

AGE DEFYING LIFTING SERUM

New Age Defying Lifting Serum, including 12% powerful marine actives firms, lifts and smoothes skin to make a visible instant and long-lasting difference to signs of ageing as it delivers significant results with up to a 43% reduction in wrinkle volume. Argireline™ Amplified peptide delivers 5 years younger-looking skin in just 5 days, Antarcticine™ Marine ingredient visibly reduces the appearance of wrinkles and Reunion Island Marine Active instantly lifts and contours skin.

**EVOLVE
ORGANIC BEAUTY**



RRP: £54 - 30ml

LAUNCHING ON: 05/09/23

LINK:

<https://www.evolvebeauty.com/products/age-defying-lifting-serum>

Evolve Organic Beauty Age Defying Lifting Serum is designed to reverse the signs of ageing using a proprietary high-tech natural formulation combining three powerful active ingredients that thrive in freezing temperatures. It works by mimicking the effects of injectables without the use of harsh synthetic ingredients.

This Age Defying Lifting Serum helps to reduce the visible signs of ageing by lifting, firming and smoothing the skin using a unique formulation of 12% powerful active ingredients derived from nature. Age Defying Lifting Serum delivers significant results with up to a 43% reduction in wrinkle volume*. Antarcticine™ Marine ingredient can deliver up to 44% reduction in wrinkle depth and a 100% increase in collagen production, whilst Argireline™ Amplified peptide relaxes facial muscles, allowing natural expression and movement while diminishing the repeated contraction of the wrinkle creating muscles.

This innovative, toxin-free lifting serum is also formulated with Reunion Island Marine Active that instantly sculpts the face followed by a V-shaped lifting effect in 30 minutes from application. Alongside Hyaluronic Acid, it locks moisture into the skin and keeps it hydrated.

*Clinically tested on 29 consumers using the product twice a day for 28 days.



A great alternative to cosmetic tweakments, Evolve Organic Beauty's Age Defying Lifting Serum, visibly reduces the appearance of fine lines and wrinkles while boosting skin elasticity and collagen production.

Freeze the signs of time to get firm, smooth and lifted skin, naturally!

KEY INGREDIENTS:

ANTARCTICINE™ MARINE INGREDIENT 5%

Produced by a unique bacteria found at the bottom of a glacier in Antarctica, these natural antarctic glycoproteins deliver a 44% reduction in the appearance of wrinkles and a 100% increase in type 1 collagen production, as well as boosting hydration by up to 45% while also protecting skin in extreme cold.

The glycoproteins strengthen the skin's cohesion which reduces wrinkles, and they also have cryo-protective properties protecting the skin from dehydration and barrier damage.

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ARGIRELINE™ AMPLIFIED PEPTIDE 5%

Argireline™ Amplified peptide is a peptide produced according to principles of green chemistry to relax facial muscles, allowing natural expression and movement while diminishing the repeated contraction of the wrinkle creating muscles. With a similar efficacy to injectables, it reduces the depth of wrinkles on the face caused by the contraction of facial expression muscles, especially in the forehead and around the eyes.

In-vivo tests using 40 female volunteers aged between 34-60 years old found that when using a cream containing 5% Argireline™ Amplified peptide measuring wrinkle depth on the crow's feet area, their skin looked 5 years younger after only 5 days and 8 years younger after 28 days.

Further testing also showed a smoothing effect on the profile of the skin surface; a global reduction of visible fine lines; an improved directionality of superficial lines and a more radiant complexion; increase in firmness and elasticity and a less fatigued looking skin.

REUNION ISLAND MARINE ACTIVE 2%

A freezing blast from the deep sea, this marine active offers an instant re-shape of skin contours with results delivered after just 30 minutes delivering a V-shaped lifting effect, helping to create a more sculpted appearance. This active marine biotechnological ingredient also helps recharge skin energy, leading to more luminous and firmer skin.

A test using 20 female volunteers aged between 35-45 years old found that when using a cream containing Reunion Island Marine Active, they saw a +10% and +14% increase in skin radiance and hydration in just 28 days. After 28 days they also saw reduction by 23.9% on crow's feet wrinkle depth (-22.3% at 30 minutes) reduction by 33.9% under eye wrinkle depth (-32.6% at 30 minutes) reduction by 11.6% under eye roughness. Additionally there was a +12.1% increase in elasticity and +7.8% increase in skin firmness.



BEFORE

AFTER

Evolve Organic Beauty is the UK's leading ethical, sustainable and certified organic beauty brand and one of the first 1000 certified B Corporations in the UK. Founded by Laura Rudoe in 2009, Evolve's mission is to make products that deliver effective results, yet are healthier, greener and kinder for customers and the planet, making it easier for everyone to live better. Each product is lovingly handmade in small batches with the finest clinically-proven natural and organic ingredients. This ensures the freshness of the natural oils, butters and extracts that are used, helping customers to have healthy, radiant-looking skin. Evolve Organic Beauty products are independently verified and certified Cosmos organic & natural, vegan, cruelty free, plastic negative and carbon neutral.

FOR MORE INFORMATION, IMAGES OR SAMPLES, PLEASE CONTACT [JESSICA@GOODVENTURES.CO.UK](mailto:jessica@goodventures.co.uk)