



Beautify® DermaBright™ Serum - 1 oz. - \$180.00

# of Total Ingredients:	35	First Active Ingredient Position: #2 out of 35
# of Dangerous Ingredients:	0	◆ Bolded Ingredient = Natural Ingredient.
# of Active Ingredients:	28	◆ 'Not Bolded' Ingredient = Synthetic Ingredient.
# of Synthetic Ingredients:	2	◆ Highlighted Teal Green Ingredient = Active Ingredient; means it has a positive impact on skin improvement.
# of Natural Ingredients:	33	◆ Highlighted Red Ingredient = Dangerous or Harmful.
# of Item of Concern Ingredients:	0	◆ Highlighted Yellow Ingredient = Item of Concern.

Ingredients: Aqua Distillata (Purified Water), Niacinamide (Vitamin B3), Capric/Caprylic Triglycerides, Cetyl Alcohol, Glycerin, Glyceryl Stearate Citrate, Sorbitan Olivatate, Cetearyl Olivatate, Caffeine, Propanediol, Glyceryl Stearate SE, Xanthan Gum, Hamamelis Virginiana (Witch Hazel) Extract, Prunus Persica (Peach) Kernel Extract, Arnica Cordifolia (Arnica) Extract, Achillea Millefolium (Yarrow) Extract, Aesculus Hippocastanum (Horse Chestnut) Extract, Camelia Sinensis (Green Tea) Leaf Extract, Uva Ursi (Bearberry) Extract, Epilobium Angustifolium (Canadian Willowherb) Flower Extract, Liliium Candidum (Madonna Lily) Extract, Alpha-Arbutin, Glycyrrhiza Glabra (Licorice) Root Extract, Silybum Marianum (Milk Thistle) Extract, Panax Ginseng Extract, Zinc Oxide, Tocopheryl (Vitamin E) Acetate, Potassium Cetyl Phosphate, Sodium Hyaluronate (Hyaluronic Acid), Retinyl (Vitamin A) Palmitate, Pinus Pinaster (Pycnogenol) Bark Extract, Phenoxethanol, Ethylhexylglycerin, Potassium Sorbate, Natural Fragrance

PROS:

1. Contains 10 Natural Skin Lighteners and Brighteners. (*Hydroquinone-Free*)
2. **Madonna Lily:** Much safer than Hydroquinone, a dangerous bleaching chemical, which has been banned in most of the World, except the United States. Madonna Lily naturally and safely decreases dark spots for a more even skin tone and a lighter, brighter complexion.
3. **Bearberry:** A Natural skin whitener. Much safer than Hydroquinone, making it perfect for those who want to treat freckles, brown age spots & Melasma. Bearberry can dramatically change the tone and color of the skin.
4. **Caffeine:** Caffeine reduces dark, puffy circles under the eyes. If you have genetically thin skin, underlying blood vessels may show through as purplish blue markings – especially when your body's under a lot of stress from lack of sleep. *Source: Guglielmetti*
5. **Papaya:** Leading natural whitening skin ingredient – Brightens & keeps skin even-toned. It naturally exfoliates pigmented skin by Natural enzymes. Antioxidants in papaya help lighten of sun spots.
6. **Niacinamide Vitamin B3:** Niacinamide improves the skin's moisture barrier – and this helps allow for the natural production of Collagen. It strengthens the outermost layer of skin. It also increases the rate of skin surface renewal to help reverse the appearance of past damage such as discoloration/brown age spots and the look of enlarged pores.
7. **Licorice:** Clinically-proven to help with Melasma & Rosacea. It helps to reduce/prevent blemishes, dry skin and lighten dark age spots.
8. **Alpha-Arbutin:** A Natural dark age spot inhibitor corrects uneven skin tone. As effective as Hydroquinone, yet much safer. (*Hydroquinone is banned in many countries around the world*). Contains a high potency for maximum results.
9. **Ginseng:** Clinically proven to improve wrinkles, encourage Collagen growth and brighten/lighten skin.
10. **Vitamin E:** Naturally present in the skin, it is an excellent Anti-Oxidant for fighting Free-Radicals. Improves skin hydration creating soft, healthy skin. Scientists have found that Vitamin E is quite effective at slowing the production of **melanin**, the skin pigment responsible for unsightly age spots. *Source: Michihara A, Ogawa S, Kamizaki Y, Akasaki*
11. **Retinol (Vitamin A):** The "Skin Vitamin" best known for its cellular renewal properties to slow & reduce the look of aging. Through the Vitamin A process of cell renewal & exfoliation, it helps to reduce the appearance of sun spots & pigmentation, when combined with melanin inhibitors. Beautify DermaBright Serum has melanin inhibitors.
12. 33 of the 35 Ingredients are Natural & 28 of the 35 ingredients are Active Ingredients promoting positive skin care improvement.
13. **Vitamin B3:** The 2nd ingredient is an Active Ingredient, which means it is quite potent. B3 prevents skin water loss by 24% in 4 weeks, stimulates new fibroblasts by 20% & Collagen production by 54%. It also inhibits pigmentation by 68%.

