

A serum is a highly concentrated active skin care product, more concentrated in actives than any other “leave on” skin care.

They represent the perfect “kick start” to a skin treatment in the salon. Best results will be achieved if used on a daily basis, at home. Serums provide noticeable results in a relatively short period of time.

## WHICH SERUMS TO CHOOSE?

### COLLAGEN DROPS



A clear serum with no fragrance that spreads and absorbs easily into the skin.

Actives of Marine Collagen and protein peptides proven to stimulate collagen synthesis. Collagen Drops also feed collagen into the skin, however results could be noticeable and even quicker with constant and consistent use. Suitable for all skins.

### STEM CELL ANTI-AGEING SERUM



Stem cells are found in our skin and have 2 very important functions.

Firstly they help to accelerate the skins natural repair process. This repair is necessary due to injured skin, burns, sunburn, scarring etc as well as problems within the skin itself such as prematurely aging skin tissue, dull tired looking skin, collagen and elastin loss etc.

Secondly stem cells protect stem cells in the body and allow them to function longer. This genuinely provides a second chance for every type of skin.

### ROSACEA & SENSITIVE SKIN SERUM



This serum is a potent blend of proven anti-inflammatories combined with peptides to intensify and alleviate the effects of Rosacea and its associated problems.

Horse Chestnut is proven to reduce the redness, Allantoin and Camomile for repair and anti-inflammatory properties.

This serum deals with the symptoms that are at the source of the problem.

### ADVANCED VITAMIN A SERUM



This serum contains the active Vitamin A ester from Retinyl Palmitate that stimulates cell growth and counteracts the ageing process while improving the appearance of sun damaged and prematurely aged skin. Vitamin A serum is also the treatment of choice for problematic and acne skin, by helping to clear the follicles of blocked matter. Salicylic Acid aids decongestion and Lactic Acid gently exfoliates for more rapid results.

NB. Not to be used during pregnancy or in the sun.

## VITAMIN B CO+NIACIN SERUM



The Vitamin B ingredients and Niacin (Vitamin B3) are natural components of our skin.

Niacin provides barrier protection for keeping water in and damaging environmental elements, out of the skin.

The high concentration of Vitamin B components and Niacin make it one of the most powerful serums for keeping the skin well protected and in a healthy condition.

It is worth remembering that Vitamin B taken by mouth doesn't achieve skin treatments as only about 1% reaches the skin.

## VITAMIN C SERUMS -11% & 20%

Vitamin C Serum is specially formulated to effectively deliver its high concentrations (11% & 20%) of stable vitamin C to your skin.

The L-Ascorbic Acid used in this serum is sub micron and highly active. The vitamin C is coated with a microscopic capsule to prevent its loss of effectiveness against the elements that could reduce its stability. The extensive studies performed by Duke University suggest L -Ascorbic Acid is an intensive anti-oxidant for skin cells once encapsulated and stabilised.

Vitamin C has been recognised for many years as being of incredible value to the skin.

This serum is available in regular concentration 11% and high concentration 20%.



## SODIUM HYALURONATE SERUM

When applied to the skin this serum forms an invisible viscoelastic film similar to the way it holds water naturally in the intercellular matrix of dermal connective tissue. Its amazing absorption of water and the ability to keep it allows the skin to become supple, firm and elastic ... and of course noticeably deeply hydrated.

It maintains water so tightly that it creates a gel which is just what this serum is. Nothing else. There will also be an immediate smoothness to rough skin and a noticeable improvement in skin appearance.



## FIRMING FLASH

For skins needing instant firming. Fine lines will be reduced, with an immediate tightening effect. It contains Hyaluronic Acid which is the natural filler and will plump the skin, with the benefit of Niacinamide which protects against water loss.



## NATURAL FACIAL SKIN OIL



A blend of 4 cold pressed oils rich in essential fatty acids to build strength and integrity in skin cell membranes. Apricot oil, Macadamia, Carrot and Jojoba Oil are nourishing, anti-oxidant and lubricating.

## ACNE RELIEF



For black heads, acne prone skin and breakouts this reduces the appearance of the problem by rapidly cleaning and gently exfoliating the skin.

AHAs with Salicylic Acid exfoliate, with antiseptics Witch Hazel and Camphor along with the repairing benefits of Centella and Zinc.

## ENVIRONMENTAL DEFENCE

Feeds the skin with natural and essential nutrients for the undisturbed progress of all physiological functions of our skin.

Vitamins A, C and E are most vital anti-oxidants. Vitamin B<sub>3</sub> with Marine extracts create a defence mechanism against premature skin ageing and environmental pollutions.



PROBLEM	Acne Relief	Collagen Drops	Environmental Defence	Firming Flash Eyes & Face	Natural Facial Skin Oil	Rosacea & Sensitive Skin Serum	Sodium Hyaluronate Serum	Stem Cell Serum	Vitamin A Serum	Vitamin B Co+ Niacin Serum	Vitamin C Serum 11%	Vitamin C Serum 20%
Dry Skin		✓	✓		✓		✓		✓	✓	✓	✓
Dehydrated Skin		✓					✓			✓	✓	✓
Damaged Skin			✓			✓		✓	✓	✓	✓	✓
Preventing Early Skin Aging		✓	✓				✓	✓	✓	✓	✓	✓
Treating Early Skin Aging		✓	✓				✓	✓	✓	✓	✓	✓
Fine Lines, Sagging, Loose Skin		✓		✓			✓	✓	✓	✓	✓	✓
Uneven colour, Chloasma, blemishes, Pigmentations	✓		✓			✓			✓	✓	✓	✓
Dry Eye Area		✓		✓			✓			✓		
Sensitive Skin					✓	✓						
Oily Skin	✓								✓	✓		
Environmental Damage			✓		✓	✓		✓	✓	✓	✓	✓
Recent Scarring								✓	✓	✓	✓	✓
Eczema					✓	✓						
Dull, Tired Skin			✓			✓		✓	✓	✓	✓	✓