

Introducing Age Bright Clearing Serum and Spot Fader – 5 minute consumer video script

Hi everyone, did you know that adult women are 5 times more likely to develop breakouts than men? Well, we're really excited to share with you 2 new products that target both adult breakouts AND the signs of premature skin ageing.

Whether you've suffered with oily skin and persistent acne since your teens or your adult breakouts have appeared in your 30's or your 40's – the new Age Bright Clearing Serum and Age Bright Spot Fader can be slotted into your regimen and deliver clearer, brighter skin.

When it comes to breakouts developed from your mid 20's and older, there are quite a few factors at play that we need to address and manage. The fluctuation of female reproductive hormones during our monthly cycle, pregnancy and menopause along with lifestyle factors such as diet, environmental assault, stress and poor sleep can all influence skin breakouts.

One of the key challenges for adult women with breakouts, is that they tend to be slower to heal and inflammation is prolonged, this leads to pigmentation marks. And because of the natural skin ageing process, skin is also more sensitive and prone to dehydration meaning that typical anti acne products are too aggressive and drying leading to premature ageing and sensitised skin.

So, what's the best way to treat adult breakouts when there's so much to consider? Dermalogica's Active Clearing line contains a system of formulas designed specifically for adult breakouts with ageing concerns. The full line is great for those with persistent oily, breakout prone skin and these 2 new additions are perfect for any skin condition suffering with localised breakouts and the marks they leave behind.

Let's look at these 2 new formulas in a bit more detail.

The new Age Bright Clearing Serum is an active, highly concentrated serum designed to clear breakouts and brighten skin tone. Salicylic Acid accelerates cell turn over, a process that slows down with age and causes congestion in the pores, this helps clear breakouts and reduce the signs of ageing.

It contains our Age Bright Complex that works with your skins natural microbiome for clearer skin and it features phytoactives from the Resurrection Plant for hydration. It also contains Niacinamide and White Shitake Mushroom to promote brighter more even skin tone.

To use, take a few drop and apply a thin layer to clean skin and allow to dry before moisturising morning and evening. You can apply to the whole face or just to the affected areas such as this lower face area where we commonly see adult breakouts. The feedback we've received on improved clarity in the skin has been amazing. And we would suggest you use this regularly to prevent future breakouts too.

The new Age Bright Spot Fader is a 2-in1 brightening spot treatment that helps reduce the appearance of active breakouts and the marks they leave behind. Along with the Age Bright Complex it also features Niacinamide and Hexyl Resorcinol to fade post breakout marks improving uneven skin tone.

You apply this directly to individual spots as soon as they appear and use morning and night until the spot fades. Apply after Age Bright Clearing Serum if you're using both formulas together and then moisturise.

If you fancy testing your own knowledge on breakouts, try our quiz at [activeclearingquiz.com](http://activeclearingquiz.com) to see how much you really know and get more education on how best to treat your adult acne.