

Introducing Phyto-Nature Firming Serum – 5 minute consumer video script

How would you like to reawaken the nature of younger looking skin and actually get your skin to behave as it did when it was younger? We're super excited to launch Dermalogica's brand new Phyto-Nature Firming Serum. This is a 2 in 1 lifting and firming serum that works instantly AND over time. In fact, it doubles the skin's luminosity and minimises the appearance of fine lines after just 1 application!

When we were developing Phyto-Nature Firming Serum, it was really crucial for us to investigate the latest research on what makes our skin age. Apart from the genes you were born with, the answer may lie in your exposome. This is everything in your life other than your genetics that affects how you age, and includes things like your stress levels, diet, skin care regimen as well as family life and income – and not only do these factors affect the tissues in your body directly, but they can also alter how your DNA is expressed in the future. This is known as epigenetics, and evidence shows our environment and lifestyle choices influence our gene expression and the rate at which we age. You can see this in studies on identical twins. Their DNA is identical but depending on what they're exposed to in life, their skin can age quite differently!

So how can we get our skin to act younger whilst future-proofing it against our exposome? Our new Phyto-Nature Firming Serum is an advanced, dual phase serum which marries the science of biomimicry, more on that shortly, and highly active botanicals from nature's pharmacy to help skin return to a younger state, giving you up to 5 years back whilst offering powerful defence against our exposome.

Phyto-Nature Firming Serum offers 3 key benefits; it flash firms, minimising the appearance of fine lines after just 1 application. It lifts, reducing visible wrinkles in just 4 weeks and it revitalises by doubling your skin's luminosity instantly.

In order to deliver these amazing results, we decided to include 2 formulas, 1 oil based and 1 water based serum and package them in a way that allows them to be mixed together on dispensing the serum. This dual phase delivery provides a firming phase and a lifting phase for maximum skin impact.

The firming phase features Sapphire-bound, biomimetic peptides to firm the skin and reinforce skin defences. The Sapphire protects these delicate peptides ensuring their effectiveness in the skin. And if you're wondering what a biomimetic peptide is, it's a synthetic peptide that mimics a natural process in the skin. This science of biomimicry helps skin behave more as it did when it was younger to counter visible signs of skin ageing.

In the lifting phase we're using potent plant-derived bio-extracts to visibly tighten the skin. We've got Amazonian Camu Camu that helps prolong radiance while next-generation Hyaluronic Acid delivers an instant filler effect.

It also contains antioxidant Moroccan Rockrose Extract and Madagascar Green Coffee Bean which visibly revitalises the skin and helps decrease the appearance of fine lines and wrinkles.

It's really simple to use and can easily be slotted in to your current regimen. Dispense 1-2 pumps into the palm of your hand, blend the 2 serums together and smooth over a cleansed face and neck. You can use it in the morning and, or the evening and follow with your moisturiser.

For more information on how to use Phyto-Nature Firming Serum visit [phytotouch.com](http://phytotouch.com) where your selfie is analysed using our sophisticated AI technology and it prescribes you a personalised, acupressure application technique to help revitalise and tone your facial muscles.

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