

# All Bright C Serum

The science behind our supercharged vitamin C serum.

When it comes to skin health, age defense, and a bright, dewy glow, vitamin C is the holy grail.



It brightens skin and defends against environmental stressors, known to cause dark spots and discoloration.

It helps support skin's natural collagen production.

It offers antioxidant protection against pollution, free radicals, and daily stressors.

## Stability is Key

Vitamin C can be very unstable—especially in its purest form, L-ascorbic acid—which means that it can lose its effectiveness quickly. So we created our 10% ultra-stable vitamin C blend, demonstrated to be on average 160x more stable than L-ascorbic acid, with more effective cell penetration.\*

\*Based on an in-house assay and third-party in-vitro skin permeation comparative study on Counter+ All Bright C Serum using our 10% ultra-stable vitamin C blend versus 10% L-ascorbic acid.

## Vitamin C<sup>2</sup> = 10% Potency

When a serum's concentration of vitamin C is too high, there's a chance of skin irritation—but when it's too low, it doesn't deliver as many benefits.

**Our ultra-stable 10% dose of vitamin C includes:**

5% Tetrahexyldecyl Ascorbate: This antioxidant helps reduce the appearance of dark spots and boosts skin brightening to reveal more youthful-looking skin.

5% Bis-Glyceryl Ascorbate: A second form of vitamin C, this ingredient moisturizes skin while providing antioxidant benefits known to protect skin from damaging environmental stressors—and helps improve the appearance of fine lines and wrinkles.

## Results That Speak for Themselves

After eight weeks:\*

100% said skin looked brighter

94% said it reduced the appearance of dark spots

97% said skin looked more youthful

94% said skin tone looked more even

\*Based on a 32-subject consumer perception study after eight weeks of use.

## + Supercharged Antioxidants

**Turmeric Root Extract:** The serum's vibrant hue? That's thanks to turmeric, an antioxidant superstar that helps even skin tone and improve the appearance of fine lines and wrinkles.

**Camu Camu Fruit Extract:** This powerful antioxidant helps reduce the appearance of dark spots while brightening to visually improve signs of skin fatigue.



Turmeric



Camu Camu

## Bright Now, Bright Later

All Bright C Serum's dual-phase delivery system, with water-soluble and oil-soluble vitamin C, provides instant radiance and a lasting glow.



## How to Use

Use All Bright C Serum as a Treat step with any regimen. After cleansing and toning in the morning, use your regimen's regular serum, then layer All Bright C Serum on top. Apply to face, neck, and décolletage. Follow with moisturizer.



\$82 US  
\$110 CA

## Why is it Safer?

Counter+ All Bright C Serum is formulated without ethoxylated ingredients (including PEGs) due to reproductive and developmental concerns (as well as toxicity to the aquatic environment). It's also formulated without dyes. As always, every ingredient used in our formula has gone through our rigorous raw materials screening and testing to ensure it's safe for human health.

## We Go Beyond Clean

By using glass packaging from North America instead of plastic, we're saving an estimated 26% of water and fossil use. Plus, glass doesn't leach harmful chemicals (as some plastics do).

|                                      | 10% Vitamin C | Camu Camu | Turmeric |
|--------------------------------------|---------------|-----------|----------|
| Brightens Skin                       | ✓             | ✓         | ✓        |
| Antioxidant Protection               | ✓             | ✓         | ✓        |
| Reduces Appearance of Dark Spots     | ✓             | ✓         |          |
| Helps Protect Against Dark Spots     | ✓             |           | ✓        |
| Supports Natural Collagen Production | ✓             | ✓         |          |
| Minimizes Look of Lines and Wrinkles | ✓             |           | ✓        |
| Evens Skin Tone                      |               |           | ✓        |