

# I AM *bright*<sup>™</sup>

## VITAMIN C FACIAL SERUM

### *Brighter skin. Brighter future.*

Brighten your morning and your skin with this protective, skin-brightening serum. Brightening Complex Technology, made with potent and stable Vitamin C, visibly brightens and evens skin tone while minimizing the appearance of dark spots and post-acne marks with continued use. Kakadu Plum Fruit and Snow Mushroom Extract help protect skin from environmental stressors, blue-light damage, premature aging, and the appearance of new dark spots.



### KEY BENEFITS

- ✓ Visibly brightens
- ✓ Helps even skin tone
- ✓ Minimizes the appearance of dark spots
- ✓ Protects against premature aging

### MADE WITH

Our **Brightening Complex Technology** visibly brightens and helps even skin tone, featuring:

**Stable Vitamin C:** Visibly brightens skin with time-release technology so your skin receives the benefits all day long.

**Ferulic Acid:** Helps boost the efficacy of Vitamin C for faster, more visible results.

**Niacinamide:** Evens skin tone and brightens skin.

**Potent Botanical Antioxidants** help protect against environmental stressors, including blue light damage, that can lead to premature aging.

**Kakadu Plum:** Sourced from Northern Australia, this superfruit has 100x more vitamin C than oranges, one of the highest concentrations of vitamin C among all fruits.

**Snow Mushroom Extract:** Snow Mushroom Extract hydrates and has antioxidant properties to reinforce the skin barrier to help protect the skin from environmental stress and blue light damage.

### MADE WITHOUT

**Hydroquinone:** a common skin brightening ingredient linked to cancer and skin irritation.

**Silicones:** widely used in skincare to provide an artificial shine.

## FOR BEST RESULTS

To freshly cleansed & toned skin, apply 1-2 pumps of I AM Bright™ to the face, neck, and décolleté in the morning. Follow up with Daylight® Advanced Facial Cream.

## ELEVATE YOUR MORNING SKINCARE ROUTINE

### STEP 1

Cleanse + Replenish with Charcoal or Gentle Facial Bars

### STEP 2

Revitalize + Tone with Clarilight® Facial Essence

### STEP 3

Treat + Brighten with I AM Bright™ Vitamin C Facial Serum

### STEP 4

Moisturize + Hydrate with Daylight® Advanced Facial Cream

### STEP 5

Protect + Shield with Sunlight® Daily Facial Sunscreen

## CERTIFIED PLASTIC NEUTRAL PACKAGING

Packaged in a recyclable glass bottle with a 100% BPA-free/Phthalate-free pump. Placed in a 100% recyclable and biodegradable, FSC Certified paper carton.



## INGREDIENTS

Water, Propanediol, Sodium Citrate, Niacinamide (Vitamin B-3), Ascorbyl Glucoside (Vitamin C), Musa Sapientum (Banana) Leaf/Trunk Extract, Glycerin, Ferulic Acid, Sodium Phytate, Citric Acid, Sclerotium Gum, Caprylhydroxamic Acid, Phenylpropanol, Tremella Fuciformis Sporocarp (Snow Mushroom) Extract, Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract

*NOTE: We prioritize the use of certified organic ingredients in our formulations whenever possible, however, there are rare instances when a formula simple and effective ingredients can not be sourced organically at the time of formulation and production. As always, each ingredient is carefully selected and when organic sourcing is not available, we ensure each ingredient at least meets Non-GMO standards.*

