



LONDON

### Retail Serum Overview

Serum Name	Skin Type / Condition	Key Ingredients	Benefits
<b>Soothing Aromatic Serum (No.1)</b> <i>Eve Taylor® Hero</i>	<b>Sensitive</b> , allergy prone, smokers, sinus congestion	Geranium, Eucalyptus, Cypress, Lavender	Reduces sensitivity, soothes sinuses, calms the mind Amazing aroma
<b>Calming Aromatic Serum (No.2)</b>	<b>Reddened, rosacea</b> / vascular skin, sunburn, irritated skin	Sandalwood, Niaouli, Basil, Lavender	Highly anti-inflammatory, reduces redness, strengthens capillaries
<b>Clearing Aromatic Serum (No.3)</b>	<b>Oily, congested</b> , breakout prone, acne type skin	Ylang Ylang, Cedarwood, Lemongrass, Lavender	Regulates sebaceous activity, reduces inflammation, anti-septic
<b>Balancing Aromatic Serum (No.4)</b>	<b>Normal</b> , well maintained, combination, first signs of ageing	Jasmine, Ho wood, Lavender, Ylang Ylang	Maintains the skins equilibrium, nourishes, promotes cell turnover
<b>Revitalising Aromatic Serum (No.5)</b>	<b>Mature/ageing</b> , peri-menopausal, dry skin	Ho wood, Marjoram, Orange, Sandalwood	Stimulates cell turnover, improves elasticity, nourishes lipid dry skin
<b>Rejuvenating Aromatic Serum (No.6)</b>	<b>Senior ageing</b> , post-menopausal stressed skin in need of rejuvenation	Galbanum, Clary Sage, Patchouli, Rosemary	Strengthens skin, boosts collagen production, intensively nourishes and refreshes
<b>Line Minimising Serum</b>	<b>Lines, wrinkles</b> , areas of expression ageing	Aminobutyric Acid, Ginseng, Purslane, Silicones	Relaxes muscles, smooths, and softens lines, hydrates and plumps the skin
<b>Hydrating Serum</b> <i>Eve Taylor® Hero</i>	<b>All skin types, dehydrated</b> , parched, prematurely ageing skin	Hyaluronic Acid	Intensively hydrates, softens skin and plumps fine lines, prevents water loss (TEWL) assists healthy skin function
<b>Brightening Serum</b>	<b>Dull &amp; lackluster skin</b> , ageing, sun damage, smokers, skin with lack of density	Magnesium Ascorbyl Phosphate, Sodium Ascorbyl Phosphate, Ascorbyl Glucoside (Vit C)	Brightens, stimulates collagen synthesis, fights free radicals, promotes skin radiance
<b>Illuminating Serum</b>	<b>Hyperpigmented skin</b> caused by UV or hormones Post-inflammatory hyperpigmentation (PIH) caused by skin trauma and inflammatory responses.	Mulberry, Speedwell Herb Extract, Balm Mint, Skullcap Extract, Vitamin C rich botanicals	Inhibits the enzymatic reaction which leads to over production of melanin. Illuminates existing hyperpigmentation and evens out skin tone for a monotone complexion.
<b>Firming Serum</b>	<b>Loose, sagging</b> ageing skin, loss of elasticity, lines and wrinkles	Co-Enzyme Q10, Hesperidin Methyl Chalcone, Palmitoyl Tripeptide-1, Palmitoyl Tetrapeptide-7	Firms and tightens skin tissues, stimulates new tissue, reduces darkness round eye area, maintains a youthful complexion
<b>Nourishing Serum</b>	<b>Dry, ultra dry</b> , skin lacking lipids, mature skin. Skin with barrier impairment	Argan, Soya Avocado, Sunflower, Silicones, Geranium	Nourishes, nurtures and infuses fatty acids into the skin, reinforces skins natural barrier function
<b>Retinoid Renew Complex</b>	<b>Pre-maturely ageing skin</b> , sun damaged, decreased elasticity, loss of skin luminosity, lines, and rough skin texture.	Retinyl Palmitate, Acerola Cherry, Sodium Ascorbyl Phosphate	Increases skin renewal process, smooths epidermal texture, improves skin density and enhances its ability to retain moisture.