



eve hansen®

ANTI-AGING SERUM SET





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Introduction

Thank you for downloading our Anti-Aging Serum Set guide and for your recent purchase!

As we age, we tend to worry more and more about our appearance. An effective anti-aging serum is a more efficient way of reducing the dreaded signs of aging. Serums are said to not only prevent wrinkles but also repair them.

Anti-Aging Serums – just like creams – contain antioxidants, peptides, and important vitamins like A, C, and E. Anti-Aging Serums have gained more popularity than creams because they are more concentrated and potent – making them more effective.

Anti-Aging serums were produced to improve absorbency into the skin. Three of the most common and most effective Anti-Aging Serums are Vitamin C Serum, Retinol Serum, and Hyaluronic Acid Serum.

Vitamin C Serum – probably the most well known and trusted anti aging serum – is adored because of its ability to significantly improve collagen levels in skin to help diminish the appearance of fine lines, wrinkles, crows feet, large pores, discoloration, and age spots.

Retinol Serum is an anti-aging ingredient that works wonders when it is absorbed by the skin. Retinol serum encourages skin cell turnover to produce new skin cells faster, leave behind a firmer, clearer, and tighter complexion. It also increases the production of collagen that in turn heals damaged and wrinkled skin. It also helps improve skin damaged by prolonged exposure to sunlight. Retinol is a powerful ingredient that brings effective results, but it needs to be used properly.

Hyaluronic Acid Serum is one other anti-aging serum that is included in Eve Hansen's Anti Aging Serum Set. Hyaluronic is powerful moisturizing and hydrating ingredient that works to replenish the moisture our skin loses throughout the years. Keeping moisture levels balanced helps keep skin soft, supple, youthful, and elastic.

Consult a dermatologist to keep you safe from the possible irritation that can occur if you use the wrong products. Eve Hansen's products are natural and crafted with safe ingredients but every skin type is unique and has individual needs. Taking precaution is always recommended!



Eve Hansen's Anti Aging Serum Set

"Our Anti-Aging Serum set consists of the three most fundamental anti-aging serums: Retinol, Vitamin C, and Hyaluronic Acid. Our trio serum combo set has been known as the 'Facelift in a Bottle' anti aging serum set."

Directions:

1. **CLEANSER & TONER** - Before using the serum set, wash your face completely with a cleanser , and then use a toner to remove the excess dirt and oils. You will want your face to be clean to ensure it absorbs your serums properly.
2. **SERUMS** -
 - **VITAMIN C SERUM** - after cleansing and toning, apply 3-5 drops of Eve Hansen's Vitamin C Serum with the palms of your hands. Let the Vitamin C Serum dry for 15 minutes before applying another serum or moisturizer. **Can be applied in the AM and PM**
 - **HYALURONIC ACID SERUM** - after the Vitamin C Serum has dried, apply 3-5 drops of the Hyaluronic Acid Serum onto your face with the palms of your hands. Let the serum dry (no need to wait for 15 minutes for this one. Just ensure it's completely dry) before applying the Retinol Serum or Moisturizer after. **Can be applied in the AM and PM**
 - **RETINOL SERUM** - use during evenings, apply Retinol Serum after Hyaluronic Acid. Begin using every other night and gradually shift to every night after. **Apply during PM**
3. **MOISTURIZER** - In the morning, apply your regular moisturizer after applying your Vitamin C and Hyaluronic Acid Serums. In the evening, apply your regular moisturizer after the Retinol Serum has dried.

Retinol is extremely powerful and it is essential to use it correctly. When beginning retinol use, it is recommended to use it once or twice a week in the evenings until the skin builds tolerance to the ingredient. After a few weeks, slowly begin increasing the number of nights throughout the week. After Retinol Serum, apply preferred cream and moisturizer. When using retinol treatments on your skin, hydration is key! Make sure skin is properly moisturized to prevent dryness and excessive peeling.



Vitamin C Summary

Acknowledged throughout the world as one of the best anti-aging products, Vitamin C serum delivers a broad range of beneficial effects.

It helps minimize fine lines, scars and wrinkles. It's the only antioxidant that is known to boost collagen production, which is a key part of the skin's structure. Collagen is the protein that keeps skin youthful and wrinkle-free.

In any topical form vitamin C provides potent antioxidant protection, shielding skin from damaging free radicals. The most common types of free-radical damage are the environmental factors we can't escape like sun damage and pollution that assaults the skin on a daily basis. This is where Vitamin C Serum can help!

When incorporated into your daily skincare routine, a well-formulated vitamin C serum can provide the following benefits to keep your skin looking younger, longer.

