



The cruelty free and vegan-friendly professional strength antioxidant facial serum

Made in Australia and free from synthetic fragrances, artificial colours, parabens & silicones

The cruelty free and vegan-friendly professional strength antioxidant facial serum Made in Australia and free from synthetic fragrances, artificial colours, parabens & silicones MEDIA RELEASE - APRIL 2020 Introducing Anthogenol® Anti-Ageing Facial Serum, the professional strength antioxidant skin treatment formulated to help combat the visible signs of daily oxidative stress such as fine lines, wrinkles, loss of firmness and uneven skin tone. A powerful antioxidant and protector of collagen integrity, Anthogenol® Anti-Ageing Facial Serum works to combat skin ageing and has been clinically proven to improve skin brightness, increase skin hydration and significantly decrease severity of skin pigmentation*. Marketing Manager of Phytologic, Emily Macgregor, says, “Day to day our skin is exposed to triggers of oxidative stress. As a result, our skin is the first part of the body to display visible signs of ageing. Collagen damage, reduced skin elasticity, pigmentation, redness and fine lines and wrinkles are just some of the outcomes from free radical damage. While no one can avoid ageing altogether, we can all prevent the signs of premature ageing by using proven skin treatments such as Anthogenol®.” Free radical damage can be caused by stress, both emotional and physical, lifestyle factors such as smoking or excess alcohol intake and environmental factors such as pollution, chemical and sun exposure. “There have been multiple clinical trials investigating and proving the benefits of the patented Grape Seed extract in Anthogenol® Facial Serum. We are proud to present an anti-ageing skin solution that is not only proven to reduce the visible signs of ageing but is also Australian made,” adds Emily. Formulated for both day and night use, the lightweight, bioactive formula absorbs quickly to leave skin feeling plumper, with improved texture and appearance for a revitalised complexion. Key benefits: Clinically proven active ingredient MASQUELIER’s® Original OPCs. Powerful antioxidant action to help skin recover faster from free radical damage. Protects collagen and elastin in the skin. Helps maintain healthy skin following exposure to UV rays. Helps reduce signs of skin ageing such as fine lines, wrinkles or pigmentation. Made in Australia from vegan friendly ingredients and not tested on animals. Contains premium grade natural essential oils. Free from synthetic fragrances, artificial colours, parabens, silicones and harsh detergents. Directions for use: Dispense a pea-sized amount of serum onto the palm of the hand and smooth evenly over the face and neck in an upward and outward motion. For optimum results, use every morning and evening after cleansing and before moisturising. Anthogenol® Anti-Ageing Facial Serum with Masquelier’s® Original OPCs is available now for RRP \$99.95 in store at Chemist Warehouse or online at www.chemistwarehouse.com.au or www.anthogenol.com.au. * ‘2019 clinical trial results from sample size of 40 healthy women 30-50 years of age’, Rao, A. Anthogenol for Skin Health Dec 2019. About Anthogenol: Anthogenol is a proud tribute to the remarkable legacy of Professor Jack Masquelier, who helmed a scientific breakthrough in 1948 when he successfully isolated the powerful antioxidants Oligomeric proanthocyanidins (OPCs). OPCs are not able to be made by the human body, nor can they be synthetically produced. Professor Masquelier developed an exacting, patented method to extract this powerful antioxidant, which lead to the development of Anthogenol® – a highly refined form of Grape Seed extract that cannot be compared to any other on the market. For more information, hi-res imagery, product samples or to interview Emily, please contact 360 PR: Lisa Solomons – 02 9571 4448 – 0416 175 518 – lisa@360pr.com.au

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