



GINZING™ INTO THE GLOW BRIGHTENING SERUM

Launch: September 2020

Origins enhances its approach to achieving visibly brighter and noticeably smoother skin by expanding their coffee-infused franchise to include a fast-acting, radiance-boosting formula. The brand's latest innovation features a brightening serum made with naturally-derived ingredients to deliver healthy, skin-glowing benefits.

GinZing™ Into The Glow Brightening Serum's multi-action formula works instantly to provide skin with a radiant complexion by jumpstarting skin's natural exfoliation process. The secret to the formula's brightening benefits is in its 5% Retexturizing Complex. Made using a blend of Green Coffee Seed extract and AHA/BHAs, it helps trigger skin's natural enzymatic activity in the epidermis, boosting cell turnover to gently remove dead skin for smoother skin texture, improved dullness, and less visible pores.



This powerful, naturally-derived formula – which is 100% vegetarian and vegan* – is also infused with potent Vitamin C, while Hyaluronic Acid plumps skin with hydration to immediately boost skin's moisture levels and smooth fine, dry lines. With this carefully-calibrated serum, the radiance is real – and with consistent use, skin is left feeling smoother and poreless-looking over time.

In addition to being packed with glow-boosting benefits, the formula provides a sensorial experience with its refreshing and uplifting aroma featuring an essential oil blend of: Orange, Grapefruit, Lemon and Spearmint.

- *Green Coffee Seed extract – A trending ingredient known to increase the production of naturally occurring enzymes in skin that release dead, dulling cells.*
- *Fruit and Plant-derived Alpha Hydroxy Acids (AHAs) – Derived from Grapes, Corn and Sugar Beets, along with Salicylic Acid (BHA) from Wintergreen, help boost new skin cell turnover.*
- *Panax Ginseng – Is a known tonic to balance energy and balance body and mind. In skincare, it is known to help support skin's natural energy so skin appears more revitalized.*
- *Caffeine (from coffee beans – Was first found in Ethiopia and known for its euphoric and energizing effects. Naturally energizing, it helps to visibly refresh & recharge skin.*
- **100% Vegetarian and Vegan – Without animal ingredients except honey & beeswax*

Clinical Results:

- *88% had brighter, less dull looking skin instantly*
- *100% had instant improvement in moisture*
- *Instantly smooths the look of skin in 1 use*
- *Boosts cell turnover in 3 weeks/21 days*
- *Pores are visibly reduced in 1 month/4 weeks*
- *Smoother skin revealed in 1 month/4 weeks*

For use, following treatment lotion, apply 2-3 pumps, pressing serum into skin with fingertips & avoiding eye area. Wait until serum absorbs into skin before applying moisturizer. Apply AM & PM. Use sunscreen & limit sun exposure while using & the week after.

**You may experience momentary tingling. If irritation occurs, limit frequency of use and if it persists, discontinue use & consult a physician. You may experience minor sloughing upon application—this is normal. This is skin combining with the product and being lifted off to unveil smoother, brighter skin. To minimize sloughing, follow 'How To Use' application. If sloughing occurs, gently sweep away with fingertips.*

Origins GinZing™ Into The Glow Brightening Serum is available in September at Parfuma, Paris XL, Paris8 and on www.origins.eu for €39,5 (€35 for refill).

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