



ANNE JENSEN

LONDON PARIS NEW YORK

PROTOCOLS

ANNE JENSEN SKINCARE PHILOSOPHY

Powered by the 5-Axis System

Luxury Performance Hybrid

At Anne Jensen Beauty, we believe that exceptional skincare is never the result of a single ingredient. True skin transformation is achieved through the intelligent synergy of carefully selected marine ingredients, botanical extracts, bioactive compounds, and advanced skincare technology.

Nature offers an extraordinary diversity of ingredients, each with its own unique function. Through innovative formulation science, we combine these ingredients with precision to create high performance skincare tailored to different skin types, lifestyles, and individual skincare concerns.

Our proprietary **5-Axis System** works through multiple pathways to help restore balance, improve skin health, and deliver visible, long-lasting results. This unique hybrid approach is the foundation of every Anne Jensen Beauty formulation.

Our Collections

Diamond Marine Collection

Powered by potent marine ingredients and developed using our exclusive **Marine Water Method**, this collection delivers intensive hydration while helping to revitalise, strengthen, and restore the skin's natural vitality.

Diamond Japanese Skincare Collection

Inspired by the timeless principles of Japanese beauty rituals, this collection focuses on balance, simplicity, hydration, and skin harmony. Each formula is designed to support healthy, radiant skin through carefully selected ingredients and elegant textures.

Diamond Lifting Effect 40+ Collection

Developed specifically for mature skin, this collection helps improve the appearance of firmness, elasticity, and definition while providing deep nourishment and long-lasting comfort. The formulas are designed to support skin that shows visible signs of ageing.

Diamond Hydration Collection

A deeply moisturising collection that replenishes the skin's moisture reserves, reinforces the skin barrier, and helps maintain optimal hydration throughout the day. The result is smoother, softer, and healthier-looking skin.

Diamond Clarifying Skin Collection

Created for combination, oily, and blemish-prone skin, this collection helps balance excess oil, refine skin texture, minimise the appearance of pores, and promote a fresh, clear, and healthy looking complexion.

Diamond Radiance Collection

An intensive nourishing collection enriched with carefully selected peptide oils and restorative ingredients. Designed for very dry, stressed, and demanding skin, it helps improve comfort, softness, resilience, and natural radiance.

Scandinavian Design. Global Expertise.

Anne Jensen combines advanced skincare science with timeless Scandinavian design. Every product reflects our commitment to quality, functionality, and understated luxury.

Our minimalist aesthetic allows the products to integrate seamlessly into premium retail environments, luxury spas, wellness destinations, hotels, and professional clinics, while creating a sophisticated presence on every shelf.

Why Anne Jensen Beauty?

- Scandinavian luxury design with international appeal.
- Advanced hybrid skincare developed through the 5-Axis System.
- Carefully selected marine ingredients, botanical extracts, and bioactive compounds.
- Collections developed for specific skin types and skincare concerns.
- Premium formulations designed for visible results and everyday luxury.

Our Promise

At Anne Jensen Beauty, we create more than skincare—we create complete skincare experiences. By combining innovative formulations, carefully selected ingredients, and timeless Scandinavian aesthetics, we deliver products that transform daily skincare



SIGNATURE DEEP CLEANSING TREATMENT

Purify. Detoxify. Renew.

A professional detoxifying facial designed to deeply cleanse, exfoliate, and restore skin clarity.

The treatment begins with the self-heating Cranberry Mask, an innovative thermo-active formula enriched with cranberry and natural zeolite. Upon contact with water, the mask gently warms the skin, stimulating microcirculation while opening the pores for intensive purification.

The luxurious fondant texture deeply absorbs impurities, excess oil, and environmental toxins while improving oxygenation and preparing the skin for optimal absorption of active ingredients. The result is a complexion that feels exceptionally clean, balanced, and visibly refreshed.

Recommended Home Ritual

- Diamond Marine Cleansing Gel
- Diamond Clarifying Lotion
- Diamond Clarifying Serum

Professional Treatment Protocol

Step 1

Cleanse the skin thoroughly with Diamond Marine Cleansing Gel.

Step 2

Apply the Cranberry Self-Heating Mask evenly to the face (and body if required). Activate with water and allow the thermo-active ingredients to stimulate microcirculation while deeply purifying the skin.

Step 3

Remove completely with lukewarm water and soft sponges or warm towels.

Step 4

Apply Diamond Clarifying Serum.

