



SERUMS

Serums – Active Ingredient Boosters for Healthy and Beautiful Skin

Focused Active Ingredient Concentration = Intense Deep Action

Serums play a special role in modern skincare because they combine highly concentrated active ingredients in a light, quickly absorbed texture. Unlike classic creams, which primarily serve to protect the skin's surface, serums penetrate deeper and unfold their specific effects there. They are designed to address specific skin needs – from moisture loss and reduced elasticity to hyperpigmentation.

Serums contain a selection of effective ingredients that are specifically tailored to different skin needs. They can have an antioxidant effect, strengthen the skin barrier, moisturize, or support the skin structure. Thanks to their high concentration of active ingredients, just a few drops are enough to achieve noticeable effects and improve the complexion in the long term.

For optimal results, it is recommended to apply after thorough cleansing and before finishing with a cream that locks in the active ingredients. Serums can be used both in the morning and in the evening, depending on the formulation and skin needs. It is important to use them sparingly and massage them gently into the skin.

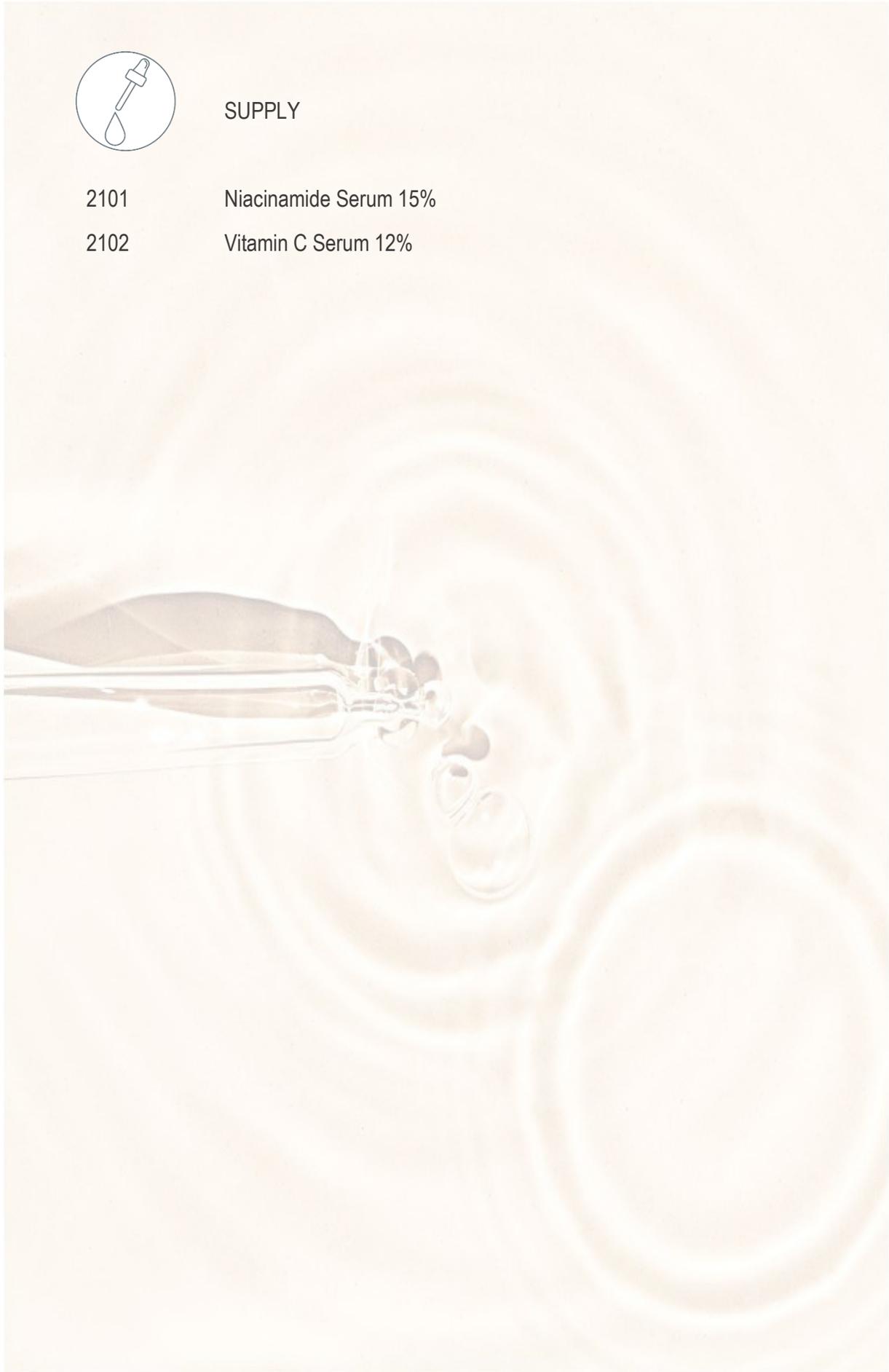
This strengthens and protects the skin day after day and supports its natural balance. Serums are therefore not only an active ingredient booster, but also an expression of conscious, high-quality skin care that combines beauty and well-being.





