



lucim™

PRODUCT OVERVIEW



NO OTHER
product line
HAS
partnered
WITH YOU
MORE



lucím™

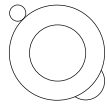
Inspired BY YOU,
innovated FOR YOU



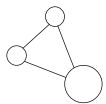
Lucim™ is the first full-system line to be crafted based on *your* favourite skincare attributes and *your* desired results — from ingredients and technology to product experience and lasting effects. Flawless skin for the win!



POWERFUL BOTANICAL
EXTRACTS



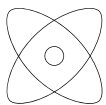
SCIENTIFICALLY
PROVEN



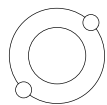
DERMATOLOGIST
TESTED



EWG VERIFIED



ADVANCED
TECHNOLOGY



ANTIOXIDANT RICH

DERIVED FROM NATURE, DRIVEN BY SCIENCE

Meet Lucim, a one-of-a-kind, full-system skincare line that's changing the industry. These effective products feature clinically tested active ingredients that deliver specific desired effects without compromising on safety. They're also non-toxic, gluten free, non-GMO, vegan and never tested on animals, so you can rest assured you're making a responsible choice.

Simply put, Lucim is a line that truly does what it's meant to do without costing more than it should. Never lose another night's sleep wondering if you've thrown your money down the drain — choose Lucim, feel confident.



CRUELTY
FREE



GLUTEN
FREE



VEGAN



NON
GMO



YOUR SKINCARE REGIMEN

IN THE AM



1. Facial Gel Cleanser



2. Purifying Exfoliator



3. Totale Face Serum



4. Day Defense Cream

IN THE PM



1. Facial Gel Cleanser



2. Totale Face Serum



3. Renewing Night Cream

BRIDGING THE GAP

The modern-day beauty industry is driven by two polarised shopping experiences: you either find a scientifically proven (yet overpriced) skincare line or sustainable, environmentally friendly products that may feel lacklustre.

Although you can expect to achieve your desired results when choosing a product that's backed by science, they're typically plagued with toxic ingredients that can ultimately do more harm than good. When opting for a boutique or sustainably sourced product, they're often built around hype or visual appeal and popularity, rather than actually providing proven results. Many products only contain a small amount of the main active ingredient, making their claims seem virtually impossible.

Yes, this has been the norm for decades, but great things come with change. When it comes to quality, sustainability and an affordable price tag, who says a brand can't have it all?

RESULTS OVER TRENDS

When it comes to Lucim, you can trust the hype! Give your skin the absolute best with care that's uncomplicated yet highly effective. Crafted for all skin types, Lucim uses scientifically proven, patented ingredients that give you transformative results from the inside out.



PRO-TIP:

Get even more out of your night-time regimen by finishing it with Skincerity® by Lucim+™, designed to provide an additional boost to this regimen.

lucim™

Totale Face Serum

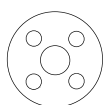


SHIMMERING SKIN NEEDS AT EVERY STAGE

Clear the clutter off your bathroom vanity and replace your old bottles with the revolutionary 7-in-1 **Lucim™ Totale Face Serum** that uses advanced Bakuchiol, Matrixyl™ peptides, hyaluronic acid complex, a proprietary multivitamin complex and exclusive liposome encapsulation technology.



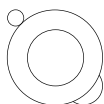
HYDRATES AND
MOISTURISES



MULTIVITAMIN
COMPLEX



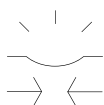
VISIBLY SMOOTHES
FINE LINES



LIPOSOME
TECHNOLOGY



YOUTHFUL RADIANCE



FIRMER-LOOKING SKIN

KEEP IT CONTAINED

Exclusive liposome encapsulation technology delivers advanced key ingredients deep into the cells that need them the most. Targeted delivery of Vitamin C, Liposome encapsulated Swiss glacial water also delivers moisture deep into the lower layers of the skin for intense, lasting 24-hour hydration.

ADAPT AT ANY AGE

Revolutionary Bakuchiol, Matrixyl™ peptides, hyaluronic acid complex and a proprietary multivitamin complex are scientifically proven to address your skincare concerns. This powerful serum includes active ingredients that hold 9 patents and is expertly crafted to deliver precisely the right effect, no matter your stage in life, with powerful results.



