

# More power for beautiful skin, with Artistry™ Vitamin C+HA3 Daily Serum



Vitamin C is a multi-action ingredient. It brightens, firms, and strengthens skin and reduce the appearance of lines and wrinkles.

Now there's a new-and-improved way to enjoy the benefits of Vitamin C as well as Hyaluronic Acid (HA), with the launch of Artistry™ Vitamin C+HA3 Daily Serum – an exciting **new serum that reduces lines and wrinkles and plumps the appearance of skin with every fresh drop!**

## New and improved formula

Artistry™ Vitamin C+HA3 builds on the success of its predecessor with a more-potent formula that features:

- **2xMORE** Vitamin C (now 10%)
- **2.4xMORE** antioxidant power
- **3 types** of Hyaluronic Acid
- **Nutriline-grown ingredients** like White Chia Seed and Acerola Cherry
- **Artistry Clean** formula

The new-and-improved formula delivers faster results across the board.

**After just one use, \*83% said it makes skin look vibrant with a youthful radiance.**

\* Based on "Consumer Perception (Market Vision Research Study 21-0471, n=162 except where noted, Age Range = 30-55; Attachment 19)"

Like its predecessor, Artistry™ Vitamin C+HA3 Daily Serum features an innovative Activating Cap to preserve the purity of 100%-pure vitamin C powder.

Before using the product, it should be activated in the following way:

1. Remove the dropper from the serum-filled bottle and replace it with the Activating Cap.
2. Firmly press the button on top of the Cap to release the 100%-pure Vitamin C powder into the serum.
3. Shake vigorously for 60 seconds, until the powder is completely dissolved.
4. Replace the Activating Cap with the dropper.

The multi-action formula of Artistry™ Vitamin C+HA3 Daily Serum includes ingredients that help address a variety of common skin care needs:

- **Vitamin C and Acerola Cherry:** Uneven skin tone, wrinkles, and sallowness
- **HA3 Triple Hyaluronic Acid Fusion:** Dryness/tightness and fine lines
- **Line-Smoothing Peptide Blend:** Fine lines, wrinkles, and sagging
- **White Chia Seed:** Oiliness and dryness/tightness

This enhanced formula delivers compelling skin care benefits. With regular use, it:

- **Reveals dramatically vibrant skin** and a more even-toned, radiant look
- **Reduces lines and wrinkles** and plumps the appearance of skin with hydration
- **Protects skin** caused by environmental aggressors, thanks to Vitamin C.

### Committed to Clean Beauty

Like all Artistry™ products, Vitamin C+HA3 Daily Serum follows the Artistry Clean philosophy. That means it has a vegan-friendly formula, contains no animal-derived ingredients, is not tested on animals, and contains no mineral oil, parabens, or silicone.

### Complements Artistry™ skin care regimen

Artistry™ Vitamin C+HA3 Daily Serum addresses the REBUILD Key Requirement (one of the five identified by Artistry scientists) and works in perfect harmony with other Artistry™ products.

- **Purify** to keep skin's Defence barrier clean and free of irritants
- **Balance** to stabilise and nurture skin's Microbiome barrier
- **REBUILD** to strengthen and repair skin's Support barrier
- **Moisturise** to saturate skin and fortify its Moisture barrier
- **Protect** to amplify skin's Environmental barrier

Artistry™ Vitamin C+HA3 Daily Serum has been developed to be used after toning and before applying moisturiser.



### Find out more

This is an exciting new launch and demonstrates the Artistry brand's focus on developing innovative products that combine effectiveness with a commitment to Clean Beauty.

**Start enjoying the superstar skin care benefits of vitamin C and the power of Clean Beauty.**