

VITAMIN C LACTIC

Introducing Dr. Dennis Gross Skincare Vitamin C Lactic Launch

Content:

- If you'd like to post about the Vitamin C Lactic line, remember to tag @drdennissgross and use #drdennissgrosspartner so we can see it!
- We'd love to see your immediate and long term results to monitor your progress - feel free to show us your first impressions!
- At Dr. Dennis Gross Skincare, we're all about real results. Feel free to share results without filters or retouched content. Embrace any imperfections and showcase your real, natural skin!
- Remember, bright lighting tends to show the best results.
- If posting, make sure the brand name is visible so others can easily see, and avoid copyrighted music and visuals (brand logos, art, books, business names, etc.) in case we'd like to pay to use the content on our social channels! (We also don't want platforms to take your content down ☺.)

Talking Points:

- Make it personal -
 - Have you ever used Vitamin C or Lactic Acid before? What has been your experience?
 - Talk about what result you were looking for and why you felt this product was needed in your routine. Did you used to use tanning beds or not use SPF daily until recently?
 - How have you incorporated this product into your routine?
- Talk about your first impressions of this product
- Describe product features like the moisturizer's lightweight consistency
- Speak to key product benefits relevant to your experience:
 - Did you notice reduced signs of aging/lightening of spots on your skin?
 - Did your skin feel more hydrated and firm?
- **DO'S:**
 - Sound excited and thrilled about the product, sharing your results and details about your journey (how long did it take, what did you see, how did you use it to get these results)
- **DONT'S:**
 - Avoid copy-righted music or sounds if filming video (including trending sounds/songs). We will not be able to pay for social usage and repost on our accounts if you use this audio!

Content Ideas:

- **Skin Journey:** Document your skin journey with the VitC Lactic Oil-Free Moisturizer and 15% Serum! Take footage of your skin before and after using the product for a few weeks while explaining the difference you found!
- **Texture Shots:** Include footage that highlights the texture of the product while showing the application of it. Tell viewers what you love about the product!
- **Self-Care Routine:** Include the product in your self-care routine while sharing what other activities are self indulgent for you!
- **Unboxing/Application ASMR:** Satisfy the senses by highlight the sounds associated with unboxing the package or applying the products! Don't forget to film in a very quiet space for this!
- **Educational:** Get down to the details with specific ingredient benefits using the fact sheet below along with the above talking points!



Dr Dennis Gross
SKINCARE



Vitamin C Lactic 15% Vitamin C Firm & Bright Serum



YOU HAVE: Loss of firmness, dullness, dark spots, fine lines & wrinkles, and sun aging

YOU WANT: Visibly firmer, brighter, healthier-looking skin, and immediate radiance

1.0 fl oz/30ml
USD \$85 CAD \$107
BA588610 / 695866588610

TEXTURE: Oil-Like Fluid

FINISH: Luminous Finish

WHAT IT IS: An antioxidant-rich serum with powerful 15% L-ascorbic acid combined with lactic acid to enhance performance and visibly improve signs of aging—loss of elasticity & firmness, fine lines, wrinkles, dark spots, uneven tone, and dullness.

WHAT'S IN IT FOR YOU: See visibly transformative results with this breakthrough blend of 15% L-ascorbic acid plus lactic acid, licorice and mulberry extracts. Visibly firm, brighten, fade dark spots, and strengthen the moisture barrier.

Note: Vitamin C is an essential vitamin that helps visibly improve skin density and is associated with healthy collagen levels.

HOW TO USE IT: Once daily, apply 4-6 drops as an all-over treatment on clean, dry skin. May cause a slight tingling sensation until skin is acclimated. For optimal results, apply after your Dr. Dennis Gross Skincare® peel.

WHAT'S NEW?

- ✓ More L-ascorbic acid (from 10% to 15%)
- ✓ Enhanced formula stability
- ✓ Improved efficacy
- ✓ Lower SRP from IPL (\$92 to \$85), higher SRP from C + Collagen Serum (\$78 to \$85)

INGREDIENTS

L-Ascorbic Acid

Naturally derived from fruits & vegetables, ascorbic acid is Vitamin C in its purest form. This potent antioxidant protects and repairs skin cells and up-regulates collagen gene expression through increasing the degradation of lipids, ultimately resulting in firming skin. Not only does this nutrient wipe away free radicals, but it can also remove the DNA damage that the radicals form.

Lactic Acid

Naturally derived from milk but also produced naturally by your body, lactic acid gently loosens the bonds between epidermal cells to exfoliate skin's surface. It also naturally hydrates, reducing trans-epidermal water loss (TEWL) through the stimulation of ceramides and GAGs in skin.

