



IT'S AS EASY
as A, B, C

With so many vitamin-infused serums on the market, it can be overwhelming when choosing one that's right for you. Here, the experts at Australian cosmeceutical company Ultraderm decode which serum – supercharged to reboot your skincare routine – is best suited to your particular concerns.

VITAMIN A

WHY? Vitamin A, aka retinol, is incredible when it comes to skin repair, working to stimulate cell turnover, and as an antioxidant to reduce the formation of free radicals.

WHO? If your skin is showing signs of ageing (dullness, wrinkles), this is for you.

WHAT? *Ultraderm Rapid Retinol Concentrate*, which contains retinol plus peptides (to stimulate collagen production and improve elasticity), liposhield (to prevent pigmentation and skin ageing) and hyaluronic acid (to hydrate skin).



VITAMINS A & E

WHY? Vitamin A not only stimulates skin repair and cellular turnover, but is also a powerful antioxidant, reducing the formation of free radicals. Vitamin E, meanwhile, also acts as an antioxidant while working to strengthen the skin barrier, reducing moisture loss and preventing the oxidation of lipids.

WHO? Great for all skin types, but especially those prone to dryness and dullness.

WHAT? *Ultraderm Absolute A & E Serum*, which contains retinyl palmitate (vitamin A) and vitamin E.



VITAMIN B3

WHY? Niacinamide (aka vitamin B3) is great for improving cell activity and function. This translates to reduced trans-epidermal water loss, thus enhancing skin barrier function and increasing hydration. It also reduces pigmentation and regulates sebum secretion.

WHO? Those prone to breakouts and oily skin.

WHAT? *Ultraderm Absolute B3 Serum*, which contains niacinamide (vitamin B3), peptides (to stimulate collagen production, promote cell regeneration and reduce wrinkle depth) and hyaluronic acids (to hold in moisture for intensive skin hydration).

VITAMIN C

WHY? L-Ascorbic Acid (vitamin C) is an incredible antioxidant, strengthening skin against UV radiation to prevent photo damage, promoting collagen production and having a brightening effect – the higher the percentage, the higher the brightening.

WHO? If you experience dull, lacklustre skin, try this.

WHAT? *Ultraderm Absolute C Serum*, which contains L-Ascorbic Acid (vitamin C) 10%. Or, try *Ultraderm IntenC 20 Serum* – this also contains hyaluronic acid, for intensive hydration.



Opening image Perfecting beauty © Drew Graham/Unsplash
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PLANT NATIVES

WHY? Plant natives are rich in nutrients like essential fatty acids, vitamins and minerals – all of which aid in reducing skin inflammation while delivering a dose of antioxidants in the process.

WHO? This is ideal for sensitive skin prone to redness and blotchiness.

WHAT? *Ultraderm Essential Restore Serum* is an oil-based serum packed with jojoba, rosehip, soy, grape seed, macadamia and avocado, to deliver healing fatty acids, vitamins and minerals.



APPLE STEM CELLS

WHY? Apple stem cells are known to protect and maintain the function of skin stem cells by promoting skin cell regeneration and reducing wrinkle depth.

WHO? Great for skin showing visible signs of ageing, including wrinkles.

WHAT? *Ultraderm Skin Renewal Serum*, which contains hyaluronic acid (holds in moisture for intense hydration and aids penetration of other active ingredients), apple stem cells and lactic acid (to improve tone and texture and enhance skin brightening). ◆