Step 5

Finish with the appropriate Diamond Clarifying Lotion for lasting hydration and skin protection.

Who Needs It

Normal to oil skin



INGREDIENT

BUTYLENE GLYCOL, ZEOLITE, KAOLIN, SILICA DIMETHYL SILYLATE, VACCINIUM MACROCARPON (CRANBERRY) SEED POWDER, DIMETHICONE, BENTONITE, CI 77891 (TITANIUM DIOXIDE), GLYCERIN, VITIS VINIFERA (GRAPE) SEED OIL, DIPROPYLENEGLYCOL, PANTHENOL, PARFUM (FRAGRANCE), ALUMINUM HYDROXIDE, CI 73360 (RED 30 LAKE

SIGNATURE ALGAE TWIN TREATMENT

Lift. Firm. Revitalize.

An intensive anti-ageing ritual inspired by marine biotechnology.

Powered by precious caviar extract and refreshing menthol, this luxurious treatment helps restore firmness, vitality, and skin tone while reducing the first visible signs of ageing.

Rich in amino acids, vitamins A, B and D, retinol, phospholipids, and essential fatty acids, caviar delivers exceptional nourishment while supporting the skin's natural regeneration process. The cooling sensation provides immediate comfort, leaving the complexion smooth, refreshed, and radiant.

Recommended Home Ritual

- Diamond Lifting Effect Cleansing Gel
- Diamond Lifting Effect Serum
- Diamond Lifting Effect Cream
- Diamond Lifting Effect Eye Serum

Professional Treatment Protocol

Step 1

Cleanse with Diamond Lifting Effect Cleansing Gel.

Step 2

Perform the Signature Algae Twin Treatment.

Step 3

Remove the treatment thoroughly with lukewarm water.

Step 4

Apply Diamond Lifting Effect Serum.

Step 5

Complete the treatment with Diamond Lifting Effect Cream and finish with Diamond Lifting Effect Eye Serum around the eye contour.



INGREDIENT

Aqua (Water), Glycerin, Algin, Phenoxyethanol, PPG-26-Buteth-26, PEG-40 Hydrogenated Castor Oil, Caprylyl Glycol, Chlorphenesin, CI 77266 (Black 2) [nano], Parfum (Fragrance), PVP, Caviar Extract, Dehydroacetic Acid, Benzyl Alcohol, Diatomaceous Earth, Glucose, Algin, Calcium Sulfate, Distarch Phosphate, CI 77499 (Iron Oxides), Tetrasodium Pyrophosphate, Magnesium Oxide, Menthol, Methyl Diisopropyl Propionamide, Parfum (Fragrance)

SIGNATURE CRYOGENIC TREATMENT

Cool. Calm. Personalize.

A refreshing facial experience combining advanced skincare with the revitalizing power of cryotherapy.

The cooling action of menthol creates an immediate sensation of freshness while helping to soothe, tone, and energize the skin. This treatment reduces visible signs of fatigue and restores a healthy-looking complexion.

The professional Cryogenic Mask can be fully customized by blending it with one of Anne Jensen Beauty's targeted serums, creating a personalized treatment for:

- Anti-Ageing
- Hydration
- Clarifying

Every treatment is tailored to the individual skin's needs.

Recommended Home Ritual

Suitable for all Anne Jensen Beauty skincare collections.

Professional Treatment Protocol

Step 1

Cleanse the skin using the cleanser best suited to the selected skincare collection.

Step 2

Prepare the Cryogenic Mask by blending it with the chosen Anne Jensen Beauty serum according to the skin's needs:

- Hydration
- Clarifying
- Anti-Ageing

Step 3

Apply the customized mask evenly over the face.

Step 4

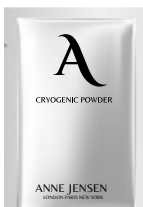
Remove thoroughly with water.

Step 5

Reapply the selected serum.

Step 6

Finish with the corresponding Anne Jensen Beauty cream



INGREDIENT

Calcium Sulfate, Talc, Magnesium Sulfate, Methyl Diisopropyl Propionamide, Menthol, CI 77007 (Ultramarines), Aluminum Hydroxide, Silica, CI 42090 (Blue 1), Citric Acid, Kaolin, CI 19140 (Yellow 5)

SIGNATURE JAPANESE TREATMENT

Balance. Soothe. Illuminate.

