

# SKIN SERUM – THE 24H YOUTH FORMULA FOR FACE AND NECK



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

This reduces fine lines and the appearance of wrinkles. Zinzino 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.

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

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

## THE EXTRA-CELLULAR 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. Zinzino 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. Zinzino 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 microfibrils. Zinzino 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.

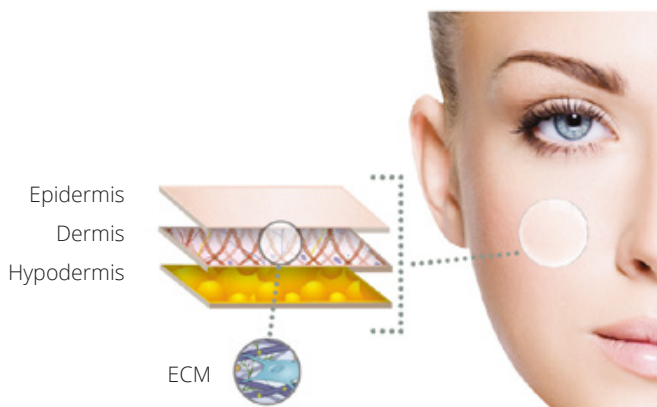
### REBUILD: IMPROVED MATRIX QUALITY

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 EXTRA-CELLULAR MATRIX

Human skin is composed of three major layers of tissue: the epidermis, dermis and hypodermis. The extracellular matrix (ECM), the fine mesh of microfibrils 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 Zinzino Skin Serum are targeted, as described in the text, towards the ECM in both layers.



### GOLDEN GLOW

Zinzino 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, a sunflower oil, both with good moisturizing properties. We also use Chondrus, a seaweed, that has both a moisturizing and an UV protecting effect.

Sepiolite, a mineral clay, is added for its antiseptic and skin healing property whereas Avena Sativa, an oat extract, helps in giving relief to an irritated skin. Finally we added Betaine to support the water balance in the cells and also have anti-inflammatory properties.

### FRAGRANCE AND PARABEN FREE

Zinzino 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 the Skin Serum is paraben free.

## 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 & avoid contact with eyes.  
This product does not replace the daily use of sun protection.

## INGREDIENTS

Aqua, Glycerin, Shea Butter Ethyl Esters, Olea Europaea (Olive), Fruit Extract, Calendula Officinalis Flower Extract, Squalane, Sepiolite Extract, Betaine, Methyl Methacrylate Crosspolymer, Pectin, Xanthan Gum, Chondrus Crispus, Avena Sativa (Oat), Meal Extract, Sorbitan Caprylate, Propanediol, Benzoic Acid, Polyvinyl Alcohol, Glycolic Acid, Lactic Acid, Copper Palmitoyl, Heptapeptide-14, Heptapeptide-15 Palmitate, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Yeast Polysaccharides, Sodium Hyaluronate, Sodium Hydroxide, Beta Carotene.

## FAQ SKIN SERUM

### **Are the ingredients in Zinzino Skin Serum tested on animals?**

No, the ingredients or the serum itself is not tested on animals.

### **Should children use the Zinzino Skin Serum?**

There is no point for a child to use an anti-ageing serum. However if the child have problems with acne, damaged skin from burns or scars , the serum may be applied.

### **Does the Zinzino Skin Serum contain natural ingredients?**

The term natural depends on how one define it, but all ingredients except 2 or 3 are so called natural based on the definition. The majority of the ingredients in the Zinzino Skin Serum are natural.

### **I can't find the ingredients list in my language?**

Ingredients must only be declared according to the INCI standard. Using only INCI words ensures that any person seeking more information can find it in the European cosmetics data base.