CRUELTY
FREE



GLUTEN
FREE



VEGAN



NON
GMO



lucim™

YOUR SOLUTION FOR:

- Hydrating and moisturising from the inside out
- Helps preserve skin's elasticity and firmness through moisture retention
- Visibly improving uneven skin tone and reducing discolouration
- Promoting brighter looking skin and youthful radiance
- Firming and plumping the skin
- Smoothing and reducing the appearance of fine lines and wrinkles
- Strengthening and reinforcing the skin barrier

USAGE:

Apply evenly to clean, dry face and neck each morning and night. For best results, allow the serum to fully absorb before following with Day Defense Cream in the AM and Renewing Night Cream in the PM.

THE ACTIVES:

Bakuchiol, Matrixyl peptides, liposome encapsulated Vitamin C, liposome encapsulated pure Swiss glacial water, Kakadu plum extract, hydrolysed hyaluronic acid and Vitamin B3.





FREQUENTLY ASKED QUESTIONS

WHAT IS THE PURPOSE OF A FACE SERUM?

A face serum is a product you apply to your skin after cleansing and before moisturising to deliver active ingredients directly into the skin. Serums contain a concentrated amount of active ingredients, which is higher than your average moisturising creams. Known for their effectiveness, they're often added to a skincare routine to address specific skincare concerns.

WHAT TIME OF DAY SHOULD I USE TOTALE FACE SERUM?

We recommend using this potent serum twice each day, as part of your day and night skincare regimen, for transformative results.

CAN I USE TOTALE FACE SERUM WITH OTHER LUCIM PRODUCTS?

Yes! In fact, we designed Totale Face Serum to provide the best results when used along with other Lucim products for a complete skincare regimen.

WHERE DOES TOTALE FACE SERUM FIT IN MY SKINCARE ROUTINE?

Use Totale Face Serum after cleansing and toning, but before applying creams or moisturisers.

WHICH TYPE OF SKIN IS TOTALE FACE SERUM SUITABLE FOR?

This serum was uniquely developed to adapt to a lot of skincare concerns you may have, whether you're 25 or 95! It works amazingly for all skin types, and is particularly impactful for fatigued, mature skin.

HOW DO I USE TOTALE FACE SERUM?

For best results, use Totale Face Serum both morning and night. After cleansing your skin, apply enough product to cover your face and allow it to fully absorb before following with any creams or moisturisers.

IS TOTALE FACE SERUM NON-COMEDOGENIC (NON-PORE-CLOGGING?)

Yes. Totale Face Serum will not clog your pores.

DO YOU TEST ON ANIMALS?

No. All Lucim products are Leaping Bunny certified cruelty-free by Consumer Information on Cosmetics (CCIC).

HOW SHOULD I STORE TOTALE FACE SERUM?

We recommend storing in a cool, dry place below 25°C and out of direct sunlight. TIP: In hot or humid climates, this product can be stored in the refrigerator at 5°C.

WHY IS MY SERUM CHANGING COLOURS?

The natural qualities of the powerful antioxidants and botanical extracts found in this product may produce varying shades of colour between products. Shades ranging from cream to dark beige are normal for this product and a sign of its natural, botanical goodness. Despite the colour shifts, the product remains potent, effective and safe.

HOW LONG WILL TOTALE FACE SERUM LAST?

If using twice daily, the product should last 28 days, but we packed in enough product to last up to 35 days!

lucím™

Day Defense Cream

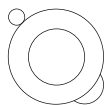


YOUR DAILY DEFENSE

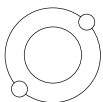
Fight the visible effects of environmental aggressors with the lightweight **Lucim™ Day Defense Cream** that deeply hydrates and protects your skin against sunlight, pollution and signs of dehydration.



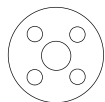
ENVIRONMENTAL
PROTECTION



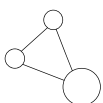
LIPOSOME
TECHNOLOGY



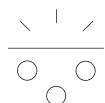
ANTIOXIDANT-RICH



MULTIVITAMIN
COMPLEX



DERMATOLOGIST
TESTED



SKIN NUTRIENTS

SOAK UP YOUR VITAMINS

A blend of botanical antioxidants and a unique mix of Vitamins – B3, C and E – help put a stop to the damaging effects of free radicals pollution and other environmental stressors. The brightening and nourishing effects this cream has on your skin is an added perk!

TARGETED TECHNOLOGY

Citysystem™ (Marrubium vulgare extract), an award-winning and patented pollution protectant, defends and detoxifies cells of pollutants, leaves skin feeling soft and smooth while making blackheads less visible.

