SKIN SERUM

24-HOUR FORMULA FOR FACE AND NECK

NON-GMO

Vegan®

HIGHLIGHTS REGARDING SKIN SERUM

Skin Serum is a 24-hour formula for your face and neck. It hydrates and smooths the skin and improves its elasticity and strength.

This reduces fine lines and the appearance of wrinkles. Skin Serum is the first of its kind. It is designed to approach and modify aging systematically, and it represents the next evolutionary step in skin care.

Skin Serum works by improving the extra-cellular matrix (ECM), the fine mesh of microfibers that supports the skin. The active ingredients in Skin Serum protect, repair and rebuild the matrix.

Content: 50 ml

KEY BENEFITS

- **Hydrates and smooths the skin**
- **Improves skin elasticity and strength**
- **Reduces fine lines and wrinkles**
- **Reduces the size of pores**

PRODUCT FACTS

DIRECTIONS: Apply sparingly to the face and neck, morning and night, for best results. Use within 12 months after opening.

PLEASE NOTE: Keep out of reach for children and avoid contact with eyes. This product does not replace the daily use of sun protection.

INGREDIENTS: Aqua, Glycerin, Shea Butter Ethyl Esters, Betaine, Methyl Methacrylate Crosspolymer, Avena Sativa (Oat) Kernel Flour, Sorbitan Caprylate, Pectin, Squalane, Xanthan Gum, Yeast Polysaccharides, Tocopherol, Olea Europaea (Olive) Fruit Extract, Sepiolite Extract, Calendula Officinalis Flower Extract, Sodium Hyaluronate, Helianthus Annuus (Sunflower) Seed Oil, Sodium Hydroxide, Carrageenan, Polyvinyl Alcohol, Potassium Benzoate, Propanediol, Sodium Benzoate, Caprylyl Glycol, Copper Palmitoyl Heptapeptide-14, Glyceryl Caprylate, Heptapeptide-15 Palmitate, Lactic Acid/Glycolic Acid Copolymer, Phenoxyethanol, Phenyl-propanol, Sorbic Acid, Benzoic Acid, Beta-Carotene, Citric Acid

THE EXTRACELLULAR MATRIX IS CRITICALLY INVOLVED IN SKIN AGING AND REPAIR

Exposed skin (on hands and face) ages faster than non-exposed skin because many of the signs of aging are driven by external factors. These include sun exposure, cigarette smoke, and environmental pollutants that produce skin-damaging free radicals.

There are internal factors, too. When skin metabolism is optimal, damage is repaired and the matrix is maintained. Poor nutrition, however, accelerates matrix damage and slows matrix regeneration. This leads to increased destruction of matrix, and accelerates the development of fine lines and wrinkles. Skin care should address the causes of aging, as well as its visible signs. Skin Serum does this by protecting, repairing and rebuilding the matrix. It is a highly effective stand-alone product. But if your nutrition is less than perfect, it does even more when combined with BalanceOil and Xtend, which nourish the skin from within.

PROTECT: REDUCE MATRIX BREAKDOWN

Sunlight ages skin by degrading the ECM. Skin Serum contains 4 active ingredients which block this key part of the aging process at 4 different stages.

- squalene
- 1-3, 1-6 beta glucans
- tocopherols and tocotrienols
- olive polyphenols

REPAIR: INCREASE MATRIX FORMATION

Skin cells called fibroblasts repair the ECM by forming new collagen, elastin and other microfibers. Skin Serum contains 2 active ingredients that enhance fibroblast activity in 2 complementary ways.

- copper heptapeptide
- 1-3, 1-6 beta glucans

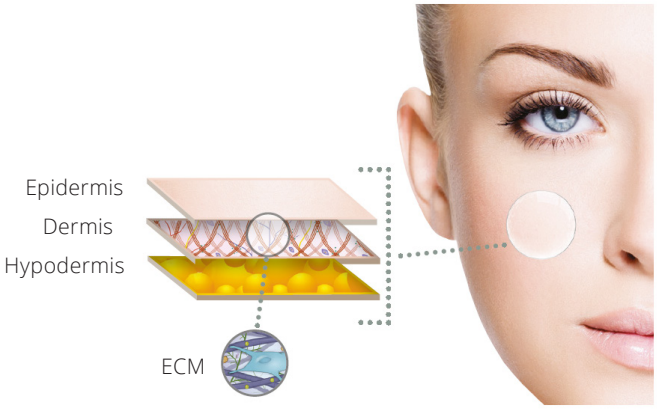
By reducing ECM degradation and enhancing matrix repair, the quality of the ECM gradually improves. This provides the appearance of youthfulness.

REBUILD: IMPROVED MATRIX QUALITY

Rebuilding the ECM hydrates and smooths the skin, increasing its elasticity and strength. This reduces fine lines and the appearance of wrinkles. Rebuilding takes time, so to provide more rapid results, the serum adds 2 fast-acting compounds for instant benefits.
- calendula (an anti-inflammatory agent)
- hyaluronic acid (a hydrating agent)

THE EXTRACELLULAR MATRIX

Human skin is composed of three major layers of tissue: the epidermis, dermis and hypodermis. The extracellular matrix (ECM), the fine mesh of microfibers is composed of compounds such as collagen, elastin and hyaluronic acid. The ECM is present throughout both epidermis and dermis and provides tensile strength and elasticity to the skin. The ingredients in the Skin Serum target, as described in the text, the ECM in both layers.



GOLDEN GLOW

Skin Serum contains tracks of beta carotene, the natural color in many fruits and vegetables. Repeated use of the serum creates a subtle golden glow – the same healthful and attractive bloom associated with a healthy diet.

OTHER INGREDIENTS

We also include other important ingredients in the Skin Serum and these are: Shea Butter, a nut-based fat, and Helianthus annuus, i.e. sunflower oil, both with good moisturizing properties. We also use Chondrus, a seaweed, that has both moisturizing and UV protecting effects.

Sepiolite, a mineral clay, is added for its antiseptic and skin healing properties, while Avena Sativa, i.e. oat extract, helps bring relief to irritated skin.

Finally, we added Betaine to support water balance in the cells and to provide anti-inflammatory benefits.

FRAGRANCE- AND PARABEN-FREE

Skin Serum contains no added fragrances. Its faint neutral odor comes from its natural active ingredients (such as the beta glucans). This does not interfere with other fragrances or perfumes applied. In addition, our Skin Serum is paraben-free.

Norwegian Formulation