**NEW ELASTIderm® Facial Serum**

Please copy and paste the text below to use with our social media images – available in the marketing portal <https://www.healthxchange.com/portal>

Let your clients know you have the latest skincare innovation from award winning medical brand Obagi by using this email template to help drive more business during this time. Now more than ever people are searching for skincare, while searches for beauty products decline, so don’t miss out, keep the conversation going!

Add the ELASTIderm Facial Serum to your patient’s routine, simply order via your e-pharmacy® and **select ‘Direct to Patient’ order first** and we will deliver straight to their door – you don’t need to worry about ordering stock or dispatching this yourselves.

Please [contact your Account Manager](https://www.healthxchange.com/media/downloads/Obagi_Meet_The_Team_2020.pdf?utm_source=RedEye&utm_medium=Email&utm_campaign=REACT_Draft&utm_content=Online%20Training) if you have any questions or difficulties – we are here to support you and your business in any way we can.

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| JUST IN - ORDER NOW!  New Obagi ELASTIderm Facial Serum gives firmer-looking skin in as little as 24 hours with Bi-Mineral Contour Complex technology.  This advanced ingredient technology harnesses two minerals, zinc and copper, with malonate. It is specifically designed to promote the three necessary stages of developing health elastin and is **the most clinically studied Obagi Medical Product in 10 years!**  Ask us for a consultation and we can order your products direct to your door  #obagidirect #newproduct #obagiuk |
| Give Your Skin the #ObagiBounceBack  Discover the NEW Obagi ELASTIderm Facial Serum giving you full face, neck and chest results. 100% of clinical study participants said their skin felt firmer after 8 weeks use\*  Add ELASTIderm Facial Serum to your routine today. Ask us for a consultation and we can order your products direct to your door.  #obagiuk #obagibounceback #obagidirect #elastiderm  \*Study data on file at Obagi Cosmeceuticals LLC. |
| Increased skin elasticity in 24 hours! \*  As we age, we lose and damage elastin, as essential protein responsible for skin’s elasticity and ability to keep its bounce. Give your skin the power to bounce back with ELASTIderm Facial Serum!  #obagiuk #obagibounceback #obagidirect #elastiderm  \*Study data on file at Obagi Cosmeceuticals LLC. |
| Get to know the NEW Obagi ELASTIderm Facial Serum  100% of clinical study participants reported their **face looks firmer after just 8 weeks use**.  While 97% said their face looks firmer, noticed their skin feels more elastic and resilient  AND saw a diminished appearance of crepey facial skin  Use alongside your favourite Obagi Eye Cream, Gel or Serum specifically designed and tested for use on the delicate skin around the eyes and neck.  Add ELASTIderm Facial Serum to your routine to give your skin the bounce back! Ask us for a consultation and we can order your products direct to your door.  #obagiuk #obagibounceback #obagidirect #elastiderm  \*Study data on file at Obagi Cosmeceuticals LLC. |
| NEW PRODUCT: 97% of participants reported, “my skin has bounce back” after 8 weeks of using the NEW ELASTIderm Facial Serum.  Ask us for a consultation and we can order your products direct to your door  #obagiuk #obagibounceback #obagidirect #elastiderm  \*Study data on file at Obagi Cosmeceuticals LLC. |
| #Obagiforeveryone  Not only do you get rapid and long-lasting results with continued use of the NEW Obagi ELASTIderm Facial Serum, but it was also tested on all skin types across the Fitzpatrick skin spectrum!  So, no matter your skin tone, rest assured that this product was tested for you. #SKINCLUSION  Add ELASTIderm Facial Serum to your routine to give your skin the bounce back! Ask us for a consultation and we can order your products direct to your door.  #obagiuk #obagibounceback #obagidirect #elastiderm |
| Elastic Power!  Today we welcome the NEW Obagi ELASTIderm Facial Serum which pairs perfectly with ELASTIderm Eye Cream, Gel or Serum to give you targeting bounce back power that you can extend beyond the eyes.  Suitable for use on the neck,chest and face  Did we mention? 100% of clinical study participants reported their **face looked firmer after 8 weeks use**!\*  Add ELASTIderm Facial Serum to your routine to give your skin the bounce back! Ask us for a consultation and we can order your products direct to your door.  #obagiuk #obagibounceback #obagidirect #elastiderm  \*Study data on file at Obagi Cosmeceuticals LLC. |
| Not all Elastin is created equal  There’s a reason you all love the ELASTIderm Eye Range from Obagi and we are so excited to add the NEW Facial Serum to our range. **The most clinically studied Obagi Medical Product for 10 years**, it is formulated with patented Bi-Mineral Contour Complex technology to support elastin production   1. Create – new elastin is created 2. Convert – newly created elastin is assembled 3. Organise – assembled elastin is organised in the optimal orientation   So, whether you pump, dab or roll your favourite ELASTIderm products, be sure to add ELASTIderm Facial Serum to your routine to give your skin the bounce back!  Ask us for a consultation and we can order your products direct to your door.  #obagiuk #obagibounceback #obagidirect #elastiderm |