SUPPLY

- 2101 Niacinamide Serum 15%
- 2102 Vitamin C Serum 12%





2101

Niacinamide Serum 15%

The serum with 15% niacinamide provides comprehensive support for the skin: it regulates sebum production, strengthens the skin barrier and reduces hyperpigmentation and redness. At the same time, it promotes the synthesis of ceramides and improves the elasticity of the skin. High-molecular hyaluronic acid provides hydration to the surface and smooths the skin, while pentylene glycol boosts hydration and supports a pleasant skin feel. This synergistic interaction creates a highly effective serum that refines the complexion, strengthens resilience and gives an even, hydrated complexion.

Indication

All skin types.

For all problematic skin types, large pores, skin that quickly becomes shiny, and pigmentation changes.

Active Ingredients

- Niacinamid 15% – promotes the formation of the skin's own ceramides and cholesterol to strengthen the barrier function and improve moisture retention, Improvement of skin appearance
- Hyaluronic acid (high molecular weight, long chain) – moisturizing, reduction of TEWL.
- Pentylene Glycol – hydrating, promotes a positive skin feel and a natural glow

Application

Morning and evening, celebrate to cleansed and toned skin. Then apply the day or night cream recommended for your skin type.

For use on the skin only. Avoid contact with the eyes.

Benefits

- Reduced pore size – for a smooth, clear complexion.
- Oil control – less shine, more balance.
- Bye-bye blemishes – visibly reduces pimples and redness.
- Strong skin barrier – protects and keeps skin hydrated.
- Even complexion – lightens dark spots and provides more glow.

Retail size

Art.-No. 2101
30 ml



repairing – regenerating – strengthening



2102

Vitamin C Serum 12%

The serum with 12% vitamin C acts as a powerful antioxidant that neutralizes free radicals, supports collagen synthesis, and visibly reduces hyperpigmentation. In this way, it contributes to an even, radiant complexion. High-molecular hyaluronic acid provides intensive moisture to the skin's surface and ensures a smooth, refreshed skin feeling. Pentylene glycol enhances this effect with additional hydration. The targeted interaction of the active ingredients optimizes the effectiveness of vitamin C, protects the skin barrier, and promotes a vital, youthful-looking complexion.

Indication

All skin types.

For dull and environmentally stressed skin, for pigmentation changes.

Against loss of tone and elasticity.

Active Ingredients

- Vitamin C 12% – Antioxidant, stimulation of the skin's own collagen synthesis, lightening of pigment changes
- Hyaluronic acid (high molecular weight, long chain) – moisturizing, reduction of TEWL.
- Pentylene Glycol – hydrating, promotes a positive skin feel and a natural glow

Application

Morning and evening, celebrate to cleansed and toned skin. Then apply the day or night cream recommended for your skin type.

For use on the skin only. Avoid contact with the eyes.

Benefits

- Shield against free radicals – protects the skin from environmental influences.
- Collagen-Booster – provides stronger firmness and elasticity.
- Bye-bye spots – reduces hyperpigmentation for an even complexion.
- Glow effect – instantly makes the skin radiant.
- Moisture kick – strengthens the skin barrier and keeps the skin fresh.

Retail size

Art.-No. 2102

30 ml



anti-oxidative – skin tone balancing – regenerative

AT A GLANCE

Product

Main Ingredients

Sales Pitch



Retail size
Art.-No. 2101
30 ml

- Niacinamide 15%
- Hyaluronic acid
- Pentylene Glycol

Repairing, strengthening serum

- Stimulation of ceramide and cholesterol synthesis in the stratum corneum
- Positive effects on cell proliferation and cell differentiation
- Sustainable regeneration of problematic skin conditions
- Strengthening of the barrier function
- Reduction of TEWL



Retail size
Art.-No. 2102
30 ml

- Vitamin C 12%
- Hyaluronic acid
- Pentylene Glycol

Serum for more skin vitality and radiance

- Antioxidant
- Increases the skin's own collagen synthesis
- Reduction of pigmentation disorders
- Improvement of radiance





THE ACTIVE INGREDIENT CONCEPT

Important Key and Main Active Ingredients

Focused skin care. Effective. Visible.

Serums contain highly concentrated active ingredients that penetrate the skin and deliver noticeable results. Their use combines scientifically proven formulations with maximum effectiveness: whether vitamin C for radiance, niacinamide for an even complexion, peptides for firmness, or hyaluronic acid for intense moisture—each serum is precisely tailored to specific skin needs. Scientifically based formulations ensure that the active ingredients unfold their full effect, strengthen the skin barrier, and deliver visible results. This makes skincare an effective ritual that supports, protects, and revitalizes the skin day by day.

