

As Seen In

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NOEVIR

where beauty is science

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Product Forms and Function

From serums to sticks to color products with added benefits, skin care has moved far beyond basic creams and lotions. Looking to deliver intensive repair overnight or under other products, skin care brands are rolling out new serums.

For example, Noevir's Brilliant de Peau is an intensive skin renewal system designed to help stimulate the skin's natural repair mechanisms and restore its youthful complexion via two serums. The first, Essence for Rejuvenation, contains AC-11—derived from Cat's Claw extract—which is known to help promote skin's natural ability to repair itself. It also contains a combination of marine collagen, hyaluronic acid and amino acid (acetyl-tetrapeptide-9) for superior moisture retention while stimulating the skin to boost its structural support. The second serum, Essence for Brightening, contains 13 ingredients that directly target discolored skin, age spots and promote a brighter complexion. The formulation combines vitamins C and E with botanical extracts including gardenia fruit, rose balsam and bergenia root.

"Finding the right delivery system for Noevir's high performance cosmeceutical and nutraceutical products is considered critical," said Fumi Ozaki, project coordinator/licensed esthetician with Noevir U.S.A., Inc. According to Ozaki all of the company's skin care products begin with natural bases—stearic acid and HS lipids derived from soybeans, jojoba oil, beeswax and squalane.