

# VICHY

LABORATOIRES

15%  
PURE VITAMIN C  
FOR BRIGHTER SKIN

+40% BRIGHTNESS<sup>(3)</sup> +51% EVENNESS<sup>(4)</sup>



N°1 ANTI-AGEING IN EUROPE<sup>(5)</sup>

## LIFTACTIV VITAMIN C ANTIOX SERUM

15% PURE VITAMIN C  
+ HYALURONIC ACID

BRAND RECOMMENDED  
BY 50 000 DERMATOLOGISTS<sup>(1)</sup>

HEALTH IS VITAL. START WITH YOUR SKIN.

(1) Survey conducted among the dermocosmetic market carried out by Aplus and other partners between January 2021 and July 2021, involving dermatologists in 34 countries, representing more than 92% of the worldwide GDP. (2) The highest concentration of vitamin C in Vichy products. (3) Clinical study, average result on skin brightness, 52 women, 1 month. (4) Clinical study, skin homogeneity calculated on dark spot area versus adjacent area, 40 women, 3 months. (5) Source: IQVIA - Pharmatrend International - Anti ageing market in France, Italy and Spain (in pharmacy and parapharmacy), in Germany, Belgium, Netherlands, Switzerland, Greece and Austria (in pharmacy) - FY 2017/2018 & YTD MARCH 2019, in volume & value.





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## HEALTH IS VITAL. START WITH YOUR SKIN.

This was never more relevant than today.

Offering a **healthy** skin to its consumers has always been a quest for Vichy.

A healthy skin appearance goes through its quality, its integrity, mostly revealed by its **radiance and evenness**. With age, the skin loses little by little these characteristics. Healthy skin depends on 4 main functions: the physical barrier, the pigmentation, its defense and structure.

Dermatological research studies show that 80% of skin ageing is induced by exposome daily aggressions.

Vichy pioneers **Exposome Science** for 40 years, leading the research about the cumulative effect of different influences on skin's health. **Environmental factors** (UVs, pollution, climate changes), personal behavior (diet, tobacco, lack of sleep, stress), hormonal fluctuations (menstrual cycles, pregnancy, menopause) are responsible for the skin's biological functions degradation. This is what accelerates **ageing appearance**. And what makes women feel less healthy. Vichy **expertise** and the superiority of its **derm-actives formulas** are all about protecting and regaining skin's health.

Exposome  
Science



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## REVERSE AND PREVENT ENVIRONMENTAL SKIN DAMAGES WITH ANTIOXIDANTS

Daily exposome aggressions like UV exposure and pollution intensify oxidative stress that leads to premature ageing and dull skin.

It's very important to use **antioxidant dermatological actives** that will neutralize the free radicals generated through these external factors. Most of the patients are looking for a **healthy-looking skin**, and the right answer is always antioxidants. To fight skin damages, their action is not only corrective, but preventive: they **correct photo-ageing signs and prevent UV oxidative stress**. As a result, skin is brighter and skin tone is more even.

**Vitamin C** is definitely one of the actives **most recommended** by dermatologists and a well-known antioxidant. Its purest form, ascorbic acid, **actively fights ageing signs** by protecting the skin surface against dermal matrix degeneration. Pure Vitamin C **reduces skin damages** caused by free radicals induced by external aggressors. With a high concentration of pure Vitamin C, skin regains its radiance and homogeneity.

To go even further in the efficacy of antioxidant properties, **Vitamin E** (also called Tocopherol), is one of the **most used dermatological actives**.

Thanks to the regulation of cellular activities in inflammatory cells, it helps bringing or regaining **skin evenness**. **Polyphenols** are also well-recognized antioxidants for their **anti-inflammatory** benefit.

Combining Pure Vitamin C, Vitamin E and polyphenols is a very relevant antioxidant cocktail for a powerful biological **cell protection**, and the key to **anti-ageing radiance**.



"For a healthy-looking skin, The right answer is always antioxidants. To fight skin damages, their action is not only corrective, but preventive."

DR STÉPHANIE LECLERC MERCIER

DERMATOLOGIST, VICHY GLOBAL MEDICAL RELATIONS DIRECTOR.





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# VICHY SOLUTION

NEW

## LIFTACTIV VITAMIN C ANTIOXIDANT SERUM

BRIGHTENING SKIN CORRECTOR

OUR HIGHEST CONCENTRATION  
OF PURE VITAMIN C TO BOOST  
ANTIOXIDANT SKIN DEFENSE  
FOR A BRIGHTER HEALTHY LOOKING SKIN

With 15% Pure Vitamin C, Vitamin E and Polyphenols, Liftactiv Vitamin C Serum is a powerful antioxidant complex.

