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PURE n' NATURAL

Bakuchiol
Retinol Alternative Refining Serum

A natural, safe, plant-based retinol alternative serum that smooths and refines the appearance of stubborn lines and wrinkles. The perfect solution for those who prefer a natural retinol alternative. Developed for those with stubborn lines, wrinkles, mature skin with advanced sun damage, and uneven tone and texture.

1 fl oz / 29mL • #1610

BENEFITS:
- Natural, safe, plant-based retinol alternative serum that smooths and refines the appearance of stubborn lines and wrinkles.
- Helps to improve skin's brightness and uneven skin tone.
- An excellent alternative to Retinol without the irritation, dryness, and sun sensitivity.
- With consistent use as directed, you may see improvement within 4 and 12 weeks, depending on the degree of wrinkles, lines, and uneven skin tone.

DIRECTIONS:
FOR ALL SKIN TYPES.
First Six Weeks:
- **Entire face application** – Use Bakuchiol alone. **Do not layer with other anti-aging serums**. After using cleanser and freshener, massage a small amount onto the whole face. **Do not apply on or immediately around the delicate eye area**. Follow with moisturizer or High Antioxidant Night Repair. Apply Hydrating Antioxidant Face Mist or Intense Moisture Boost after serum and moisturizer. Apply Neck Firming Cream after Bakuchiol. Use eye products as directed.
- **Targeted application** – After using cleanser and freshener, apply to areas of concern. **Do not apply on or immediately around the delicate eye area**. Apply other anti-aging serums to areas not targeted with Bakuchiol. **Do not layer with other anti-aging serums**. Follow with moisturizer or High Antioxidant Night Repair. Apply Hydrating Face Mist, Intense Moisture Boost, or Neck Firming Cream after moisturizer. Use eye products as directed.

After Six Weeks:
- For continued correction of stubborn lines and wrinkles or to reincorporate other anti-aging serums, use target application instructions. To continue entire face application for an additional six weeks, split use of Bakuchiol and other anti-aging serums between your twice daily skincare routines.

KEY INGREDIENTS:
- **Bakuchiol (1%)** – Natural, safe, plant-based retinol alternative that helps smooth and refine the appearance of stubborn lines and wrinkles.
- **Mushroom** – Rich in Vitamin D, selenium and antioxidants that protect your skin.
- **Apple** – Rich in vitamins and minerals. Contains polyphenols, antioxidants that help protect the skin and enhance the glow.
- **Lentil** – Rich in Vitamin B5, increases moisture in the skin while diminishing fine lines and wrinkles.
- **Watermelon** – Rich in Vitamin C, amino acids, and lycopene, a powerful antioxidant.

COMPLETE INGREDIENT LIST:
Aloe Vera Barbadensis Leaf Extract (Stabilized Gel), Glycerin, Bakuchiol, Sodium Hyaluronate, Sodium PCA, Sorbitol, Sodium Phytate, Sodium Lactate, Glycosaminoglycans, Polyglutamic Acid, Pyrus Malus (Apple) Fruit Extract, Tremella Fuciformis (Mushroom) Extract, Cucumis Sativus (Cucumber) Fruit Extract, Algae Extract, Lens Esculenta (Lentil) Fruit Extract, Citrullus Lanatus (Watermelon) Fruit Extract, Lycium Barbarum Fruit Extract, Coffea Arabica (Coffee) Seed Extract, Euterpe Oleracea Fruit Extract, Morinda Citrifolia Extract, Punica Granatum Fruit Extract, Camellia Sinensis Leaf Extract, Garcinia Mangostana Fruit Extract, Xanthan Gum, Carbomer, Phenoxyethanol, Ethylhexylglycerin, Sodium Hydroxide.

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FAQ: Bakuchiol Retinol Alternative Refining Serum

Why should I use the Bakuchiol Serum?
This gentle, plant-based alternative to retinol is perfect for smoothing and refining the appearance of stubborn lines and wrinkles. Ideal for those seeking a natural solution, it delivers powerful results without compromising on safety or gentleness.

Who should use the Bakuchiol Serum?
The Bakuchiol Serum is designed for anyone looking to address stubborn lines and wrinkles, improve the appearance of mature skin with advanced sun damage, and achieve a more even tone and smoother texture.

What is Bakuchiol Serum, and how does it work?
Bakuchiol Serum is a skin care product formulated with bakuchiol; a natural, plant-derived ingredient extracted from the seeds of the Babchi plant. Known as a gentle alternative to retinol, bakuchiol offers many of the same anti-aging and skin-improving benefits without the irritation or sensitivity often associated with retinol products.

What skin types can use the Bakuchiol Serum?
This serum is great for all skin types, sensitive, acne-prone, or oily.

How often should I use a Bakuchiol Serum?
After using cleanser and freshener, massage a small amount onto the entire face or areas of concern twice daily for six weeks, then decrease to once daily.

Can I use all 3 Bakuchiol products together, and in what order?
Yes, all 3 Bakuchiol products can be used together

AM regimen:
Cleanser, freshener/toner, Bakuchiol serum, eye care, Bakuchiol moisturizer.

PM regimen:
Cleanser, freshener/toner, Bakuchiol serum, eye care, and Bakuchiol Overnight Masque (use two to three times weekly, alternating with the Bakuchiol moisturizer).

Can I use other skin care products with the Bakuchiol Serum?
Yes, but avoid layering it with other anti-aging serums. After the first six weeks, you can add other serums to your routine by alternating them or using them to target specific areas of concern during your morning and evening skin care routines.

Will I experience any irritation or purging with Bakuchiol serum?
Bakuchiol is generally well-tolerated and is less likely to cause irritation or purging often associated with retinol. However, if you have ultra-sensitive skin, you may want to do a patch test first to ensure the masque doesn't cause any reaction.

How long will it take to see results from a Bakuchiol Serum?
While individual results may vary depending on age and overall condition of the skin, users should notice an improvement after a few weeks of consistent use. Consistency is key to achieving optimal results