



Key	
New Zealand Actives	
Core Actives	
Dynamic Actives	



EWG Verified: **Yes** EWG Overall Rating: **3**

Peak Strength AM Serum-Shot

292-074

Ingredient <small>(In order from highest to lowest quantity)</small>	EWG	Why we used it
Pure New Zealand Artesian Water	1	Sourced from New Zealand, it is pure mineralized artesian water containing silica, calcium, magnesium, potassium and other trace elements.
Aloe Barbadensis Leaf Juice	1	A clear gel like substance found in the inner part of the Aloe leaf, it plays a role in binding moisture to skin. It also possesses soothing and healing properties.
Panthenol (Vitamin B5)	1	Otherwise known as Vitamin B5, it is a water soluble, hygroscopic vitamin that has skin moisturizing and hydrating potential. It is extremely well tolerated by the skin and does not induce any form of irritation after topical use due to its anti-inflammatory properties. It has been shown to counteract the side effects associated with the use of retinoids, fragrance and sunscreen additives in cosmetic formulations.
Ethoxydiglycol	1	A humectant and viscosity decreasing agent used in skin care since it is non-irritating, non-penetrating and non-comedogenic when applied to the skin.
Glycerin	1	A humectant that works to moisturize the skin by drawing water from the air into the skin's outer layer. When combined with other occlusive agents it also forms a protective layer that helps prevent moisture loss and prevent dryness and scaling.
Sodium Hyaluronate	1	Sodium Hyaluronate is the sodium salt of Hyaluronic Acid. Hyaluronic acid is found naturally in the fluid that bathes human joints, in the vitreous humor of the eye and in the skin. It is abundant in the dermis of young skin, but levels of this important compound decline with age making the skin look older. It is a powerful humectant that attracts and holds on to water, making it the ultimate skin moisturizer. This helps to hydrate skin and keep it moist and supple but also causes a slight swelling. This swelling helps to reduce the appearance of fine lines and wrinkles and gives the skin a more youthful appearance. It is non-irritating to skin and is usually well tolerated even by people with sensitive skin.
Camellia Sinensis (Green Tea) Leaf Extract	1	A powerful antioxidant with anti-inflammatory properties when used topically. Current research also indicates that epigallocatechin-3-gallate (EGCG), Green Tea's active component, can prevent collagen breakdown and reduce UV damage to skin.
Artemisia Vulgaris (Mugwort) Extract	1	Derived from the Mugwort Plant, this extract that is rich in amino acids, proteins and cell membrane carbohydrates. A powerful anti-irritant and anti-inflammatory agent that reduces redness and irritation.
Laminaria Digitata (Algae) Extract	1	Algae are very simple, chlorophyll-containing organisms in a family that includes more than 20,000 different known species. In cosmetics, algae act as thickening agents, water-binding agents, and antioxidants.
Niacinamide (Vitamin B3)	1	A form of Vitamin B3, it offers multiple benefits to the skin, including being effective in treating skin aging, dryness, acne, rosacea, uneven skin tone and skin cancer. Multiple clinical studies have shown improvement to fine lines and wrinkles, hyperpigmented spots, red blotchiness (rosacea), skin sallowness (yellowing) and elasticity. One study showed niacinamide to increase the skin's production of ceramides, which are natural emollients and skin protectants, therefore improving skin hydration. It has a clear role in the management of acne, by reducing sebum production. Most importantly, Niacinamide has been shown to reduce the risk of skin cancer by enhancing the repair of UV damaged DNA and reducing UV-induced immune suppression, a leading cause of skin cancer.
Sodium Ascorbyl Phosphate (Vitamin C)	1	A stable water soluble form of Vitamin C. In different concentrations it may also act as an anti-inflammatory, anti-bacterial agent. It has also been suggested that this form of Vitamin C may help with skin lightening and brightening.
Ferulic Acid	2	Extracted from Rice Bran Oil, in vivo testing has shown it to be highly effective as a topical antioxidant. Many plants contain Ferulic acid, which plays a key role in the plants self preservation mechanism, re-enforcing its cellular wall strength and protecting it from microbial damage and sun damage. Comparable to Super Oxide Dismutase (SOD), Ferulic Acid may help to prevent the propagation of the free radical chain. It stabilizes a solution of Vitamins C and E and doubles its photoprotection of the skin.
Mānuka Honey	1	Honey has been used since ancient Egyptian times for its antibiotic and cosmetic qualities. Medical-grade Mānuka honey is a naturally bioactive ingredient made from the flowers of the New Zealand native Mānuka plant (<i>Leptospermum scoparium</i>). Mānuka honey is internationally recognized as an antimicrobial compound that nourishes and draws precious moisture deep into the skin and encourages rapid tissue repair.
Vitis Vinifera (Grape) Seed Extract	1	A natural antioxidant, it was traditionally used for its wound healing and anti-inflammatory properties by European folk healers. It is now used for its numerous properties that are thought to be beneficial, including being anti-fungal, anti-microbial and an antioxidant. It is also considered a UV absorber.

