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## FACIAL SERUM

*FINE LINES AND WRINKLES*  
*BAKUCHIOL*

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- Reduces blemishes
- Prevents premature aging
- Soothes and illuminates skin

15 ml | 0,5 fl.oz

GROUP  
FACE F | 5115

## PRODUCT

This gentle yet effective anti-aging serum is rich in Bakuchiol and Sea Buckthorn which helps prevent discoloration & hyperpigmentation, revealing more clear & even-toned skin. It helps preventing premature ageing while intensely soothing and calming the skin, contributing to a healthy glow.

## BEAUTY BENEFITS

A serum formulated to prevent premature ageing while intensely soothing and calming the skin, contributing to a healthy glow. Neutralizes free radicals induced by UV rays and pollution, slows down premature ageing of the skin. Improves radiance, for a luminous and more even complexion.

## APPLICATION

Apply 2-4 drops onto cleansed face and massage gently. Wait for the serum to fully absorb and follow with moisturizers and oil treatments to lock all the good stuff in and improve the effects of the serum. Keep away from direct solar exposure and use sun protection for better results.

## BOTANICAL ACTIVES

### **Bakuchiol:**

Bakuchiol is a vegan skincare ingredient found in the leaves and seeds of the *Psoralea corylifolia* plant, also known as babchi, native to and grows throughout India, where it plays a role in Ayurvedic medicine. It is a potent antioxidant, visibly reduces skin discolorations from environmental exposure, and has a pronounced soothing effect on skin. Bakuchiol can also reduce the appearance of fine lines and wrinkles. It is also a potent antioxidant and helps fight signs of ageing, such as fine lines and loss of firmness by targeting free radicals.

### **Sea Buckthorn oil (Hippophae Rhamnoides Fruit extract):**

Also known as seaberry, this berry is a good source of vitamin C as well as various B vitamins, vitamin E, lycopene, phytosterols, and numerous phenolic compounds that provide antioxidant benefits. A unique aspect of this fruit extract is its ability to help stabilize elements in skin that would normally break down in the presence of peroxide and other types of free radicals. Like other berries, it also has a pronounced soothing effect on skin.

### **Jjoba oil (Simmondsia chinensis) :**

An extract from the seed of the Jjoba tree. Although oil like in consistency, it is actually a wax ester most similar to human sebum. Apart from its excellent action that provides deep hydration and softness, it has special feature that makes it essential for deep hydration.

### **Rosehip oil (Rosa canina Fruit oil):**

Also called the flower of youth, is an oil rich in polyunsaturated essential fatty acids which gives important properties of tissue regeneration of the skin.

### **Rosemary (Rosmarinus officinalis leaf extract):**

Rosemary improves circulation and is slightly antibacterial, promotes skin metabolism and also contains powerful antioxidants. It provides effective care for mature skin, cellulite and poor circulation because of its circulation-promoting effect. Blemished skin can be brought back to balance by rosemary.

### **Vitamin E (Tocopherol):**

Vitamin E has many properties, but it stand out as being known as the vitamin of youth and beauty. It is an antioxidant that protect cells from all external aggression such as pollution, pesticides and stress, the main cause of premature aging. Vitamin E also contributes significantly to the production of energy.

## INGREDIENTS

Coco-caprylate, Simmondsia chinensis Seed Oil\*\*, Rosa canina Fruit Oil\*\*, Bakuchiol, Hippophae Rhamnoides Fruit Extract\*\*, Rosmarinus Officinalis Leaf Extract\*\*, Tocopherol. (\*\*certified organic)