Inspired by traditional Japanese beauty rituals, this luxurious cocooning treatment restores harmony while revealing naturally luminous skin.

At the heart of the treatment is an ultra-fine powder derived from organically grown Japanese rice. Renowned for its exceptional absorbent properties, it gently removes impurities while leaving the skin incredibly soft, smooth, and radiant.

Combined with botanical actives, the treatment comforts delicate skin and creates an elegant veil of hydration and protection.

Recommended Home Ritual

- Diamond Japanese Botanical Serum
- Diamond Japanese Botanical Cream

Professional Treatment Protocol

Step 1

Cleanse the skin thoroughly.

Step 2

Apply the Signature Japanese Treatment.

Step 3

Remove gently with lukewarm water.

Step 4

Apply Diamond Japanese Botanical Serum.

Step 5

Finish with Diamond Japanese Botanical Cream.



INGREDIENT

DIATOMACEOUS EARTH, ALGIN, CALCIUM SULFATE, ORYZA SATIVA (RICE) POWDER, MAGNESIUM OXIDE, DISODIUM PHOSPHATE

SIGNATURE RADIANCE TREATMENT

Nourish. Brighten. Restore.

An indulgent facial ritual designed for dry, dull, and uneven skin.

The Signature Diamond Radiance Facial Massage combines precious botanical oils with luxurious massage techniques to nourish, soothe, and protect the skin against environmental stress.

The treatment visibly improves skin luminosity while helping reduce the appearance of dark pigmentation. Skin regains comfort, elasticity, and a naturally radiant glow.

Perfect for mature, dehydrated, and very dry skin.

Recommended Home Ritual

- Diamond Cleansing Oil
- Diamond Radiance Elixir
- Diamond Radiance Balm
- Diamond Radiance Body Elixir

Professional Treatment Protocol

Step 1

Cleanse thoroughly with Diamond Cleansing Oil.

Step 2

Perform the complete Signature Diamond Radiance Facial Massage using the Diamond Radiance Elixir.

Step 3

Complete the treatment by applying Diamond Radiance Balm to seal in nourishment and comfort.

This treatment does not require rinsing, as the nourishing oils and balm are designed to remain on the skin.



INGREDIENT

CAPRYLIC/CAPRIC TRIGLYCERIDE, COCO-CAPRYLATE/CAPRATE, PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL, SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL, ETHYLHEXYL PALMITATE, DEXTRIN PALMITATE, ARGANIA SPINOSA KERNEL OIL, BORAGO OFFICINALIS SEED OIL, PARFUM (FRAGRANCE), CRITHMUM MARITIMUM EXTRACT, GLYCINE SOJA (SOYBEAN) OIL, TOCOPHEROL

DIAMOND AHA PEEL BALM TREATMENT

Refine. Renew. Reveal.

A gentle, particle-free exfoliating treatment developed for even the most delicate skin.

Its silky balm texture melts effortlessly into a lightweight oil while naturally occurring Alpha Hydroxy Acids dissolve dead skin cells without abrasive action.

Marine extracts from blue, red, and brown algae remineralize and energize the skin, leaving the complexion smoother, brighter, and perfectly prepared for subsequent skincare.

The result is refined texture, renewed radiance, and healthier-looking skin.

Key Active Ingredients

- Alpha Hydroxy Acids (AHAs)
- Blue Algae Extract
- Red Algae Extract
- Brown Algae Extract

Recommended Home Ritual

Compatible with all Anne Jensen Beauty skincare collections

Professional Treatment Protocol

Step 1

Cleanse the skin thoroughly.

Step 2

Apply the Diamond AHA Peel Balm evenly over the face.

Step 3

Allow the active fruit acids to gently exfoliate the skin according to the recommended treatment time.

Step 4

Remove completely with lukewarm water.

Step 5

Apply the serum appropriate to the client's skin concerns.

Step 6

Finish with the corresponding Anne Jensen Beauty cream



INGREDIENT

Ethylhexyl Palmitate, Aqua (Water), Octyldodeceth-25, Sorbitol, Glycerin, Methyl Gluceth-10, Parfum (Fragrance), Phenoxyethanol, Propylene Glycol, Chlorphenesin, Mica, Lactic Acid, Maris Aqua (Sea Water), Chlorhexidine Digluconate, CI 77891 (Titanium Dioxide), Malic Acid, Sodium Hydroxide, Laminaria Digitata Extract, Spirulina Platensis Extract, Chondrus Crispus Extract, Gigartina Stellata Extract, Potassium Sorbate

DIAMOND MASSAGE OIL

An exquisite ritual of professional wellness.

