

# Smoothing Bakuchiol Serum

Revitalize your skin with our potent bakuchiol serum, a plant-based retinol alternative that visibly renews skin's appearance while you sleep.

Item #: 403858, Refill-403863  
 Included in: Day and Night Serum Set-2385  
 30 capsules; .3 ml / .01 fl. oz. each



## The problem

You want to look your best by maintaining a youthful appearance, but those fine lines and wrinkles are beginning to show. You've heard how retinol products can help with the effects of aging, but you aren't sure they're right for you. Some of their side effects sound a bit scary!

## Norwex solution

Treat your skin with our Smoothing Bakuchiol Serum, a plant-based retinol alternative that works overnight to visibly smooth the look of fine lines and wrinkles and improve skin tone and texture. It revitalizes your skin as it smooths and improves its appearance, without the side effects of retinol.

## Why it's safer

- Gentle yet effective solution suitable for all skin types, including sensitive skin
- Pre-measured, single-dose capsule provides the optimal dosage each time
- 96% natural ingredients
- Biodegradable vegan capsules
- Dermatologist-tested for allergy and irritancy

## Formulated without

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

## What your customers will love

- Bakuchiol helps reduce the appearance of fine lines and wrinkles and improves skin tone and texture
- Skin feels more hydrated
- Skin feels smoother
- A great alternative for sensitive skin that can't tolerate retinol's side effects
- Travel-friendly

- Capsule format protects serum from light and air and keeps ingredients stable and efficacious longer
- 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 dry face.
- Use as part of your evening treatment step, as tolerated
- Wearing sunscreen during the day while using this product is recommended
- If you have never used a phyto-retinol, or have sensitive skin, start by trying the product 2-3 times a week only, working your way up to nightly or your preferred usage
- Recommended for more mature skin, ages 30+ showing signs of aging

## Refill instructions

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

## Results you can see

- 80% of participants said their skin felt more hydrated\*
- 82% of participants said their skin appeared brighter\*
- 83% of participants reported the product improved overall skin appearance\*
- 95% of participants said their skin felt smoother\*

\*Self-assessment after 7 days conducted via consumer perception study

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# Smoothing Bakuchiol Serum (cont.)

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## Key ingredients

**Bakuchiol:** A natural alternative to retinol derived from the Babchi plant that helps to smooth fine lines and wrinkles while improving overall skin tone (brightening) and texture (smoother skin)

**Crithmum Maritimum (Sea Fennel) Extract:** Marine-based ingredient rich in vitamins A, C and E that rejuvenates and evens the complexion and boosts skin's natural radiance

**Vitamin E (Tocopherol):** Supports skin with antioxidant protection and helps prevent accelerated aging

**Black Currant (Ribes Nigrum Seed Oil):** A Nordic antioxidant high in vitamin C that helps hydrate the skin

## Ingredients

Caprylic/Capric Triglyceride, Cellulose, Silica, Hydrogenated Rapeseed Oil, Bakuchiol, Ribes Nigrum (Black Currant) Seed Oil, Crithmum Maritimum Extract, Tocopherol.

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. Mention that the anti-aging effects of bakuchiol are similar to retinol – without the peeling and burning experienced by some people.
- 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

- Retinol is a form of vitamin A. Retinol products can sometimes cause effects like peeling, burning, irritation, dryness and cracking.
- Phyto-retinol is a broad term for ingredients that are not part of the retinoid family but do have retinol-like activity, such as bakuchiol and sea fennel extract. They reduce the appearance of fine lines and wrinkles and improve skin tone, with lower risk of irritation and redness.
- A small study in the *British Journal of Dermatology* found bakuchiol to be just as effective as retinol at erasing the appearance of fine lines and improving skin color, but with less peeling and burning <https://academic.oup.com/bjd/article-abstract/180/2/289/6601687>
- When using a bakuchiol-based product, it's important to wear sun protection daily
- Light and air can degrade skin care products. The capsule format of Smoothing Bakuchiol Serum helps it stay fresh and potent. The glass jar helps prevent accidental damage to the capsules.

## Complementary products

- Complete Skin Care Set
- Cleansing Facial Powder
- Renewing Eye Cream
- Illuminating Oil
- Brightening Vitamin C Serum
- PROTECT + PREVENT Mineral Facial Sunscreen
- DETOX + RESTORE Hydrating Night Cream
- Dual-Sided Makeup Removers
- Essentials Skin Care Set
- Rejuvenating Serum
- Hydrating Moisturizer
- Body and Face Pack