

Introducing Phyto-Nature Firming Serum – 2 minute consumer video script

Are you interested in hearing about the latest research on why our skin ages? Recent studies suggest the answer may lie in your exposome, this is the term given to everything in your life other than your genetics that affects how you age. It includes your lifestyle, environment and factors such as stress levels, your skin care regimen, even family life and income. Studies suggest our exposome has a profound effect upon how our genes are expressed and therefore how our skin ages. This is known as epigenetics.

So, if you're concerned about skin ageing and are interested in how you can reawaken and safeguard the nature of younger looking skin, keep watching to find out about Dermalogica's new Phyto-Nature Firming Serum. This is our most advanced serum yet that combines highly active botanicals with biomimetic technology to reduce visible signs of skin ageing.

It offers 3 key benefits; it flash firms, it lifts and revitalises, doubling the skin's luminosity and minimising the appearance of fine lines after just 1 application!

Phyto-Nature Firming Serum combines the power of science and nature in a dual phase serum to deliver a new take on natural skin care. We're using sapphire bound, biomimetic peptides which are synthetic peptides that mimic a natural process in the skin. This will counter visible signs of skin ageing accelerated by your exposome.

We've combined this science with Phyto-nature technology, incorporating lifting and firming botanicals such as Amazonian Camu Camu and Moroccan Rockrose Extract which visibly revitalises the skin and helps decrease the appearance of fine lines and wrinkles.

It also works instantly and features next-generation Hyaluronic Acid for an instant filler effect.

It's super easy to use, simply dispense 1-2 pumps into the palm of your hand, blend the 2 serums together and smooth over a cleansed face and neck. Use it once or twice a day and follow with your moisturiser.

Visit [phytotouch.com](http://phytotouch.com) where your selfie will be analysed and you'll be prescribed a personalised, acupressure application technique to further help revitalise and tone your facial muscles.

And, make sure visit your local Dermalogica skin therapist for even more advice on how to reawaken the nature of younger looking skin.