

# lucim™

## Totale Face Serum

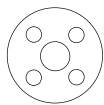


### SHIMMERING SKIN AT EVERY STAGE

Clear the clutter off your bathroom vanity and replace your old bottles with the revolutionary 7-in-1 **Lucim™ Totale Face Serum** that uses advanced Bakuchiol, Matrixyl™ peptides, hyaluronic acid complex, a proprietary multivitamin complex and exclusive liposome encapsulation technology.



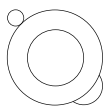
HYDRATES AND  
MOISTURIZES



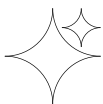
MULTIVITAMIN  
COMPLEX



VISIBLY SMOOTHES  
FINE LINES



LIPOSOME  
TECHNOLOGY



YOUTHFUL RADIANCE



FIRMER-LOOKING SKIN

### KEEP IT CONTAINED

Exclusive liposome encapsulation technology delivers advanced key ingredients deep into the cells that need them most. Targeted delivery of Vitamin C helps in precisely the right areas. Liposome encapsulated Swiss glacial water also delivers moisture deep into the lower layers of the skin for intense, lasting 24-hour hydration.

### ADAPT AT ANY AGE

Revolutionary, Bakuchiol, Matrixyl™ peptides, hyaluronic acid complex and a proprietary multivitamin complex are scientifically proven to address your skincare concerns. This powerful serum includes active ingredients that hold 9 patents expertly crafted to deliver precisely the right effect, no matter your stage in life, with powerful results.



CRUELTY  
FREE



MADE IN  
THE USA



VEGAN



NON  
GMO

lucím™



## YOUR SOLUTION FOR:

- Hydrating and moisturizing from the inside out
- Helping the skin's elasticity and firmness through moisture retention
- Visibly improving uneven skin tone and reducing discoloration
- Promoting brighter looking skin and youthful radiance
- Firming and plumping the skin
- Smoothing and reducing the appearance of fine lines and wrinkles
- Strengthening and reinforcing the skin barrier

## USAGE:

Apply evenly to clean, dry face and neck each morning and night. For best results, allow the serum to fully absorb before following with Day Defense Cream in the AM and Renewing Night Cream in the PM.

## THE ACTIVES:

Bakuchiol, Matrixyl peptides, liposome encapsulated Vitamin C, liposome encapsulated pure Swiss glacial water, Kakadu plum extract, hydrolyzed hyaluronic acid, Vitamin B3, hyaluronic acid.





## FREQUENTLY ASKED QUESTIONS

### WHAT IS THE PURPOSE OF A FACE SERUM?

A face serum is a product you apply to your skin after cleansing and before moisturizing to deliver active ingredients directly into the skin. Serums contain a concentrated amount of active ingredients, which is higher than your average moisturizing creams. Known for their effectiveness, they're often added to a skincare routine to address specific skincare concerns.

### WHAT TIME OF DAY SHOULD I USE TOTALE FACE SERUM?

We recommend using this potent serum twice each day, as part of your day and night skincare regimen, for transformative results.

### CAN I USE TOTALE FACE SERUM WITH OTHER LUCIM PRODUCTS?

Yes! In fact, we designed Totale Face Serum to provide the best results when used along with other Lucim products for a complete skincare regimen.

### WHERE DOES TOTALE FACE SERUM FIT IN MY SKINCARE ROUTINE?

Use Totale Face Serum after cleansing and toning, but before applying creams or moisturizers.

### WHICH TYPE OF SKIN IS TOTALE FACE SERUM SUITABLE FOR?

This serum was uniquely developed to adapt to any skincare concern you may have, whether you're 25 or 95! It works amazingly for all skin types, and is particularly impactful for fatigued, mature skin.

### HOW DO I USE TOTALE FACE SERUM?

For best results, use Totale Face Serum both morning and night. After cleansing your skin, apply enough product to cover your face and allow it to fully absorb before following with any creams or moisturizers.

### IS TOTALE FACE SERUM NON-COMEDOGENIC (NON-PORE-CLOGGING?)

Yes. Totale Face Serum will not clog your pores.

### DO YOU TEST ON ANIMALS?

No. All Lucim products are Leaping Bunny certified cruelty-free by Consumer Information on Cosmetics (CCIC).

### HOW SHOULD I STORE TOTALE FACE SERUM?

We recommend storing in a cool, dry place below 25°C and out of direct sunlight. TIP: In hot or humid climates, this product can be stored in the refrigerator at 5°C.

### WHY IS MY SERUM CHANGING COLORS?

The natural qualities of the powerful antioxidants and botanical extracts found in this product may produce varying shades of color between products. Shades ranging from cream to dark beige are normal for this product and a sign of its natural, botanical goodness. Despite the color shifts, the product remains potent, effective and safe.

### HOW LONG WILL TOTALE FACE SERUM LAST?

If using twice daily, the product should last 28 days, but we packed in enough product to last up to 35 days!