



# L'UNICO

## PRESS RELEASE

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# L'UNICO HARNESSES THE POWER OF VITAMIN C IN A POTENT FORMULATION WITH STABLE SHELF-LIFE

### **What you already know about Vitamin C**

The benefits of Vitamin C are widely recognised in the world of skincare. What we know is that this powerhouse ingredient delivers brighter, more radiant skin and has proven effectiveness as an antioxidant to help protect against free radicals and UV damage. We also know that Vitamin C helps increase collagen, making skin feel firmer while minimising the appearance of lines and wrinkles. Deemed the 'skin brightener', topical Vitamin C also helps reduce discolouration and hyperpigmentation by slowing down the production of melanin.

### **What you may not know about L'unico High Potency 30% Vitamin C Serum**

There are a multitude of Vitamin C serums available on the market, but here's a list of what sets L'unico High Potency 30% Vitamin C Serum apart from the rest!

1. **Stability** – Vitamin C is notoriously prone to oxidation and degradation. L'unico High Potency 30% Vitamin C Serum contains a highly stable form of Vitamin C, ascorbyl tetraisopalmitate, or, more specifically, the tetraester of ascorbic acid and isopalmitic acid which guarantees stability and thus efficacy.
2. **Performance** – Containing a potent oil-soluble form of Vitamin C ester, it is effective in helping prevent cellular ageing by inhibiting the cross-linking of collagen, oxidation of proteins and lipid peroxidation. It also works synergistically with the antioxidant Vitamin E to deliver a powerful punch.
3. **Non-irritating** – Unlike regular Vitamin C, ascorbyl tetraisopalmitate will not exfoliate or irritate the skin, ensuring that it is well tolerated by all skin types, even the most sensitive.

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4. **Potency** – Containing a high percentage (30%) of Vitamin C, this serum can be used in a high dose without causing irritation.
5. **Durability** – Unique 100% light-resistant packaging also provides protection against heat and oxidation, ensuring the product's efficacy lasts for up to 18 months without oxidising.

RRP \$160, 30ml

RRP \$100, 15ml

***Benefits in a nutshell: this anti-ageing wonder serum provides superior absorption and skin penetration, guaranteeing efficacy and stability in every drop.***

## About L'unico

L'unico Laboratory has blended the most concentrated ingredients from natural sources with best-in-class European-engineered peptides to create a range of performance products.

This pairing of scientific knowledge with the powerful benefits of natural ingredients delivers products that help combat signs of skin ageing and skin concerns in luxurious and effective formulations that deliver noticeable results.



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