



Key	
New Zealand Actives	
Core Actives	
Dynamic Actives	



EWG Verified: No EWG Overall Rating: 3

Reverse Longitude PM Serum-Shot

292-076

Ingredient (in order from highest to lowest quantity)	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.
Caprylic/Capric Triglyceride	1	Derived from coconut oil and glycerin, it is considered an excellent emollient and skin repairing ingredient. This is due to the mix of fatty acids that the skin can use to repair its surface and resist moisture loss. It also has the added benefit of being non-sensitizing.
Helianthus Annuus (Sunflower) Seed Wax	1	An emollient and skin conditioner, it is known for its skin smoothing qualities and is considered non comedogenic (doesn't clog pores).
Retinal	5	The precursor of retinoid acid, it has notable anti-aging effects and can also induce a statistically significant increase in skin elasticity.
Bakuchiol (Psoralea Corylifolia)	1	A natural antioxidant found in the seeds and leaves of the plant Psoralea corylifolia. It has retinoid-like cellular activity and is used in combination with or as a replacement for topical retinoids. Research has shown that this ingredient seems to have equivalent antiaging benefits to topical Vitamin A (Retinol), but doesn't have many of the side effects typical of retinoids, including sun sensitivity and irritant dermatitis. The retinol-like activity is due to modulating key retinoid binding and metabolizing genes and key dermal-epidermal junction, extracellular matrix and cytoskeleton genes. It stimulates collagens types 1,3 and 4 and has inhibitory activity against pro-inflammatory enzymes and elastase. Studies show improvement in roughness and dryness, fine lines and wrinkles, skin tone, elasticity and firmness, radiance and brightening. It is also useful when combined with topical retinoids as it helps protect the retinoid from oxidative damage.
New Zealand Red Algae (cultivated Astaxanthin)	1	A carotenoid (carotene pigment) found in algae that functions as the strongest natural antioxidant known. Research suggests that Astaxanthin may be able to prevent the oxidative damage to skin after exposure to UVA radiation.
Totarol (Podocarpus Totara)	1	An extract from the New Zealand Totara tree, it's a powerful nature-sourced antioxidant that helps fight oxidative stress and free-radical damage to the skin. It also has natural antibacterial preservative qualities and is helpful in the treatment of acne.
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.
Simmondsia Chinensis (Jojoba) Seed Oil	1	A non-fragrant plant oil with topical anti-inflammatory benefits, it also helps to enhance the skin's barrier repair properties and ability to heal from damage. With a rich source of fatty acids that the skin recognizes and can use, it assists in stimulating collagen production and defending the skin against UV light damage.
Prunus Amygdalus Dulcis (Sweet Almond) Oil	1	A non-fragrant oil from pressed almonds that functions as an emollient.
Sodium Polyacrylate	3	A versatile polymer that is used as an emulsion stabilizer and emollient in cold processing formulations. It achieves light texture and good spreadability.
Sodium Phytate	1	The salt form of the corn-derived plant component phytic acid, it is used as a chelating agent.
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.
Dehydroacetic Acid	1	A synthetic fungicide and bactericide predominantly used as a preservative in cosmetics. It is considered one of the mildest preservatives due to clinical tests showing no evidence regarding toxicity and potential for irritation. It is one of the only preservatives that meets our efficacy standards, and is a low hazard for the environment.
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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