



# Rejuvenating Serum

Helps improve elasticity and reduce visible signs of aging



## Benefit

Our Nordic antioxidant blend nourishes and helps detoxify skin, removing free radicals and pollutants.

**Why be concerned about the effect of free radicals and pollutants?** Free radicals are atoms that are missing an electron and attack healthy cells to steal an electron. This can set off a process called oxidative stress.

## Benefit

Helps maintain skin's moisture barrier.

**What is a moisture barrier? And why is it important to maintain?** The skin is the largest and one of the most important organs in the body. The outer layer, called the stratum corneum, provides a moisture barrier made up of corneocytes, which are packed together with lipids or fats. Inside these cells is cholesterol, fatty acids and ceramides, all of which create a protective wall that keeps your insides in!

The skin is constantly under threat from sun exposure, pollutants, irritants, harsh chemicals, over washing, free radicals and more. Using daily skin care that's gentle and supportive to the moisture barrier helps protect and preserve the health of this important organ.

## Benefit

Glacial water, naturally filtered through crystal rocks, provides intense hydration.

## Why is glacial water superior? And how is it sourced?

Originating in the mountains of Monte Rosa between Switzerland and Italy, the glacial water sourced for our products is collected from a spring; no glaciers are melted during harvesting. Water is collected from the natural spring runoff, similar to the "spring waters" bottled for consumption around the world. The rocky riverbed filters and preserves the water, making it microbiologically pure.

## Benefit

Gentle exfoliation helps improve skin's texture and brightness to reveal more radiant, healthier-looking skin.

**What are the exfoliating ingredients in Rejuvenating Serum?** Alpha hydroxy acids (glycolic acid and lactic acid) gently mimic the natural exfoliation process of younger skin by helping it shed extra layers to reveal smoother, brighter-looking skin.

## Benefit

Visibly improves skin's firmness and elasticity.

**How does Rejuvenating Serum improve firmness and elasticity?** Matrixyl 3000™ is a peptide blend that helps: 1) improve skin elasticity and tone and 2) reduce the appearance of wrinkles.

## Benefit

Provides essential nourishment and targeted moisturization for healthier, younger-looking skin.

**What ingredients in Rejuvenating Serum nourish and moisturize?** AquaCell™ – a natural complex combining watermelon rind extract, lentil fruit extract and apple extract – provides targeted hydration.

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# BENEFITS OF Rejuvenating Serum

## Benefit

Refillable packaging means less waste in the environment – and saves money.

## How is Norwex skin care packaging eco-friendly?

We're reducing our collective carbon footprint by helping everyone reduce waste at home. Our refillable skin care products allow you to easily pop in a refill of your favorite product without tossing the whole bottle, reducing landfill load, which is better for the environment.

## Benefit

Norwex skin care products are biobased.

## What makes a product biobased? And why is that important?

Biobased looks at the amount of "new" organic carbon versus "old" organic carbon. New organic carbon comes from plants and other biologic processes (like fermentation), which are renewable. Old organic carbon is from petroleum or coal and other non-renewable resources. The objective of biobased plants is to use renewable resources, like corn, sugar and other plants, to make products instead of non-renewables.

The biobased content is measured using a test method (ASTM D6866) which can accurately identify how much of the carbon content in the product is from renewable sources. This percentage does not include the water, or other inorganic materials, in the percentage. Norwex is passionate about biobased, as using biobased ingredients promotes cleaner, safer, renewable plant- and agricultural-based materials to replace petroleum. Moving away from petroleum reduces greenhouse gases while creating economic opportunity for farmers.

For further explanation, please contact the Consultant Care Center.