PEAK PERFORMANCE

Liposome encapsulated glacial water from the Swiss Alps delivers targeted moisture into deeper layers of the skin. You'll also find blue-green algae extract (Spirulina maxima) in this advanced formulation – think of it as nourishing skin food!



CRUELTY
FREE



GLUTEN
FREE



VEGAN



NON
GMO



lucím™

YOUR SOLUTION FOR:

- Dryness
- Dark spots
- Uneven skin tone
- Improved skin barrier
- Protecting against free radicals

USAGE:

After cleansing and applying serums, apply a small amount of cream to your skin in sweeping upward motions to complete your AM routine.

THE ACTIVES:

Citystem™, Vitamin B3, antioxidant blend of botanical extracts, Vitamin C, Vitamin E, blue-green algae, hyaluronic acid.





FREQUENTLY ASKED QUESTIONS

WHAT IS THE PURPOSE OF A DAY CREAM?

During the day, you're continually exposed to environmental stressors like sunlight, heat, pollution and free radicals. Day Defense Cream is designed to protect your skin from these stressors, helping you fight the visible signs of aging, dehydration and the damaging effects of free radicals. Day creams are also uniquely formulated to be worn under your makeup.

WHAT'S THE DIFFERENCE BETWEEN A CREAM AND A MOISTURISER?

Day Defense Cream is richer than simple moisturisers and is packed with even more key ingredients to help your skin, while deeply moisturising throughout the day.

WHAT TIME OF DAY SHOULD I USE DAY DEFENSE CREAM?

We recommend applying Day Defense Cream as the last step in your morning skincare regimen or if you need additional moisture during your day.

CAN I USE DAY DEFENSE CREAM WITH OTHER LUCIM PRODUCTS?

Yes! In fact, we designed Day Defense Cream to provide the best results when used along with other Lucim products for a complete skincare regimen.

WHICH TYPE OF SKIN IS DAY DEFENSE CREAM SUITABLE FOR?

Day Defense Cream is a lightweight but rich cream, designed for all skin types.

HOW DO I USE DAY DEFENSE CREAM?

For best results, use Day Defense Cream in the morning. After cleansing your skin and applying serums, apply a small amount of product to your face in sweeping, upward motions.

IS DAY DEFENSE CREAM NON-COMEDOGENIC (NON-PORE-CLOGGING)?

Yes. Day Defense Cream will not clog your pores.

DO YOU TEST ON ANIMALS?

No. All Lucim products are Leaping Bunny certified cruelty-free by Consumer Information on Cosmetics (CCIC).

HOW SHOULD I STORE DAY DEFENSE CREAM?

We recommend storing it in a cool, dry place below 25°C and out of direct sunlight. TIP: in hot or humid climates, this product can be stored in the refrigerator at 5°C.

WHY IS MY CREAM CHANGING COLOURS?

The natural qualities of the powerful antioxidants and botanical extracts found in this product may produce varying shades of colour between products. Shades ranging from cream to dark beige are normal for this product and a sign of its natural, botanical goodness. Despite the colour shifts, the product remains effective and safe.

HOW LONG WILL DAY DEFENSE CREAM LAST?

With daily use, the product should last up to one month.

lucím™

Renewing Night Cream

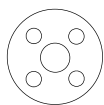


WAKE UP REFRESHED

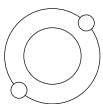
The deeply hydrating, luxuriously rich **Lucim™ Renewing Night Cream** hydrates your skin while you sleep. Simply apply it each night and after a restful eight hours, you'll awake to a fresh face with visibly smooth skin.



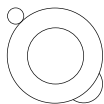
PLANT STEM CELLS



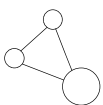
LIPOSOME TECHNOLOGY



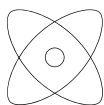
ANTIOXIDANT-RICH



MULTIVITAMIN COMPLEX



DERMATOLOGIST TESTED



ADVANCED TECHNOLOGY

SMOOTH AND NOURISH

Antioxidants, multivitamins and blue-green algae extract protect, restore and nourish while patented Majestem™ Edelweiss stem cells and Gatuline® In-tense Spilanthes Acmella flower extract work to visibly smooth and firm the skin.

PEAK PERFORMANCE

Take your bedtime routine to another level with liposome encapsulated glacial water from the Swiss Alps. This advanced technology delivers targeted hydration deep into your skin, working while you sleep to reveal a beautifully revived and hydrated face come morning.