Transform any body treatment into a deeply relaxing escape.

This fluid, penetrating oil glides effortlessly over the skin, softening the tissue and providing a profound sense of comfort from start to finish.

- **Target:** Professional massage therapies.
- **The Formula:** A soothing blend of lipid-rich sweet almond oil, marine-infused laminaria, and aromatic essential oils.
- **The Result:** Silkier skin texture and an enhanced, luxurious client experience.

Precautions: 500 ml.

Professional use only. Contraindicated for pregnant or breastfeeding individuals.



INGREDIENT

PRYLIC/CAPRIC TRIGLYCERIDE, PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL, PRUNUS ARMENIACA(APRICOT) KERNEL OIL, LAVANDULA HYBRIDA OIL, PINUS SYLVESTRIS LEAF OIL, MENTHA ARVENSIS LEAF OIL, LINALOOL, CARUM CARVI (CARAWAY) SEED OIL, LIMONENE, BHT, ANTHEMIS NOBILIS FLOWER OIL, CORIANDRUM SATIVUM(CORIANDER) SEED OIL, JUNIPERUS COMMUNIS FRUIT OIL, THYMUS VULGARIS (THYME) FLOWER/LEAF OIL, GERANIOL, LAMINARIA DIGITATA EXTRACT

DIAMOND CLEANSING MILK

A luxurious, velvet-textured milk that effortlessly dissolves makeup and impurities from the face and delicate eye area. It purifies while respecting the skin's natural balance, leaving it impeccably clean, soft, and supple.

- **Ideal For:** All skin types.
- **How to Use:** Smooth onto the face and neck using a cotton pad before any treatment, then rinse thoroughly with water.
- **Key Ingredients:** Cotton extract (rich in linoleic and essential fatty acids) and brown seaweed extract.
The Benefit: Delivers vital minerals and trace elements that deeply moisturize, protect against free radicals, and shield the skin barrier

500 ML



INGREDIENT

AQUA (WATER), DICAPRYLYL CARBONATE, GLYCERIN, GLYCERYL STEARATE SE, CETYL ALCOHOL, PHENOXYETHANOL, SODIUM STEAROYL GLUTAMATE, SODIUM CITRATE, CAPRYLIC/CAPRIC TRIGLYCERIDE, PARFUM (FRAGRANCE), CHLORPHENESIN, XANTHAN GUM, ACRYLATES/C10-30 ALKYL ACRYLATE CROSSPOLYMER, HEXYLRESORCINOL, ETHYL LINOLEATE, ASCORBYL GLUCOSIDE, DISODIUM EDTA, TROMETHAMINE, CITRIC ACID, SODIUM CHLORIDE, TOCOPHEROL, GLYCINE SOJA (SOYBEAN) OIL

DIAMOND TONIC LOTION

The ultimate transition to flawless skin. This luxurious toning lotion gently sweeps away the last traces of impurities, leaving the complexion instantly refreshed, balanced, and deeply comforted.

- **Ideal For:** Normal to slightly dry skin.
- **How to Use:** Sweep over the face after cleansing to refresh and prep the skin for subsequent treatments.
- **Key Ingredients:** Relaxing complex, spirulina extract, red seaweed extract, and plant glycerine.
The Benefit: A true gesture of freshness that relaxes facial features, tones the skin, and delivers instant, soothing comfort

500 ML



INGREDIENT

AQUA (WATER), GLYCERIN, PEG-40 HYDROGENATED CASTOR OIL, PARFUM (FRAGRANCE), MARIS AQUA (SEA WATER), CHLORPHENESIN, MAGNESIUM PCA, NELUMBO NUCIFERA FLOWER WATER, NYMPHAEA CAERULEA FLOWER WATER, CHLORHEXIDINEDIGLUCONATE, HYDROLYZED PEARL, PHENOXYETHANOL, MARIS SAL (SEA SALT), PROPYLENE GLYCOL, SPIRULINA PLATENSIS EXTRACT, POTASSIUM SORBATE, TROMETHAMINE, CITRIC ACID, GIGARTINA STELLATA EXTRACT, CUCURBITA PEPO (PUMPKIN) SEED EXTRACT, CI 15985 (YELLOW 6), LACTIC