

you•ology

# 7-DAY *vitamin C* TREATMENT

POWER UP. *Brighten on.*



## WHY ARE WE LAUNCHING A VITAMIN C PRODUCT IN OUR TARGETED SKIN CARE LINE?

Many skin care brands are getting in on the vitamin C game with topicals that promise to brighten and tighten. But consumers aren't satisfied. They want results faster than they're getting from other serums and moisturizers on the market.

That's where we come in to win—with our supercharged serum and potent booster bead duo that delivers clinically proven results of brighter-, firmer-, younger-looking skin in just 7 days.

## CRUSH IT WITH INSTANT RESULTS

A third-party clinical study of our YOU·OLOGY 7-day vitamin C treatment show powerfully convincing results.

Here are a few top results after one 7-day use:

- 94% felt their skin was more hydrated\*
- 94% said their skin has a healthy glow\*
- 94% said their skin was more even textured\*
- 91% said their skin was smoother\*

\* Results from an independent consumer study. Individual results may vary.

## HOW DO WE SQUEEZE OUT THE COMPETITION?

### POTEN-C

A powerful 26% of vitamin C in each freeze-dried booster bead plus a supercharged activating serum for share-worthy results.

### IMMEDIA-C

Brighter-, more youthful-looking skin you and your customers can see in just 7 days of daily use. And, instant results mean repeat orders and subscription sales.

### BRILLIAN-C

Formulated to brighten your skin's day by helping to lighten the appearance of dark spots and firm, smooth, and plump up skin.\*

\* Results from an independent consumer study. Individual results may vary.

## THE SECRET POWERS BEHIND YOUR SALES

### 1. A POTENT, FREEZE-DRIED BOOSTER BEAD

Our freeze-dry technology removes only the moisture, keeping each ingredient as natural and potent as possible for amazing results, every time.

Each bead is boosted to brighten with magnesium ascorbyl phosphate, a stabilized form of vitamin C known to help brighten dark spots for a more even texture and glowing skin.

And, each bead is primed to plump with sodium hyaluronate, a form of hyaluronic acid with incredible water retention properties known to help condition and plump.

### 2. OUR SUPERCHARGED SERUM

Our lightweight, supercharged serum activates the vitamin C in each booster bead to stabilize each ingredient and keep it working at its peak potency.

It's formulated with six of Mother Nature's skin-loving ingredients, including squalane for hydration, niacinamide (Vitamin B3) to help calm irritation and redness, and cooling aloe barbadensis leaf juice to help cool and condition.

## WORKS LIKE A DREAM IN A SKIN CARE ROUTINE

### 1. MIX IT

Mix .75 ml (3/4 of the dropper) of our supercharged activating serum with one freeze-dried booster bead until it has a smooth, serum-like consistency. Apply to face using upward and outward motions.

### 2. SWITCH IT

Switch out your daily serum in your skin care routine with our YOU·OLOGY 7-day vitamin C treatment. Use once daily for 7 consecutive days and repeat monthly.

### 3. LOVE IT

Your customers will notice their skin looking and feeling softer, firmer, brighter, more evenly textured, and radiant after the first use.\*

\* Results from an independent consumer study. Individual results may vary.

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7-DAY *vitamin C*  
TREATMENT

*7 days in. It's brighter skin  
for the win.*

