draws moisture deep into the skin, niacinamide visibly refines pores and texture, and panthenol locks moisture in, so makeup applies smoothly and stays in place.

STAR INGREDIENTS

✦ Niacinamide 2%

Targets: Pores & texture

A dermatologist-favorite vitamin that visibly refines pores, smooths texture and strengthens the skin barrier.

✦ Hyaluronic acid

Targets: Dehydration lines

Draws moisture deep into the skin for an instantly plumper, smoother look.

✦ Panthenol vitamin B5

Targets: Midday tightness

Locks in moisture and soothes, so skin stays soft and comfortable all day.

WHY WE BUILT IT

A daily moisturizer is the most frequently replenished step in any routine, which makes it a natural driver of repeat purchases.

HOW SHE USES IT

Every morning before makeup, and in the evening on nights she isn’t using the Night Treatment.

08 · THE CURRENT HEROES

Collagen Elixir, Peptide Potion and Arctic Alchemy stay exactly as they are.

The new treatments complement them in the same look and the same ritual, giving her more ways to build a complete routine.



Collagen Elixir
Face Oil · 60 mL



Peptide Potion
Serum · 60 mL



Arctic Alchemy
Cooling Gel · 60 mL

09 · THE COMPLETE RITUAL

One routine, from face to body.

Morning

1.  **Peptide Potion**
2.  **Eye Smoothing Treatment**
3.  **Daily Plumping Moisturizer**
4.  **Neck + Chest Smoothing Cream**

Evening

1.  **Peptide Potion**
2.  **Eye Smoothing Treatment**
3.  **Night Treatment**
4.  **Neck + Chest Smoothing Cream**
5.  **Collagen Elixir**
   last step

Body

1.  **Body Smoothing Cream**
   daily, right after the shower
2.  **Arctic Alchemy**
   as she uses it today

● New ● Current · every new product slots into the routine she already follows.

A complete, clinically grounded skincare line under the Ashley Black name.

One concern, one product

Each product has a clear purpose, which makes the line easy for customers to choose and easy for the team to recommend.

Proven, recognizable ingredients

Peptides, bakuchiol, Argireline, niacinamide and hyaluronic acid are among the most studied actives in skincare, and customers already look for them by name.

Works alone or with Ashley’s tools

No device required, and each product fits naturally into the massage routine Ashley already teaches.

Built for bundles

Neck, Night, Eye and Daily form a natural face set, and Body stands on its own.

Built for repeat purchase

Daily and Body are used every day and replenished often.

Ready to sell online

All eight products can be offered online as one complete line.

