

POWERFUL HYDRATION SERUM



WHO IS IT FOR?

All skin types.

AROMA & TEXTURE:

Uplifting sweet, herbaceous and floral scent. A medium weight gel.

WHAT IS IT?

An active beauty serum that instantly absorbs into the skin leaving a velvety-soft, luminous finish. Sodium Hyaluronate delivers intense moisture and plumps the skin. As a humectant, it has a unique ability to hold up to a thousand times its weight in water, preventing the formation of wrinkles caused by dehydration, strengthening the skin's moisture barrier, visibly improving firmness and elasticity.

Our full-spectrum Sodium Hyaluronate is a unique and completely natural, vegan form of Hyaluronic Acid. It is produced through the fermentation of *Bacillus subtilis*, a probiotic that has antioxidant properties. Due to its continuous distribution of molecular weights, it can readily penetrate through all layers of the epidermis to deliver unparalleled plumping and hydrating benefits. Whilst offering an instant radiance to the skin surface, it delivers long-term, lasting results in improving the quality and texture of the deeper dermal layers of the skin.

FORMULATION ACTIVES:

HYALURONIC ACID (HA)

Hyaluronic acid is naturally found in the skin and mimics its ability to bind moisture. It can hold up to 1000 times its weight in water making it excellent for hydration keeping the skin plump and supple by improving elasticity. It improves skin texture by promoting cell renewal and increased collagen production, as well as having soothing and calming properties.

WAKAME SEAWEED

Wakame seaweed is a fucoidan high in vitamins, minerals, and antioxidants protecting against environmental stressors. It has been used for centuries in Japanese skincare and is believed to have several benefits for the skin, including tightening, reducing wrinkles, and promoting cell turnover. It contains compounds which may reduce redness and irritation having a soothing and calming effect.

Fucoidan (Wakame Seaweed) studies have shown that Fucoidan extract increases the expression of SIRT1 anti-ageing protein and increases moisture retention by up to 30%. The combination of Hyaluronic Acid and Fucoidan extract improves overall skin appearance by 60% in 12 weeks. Reduces wrinkle depth by 9% and skin roughness by 8%. Increases skin elasticity by 17%. Inhibits collagenase and elastase by up to 99%. Protects against free radical producing enzymes and glycation by 50%. Reduces redness by up to 45% following UV exposure. Increases moisture retention by up to 30% following UV exposure. Activates of key restorative genes within the skin following UV damage. Soothes skin by inhibiting myeloperoxidase by up to 99%.

BLUE TANSY

Blue tansy oil is used for its soothing properties. It is high in azulene, a compound that works to reduce redness and skin discomfort, while nourishing and promoting skin cell regeneration.

KEY SELLING TIPS:

- Our new full-spectrum Hyaluronic Acid (HA) offers a continuous distribution of molecular weights for increased efficacy, delivering superior protection and a new level of luminosity
- Delivers instant hydration to the deeper dermal layers of the skin
- Non-greasy hydration
- Suitable for all skin types requiring additional hydration

LINK PRODUCTS:

- Hydrating Cleansing Lotion
- Gentle Melt Cleansing Balm
- Age Defiance Collection – for non-sensitised skin
- Vitamin Booster Collection – for non-sensitised skin
- Restorative Moisturiser
- Antioxidant Facial Oil
- Marigold Hydrating Crème
- Queen of the Night Crème

APPLICATION:

1. Double cleanse with prescribed cleanser.
 2. Apply Rose Blossom Hydrating Mist.
 3. Apply Hyaluronic Marine Serum to key areas of the face, neck and décolletage and gently press into the skin.
- For amplified results, combine with Vital B and Vital C Elixirs / Age Defiance Day or Night Serum.
 - Always apply Hyaluronic Marine Serum as your final serum when layering serums.
 - Always follow with a moisturiser or oil to seal in the Hyaluronic Acid as it is a powerful humectant.
 - For additional environmental protection during the day, follow with Daily or Tinted Moisturiser with Sunscreen.
 - For additional hydration in the evening, complete routine with the Queen of the Night Crème.

INGREDIENTS:

Aqua (Water), Glycerin, Sodium Hyaluronate, Gardenia Florida Fruit Extract, Sambucus Nigra Flower Extract*, Tanacetum Annuum Flower Oil, Maltodextrin, Undaria Pinnatifida Extract*, Xanthan Gum, Citric Acid, Sodium Citrate, Benzyl Alcohol, Dehydroacetic Acid, Potassium Sorbate, Sodium Benzoate, Limonene.

*Certified organic ingredient.

AVAILABLE SIZES:

- 5ml deluxe sample
- 30ml retail
- 50ml professional use only

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VEGAN. NUT & GLUTEN FREE. CRUELTY FREE.

MADE IN AUSTRALIA. PACKAGED IN 100% RECYCLABLE BIOPHOTONIC GLASS & ETHICALLY SOURCED CARDBOARD.