Narcissus Tazetta Bulb Extract	1	This plant extract is one of a family of molecules called dormins. These extracts have been shown to slow the proliferation of sebocytes, the cells that produce sebum, and may assist in reducing skin oiliness, shine while improving overall appearance.
Acetyl Octapeptide-3	1	Also known as SNAP-8, this peptide is said to reduce wrinkles formed from repetitive facial expressions, though there is currently no independent research supporting this claim. It has water-binding properties and theoretical cell-communicating ability. It may play a role in helping skin look and act younger and can help hydrate and smooth skin.
Copper tripeptide-1/Bis (tripeptide-1) Copper Acetate	1	Peptides are active chains of amino acids that make up proteins. Proteins are essential to every organism and partake in nearly every process within cells. They help regulate bodily functions, reduce inflammation and provide antioxidant benefits. Certain topical peptides nourish the skin with a protein diet that strengthens and realigns the building blocks of the skin, allowing for a stronger, healthier foundation. Copper peptide GHK-Cu is a naturally occurring copper complex and since it has three amino acids it is called tripeptide. Several controlled studies have confirmed its anti-aging, firming and anti-wrinkle activity.
Phenyl t-Butylnitron	1	An antioxidant that falls into the category called 'spin traps'. It catches the free radicals and stops them before they do any damage. This is different to other antioxidants that react with the free radicals and convert them into water after they have begun the damage.
Crithmum Maritimum Callus (Sea Fennel) Culture Filtrate	1	A marine derived plant stem cell that may have skin brightening and cell renewal properties.
Palmitoyl Tripeptide-37	1	A peptide with numerous benefits including anti-inflammatory and antioxidant effects, stem cell generation and wound healing properties. Research also suggests that it may fight skin aging by boosting collagen and elastin production.
Caprylyl Glycol	1	Skin conditioning agent, humectant and emollient and preservative.
Xanthan Gum	1	A type of carbohydrate polysaccharide, which is often made by a fermentation process. It is used as a natural thickener, stabilizer, and emulsifier and it is 100% vegan.
Sodium Phytate	1	A chelating agent derived from corn that is used to improve overall stability.
Dehydroacetic Acid	1	A synthetic fungicide and bactericide predominantly used as a preservative in cosmetics. Clinical tests show no evidence regarding the ingredient's toxicity and potential for irritation. It is often seen as one of the mildest preservative. It is one of the only preservatives that meets our efficacy standards, and is a low hazard for the environment.
Ethylhexylglycerin	1	A mild, natural preservative derived from glycerin.
Phenoxyethanol	4	It is used as a preservative in a wide variety of cosmetic and personal care products. It has global approval for use in cosmetics in concentrations up to 1% but is usually used in much lower amounts when combined with other ingredients like Ethylhexylglycerin.
Benzyl Alcohol	5	An organic alcohol that occurs naturally in some fruits, it is used as a low irritant preservative in cosmetics.

EWG Rating: 1-2: Low Hazard 3-6: Medium Hazard 7-10: High Hazard

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