

## DESCRIPTION

In the world of retinoid technology, Rare Retinal Serum is Hale & Hush's "pinnacle of perfection." Featuring IconicA®, the latest optimal (and most biologically available) form of Vitamin A, merged with premier anti-glycation ingredients, this serum succeeds supremely in anti-wrinkle, anti-redness and pro-radiance results without any of the typical negative side effects of other retinoids, such as retinol.

## BENEFITS

- Reduces wrinkles, redness, and inflammation
- Increases radiance and elasticity while supporting collagen integrity
- Renews tone and texture

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| <b>PRESENTATION</b><br><i>Retail:</i> 1 oz. (30 ml) White Airless Bottle | <b>SKIN TYPE</b><br>All Skin Types, except for broken or cracked skin. Do not use on clients with ultra-sensitive skin or those undergoing certain medical treatments | <b>pH</b><br><b>4.5</b> |
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## USAGE

For best results, smooth Rare Retinal Serum gently over clean skin at night only. Ultra-sensitive skins may be able to use 2-3 times a week. Test for sensitivity before using around the eyes. Product contains a Retinoid – wear an SPF during the day.

## CAUTION

Product contains a Retinoid – wear an SPF during the day. For external use only. Avoid contact with eyes. Keep out of reach of children

## INCI INGREDIENT LIST

Aloe Barbadensis Leaf Juice\*, Aqua (Water), Niacinamide, Glycerin\* , Cyclodextrin, Albizia Julibrissin Bark Extract, Pentylene Glycol, Gluconolactone, Retinal (Retinaldehyde), Globularia Cordifolia Callus Culture Extract, Carnosine (L) Benfotiamine, Carnitine (L), Rubus Chamaemorus (Cloud Berry) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil\*, Bisabolol (L-alpha), Tocopherol (D-alpha), Tocotrienols, Elaeis Guineensis (Palm) Oil, Lonicera Japonica (Honeysuckle) Flower Extract, Lonicera Caprifolium (Honeysuckle) Flower Extract, Polysorbate 20, Xanthan Gum, Sodium Benzoate

\*organic

## KEY INGREDIENTS

**IconicA®:** patented optimized form of Vitamin A; performs closest to Retinoic Acid in a cosmetic topical, providing the ultimate wrinkle reduction and prevention properties to skin; is the least irritating Vitamin A to skin, making it a perfect ingredient for all skin types; is the first stable Retinal (Retinaldehyde), offering the highest, most effective activity value to skin. In a 4-week study, 90% of women saw significant improvement in radiance/brightness, tactile smoothness, visual smoothness, fine lines, overall photo damage, overall evenness of skin tone, and global assessment of overall appearance.

**Carnosine (L) Benfotiamine:** a patented, chirally-correct endogenous free-radical scavenger and anti-glycation complex. Glycation is the process in the skin where reactions between sugars and proteins lead to intra-molecular cross-links called "Advanced Glycation End Products". This cross-linking throws off key enzymatic processes and harms their ability to protect from oxidative stress, which in turn allows for inflammation. The final impact of this process is for the collagen and elastin proteins to stiffen and lose elasticity - Carnosine (L) Benfotiamine fights this glycation process and helps protect and maintain collagen integrity for more youthful, less-inflamed skin.

**Albizia Julibrissin:** a natural, stand-alone anti-glycation phenomenal ingredient from the Persian silk tree which renews skin tone and texture while reducing dark circles.

**Carnitine (L):** chirally-correct with anti-glycation, anti-inflammatory, hydrating and brightening effects; transports fatty acids to the mitochondria in order to produce cellular energy; enhances cellular renewal.

*Continued* →

## KEY INGREDIENTS

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**Resistem™ (Globularia Cordifolia):** plant stem cell extract which is known as the anti-aging bodyguard due to its ability to encourage a defense system in the heart of the skin. In other words, it provides skin with the power of self-protection and self-restoration. It also promotes detoxification (maintains proteasome activity), cell lifespan extension (stimulates sirtuin-1) and tissue regeneration (helps to preserve skin stem cells). Also anti-inflammatory.

**Niacinamide:** the amide form of Niacin, or Vitamin B3; normalizes age-associated depletions of nicotinamide coenzymes, stimulates collagen synthesis, produces essential lipids, antioxidant, anti-inflammatory, improves epidermal barrier function, inhibits skin pigmentation (brightening), helps smooth fine lines, boosts micro-circulation.

**Rubus Chamaemorus (Cloud Berry) Seed Oil:** related to the raspberry; rich in essential fatty acids, phytosterols and antioxidants; twice the vitamin C content of oranges; UV-protecting carotenoids; helps detoxify skin for brightness and radiance.

**Tocopherol (D-alpha):** chirally-correct naturally occurring fat soluble form of Vitamin E, antioxidant protects from oxidative stress, anti-inflammatory.

**Tocotrienols (Palm Tree):** concentrated Vitamin E activity, antioxidant.

**Helianthus Annuus (Sunflower) Seed Oil:** organic, a light oil that will not leave skin feeling oily; rich in EFA's (Essential Fatty Acids) Linoleic Acid, Palmitic Acid and Stearic Acid, which are components of healthy skin and rich in Carotenoids, Vitamin E and Vitamin Bs.

**Bisabolol (L-alpha) (Candela Tree):** a renowned botanical that is famous for its anti-irritant and anti-redness abilities, due to it is the key molecular center of Chamomile, which is so well-known and widely used.