



"Before using Obagi products, I didn't realize that having the right products can transform your skin. I've been using the Obagi Professional-C products and am a big fan. I love the way they defend my skin and brighten my complexion!"

— Priyanka Chopra Jonas

## ABOUT OBAGI

Obagi is a conscious global skin care brand with a commitment to diversity and inclusion in all aspects of its business – from corporate culture to product development.

Obagi sets a high bar for clinically demonstrated results with proven, science-based skin care products that have been trusted by physicians for more than 30 years and used by millions of people around the world.

Obagi has the breadth and range of products to address skin concerns like acne, pigmentation, lines and wrinkles – and everything in between. There are more than 100 Obagi products to choose from, so you can build an Obagi regimen no matter where you are on your skin care journey.

Obagi has pioneered many skin care advances, including being the first medical skin care brand to design their clinical research protocols to cover all six skin types across the Fitzpatrick skin spectrum.

Talk to your skin care provider  
about which Obagi products  
are right for you!



FULL WIDTH: 11.875

OBAGI™

Visit [obagi.uk.com](https://www.obagi.uk.com) to learn more.

Project Implicit is a trademark of Project Implicit, Inc. SKINCLUSION and all other products/brand names, whether designated by notice (®/TM) or not, are trademarks of Obagi Cosmeceuticals LLC and/or its affiliates. ©2019 Obagi Cosmeceuticals LLC. All rights reserved.

OBAGI SKINCLUSION™  
be conscious. be fearless. be beautiful.



Why I  
Choose  
Obagi

*Priyanka*

Priyanka  
Chopra Jonas

OBAGI® SKINCLUSION  
ambassador, actor,  
producer, activist



OBAGI

FLAP PANEL 3 .9063"x9"

BACK PANEL 3.9595"x9"

FRONT PANEL 4"x9"



## WHY I CHOOSE OBAGI

“You wear your skin every day—that's why choosing a skin care brand that is right for your particular skin type is a personal decision.

It makes a big difference when it has been recommended by a skin care professional who can tell you exactly where your skin falls on what's called the **Fitzpatrick skin spectrum**.

For me, not only do the products need to work, they need to be backed by science, and they need to make me feel great about using them.”

—Priyanka Chopra Jonas

## ABOUT

# SKINCLUSION™

**be** conscious. **be** fearless. **be** beautiful.

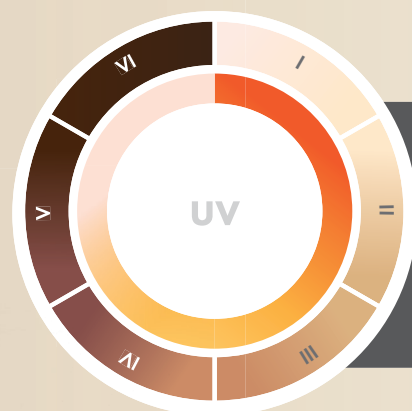
Obagi's **SKINCLUSION** is a global awareness initiative celebrating diversity and inclusion. The initiative features **SKINCLUSION** ambassador, actor, producer and activist, Priyanka Chopra Jonas, who has been dedicated to fighting for inclusion and diversity over the course of her 20-year career.

**SKINCLUSION** is dedicated to elevating the global dialogue about diversity and how we can all make conscious choices to see the beauty in all of our differences. To be fully inclusive, we all must recognise our own unconscious bias, which can cause “blind spots” that prevent us from seeing the beautiful humanity we all share. If we are able to uncover and overcome our own biases, we can choose to be conscious, be fearless and be beautiful.

Obagi's **SKINCLUSION** initiative encourages you to:

1. Visit **SKINCLUSION.com** to view resources from the International Cultural Diversity Organization (ICDO) and Project Implicit, and take the **Skin Tone Implicit Association Test (IAT)**.
2. Join the global dialogue celebrating diversity and inclusion by using **#SKINCLUSION** on your social channels and share why diversity and inclusion are important to you.
3. Watch, like and share Priyanka's **SKINCLUSION** video to keep spreading the word.
4. Follow Obagi's social channels to keep up with **SKINCLUSION** activities and events, and participate in social challenges led by Priyanka and Obagi.

**For every social action taken using #SKINCLUSION, Obagi will donate \$1 to support the ICDO and Project Implicit, with a total donation of \$150,000.**



## THE FITZPATRICK SKIN SPECTRUM

Skin can vary in many ways, and one way dermatologists categorize skin is based on the Fitzpatrick Skin Spectrum, which is broken up into six categories based on how skin responds to ultraviolet (UV) light.



SKIN TYPE VI

SKIN TYPE V

SKIN TYPE IV

SKIN TYPE III

SKIN TYPE II

SKIN TYPE I