

# VICHY

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**N°1** ANTI-AGEING IN EUROPE <sup>(1)</sup>

## LIFTACTIV RETINOL SERUM

**0.2% PURE RETINOL  
+ PROBIOTIC FRACTIONS**

BRAND RECOMMENDED  
BY **50 000** DERMATOLOGISTS <sup>(2)</sup>

HEALTH IS VITAL. START WITH YOUR SKIN.

(1) IQVIA - Pharmatrend International - In France, Italy and Spain (Pharmacy + Para Pharmacy); Germany, Switzerland, Belgium, Greece, Austria, Netherlands (Pharmacy) - In value - Year 2019 and Year to Date October 2020. (2) Survey conducted among the dermocosmetic market carried out by AplusA and other partners between January 2021 and July 2021, involving dermatologists in 34 countries, representing more than 82% of the worldwide GDP.



## THE MOST RECOMMENDED DERM-ACTIVE

For effective anti-ageing skincare, dermatologists do recommend retinol. It's the **gold standard for correcting** all signs of ageing: **it helps reduce lines, wrinkles and pigmentation**, while increasing smoothness, density and firmness.

It's also an ingredient that consumers are intrigued by - in 2019, it was the **most-searched-for cosmetic ingredient** on Google and most-discussed on social networks - but many do not know how to maximize **retinol's effectiveness** in their skincare at home.

Retinol is a **one-for-all medication** that can be prescribed for almost **every skin-ageing concern**, from fine lines to deep wrinkles, and that can be an **ideal alternative to injections**.

As the most **powerful form of vitamin A** available, retinol intensifies the **cellular renewal** that happens naturally overnight, restoring density and firmness and reducing the appearance of lines and wrinkles through **advanced tissue repair**.

"Retinol is a one-for-all medication that can be prescribed for almost every skin-ageing concern, from fine lines to deep wrinkles."



DR STÉPHANIE LECLERC MERCIER

DERMATOLOGIST, VICHY GLOBAL MEDICAL RELATIONS DIRECTOR.





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## A HIGHLY POTENT ANTI-AGEING FORMULA

We focused on **pure retinol** in a highly concentrated new formula, to deliver **superior anti-ageing results** right where they're most needed.

At Vichy Laboratoires, **we teamed 0.2% PURE RETINOL with 1% PROBIOTIC FRACTIONS** in a highly synergetic new skincare formulation. Together, the anti-ageing benefit is 50% more effective than retinol used alone.

Consumers may be reluctant to retinol usage: the active alone is known to induce redness and irritation. The combination with **probiotic fractions helps mellow retinol side effects** to give reassurance in a formula that is also **GREEN** on scanning applications such as Yuka.



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## RETINOL SPECIALIST

### SERUM

We carried out the **longest-ever study** into retinol serum efficacy, held over **five months on multiple skin phototypes**.

## WRINKLES

The results shows **significant improvement** across the 5 main wrinkles: nasolabial folds, crow's feet, frown lines, forehead lines, and even the **deepest and most stubborn** ones.

## ACTIONS

FIRM.....	92%
PLUMP.....	84%
SMOOTH.....	82%
RESURFACE .....	80%
EVEN.....	70%

Clinical study, self assessment on 50 women, 5 months.



Forehead wrinkles

Glabellar wrinkles

Crow's feet

Nasolabial fold

Lip's corner wrinkles





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## FOLLOWING A SAFE RETINIZATION

**Retinization** is the skin's process of adjustment to vitamin A and increased cell turnover. It normally lasts 4-6 weeks, during which time the skin becomes used to retinol, one of the most powerful, but least stable skincare actives around.

It's common to experience **irritation, dryness, redness and even flaking during retinization**. These symptoms are only temporary and usually calm after a few weeks. Introducing **Liftactiv Retinol Specialist Serum** gradually to your skincare routine can help, as well as choosing richer hydration to soothe and replenish in the meantime.

Retinol also **increases sensitivity to UV light**, which is why our dermatologists recommend using SPF 50 during the day. As with all retinol products not specifically designed for this area, care should be taken to **avoid the eye area** on application.

Our **patented Retinol Guard** skincare technology ensures the **strongest form of retinol** can be delivered **safely into even the most sensitive of skins**.



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## HOW TO APPLY LIFTACTIV RETINOL SERUM?

We recommend starting with a small amount of serum so that the skin can get used to retinol gradually. To optimize the anti-ageing benefits, begin by **applying every 3-4 days**, and build up to using it on alternate nights.

**1** /

Gently press the middle of the applicator to deliver **3-4 drops of the serum** into the palm of your hand.

**2** /

Using clean hands, **massage evenly** into the skin on your face and neck.

### THE NEXT MORNING

Follow with **Capital Soleil UV-Age Daily SPF 50**, for maximum protection against photoaging and sun damage.



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## OUR SUSTAINABLE COMMITMENTS

At Vichy, we believe good health starts with the skin. But that commitment now goes even further, as we work towards protecting the health of the planet, too.

**Liftactiv Retinol Specialist Serum** strictly respects Vichy's high skincare formulation standards. We use our **highest concentration of retinol** to ensure that even sensitive skin can **safely absorb** all the anti-aging benefits of retinol without any adverse reaction.

A benchmark for clean formulation, **Liftactiv Retinol Specialist Serum** is also fragrance-free, silicone-free and 93% biodegradable. From bottles made with recycled glass, to the cardboard boxes they come in, **most of our packaging is recyclable**.

As a dermo-cosmetic brand, we need to be sure that we're applying the same demanding standards that ensure the safety and efficacy of our products, to **limit their negative impact on the environment**. Liftactiv Retinol Specialist Serum embodies three goals: to be safe for your skin while being efficient, and to be sustainable. So you can be sure that what's doing your skin good, is also kind to the environment.



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