



## INTRODUCING NEW GINZING™ SPF 30 DAILY MOISTURIZER



Origins, a brand rooted in nature and high-performance skincare, introduces its latest extension of the brand's Coffee-infused GinZing™ Collection – the new **GinZing™ SPF 30 Daily Moisturizer**. This non-oily, lightweight moisturizer with SPF 30 works to protect skin from UV rays, while defending against environmental oxidative damage and imparting moisture for an all-day glow. Its formula features potent, energizing natural actives from Origins Vital-Synthesis Technology™ to help boost skin's natural cellular energy for optimal radiance and hydration.

Dedicated to creating good-for-skin formulas using a combination of naturally derived ingredients and the power of science, Origins sought to create a product that could help combat the negative impacts of environmental stress on the skin's energy currency, which contributes to skin's hydration and visible radiance. This environmental and oxidative stress on the skin can come from pollution, UV exposure, and more. To help minimize this skincare concern, Origins Biotech Labs utilized the brand's signature **GinZing™ Collection's Vital Synthesis Technology™**, made with Caffeine from Coffee Beans and White Panax Ginseng, to help encourage skin's natural energy, for a moisturized, revitalized, and radiant look over time.

In addition to this innovative, skin-energizing technology, **GinZing™ SPF 30 Daily Moisturizer's** formula features Fermented Golden Ginseng, Organic Ginger, and Vitamin E to help minimize the effects of daily environmental aggressors such as blue light and indoor/outdoor pollution to prevent skin from future damage. This moisturizer is also powered with an SPF 30 system that works to provide UVA/UVB protection, which can help keep skin looking youthfully luminous and even toned – Resulting in a fortified complexion to kick off the day feeling hydrated, glowing, and radiant-ready.

The moisturizer also includes an essential oil blend that features a refreshing combination of Orange, Lemon, and Spearmint, along with a splash of sparkling Grapefruit notes to provide an Origins-unique sensorial experience that awakens the senses.

### **KEY INGREDIENTS:**

- **Vital Synthesis Technology™:** Origins signature complex featured within key GinZing™ Collection products includes Caffeine from Coffee Beans and White Panax Ginseng to help boost skin's natural energy, so skin appears healthy, radiant, and revitalized.
- **Hyaluronic Acid and Plant-Derived Glycerin:** Ingredients that promote skin's ability to hold water within skin for lasting moisture.
- **Fermented Golden Ginseng and Organic Ginger:** A plant-derived antioxidant blend that helps fight against oxidative damage and defend skin from the harms of blue light and indoor/outdoor pollution to reduce visible signs of aging.
- **SPF System:** Broad spectrum UV protection that helps protect skin from UV exposure, which is one of the main causes of skin aging such as wrinkles, dark spots, and uneven skin tone.

### **CLINICAL RESULTS:**

- **Moisture**
  - Instant:
    - 83% immediate boost in moisture\*
    - 100% of panelists had an immediate boost in moisture\*
  - All Day:
    - 38% boost in moisture after 8 hours\*
    - 96% of panelists had a boost in moisture after 8 hours\*
- **Radiance**
  - Instant:
    - 42% immediate boost in radiance\*
    - 100% of panelists had an immediate boost in radiance\*
  - All Day:
    - 32% boost in radiance after 8 hours\*
    - 100% of panelists had a boost in radiance after 8 hours\*
  - 1 Week
    - 9% boost in radiance after 1 week\*
    - 54% of panelists had a boost in radiance after 1 week\*

*\*Clinical testing on 26 women.*

### **Formula + Packaging Sustainability:**

GinZing™ SPF 30 Daily Moisturizer is vegetarian (free of animal delivered ingredients except cruelty free honey and beeswax and free of animal derived ingredients\*. 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 is made with an 81% post-consumer recycled tube (and non-PCR cap), and its outer foldable carton is made from recyclable FSC-certified paper.

### **Usage:**

Apply to the face on cleansed skin, after serum. Massage into skin until fully absorbed. Wait a moment (around 30 seconds to one minute) before applying makeup. PRO TIP! Use alongside Origins GinZing™ Collection to achieve optimal radiance-boosting results.

### **Availability:**

New GinZing™ SPF 30 Daily Moisturizer is available from May 2024 for 37€ at all points of sales.

### **Media Contacts:**

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