



## THE C-SUITE

Vitamin C's wide-ranging benefits have taken center stage in many of beauty's latest offerings. BY NOOR LOBAD

Vitamin C serums have been joined by a medley of other product formats which harness the glow-boosting ingredient, just in time to meet rising consumer interest. According to Statista cofounder Yarden Horvitz, while Google searches for vitamin C products peaked in May 2021, consumer demand has sustained growth over pre-pandemic levels. Long loved for its ability to improve the appearance of dark spots, wrinkles and acne, consumers are also turning to the immunity-boosting ingredient to increase collagen production, both in skin and hair. Here, the newest.

- 1. NUBIOME BIOTIC RADIANCE BOOSTING HYDRATOR, \$110**  
Powered by antioxidants and mushroom amino acid thioaine, this seeks to improve dullness and reduce fine lines.
- 2. DERMACTOR CALM COOL + CORRECTED CERAMIC C ULTRA RICH MOISTURIZING CREAM, \$50**  
Designed for those who have sensitive, eczema- and rosacea-prone skin, this delivers a gentle ferulic acid and antioxidant blend.
- 3. USTAWI BAOBAB FRUIT ULTRA-NOURISHING MOISTURIZER, \$30**  
African superfruit baobab delivers natural antioxidants, including vitamin C, to detoxify the skin and fight dryness in Ustawi's latest.
- 4. DR. DENNIS GROSS FIRM & BRIGHT EYE TREATMENT, \$68**  
Part of Dr. Dennis Gross' Vitamin C Lactic collection, this blends lactic and tranexamic acids with three blended forms of vitamin C.
- 5. VITABRID C12 SCALP+ SHAMPOO, \$22**  
Vitabrid C12's proprietary peptide, Peptabrid, combines with tocopheryl acetate and a vitamin B complex to improve scalp health and strengthen hair at the roots.
- 6. L'ORÉAL REVITALIFT DERM GRADE VITAMIN C + E + SALICYLIC SERUM, \$29.99**  
In L'Oréal's latest, vitamins C and E are formulated with salicylic acid to smooth skin and boost brightness.
- 7. NOBLE PANACEA THE EXCEPTIONAL VITAMIN C BOOSTER, \$110**  
This four-week daily dose treatment is formulated with 20 percent L-ascorbic acid, upcycled white pine bark and mullein flower extract.

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The C-Suite

Baobab Fruit Ultra-Nourishing Moisturizer

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