CRUELTY FREE



GLUTEN FREE



VEGAN



NON GMO



YOUR SOLUTION FOR:

- Hydrating and moisturising from the inside out
- Helping the skin's elasticity and firmness through moisture retention
- Visibly improving uneven skin tone and reducing discolouration
- Promoting brighter looking skin and youthful radiance
- Fighting visible signs of aging

USAGE:

After cleansing and applying serums, apply a fair amount of cream to your skin in sweeping upward motions to complete your PM routine.

THE ACTIVES:

Majestem™ Edelweiss stem cells, Gatuline® In-tense Spilanthes Acmella flower extract, Vitamin B3, liposome encapsulated Swiss glacial water, Vitamin C, Vitamin E, Vitamin B5, blue-green algae extract, hyaluronic acid.



FREQUENTLY ASKED QUESTIONS

WHAT IS THE PURPOSE OF A NIGHT CREAM?

While you sleep, your skin undergoes a natural restorative process. We specially formulated Renewing Night Cream with this in mind, so you wake up with refreshed skin each morning.

WHAT'S THE DIFFERENCE BETWEEN A CREAM AND A MOISTURISER?

Renewing Night Cream is richer than simple moisturisers and is packed with even more powerful ingredients, making it ideal for night time use. In particular, Renewing Night Cream incorporates several ingredients you won't find in a moisturiser, all of which assist with your skin's night time renewal process.

WHAT TIME OF DAY SHOULD I USE RENEWING NIGHT CREAM?

We recommend using Renewing Night Cream as the last step in your evening skincare regimen.

CAN I USE RENEWING NIGHT CREAM WITH OTHER LUCIM PRODUCTS?

Yes! In fact, we designed Renewing Night Cream to provide the best results when used along with other Lucim products for a complete skincare regimen.

WHICH TYPE OF SKIN IS RENEWING NIGHT CREAM SUITABLE FOR?

Renewing Night Cream is a thick and rich moisturising product. It works for all skin types, and is particularly useful on fatigued, mature skin.

HOW DO I USE RENEWING NIGHT CREAM?

For best results, use Renewing Night Cream in the evening. After cleansing your skin and applying serums, apply a small amount of product to your face in sweeping, upward motions.

IS RENEWING NIGHT CREAM NON-COMEDOGENIC (NON-PORE-CLOGGING)?

Yes. Renewing Night Cream will not clog your pores.

DO YOU TEST ON ANIMALS?

No. All Lucim products are Leaping Bunny certified cruelty-free by Consumer Information on Cosmetics (CCIC).

HOW SHOULD I STORE RENEWING NIGHT CREAM?

We recommend storing it in a cool, dry place below 25°C and out of direct sunlight. TIP: in hot or humid climates, this product can be stored in the refrigerator at 5°C.

WHY IS MY CREAM CHANGING COLOURS?

The natural qualities of the powerful antioxidants and botanical extracts found in this product may produce varying shades of colour between products. Shades ranging from cream to dark beige are normal for this product and a sign of its natural, botanical goodness. Despite the colour shifts, the product remains effective and safe.

HOW LONG WILL RENEWING NIGHT CREAM LAST?

With daily use, the product should last up to one month.

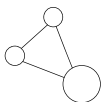
lucimTM

Skincerity[®] by Lucim+TM



ROLL ON PERFECTION

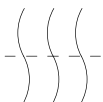
Skincerity[®] by Lucim+TM transforms the appearance of your skin with a rejuvenating boost of moisture and a technologically advanced masque unlike anything else on the market. Sleep easy knowing it's working hard under the surface.



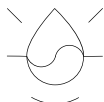
DERMATOLOGIST
TESTED



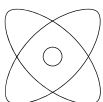
VISIBLY SMOOTHES
FINE LINES



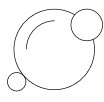
BREATHABLE BARRIER



NOURISHES SKIN



ADVANCED
TECHNOLOGY



DEEPLY CLEANSSES

STOP SUFFOCATING YOUR SKIN

Skincerity[®] uses Breathable Barrier[®] technology that's clinically proven to improve the visible health of your skin. By sealing in your own natural moisture, this revolutionary formula helps to reduce the appearance of fine lines, wrinkles and enlarged pores on the face, hands, neck and chest, while delivering a continual source of nutrients.

BACKED BY SCIENCE

Engineered by biomedical experts and validated by numerous dermatologic research studies supported by the *National Institutes of Health*, Skincerity has been shown to be substantially more effective than over-the-counter products in delivering higher nutrient content into the skin.



