



INTRODUCING
NEW DR. ANDREW WEIL FOR ORIGINS™
MEGA-MUSHROOM DARK SPOT SERUM



Origins, leader in high performance skincare, introduces its latest innovation to the brand's famed Dr. Andrew Weil for Origins™ Mega-Mushroom Collection – the new **Dr. Andrew Weil for Origins™ Mega-Mushroom Dark Spot Serum**. This mushroom-infused serum helps to calm and combat the root causes of irritation, which is what Dr. Weil refers to as 'the fire within skin,' helps prevent and treat visible hyperpigmentation, like dark spots, and strengthen skin's barrier health – all for a brighter, more even-looking complexion.

As a brand rooted in nature and grounded in creating good-for-skin formulas, Origins co-partnered with Dr. Andrew Weil to develop the brand's Mega-Mushroom franchise using carefully selected combinations of powerful natural active ingredients like Reishi, Fermented Chaga, and Licorice Root. Through Dr. Weil's expertise, Origins learned that when skin gets irritated, it can trigger 'silent aging' which can impact the look of skin. To address these concerns, Origins explored different ways to create a gentle yet effective formula to help increase hydration, boost skin's barrier, and target and fade hyperpigmentation like dark spots.

Dr. Andrew Weil for Origins™ Mega-Mushroom Dark Spot Serum's formula features a new 99% Naturally Derived* Brightening Complex made with Trametes Mushroom, plant-derived Vitamin-C, Mulberry Root, and Algae, that supports a more even skin tone by helping to reduce oxidative stress and slow the overproduction of excess pigment that can result in skin discoloration.

It also includes Origins signature Molecular Mushroom Complex, with Reishi Mushroom and Fermented Chaga, to help quickly soothe visible irritation, for resilient, healthy-looking skin over time.

* Using the ISO 16128 Standard, from plant, non-petroleum mineral, and/or water sources.

KEY INGREDIENTS:

- **NEW! 99% Naturally Derived Brightening Complex:**
 - Origins new complex featuring Trametes mushroom, Vitamin-C, Mulberry Root and Algae to visibly help reduce dark spots and acne marks, and revive dull skin for a brighter, translucent and more even skin tone.
 - This complex helps reduces excess pigment in 1 week.*
**In vitro study after 1 week.*
 - **Trametes Mushroom:** Helps break up existing visible brown and dark spots by scattering melanin clusters.
 - **Plant-Derived Vitamin-C:** Helps prevent overproduction of excess pigment, fade discoloration and promote a vibrant-looking complexion.
 - **Mulberry Root and Dictyoperis Algae:** Helps minimize the appearance of excess pigment and support evenness of skin tone.
- **Molecular Mushroom Complex:**
 - Origins signature complex included throughout the Mega-Mushroom franchise made with Reishi mushroom and Fermented Chaga to help calm reactive inflammation in skin and support skin's barrier strength.
 - Responsibly Sourced Reishi, known as a symbol of rejuvenation and called the "Mushroom of Immortality", helps to fight visible, unwanted skin concerns as a result of irritation .
 - Origins Fermented Chaga has 28% more anti-irritant power than unfermented Chaga.*
**Based on an in-vitro study vs. unfermented Chaga.*
- **Licorice Root:** Works to activate skin's natural defences to protect skin from environmental stressors.

CLINICAL + SENSORY CLAIMS:

- Clinically proven to start improving the appearance of dark spots and uneven skin tone:
 - Immediately:
 - 92% said their skin look brighter*
 - In two weeks:
 - 94% said their appearance of dark spots were minimized**
 - 95% said their skin looked more even toned**

**Consumer testing on 159 women after using product once.*

***Consumer testing on 158 women after using product for 2 weeks.*

Formula + Packaging Sustainability:

Dr. Andrew Weil for Origins™ Mega-Mushroom Dark Spot Serum is vegetarian (free of animal derived ingredients except cruelty free honey and beeswax) and 96% naturally derived*. We formulate without Parabens, phthalates, formaldehyde and formaldehyde-releasing agents, sodium lauryl sulfate (SLS), mineral oil, petrolatum, paraffin, diethanolamine (DEA), polyethylene beads and animal ingredients (except cruelty-free honey and beeswax).

***Per ISO Standard 16128 from plant, non-petroleum mineral and/or water sources.*

This product's packaging features a 50ml recyclable glass bottle and the outer carton is made from recyclable FSC-certified paper.

Usage:

Use AM and PM (twice daily). Apply 1-2 pumps of the serum onto skin, using the patting and pressing method. Apply extra product on any problem areas, if needed.

Availability:

New Dr. Andrew Weil for Origins™ Mega-Mushroom Dark Spot Serum is available from March 2024 for €92 exclusively at Douglas online, Newpharma and Farmaline.

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