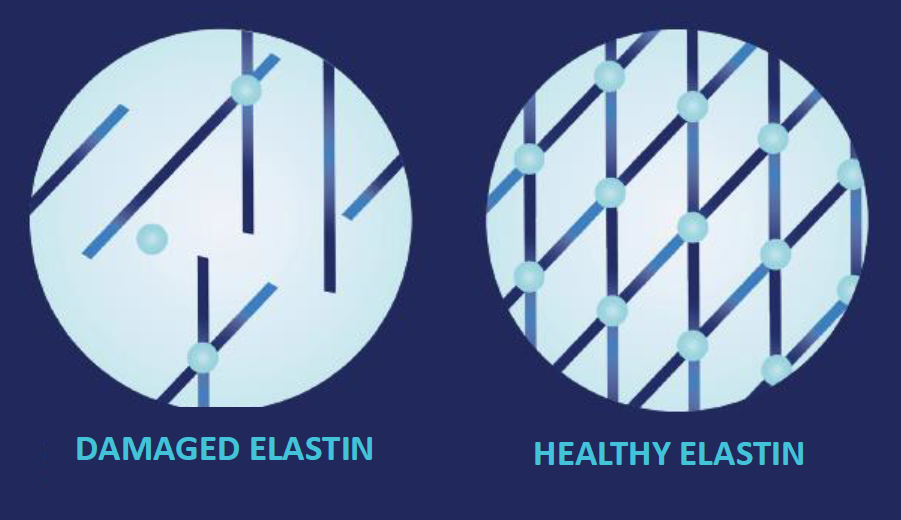
**NEW PRODUCT! ELASTIderm® Facial Serum**

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We’re always seeking topical treatments to tighten skin and address fine lines and wrinkles that occur as a result of ageing, lifestyle and exposure to the sun and there are few topical skin care products outside of retinols that are effective at firming skin and are backed by science. Those of you familiar with Obagi, know they’re a leading global skin care brand, founded in 1988, that pride themselves on clinical studies across all skin tones and today brings the launch of their most clinically studied product in 10 years!

Introducing the ELASTIderm Facial Serum with patented Bi-Mineral Contour Complex that helps support skin elasticity so it can bounce back from the signs of ageing, resulting in firmer-looking, more resilient skin, now available for the UK and Ireland.



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.

* Increase signs of skin elasticity in just 24 hours†
* Improve the signs of skin firmness, bounce back and the appearance of crepiness in as little as 2 weeks and additional improvements with continued use.\*

ELASTIderm Facial Serum shows real results across the forehead, cheeks, marionette lines (sides of the mouth) PLUS décolletage (neck and chest!)

**100%** of users said their face looks **FIRMER\*  
97%** of users said skin feels more **ELASTIC and RESILIENT**, saw a diminished appearance of crepey facial skin and reported **“my skin has bounce back”\***

Add ELASTIderm Facial Serum to your routine alongside your favoured ELASTIderm Eye Cream, Gel or Serum twice a day. Ask us to order yours today and we will get them delivered direct to your door within 1-2 working days.



Stay safe,

\* After 8 weeks use, part of a 12-week clinical study. Data on file at Obagi Cosmeceuticals LLC.

† Bioinstrumentation study. Data on file on file at Obagi Cosmeceuticals LLC.

[attach the product poster for the NEW ELASTIderm Facial Serum to your email before sending]