CRUELTY
FREE



GLUTEN
FREE



VEGAN



NON
GMO



YOUR SOLUTION FOR:

- Hydrating and moisturising
- Improving the look of pores
- Taming problematic skin
- Fighting visible signs of aging

USAGE:

Roll on a thin but uniform layer nightly before bed.
Remove in the morning with warm water for refreshed skin and lasting results.

THE ACTIVES:

Fluoropolymer, Vitamin E, acrylic polymer, grape seed oil.



FREQUENTLY ASKED QUESTIONS

HOW DO I USE SKINCERITY?

Roll on a thin but uniform layer nightly at bedtime and let dry. In the morning, remove with warm water.

WHO SHOULD USE SKINCERITY AND WHY?

Skincerity is perfect for people aged 25+ who want to protect their skin and help reduce visible signs of aging.

WHICH INGREDIENTS ARE IN SKINCERITY?

Skincerity is non-toxic and safe for all skin types. An FDA-recommended test verified that the barrier technology is safe and causes no irritation to the skin. It contains Medical grade Acetone, Fluoropolymer, Tocopherol Acetate (Vitamin E), Acrylic Polymer, Water, Vitis Vinifera (Grape) Seed Oil and Fragrance.

HOW LONG WILL IT TAKE TO SEE RESULTS?

Clinical studies show significant results occur following at least four weeks of use. However, because everyone's skin is different, the speed of change could vary.

CAN I USE SKINCERITY WITH THE OTHER LUCIM PRODUCTS?

Yes! We designed Skincerity to provide the best results when used along with other Lucim products for a complete skincare regimen.

DO YOU TEST ON ANIMALS?

No. All Lucim products are Leaping Bunny certified cruelty-free by Consumer Information on Cosmetics (CCIC).

HOW LONG WILL SKINCERITY LAST?

With daily use, the product should last up to one month.

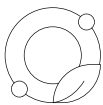
lucím™

Facial Gel Cleanser



DEEPLY CLEANSE AND NOURISH

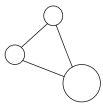
Clear away the grime from your day with the luscious foaming **Lucim™ Facial Gel Cleanser** that works without leaving your skin feeling stripped or dry.



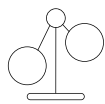
BOTANICAL
ANTIOXIDANTS



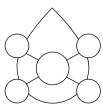
ALGAE EXTRACT



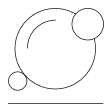
DERMATOLOGIST
TESTED



PH BALANCED



HYALURONIC ACID



DEEPLY CLEANSES

LOCK IN MOISTURE

A blend of botanical antioxidants and blue-green algae extracts nourishes the skin while hyaluronic acid locks in moisture and smooths texture, leaving behind immaculately soft skin.

KEEP IT CLEAN

There's no better feeling at the end of a long day than a fresh, clean face. When you're ready to unwind, this foaming lather will take your bedtime routine to another level, leaving you feeling renewed and refreshed.

YOUR SOLUTION FOR:

- Cleansing
- Hydrating and moisturising



CRUELTY
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GLUTEN
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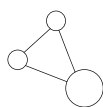
lucim™

Purifying Exfoliator



GENTLY EXFOLIATE AND PURIFY

Prepare your face for a fresh daily regimen with the purifying **Lucim™ Purifying Exfoliator** made with Kaolin and bentonite clay, plus fruit enzymes that work with jojoba beads and lactic acid to gently exfoliate and remove dead skin cells.



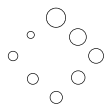
DERMATOLOGIST
TESTED



DETOXIFY



FRUIT ENZYMES



REMOVES IMPURITIES

THE DIFFERENCE IS CLEAR

Enzymes flourish in a specific environment and require the right pH levels in order to work optimally as exfoliants. This is what makes our formulation unique — we've created the perfect mix of enzymes and exfoliants that'll leave your skin feeling silky smooth.

YOUR SOLUTION FOR:

- Sweeping away dead skin cells
- Improving the look of pores
- Taming problematic skin
- Visibly reducing blackheads and blemishes

GO THROUGH THE MOTIONS

This powerful yet gentle exfoliator has been formulated to utilise 4 gentle modes of action through exfoliation.

1. Kaolin and bentonite synergistically work together to draw out excess oils, sebum and toxins from the skin, while clearing and visibly tightening skin pores.
2. Jojoba beads provide a gentle physical exfoliation that is nonabrasive to the skin, due to its intentional round shape and smoothness.
3. Lactic acid, a mild, non-irritating alpha hydroxy acid (AHA), is a larger molecular AHA that works at the skin's surface as a chemical exfoliant to polish and remove dead skin cells.
4. Papaya and pineapple enzymes synergistically work to remove dead skin cells.