Kojic Acid

Derived from mushrooms & also a byproduct of the fermentation of rice wine, sake & soy sauce, Kojic Acid is used topically as a skin toner and lightener. It inhibits and prevents the formation of tyrosine, decreasing melanin production, effectively lightening dark spots and hyperpigmentation.

Alpha Tocopherol

Naturally derived from vegetable oils, Tocopherol or Undiluted Vitamin E, is a powerhouse anti-oxidant that reduces the formation of free radicals from exposure to UV rays, promoting the healing process, strengthening the skin's barrier function, protecting the skin barrier's lipid balance, and reducing trans-epidermal water loss

Arbutin

Naturally derived from bearberry, arbutin is known for being a powerhouse skin brightener. Arbutin is a naturally occurring derivative of hydroquinone and believed to be one of the best alternatives to hydroquinone as it provides the skin-lightening effect of hydroquinone without some of the risks. Arbutin to act as an inhibitor of tyrosinase, a key enzyme involved in pigment production.



Dr Dennis Gross

SKINCARE



Vitamin C + Lactic Oil-Free Radiant Moisturizer



YOU HAVE: Dullness, uneven tone and texture, fine lines, and occasional dryness

YOU WANT: Visibly smoother, firmer, healthier-looking skin with immediate radiance

1.7 fl oz/50ml

USD \$72 CAD \$90

BA588210 / 695866588214

TEXTURE: Oil-free, Serum-lotion

FINISH: Radiant Finish

WHAT IT IS: An oil-free, non-comedogenic moisturizer that doubles as a serum. Powered by 3 forms of vitamin C plus lactic acid to dramatically brighten, hydrate, and improve visible signs of aging. Antioxidants niacinamide and squalane help strengthen and balance the moisture barrier for visibly firmer, more radiant skin

WHAT'S IN IT FOR YOU: Instantly boost antioxidant protection and smooth skin. Vitamin C works synergistically with centella asiatica and chaga mushroom extract to combat environmental aggressors, soothe, and bring back skin's youthful radiance.

Note: Vitamin C is an essential vitamin that helps visibly improve skin density and is associated with healthy collagen levels.

HOW TO USE IT: For AM/PM use. Massage 2 pumps into clean, dry skin. For optimal results, apply after your Dr. Dennis Gross Skincare® peel and serum.

INGREDIENTS

3 forms of Vitamin C:

- **3-O-Ethyl Ascorbic Acid:** Most effective stabilized form of vitamin C—maintains its acidic properties to penetrate deep into the skin, working on both the hydro- and lipophilic phases of the cell to minimize and prevent the appearance of hyperpigmentation, fine lines and wrinkles.
- **Tetrahexyldecyl Ascorbate:** A stable, oil-soluble form of vitamin C that penetrates lipid layers of skin, neutralizes free radicals and helps prevent hyperpigmentation.
- **Ascorbic Acid:** Naturally derived from fruits & vegetables, ascorbic acid is Vitamin C in its purest form. This potent antioxidant protects and repairs skin cells and up regulates collagen gene expression through increasing the degradation of lipids, ultimately resulting in firming skin.

Lactic Acid

Lactic acid gently loosens the bonds between epidermal cells to exfoliate skin's surface. It also naturally hydrates, reducing trans epidermal water loss (TEWL) through the stimulation of ceramides and GAGS in skin. Lactic Acid can also serve as a powerful delivery vehicle for other ingredients, as it increases their penetration into the skin, and thus their efficacy.

Centella Asiatica

Also nicknamed gotu kola or tiger grass, this medicinal herb is widely used in traditional Asian medicine as well as Ayurvedic medicine, for the treatment of skin diseases and for wound healing. This extract has antioxidant properties and helps protect skin's moisture barrier.

Niacinamide

Naturally derived from sugarcane—and naturally found in the body—this oil-free lipid lubricates the skin's surface, replenishes and strengthens the moisture barrier and prevents TEWL. Its molecular structure mimics a natural component of sebum, allowing it to penetrate skin completely and synthesize quickly without clogging pores.

Squalane

Derived from olives, rice and sugarcane, this high-quality, oil-free lipid is also present in the blood & skin. Its molecular structure resembles our own skin's design, which allows it to penetrate the skin completely and synthesize quickly, so it won't clog pores or leave behind a greasy residue. Benefits include strengthening of skin's barrier integrity and prevention of TEWL.