

# Brightening Vitamin C Serum

Enrich your skin with a daily dose of vitamin C to brighten, firm and help protect it against premature aging.

Item #: 403849, Refill-403862  
 Included in: Day and Night Serum Set-2385  
 30 capsules; .3 ml / .01 fl. oz. each



## The problem

You take good care of your skin and are careful to cleanse, moisturize and protect it every day. But still, fine lines and uneven texture can cause it to appear a bit dull and discolored. And lately, it seems you've lost a bit of that youthful glow that used to just come naturally.

## Norwex solution

Treat your skin to Brightening Vitamin C Serum every morning, and smooth on a more radiant you. In just four weeks, your skin can look brighter, less dull and more youthful with just one capsule applied daily. The appearance of dark spots and fine lines starts to fade, and because it's packed with antioxidants, it even fights external factors like air pollution and free radicals.

## Why it's safer

- Antioxidants protect against pollution/environmental damage
- Suitable for all skin types, including sensitive skin
- Pre-measured, single-dose capsule provides the optimal dosage each time
- 95% natural ingredients
- Biodegradable capsules
- Dermatologist-tested for allergy and irritancy
- USDA certified 89% biobased content from plants and other renewable sources

## Formulated without

- Sulfates
- Parabens
- Phthalates
- Gluten
- Synthetic dyes
- Fragrances

## What your customers will love

- Brightens skin and improves radiance and skin tone in as little as four weeks
- Minimizes the look of dark spots and skin discoloration
- Fights dull skin and environmental stressors

- Ceramides strengthen the moisture barrier to lock in hydration, giving skin a smooth appearance
- Travel-friendly
- Capsule format protects serum from light and air and keeps ingredients stable and efficacious
- Refillable packaging saves money and means less waste in the environment
- Vegan (absolutely no animal products)
- Not tested on animals
- Available as part of our money-saving Day and Night Serum Set
- Available in our AutoSave program

## How to use

- Twist the neck of the capsule and squeeze. Smooth serum over cleansed face.
- Use as part of your morning treatment step

## Refill instructions

- Keep glass jar to refill. Pour contents of refill pouch into jar to keep capsules protected.

## Results you can see

After four weeks of use\*, 100% of participants experienced improvement in:

- Skin firmness
- Skin radiance
- Skin moisturization
- Appearance of fine lines and wrinkles

\*Instrumental analysis conducted on 30 volunteers

(continued on next page)

# Brightening Vitamin C Serum *(cont.)*

---

## Key ingredients

**Ceramide-NP:** Plumps fine lines and wrinkles through increased moisture level and helps skin barrier function

**Vitamin C (Ascorbyl Tetraisopalmitate):** Improves skin tone, firmness, radiance and glow while reducing the look of fine lines and wrinkles, dark spots and skin discolorations. Helps reduce UV damage.

**Vitamin E (Tocopheryl Acetate, Tocopherol, Rubus Idaeus Seed Oil):** Nordic raspberry seed oil helps prevent accelerated aging; works with vitamin C against free radical damage

**Bisabolol:** Helps lighten dark spots and skin tone

**Humulus Lupulus (Hops) Extract:** Helps to decrease hyperpigmentation accentuated by age and stress

**Malonic Acid Derivative (Diethylhexyl Syringylidenemalonate):** Helps to protect against the effects of pollution

## Ingredients

Dicaprylyl Carbonate, Coco-Caprylate/Caprates, Dimer Dilinoleyl Dimer Dilinoleate, Caprylic/Capric Triglyceride, Ascorbyl Tetraisopalmitate, Tocopheryl Acetate, C12-15 Alkyl Benzoate, Ceramide NP, Rubus Idaeus (Raspberry) Seed Oil, Humulus Lupulus (Hops) Extract, Diethylhexyl Syringylidenemalonate, Bisabolol, Tocopherol (Vitamin E), Lecithin, Isohexadecane, Ethylhexyl Cocoate. Contains nut-derived ingredients (coconut, palm nut)

## Demo tips

- Open the jar and give a capsule to each guest. Show them how to twist it open and squeeze the contents onto the back of their hand or their neck.
- Remind guests of the core steps of any regimen: Cleanse, treat, moisturize and protect. While a variety of factors determine the needs of any individual, the most benefit comes from daily attention to these four areas.
- Mention Norwex's focus on clean beauty. Point out these products enhance your skin with targeted treatments inspired by a rich heritage of Norwegian purity and health. Clean, natural ingredients honor your skin's unique microbiome as they hydrate, nourish and balance.

## Did you know

- Light and air can degrade skin care products. The capsule format of Brightening Vitamin C Serum helps it stay fresh and potent. The glass jar helps prevent accidental damage to the capsules.
- Placing this product on AutoSave helps ensure you never run out – plus you save 10% on all recurring Refill orders after the first one!

## Complementary products

- Complete Skin Care Set
- Cleansing Facial Powder
- Renewing Eye Cream
- Hydrating Moisturizer
- DETOX + RESTORE Hydrating Night Cream
- PROTECT + PREVENT Mineral Facial Sunscreen
- Lysere™ Nourishing Hair Care Collection
- Dual-Sided Makeup Removers
- Essentials Skin Care Set
- Rejuvenating Serum
- Smoothing Bakuchiol Serum
- Illuminating Oil
- Body and Face Pack