- Reduce the appearance of brown spots and uneven skin tone
- Diminish look of wrinkles, fine lines, crow's feet and age spots
- Boost healthy collagen production for firmer skin
- Reduce inflammation and irritation
- Fade post-breakout red marks by improving skin's natural healing response
- Increase the effectiveness of your sunscreen

Scientific tests and research have indicated that vitamin C is fully packed with skin-rejuvenating attributes. As a water-soluble antioxidant, vitamin C is powerfully helpful in synthesizing skin collagen. Collagen is a protein that aids the growth of cells and blood vessels, and gives skin its firmness and strength.

Studies have also suggested that the external application of the serum helps keep the Vitamin C within the cells longer which strengthens the effects of the serum. Vitamin C products on the market range from 5% (considered fairly weak) to 20%. Twenty percent is the highest amount you should put on your skin because any higher percentage, your skin will not be able to absorb as much of the antioxidant. Give Vitamin C three to six months to start seeing desired results.

When applied to the skin directly, the antioxidant vitamin c neutralizes free radicals (atoms or molecules with an unpaired electron) that age you. When a free radical steals an electron from one of



the proteins in a strand of collagen, it creates a tiny break in the strand. The more breaks you retain, the more damage you'll see as skin begins to sag and wrinkle.

Since vitamin C is an electron donor, it helps reverse and prevent signs of aging. Use it to keep skin firm and youthful and protect yourself from UV rays. Vitamin C also lightens pigmentation and brightens over all skin tone.

Vitamin C can also help protect the skin from the harsh adverse effects of prolonged sun exposure. As we age, our ability to hold natural vitamin C in our bodies significantly decreases. Other factors such as poor diet, smoking, and stress also increases the Vitamin C loss in our bodies, Therefore, it is important to naturally boost the presence of this important protein in our skin as its beauty – and health – benefits are endless.

If using regularly, the benefits of Vitamin C can be easily noticed on one's skin. Using a blend of vitamin C and E can remarkably minimize many types of damage caused by sun exposure while also conditioning the skin's texture.

Hyaluronic Acid Serum Summary

What is Hyaluronic Acid Serum?

Hyaluronic Acid is known as a humectant cosmetic product. Meaning, it helps to improve the water content of a person's skin. Applying several drops of the hyaluronic serum has the effect of contributing to retaining the hydration of skin, and making it appear more youthful, restore the skin's smoothness, elasticity, and softness.

Found naturally in the skin when born, Hyaluronic Acid is vital to the long-term integrity and health of the skin's structure, tissue, and layers. It is found naturally in the dermis or deeper layers of skin. As we age, the natural production of this acid in our bodies decreased which can result in the outward signs of wrinkles and dry skin.

Replenishing the body's natural production with a supplement helps retain the ideal level of moisture as well as providing a forming and lifting effect for the skin. The initial drop in the production of hyaluronic acid starts as early as the age of 20. The outward sign of the skin losing its elasticity and smoothness doesn't appear until 40 or above.



Skin care specialists recommend incorporating hyaluronic acid for variety of reasons including:

- Achieve an even tone and natural glow
- Restores elasticity back to damaged and dehydrated skin
- Helps lift and fill the skin
- Shrinks pores, and diminishes appearance of wrinkles, fine lines, and dryness
- Rejuvenates and revives complexions to promote a youthful, healthy look
- Helps in controlling excessive oil production

Hyaluronic's essential function is to restore moisture content that has naturally been lost through the years, as well as stopping future moisture loss. Because of this, the skin appears plumper, smoother, and more youthful. Additionally, it helps with reducing the appearance of redness that comes with skin blemishes or scars, either old or new.

All in all, hyaluronic acid serum is seen as a 'fountain of youth' for many users due to its ability to deliver a more youthful and vibrant look and is also perfect for all types of skin.

The Treasure of Anti Aging Skincare

The magic behind hyaluronic acid is in its ability to hold 1000 times its weight in water. In other words, for every gram of hyaluronic acid – that's 6 liters of water. No other bio-available molecule has such absorbing abilities. Not only is it able to retain this moisture, it has the ability to keep it in our skin to reduce dryness and dehydration. Furthermore, Hyaluronic Acid is also found in our nerves and joints to keep them hydrated and healthy.

Originally used for surgical purposes, the application of hyaluronic acid has recently exploded in the cosmetic market due to its remarkable ability to slow the aging process.

Vitamin C Serum + Hyaluronic Acid : The Secret To Younger Looking Skin

There is a legitimate skin care treatment available to help reduce the appearance of wrinkles and skin impurities, and restore a youthful, glowing complexion. Hyaluronic Acid and Vitamin C deliver an essential combination of nutrients, vitamins, and antioxidants to boost skin health and appearance.