CRUELTY
FREE



GLUTEN
FREE



VEGAN



NON
GMO



ACTIVE INGREDIENTS GLOSSARY:

Aloe vera: A soothing anti-irritant. Found in Facial Gel Cleanser, Purifying Exfoliator and Totale Face Serum.

Bakuchiol: A natural ingredient that is found in the leaves and seeds of the *Psoralea corylifolia* (Babchi) plant. The Babchi plant is native to India and has long been used in ayurvedic practices. It significantly improves the appearance of fine lines and wrinkles, pigmentation, elasticity and firmness. It is also a powerful antioxidant combating the visible effects of photo damage. Found in Totale Face Serum.

Bentonite clay: Clears excess sebum, dirt and draws toxin from pores. Found in Purifying Exfoliator.

Blue-green algae (*Spirulina maxima*) extract: A nourishing skin food packed with phytonutrients and amino acids to promote healthy skin. Found in Facial Gel Cleanser, Day Defense Cream and Renewing Night Cream.

Citystem™ (*Marrubium Vulgare* (White Horehound) extract): An award-winning, powerful antioxidant and pollution protectant that detoxifies the skin and protects it from the penetration of pollutants, while leaving it feeling soft and smooth. Found in Day Defense Cream.

Gatuline® In-tense (*Spilanthes Acmella* flower extract): A powerful ingredient that helps smooth and firm the skin while reducing the appearance of wrinkles and fine lines. Found in Renewing Night Cream.

Hyaluronic acid: An essential building block of healthy, hydrated skin found naturally in the extracellular matrix of the skin. It can hold up to 1,000 times its weight in water, making it the most powerful moisturising and hydrating ingredient. Found in Facial Gel Cleanser, Totale Face Serum, Day Defense Cream and Renewing Night Cream.

Hydrolyzed hyaluronic acid: An amazing ingredient that visibly fills wrinkles and fine lines and helps improve the skin's elasticity and moisture. Found in Totale Face Serum.

Jojoba beads: Round spherical beads that offer gentle physical exfoliation to remove dead skin cells. Found in Purifying Exfoliator.

Kakadu plum (*terminalia ferdinandiana* fruit) extract: Kakadu Plum is the world's most concentrated source of Vitamin C – 100 times higher than the concentration of an orange. This extract energises dull looking skin and promotes youthful radiance while reducing the appearance of wrinkles. Found in Totale Face Serum.

Kaolin clay: Clears excess sebum, dirt and draws toxin from pores. Found in Purifying Exfoliator.

Lactic acid: It removes dead skin cells and polishes the skin. Found in Purifying Exfoliator.

Liposome encapsulated Swiss glacial water: An advanced technology used to deliver glacial water from the Swiss Alps into the skin. Found in Totale Face Serum, Day Defense Cream and Renewing Night Cream.

Liposome encapsulated Vitamin C: An advanced technology that delivers Vitamin C deeper into the skin to the cells that need it most. Found in Totale Face Serum.

Majestem (*Edelweiss* stem cells): Potent plant stem cells that offer a visible tightening and lifting effect, particularly on the cheeks and neck, while smoothing out wrinkles and fine lines. Found in Renewing Night Cream.

ACTIVE INGREDIENTS GLOSSARY:

Matrixyl™ peptides: A unique peptide that visibly helps the skin. It fills in visible wrinkles and fine lines, particularly on the forehead and around the eyes. Found in Totale Face Serum.

Papaya and pineapple enzymes: Provide enzymatic exfoliation to remove the top layer of dead skin cells. Found in Purifying Exfoliator.

Vitamin B3 (niacinamide): A multifunctional ingredient that visibly helps smooth uneven skin tone and reduces the appearance of discolouration. It's also a powerful antioxidant and fights against environmental stressors. Found in Totale Face Serum, Day Defense Cream and Renewing Night Cream.

Vitamin B5 (panthenol): The provitamin of B5. It has a great affinity for water and works to lubricate and moisturise the skin. Found in Renewing Night Cream.

Vitamin C (tetrahexyldecyl ascorbate/ Sodium Ascorbyl Phosphate): Two stable forms of Vitamin C that work as a powerful antioxidant. Found in Totale Face Serum, Day Defense Cream and Renewing Night Cream.

Vitamin E (dl-α-Tocopherol): A powerful antioxidant that visibly helps the skin. Found in Totale Face Serum, Day Defense Cream and Renewing Night Cream.