Hyaluronic acid (*Sodium Hyaluronate*)

Hyaluronic acid is a component of the extracellular matrix and occurs naturally in the human body. It fulfills many different functions in our body. Due to its chemical properties, it is able to bind between one thousand and four thousand times its own molecular weight in water. The body's own hyaluronic acid is found in the skin, but also in connective tissue, joint fluid, the vitreous body of the eyes, and the brain. In the skin, it not only promotes moisture levels, but is also an important “pioneer” for all migrating cells (e.g., migration of cells from the stratum basale through the stratum granulosum to the stratum corneum).

In the early days of cosmetics, hyaluronic acid was extracted from rooster combs, but today it is produced entirely using biotechnology. This ensures consistent quality and purity. In addition, biotechnology has made it possible to obtain hyaluronic acid in different molecular structures. This enables targeted use in all cell levels of the epidermis.

- Optimization of moisture levels in the skin
- Refinement of lines and wrinkles
- Excellent skin compatibility



Hyaluronic acid – high molecular weight, long chain (molecular weight 1.5–1.8 million Dalten)

High molecular weight, long chain hyaluronic acid is a high-quality, biotechnologically produced moisture reservoir and moisturizer.

Based on its high molecular capacity to store water, this hyaluronic acid supplies the skin surface and the upper cell layers of the stratum corneum with additional moisture, thus preventing the skin from drying out due to external influences and reducing TEWL. The skin is nourished and its protective function is supported.

- Protects the skin from external influences that lead to dehydration
- Reduces TEWL on the skin's surface
- Leaves the skin feeling silky smooth

Products: ➔ *Niacinamide Serum 15%* ➔ *Vitamin C Serum 12%*



Niacinamide (*Vitamin B3, Niacin, Niacinamid*)

Niacinamide, also known as niacin or vitamin B3, is a water-soluble vitamin found in foods such as meat, fish, whole grains, and legumes.

In traditional medicine, it has been used to support metabolism and skin health.

In skin care, niacinamide has anti-inflammatory properties, promotes the skin barrier, and improves skin elasticity. It reduces redness, pigmentation spots, and skin irregularities and helps protect the skin from environmental stress.

Niacinamide is particularly beneficial in the treatment of acne, rosacea, and hyperpigmentation and contributes to an even, radiant complexion. Niacin also offers valuable properties for intensive pre-aging and demanding skin.

- Activates microcirculation.
- Stimulates the skin's own protein synthesis.
- Promotes cell differentiation.
- Strengthens the skin's barrier function.

Product: ➔ *Niacinamide Serum 15%*



Pentylene Glycol (*Pentylene Glycol*)

It is a polyhydric alcohol and therefore has the ability to bind water. It primarily acts as a moisturizer, is quickly absorbed by the skin, and supports hydration. The skin is better moisturized, looks significantly more radiant, and feels better. It also has antimicrobial properties that increase product stability and inhibit the growth of unwanted microorganisms. Due to its mild formulation, it is suitable for all skin types, including sensitive skin.

- Supports the skin's own moisture levels.
- Leaves the skin feeling pleasant.
- Promotes the absorption of other active ingredients into the skin.

Products: ➔ *Niacinamide Serum 15%* ➔ *Vitamin C Serum 15%*



Vitamin C (*Sodium Ascorbyl Phosphate*)

When most people think of vitamin C, they think of strengthening the immune system. In fact, vitamin C is an essential vitamin for health, well-being, and beauty. It is also an important active ingredient in skin care and is considered an integral part of products in both the intensive pre-aging and anti-aging segments, as well as for the treatment of pigment changes.

Vitamin C is involved in the formation of collagen, a component of connective tissue, among other things, which is irreplaceable for the elasticity and firmness of the skin. Vitamin C is able to promote collagen synthesis and even partially regenerate age-related connective tissue damage.

Vitamin C contributes significantly to strengthening the skin's own defenses. Through its antioxidant effect, vitamin C protects the skin from free radicals, which are caused by external influences such as UV radiation and environmental pollution and can damage cells. This protective function helps the skin to become more resistant and better able to withstand external stresses.

In addition, vitamin C helps to achieve a naturally radiant and even complexion by inhibiting the formation of tyrosinase.

The result is a fresh, youthful glow that radiates vitality and energy—for skin that not only looks healthy, but actually is.

- Free radical scavenger
- Strengthens the skin's own immune system.
- Promotes the skin's own collagen synthesis.
- Gives an even complexion and natural glow.

Product: ➔ *Vitamin C Serum 12%*



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