Vitamin C and Hyaluronic Acid serum have been getting a lot of widespread press and attention lately and celebrities have claimed that it is their secret to younger and flawless skin. These two ingredients beautifully compliment each other and work to promote effective and long-lasting results!



Retinol Serum

Understanding Retinol

Retinol is a material that occurs naturally and is the very best over the counter anti-aging element in the world. Retinol is a derivative from the skin saving Vitamin A, and in short, retinol is used to improved mottled pigmentation, fine lines, wrinkles, skin texture, and skin tone and color.

Retinol is a form of Vitamin A - naturally found in foods like eggs, butter and margarine, liver, cod liver oil, and dairy products. This vitamin is vital in body functions like bone growth and vision, and it has the added benefit of being great for your skin. For the skin, retinol assists new cell development and turnover, leaving behind 'new', soft, and firmer skin which in turn enhances the general appearance of one's skin.

What Retinol Can Do For Your Skin

Vitamin A is ideal at making skin firmer, elastic, and more supple. It is the perfect natural treatment for fighting acne and acne scars, sun damage, hyperpigmentation and erasing the signs of aging such as fine lines and wrinkles. Retinol Serum has shown to soften, repair, and heal the skin with the most effective moisturization system, and is proven to also stimulate collagen and elastin production - which are crucial for skin health and beauty.

How Retinol Works

Retinol is an antioxidant, which means that it neutralizes free radicals; helping to heal and prevent the aging of skin. On top of that, retinol stimulates collagen production and evens out skin tone by healing sun damage as well. All of these factors go a long way to rejuvenating the skin and making it look younger and healthier.

Precautions To Take When Using Retinol Products

Retinol might be exquisite for you skin, but there are certain steps of caution to take note of before beginning retinol use.

The first precaution to take is to use retinol in the evenings as exposure to sun can deteriorate the product while irritating your skin. Secondly, when beginning a retinol treatment, it is recommended to use one to two times a week and then slowly add in days once your skin builds tolerance to it and it can be applied mostly every day. Staying moisturized is a crucial step to take when using retinol treatments to prevent skin dryness and flaking.



Additionally, because retinol repairs damaged or misshapen skin cells as well as encourages cell growth, you essentially get new skin faster. It is why using retinol products can help even out skin tone and get rid of small blemishes. This process - called facial retinization - may cause skin peeling to remove old cells and replace it with new ones.

Ironically, even though retinol does a great job of repairing sun damage precisely because of this, that the skin becomes much more vulnerable to sun damage. Therefore, it is extremely important to make sure your skin is protected from the sun - a good sunscreen can make all the difference!

As with the first use of any skin care product you should always use a small amount behind your ear or on your forearm to make sure there is no irritation or redness. Implementing these safety precautions into your Retinol Serum usage routine will aid in bringing about the best results possible!

Benefits of Using an Anti Aging Serum Treatment

The effects of growing older begin to show on the skin before you're 30 years old. That's why it is important to start an anti aging plan as soon as possible. Research in how to slow aging and turn back the damaging hands of time against the skin has been around and tested for years.

These anti-aging serums contain vitamins and minerals that help with new cell growth. New cell production gives your skin a vibrant look. Not only do you get a more dynamic look, but using these serums also help even out any uneven skin tone so your skin looks AND feels younger.

Another benefit is that these serums help produce healthy skin cells because they're giving cells the right nutrients. Anti-aging treatments also work to lessen creases formed on the face from frowning or smiling.

It is important to pay attention to the listed ingredients when searching for serum treatments. Ingredients such as Vitamin C, Vitamin E, Vitamin A, aloe vera, etc. are all ingredients that have withstood the test of time and research and have proven to have skin saving benefits.

Anti-Aging Secrets

Anti-aging products are readily available today with varying promises of results. One might overlook the concept of wrinkles or anti-aging serums because they do not have that concern yet.

However, it is never too early to start an anti-aging skin care routine. A good serum can help one age better in the future, on top of momentarily improving the appearance of skin.



The antioxidants found in many anti-aging products build a defense mechanism in the skin that shields and protects against the toll of time.

Eve Hansen's Anti-Aging Serum Set



As this guide shows, these anti aging serums (Vitamin C, Hyaluronic Acid , Retinol) offer the user a wide variety of treatments for very common skin insecurities and issues experienced by every person at one point in their lives.

Use the suggested treatments, stay consistent for about six months, and expect to see positive results!