Beautify® DermaBright Serum - (Continued)

14. **Super-Antioxidant Pycnogenol:** 50 times more powerful than Vitamin E and 20 times More Powerful than Vitamin C in fighting Free-Radicals, which are the #1 cause of all skin issues.
15. **Hyaluronic Acid:** The Best Skin Hydration Discovered. Hyaluronic Acid (HA) is a “moisture magnet” and is perfect for rehydrating dry, thirsty, aging skin. Hyaluronic Acid can hold up to 1000 times its own weight in water creating super hydrated skin. 10% of our skin is made up of HA.
16. **Natural Zinc Oxide:** For minor Sun Protection. Zinc is also a natural astringent. This means it tightens tissues and absorbs excess oil helping with large pores.
17. **Glycerin:** Glycerin is a skin-identical and skin-repairing ingredient, meaning it is a substance found naturally in skin. It helps maintain the outer barrier making it a wonderful skin moisturizer ingredient.
18. **Contains Anti-Oxidant Vitamins A, B3 & E, & Anti-Oxidants Green Tea, Peach & Milk Thistle** to fight and prevent Free Radical damage. These ingredients improve complexion and create rejuvenated, healthier skin.
19. **Contains 7 other Natural ingredients** to help rejuvenate skin creating healthier, balanced & more youthful skin.

CONS: None

ITEMS OF CONCERN: None

SUMMARY: Contains 10 of the Best Natural Skin Lighteners & Brighteners. No Dangerous Ingredients, such as Hydroquinone, which is banned almost everywhere, except the U.S. Specially Formulated to Reduce Brown Age Spots, Dark Eye Circles, Uneven Skin Tone & Reduce Puffiness. Contains Vitamins A, B5, C & E to help fight Free Radicals & rejuvenate skin. Ingredients of the DermaBright Line help to Keep Skin Light & Bright. Works synergistically with DermaBright Cleanser & DermaBright Moisturizer Crème for better results.

DermaBright Serum Directions: Use Beautify Cleanser & Toner first. Then apply a pea-sized amount of Serum into a clean hand and apply 1 dot each to your forehead, cheeks, nose & chin. Use another pea-sized amount for your neck area. Gently push & pat the crème into your skin. *Do not pull down on your skin.* Apply twice a day - morning & evening. Add more Serum for dryer areas or areas of concern. Allow the Serum to soak in and dry for 2 minutes before applying foundation & make-up. Beautify Serums are an oil-free alternative to Moisturizers and are great for using under make-up! Note: *Beautify Serums are very concentrated so use less than a normal Serum.* For best results; apply a Beautify DermaBright Moisturizer over Serum.

Beautify® is One of the Finest Natural Skin Care Line Creating Better, Healthier & More Youthful Looking Skin!

- **Professional Grade:** A Higher Potency for Better Results, Yet Safe & Gentle.
- **The Finest Super Anti-Oxidants:** The #1 Cause of Skin Issues are Free Radicals. *The Only Thing that Stops Free Radicals are Anti-Oxidants. Better Quality = Better Results!*
- **The Finest Super-Peptides:** 75% of the Skin is Comprised of Collagen. You Lose 1% of Your Collagen Starting at Age 25. **Peptides Grow Collagen.**
- **Natural & Pure:** Skin Responds Better to Natural Ingredients than Synthetic!
- **No Dangerous Ingredients:** **STOP** Applying Harmful Ingredients! *Nearly 80% of All Skin Care Lines contain either Carcinogens, Endocrine Disruptors and/or Free Radical Causing Ingredients!*
- **Produces Results:** Clinically-Proven Ingredients = Better Complexion & Total Skin Rejuvenation
- **The Latest Anti-Aging Formulations:** Delays & Even Reverses the Signs of Aging.

Beautify® Skin Care is the Answer to **All Your Skin Needs!**