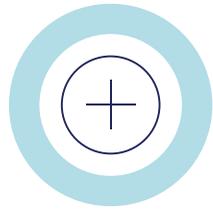
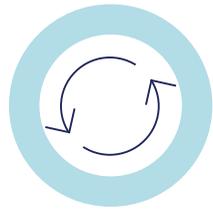


# Elasticity comes from developing elastin in 3 stages



## 1. CREATE

New elastin is formed



## 2. CONVERT

Newly created elastin is assembled



## 3. ORGANISE

Assembled elastin is organised in the optimal orientation

Over time, the body loses its ability to make elastin, and products that simply add topical elastin to the skin aren't enough to overcome this loss. Elastin must go through the three crucial stages of Create, Convert, and Organise in order to benefit skin.



## Layer the elastic power

Targeted products for the face and eyes

ELASTIderm Facial Serum pairs perfectly with ELASTIderm Eye products for targeted bounce back power. Specifically formulated and ophthalmologist tested, ELASTIderm Eye products are ideal for the delicate skin around the eyes.

### ELASTIderm Eye Serum

Utilises a soothing, rollerball technology to refresh the appearance of the skin around eyes with caffeine and reduce the appearance of under-eye puffiness.

### ELASTIderm Eye Cream

Has a lightweight, smooth formula that helps rejuvenate the skin around the eyes, reducing the appearance of fine lines and wrinkles, while providing a firmer look.

**Ask your skincare professional how to get your bounce back.**

<sup>†</sup> Bioinstrumentation study. Data on file on file at Obagi Cosmeceuticals LLC.

<sup>\*</sup> Results based on a 12-week clinical study. Data on file at Obagi Cosmeceuticals LLC.

All products/brand names, whether designated by notice or not (®/™), are trademarks of Obagi Cosmeceuticals LLC and/or its affiliates, except for those that are trademarks of their respective owners, which are used by permission. Distributed by Obagi Cosmeceuticals LLC.

©2023 Obagi Cosmeceuticals LLC | OBG.0151.USA.19.r0 | Obagiuk.com

OBAGI  
MEDICAL

ELASTIDERM® FACIAL SERUM



COMPLETE THE 3 STAGES TO HEALTHY ELASTIN

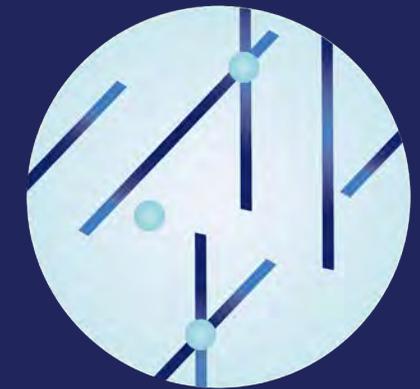
## Give Your Skin the Power to Bounce Back

ELASTIderm® Facial Serum with patented Bi-Mineral Contour Complex™ helps support skin elasticity so it can bounce back from the signs of ageing, resulting in firmer-looking, more resilient skin.

## Not all elastin is created equal

As we age, we lose and damage elastin, an essential protein responsible for skin's elasticity and ability to keep its bounce.

The natural depletion of elastin is accelerated by sun exposure resulting in the appearance of sagging, laxity and crepiness as well as the loss of firmness in the skin.



DAMAGED ELASTIN



HEALTHY ELASTIN

# Proprietary and patented technology that drives results

Bi-Mineral Contour Complex™ is an advanced ingredient technology that harnesses two minerals, Zinc and Copper, with Malonate. It is specifically designed to initiate and promote the three necessary stages of developing healthy elastin.



## Experience the beauty of elastic skin

AFTER 8 WEEKS OF USE\*

- 100%** of participants reported their face looks firmer
- 97%** of participants noticed their skin feels more elastic and resilient
- 97%** of participants saw a diminished appearance of crepey facial skin
- 97%** of participants reported, "my skin has bounce back"



## Bounce back benefits

Immediate and long lasting results with continued use.

Increase signs of skin elasticity in just 24 hours.†

Improve the signs of skin firmness and bounce back and the appearance of crepiness in as little as 2 weeks with continued improvements through 12 weeks.\*

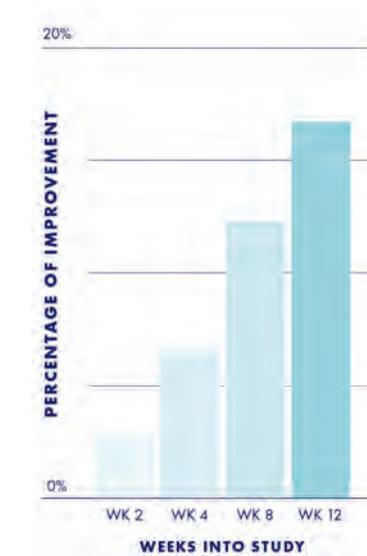
### BOUNCE BACK

13% Improvement\*



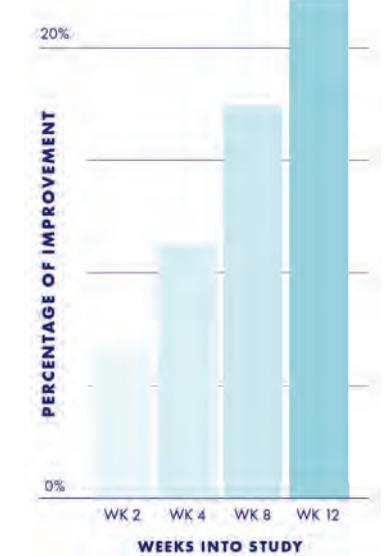
### FIRMNESS

16.7% Improvement†



### CREPINESS

22% Improvement\*



## Before, meet after.



BEFORE‡



AFTER 12 WEEKS‡

†Photos have not been retouched. Results may vary.