Also formulated with Pure Hyaluronic Acid, the serum corrects and prevents oxidative stress, dullness, and skin ageing.

Skin is visibly brighter in 10 days.

Complexion looks more even.

Corrects the look of fine lines.

Hypoallergenic and fragrance-free formula.



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# A HIGHLY POTENT ANTIOXIDANT COMPLEX TO GET RADIANCE

## A BREAKTHROUGH SYNERGY

### **15% Pure Vitamin C**

our highest concentration of ascorbic acid for an intense brightening effect.

### **Vitamin E & Pine Polyphenols**

reverse oxidative damages induced by free radicals and anti-inflammatory to prevent dullness and bring evenness.

### **Pure Hyaluronic Acid**

to smooth fine lines and wrinkles while locking in moisture for a long-lasting healthy glow.

## INTENSIVE ANTIOXIDANT PROTECTION TO MAXIMIZE THE BRIGHTENING EFFICACY

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# 1<sup>ST</sup> VISIBLE RESULTS IN 10 DAYS

DERMATOLOGIST MEASURED CLINICAL STUDIES

**+40%** BRIGHTNESS<sup>(1)</sup>

**+51%** EVENNESS<sup>(2)</sup>

**+83%** ANTIOXIDANT SKIN DEFENSE<sup>(3)</sup>

**100%**<sup>SAW</sup> SKIN MORE ILLUMINATED<sup>(4)</sup>

(1) Clinical study, 52 women, 1 month.

(2) Clinical study, skin homogeneity calculated on spot area versus adjacent area, 40 women, 3 months.

(3) Clinical study, results on sebum photo-peroxidation test in vivo, 21 women.

(4) Self assessment on 40 women, 3 months.





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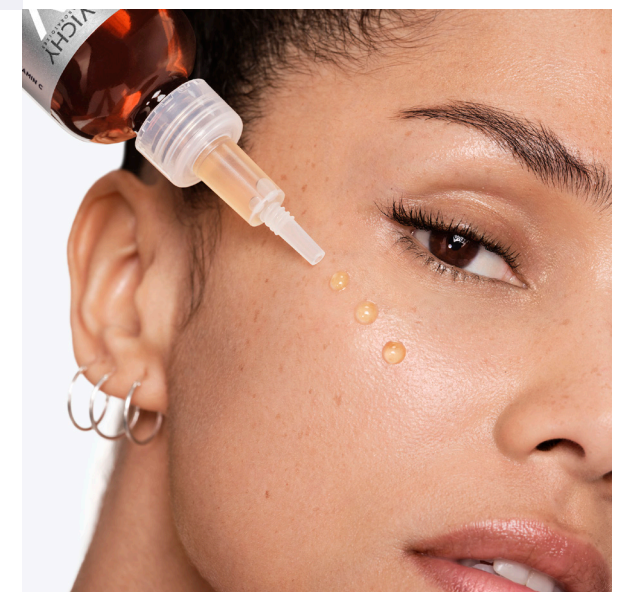
# HOW TO USE LIFTACTIV VITAMIN C SERUM?



Gently press the middle  
of the applicator  
to deliver formula.



Apply on your clean  
hands or directly  
on your whole face  
to bring back radiance  
and evenness!



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# FORMULATED FOLLOWING STRICT **SAFETY STANDARDS**

Tested in both clinical studies and consumers tests.

HYPOALLERGENIC FORMULA

**NO** | FRAGRANCE  
COLORANTS

# **HYGIENIC** AND MORE **SUSTAINABLE** PACKAGING.

Our bottles contain recycled glass and are all fully recyclable.  
So are the plastic applicators.



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# LIFTACTIV ANTI-AGEING SERUMS

HIGH DOSES  
OF EFFICACY  
TO TARGET  
AGEING SIGNS



## H.A. EPIDERMIC FILLER ANTI-WRINKLES

1,5% PURE HYALURONIC ACID  
VITAMIN CG  
PEPTIDE



## VITAMIN C SERUM BRIGHTNESS

15% PURE VITAMIN C  
POLYPHENOLS  
VITAMIN E  
PURE HYALURONIC ACID

## B3 DARK SPOTS SERUM ANTI-DARK SPOTS

13% NIACINAMIDE  
+ GLYCOLIC ACID  
+ PEELING ACTIVES



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