



ORIGINS

1990

NEW DR. ANDREW WEIL FOR ORIGINS™ MEGA-MUSHROOM TREATMENT LOTION

Our #1 BEST-SELLING FORMULA GETS AN UPGRADE: Origins elevates its famed mushroom-infused franchise with its latest innovation—an upgraded formula for the coveted Dr. Andrew Weil for Origins™ Mega-Mushroom Soothing Treatment Lotion. Mega-Mushroom Treatment Lotion, Origins' #1 product globally, is a lightweight, watery lotion that deeply penetrates the skin's surface to hydrate and soothe the appearance of redness. The new formula strengthens skin's barrier to protect against external irritants. Over time, pores are visibly reduced, skin's texture is smoothed, and dullness is reduced so that skin appears radiant and calm for more stabilized, healthy-looking skin.

Origins has been leveraging plant chemistry, studying the unique aspects of ingredients and skin physiology, understanding how formulas work on skin, since its beginning in 1990. With this upgrade, the brand took a page from the nutritional world by studying "Adaptogenic Herbs." Adaptogens have a rich history as potent stress-resisting ingredients when consumed. In skin, they work alongside our signature Molecular Mushroom Complex with Reishi and Fermented Chaga in the formula to help reduce visible irritation and redness, so that skin looks and feels more resilient.

NEW Plantmunity Technology™ : Plantmunity Technology™, features Adaptogenic Licorice Root with Glycyrrhetic Acid that helps to strengthen skin by activating skin's natural self-defense activities for protection against daily environmental aggressors that can lead to early visible signs of aging.



Molecular Mushroom Complex: Molecular Mushroom Complex, featured throughout the Mega-Mushroom sub-franchise, helps visibly soothe and neutralize the look of red, irritated skin. Within Treatment Lotion, the Complex has 10x more Reishi—known as the "mushroom of immortality" and as a symbol of rejuvenation. Along with Fermented Chaga, Reishi helps to counter reactive irritation, so skin looks visibly stronger as irritation is quickly soothed -- the formula works 2 times faster to reduce visible redness than an untreated control.

"I've been studying the power of mushrooms for more than 50 years and I love everything about the exciting possibilities they offer to us," says Dr. Andrew Weil, Integrated Medicine Practitioner and Origins Partner. "Mega Mushroom Treatment Lotion contains powerful mushroom-infused ingredients such as Reishi, one of my favorite species of mushrooms, that can help reduce the appearance of skin redness and irritation."

Sustainable Ingredients, Sourcing and Packaging: Origins Mega Mushroom Treatment Lotion is 100% vegan (free-of animal derived ingredients) and 97% naturally derived. The new and updated packaging is recyclable and made from 100% post-consumer recycled material.

Usage:

Use morning and evening after cleansing and before serum & moisturizer.

Usage on pack: Gently pat on with fingertips or cotton pad AM and PM. Follow with serum.

NEW CLAIMS / CLINICALS:

PRIMARY:

Strengthen skin's innate resilience (skin core) to protect against irritating aggressors

- 29% strengthened skin barrier after 4 hours
- 2x faster visible redness reduction
- Irritation is reduced by 27% for stronger, more resilient skin
- Immediate soothing hydration
- Tested on all skin tones. Appropriate/ Suitable for all skin types including Sensitive, and Acne Prone Skin

SECONDARY:

- Repairs dry, sensitized, irritated skin
- Immediately delivers soothing hydration
- Clinically proven to even skin tone
- Dermatologist Tested
- Vegan



Availability: as of 14th of March available from all counters and origins.eu

Price: €38 for 200ml

For more information, contact Marie Wauters: mwauters@be.clinique.com