

OBAGI[®]
MEDICAL

ELASTIDERM[®] FACIAL SERUM



COMPLETE THE 3 STAGES TO HEALTHY ELASTIN

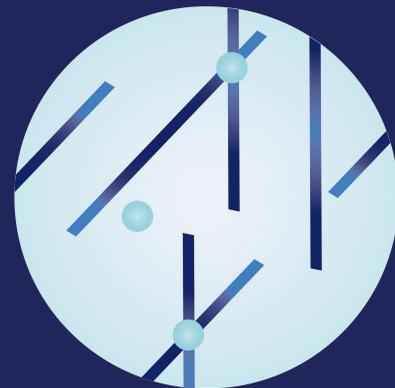
Give Your Skin the Power to Bounce Back

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.

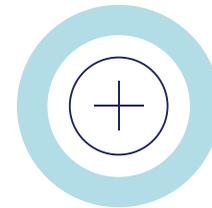


DAMAGED ELASTIN



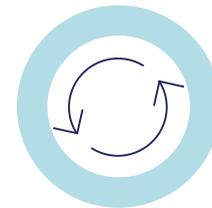
HEALTHY ELASTIN

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 & Gel

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 skin care professional how to get your bounce back

* 12-week clinical study. Data on file at Obagi Cosmeceuticals LLC.
† Bioinstrumentation study. Data on file on file at Obagi Cosmeceuticals LLC.

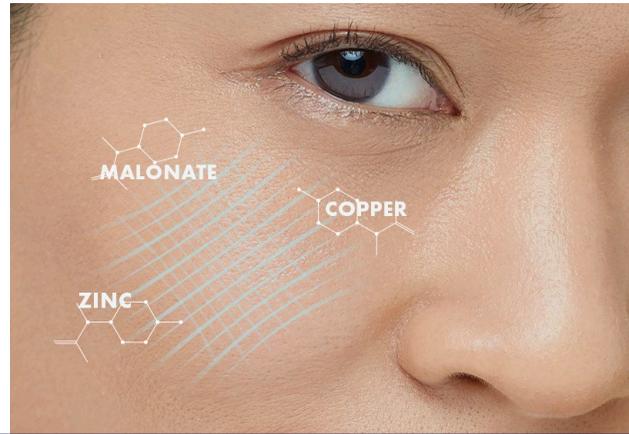
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Proprietary and Patented Technology That Drives Results



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.

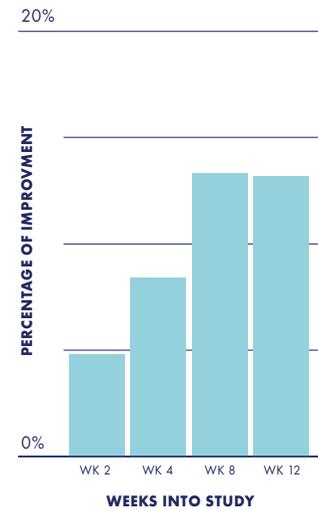


Bounce Back Benefits

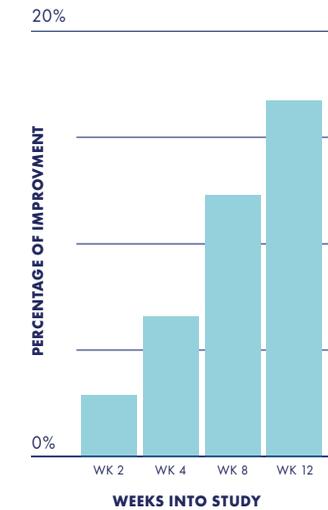
Rapid and long-lasting results with continued use

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.*

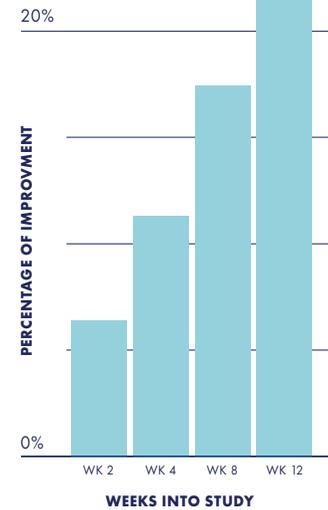
BOUNCE BACK 13.2% Improvement*



FIRMNESS 16.7% Improvement*



CREPINESS 22.3% Improvement*



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"

Before, Meet After



BEFORE[†]



AFTER 12 WEEKS[†]

[†]Photos have not been retouched. Results may vary.

