

# DR. CHEN<sup>®</sup> UrbanShield<sup>™</sup> NOURISHING SERUM

Face the Day—  
**Beautifully Protected**



# DR. CHEN® UrbanShield™ NOURISHING SERUM

Hydrate, fortify, and protect your skin's appearance from daily environmental stressors with Dr. Chen's masterfully crafted serum. This powerhouse formula is packed with probiotics, peptides, and antioxidants to support your skin barrier, minimize the look of pores and redness, and smooth the appearance of fine lines. It gets to work the moment it touches your skin, layers flawlessly under makeup or SPF, and keeps your complexion firm, radiant, and ready for whatever the day brings. It's plant-powered. It's non-greasy. It's seriously effective.

## BENEFITS

- Protects skin appearance from environmental stressors such as pollution and sunlight
- Supports the skin's natural defenses and microbiome balance for a perfect look
- Diminishes the appearance of fine lines and wrinkles
- Helps improve firmness and elasticity with a peptide-powered blend and reduce the appearance of fine lines and wrinkles
- Absorbs quickly and layers well under SPF and makeup

## USAGE

Just a pump or two in the morning on clean skin. Follow it up with your favorite moisturizer and sunscreen. Done. Protected. Glowing.

Want even more magic? Pair it with Dr. Chen Night Renewal Serum before bed and let your skin work overtime while you sleep. Dream team. Literally.

## FAQ

### Q: Is it suitable for all skin types, including oily or acne-prone skin?

A: Yes, it plays well with everyone. Thanks to its lightweight, non-comedogenic formula, Dr. Chen UrbanShield Nourishing Serum won't clog pores or cause breakouts by delivering targeted benefits without the heavy feel.

### Q: Is this serum suitable for sensitive skin?

A: Yes. This gentle formula features niacinamide and bacillus ferment—ingredients known for their compatibility with sensitive skin. It's designed to support a healthy-looking complexion and a balanced skin barrier without causing irritation.

### Q: Can I use the Dr. Chen UrbanShield Nourishing Serum under makeup or sunscreen?

A: Absolutely. In fact, it's designed to layer effortlessly. This serum absorbs quickly, leaving no greasy residue—just a silky-smooth finish that preps your skin beautifully for makeup, SPF, or whatever your day demands.

### Q: What makes this serum different from other day serums?

A: Dr. Chen UrbanShield Nourishing Serum is more than just hydration—it's like "botanical armor." Powered by probiotics, peptides, and antioxidants, this serum strengthens your skin's barrier while actively protecting its appearance from the stress of pollution, sunlight and other daily aggressors. It's like a wellness infusion for your face—plant-powered, clean, and seriously effective.

Always read the product label—use as directed.

## INGREDIENT HIGHLIGHTS

### BACILLUS FERMENT

A probiotic powerhouse that helps balance and support the skin's microbiome—the invisible ecosystem that protects your skin for a flawless look. This natural ferment defends your skin's appearance against daily environmental stressors.

### CARNOSINE

A naturally occurring dipeptide and powerful antioxidant, carnosine helps slow the visible signs of aging.

### CALCIUM KETOGLUCONATE

This cutting-edge ingredient helps tone the skin and visibly smooth the appearance of fine lines and wrinkles—promoting a refreshed, more youthful look.

### NIACINAMIDE (Vitamin B3)

A multitasking hero that helps minimize the appearance of pores and redness, it defends the skin barrier and protects your skin's appearance against environmental stressors like sunlight, pollution, and toxins.

### PENTYLENE GLYCOL

This effective humectant draws moisture into the skin to help keep it hydrated. It also helps maintain a healthy skin barrier for healthy-looking skin.

Owner Expertise Formulation

Self-Manufactured in the USA

Made with Botanicals

No Fillers, No Mystery Ingredients