



### Introducing Retinoid Renew Complex

Vitamin A based skin care is gaining popularity in our industry as consumer demand increases for high performance products which give results up and beyond that of everyday cosmetics.

Eve Taylor London is delighted to unveil **Retinoid Renew Complex**, a Vitamin A based formulation developed for the enhanced management of skin ageing.

### What is Vitamin A skincare?

#### Retinoid

[ ret-in-oid ]

Noun

***"Any group of substances related to Vitamin A".***

Retinoid is the general term for the use topically applied of Vitamin A within skincare products. There are various forms of Vitamin A within the Retinoid family with the main four being used ranging in activity:

**Retinoid Acid** – high irritation potential.

**Retinaldehyde** – moderate irritation potential.

**Retinol** – moderate irritation potential.

**Retinyl Palmitate** – low irritation potential.

### What do retinoids do?

Retinoids offer a wide variety of actions when used topically on the skin, these include:

- **Increase skin cell renewal**
- **Stimulate and protect collagen synthesis**
- **Improve the appearance of lines and wrinkles**
- **Normalise oil production**
- **Decongest the skin**
- **Accelerate skin healing**
- **Defend against UV damage**
- **Reduce trans epidermal water loss (TEWL)**

### How do retinoids work?

Retinoids are one of a few ingredients with the required 'password' to enter passageways into skin cells.

Regardless of the form of retinoid molecule used on the skin, it will be converted to retinoic acid through an enzymatic conversion process converting from one form to another:

Retinyl Palmitate converts to Retinol

Retinol converts to Retinaldehyde

Retinaldehyde converts to Retinoic Acid

Retinoic Acid gives the biologically active, therapeutic action.

Whilst the greater the number of conversion steps needed to become retinoic acid reduces the potency of the retinoid used, the further removed the retinoid is from the form retinoic acid, the more skin tolerable and less irritating and problematic it is, reducing the occurrence of redness, sensitivity, and skin peeling.

### What is Retinoid Renew Complex?

Retinoid Renew Complex is a new night time treatment formulation created to address and Improve multiple ageing skin characteristics by complimenting other age resist products which are used during the day, ultimately precision Targeting skin concerns with a multi-angled approach in both the day and night.



### Who can use it?

Sun damaged skin.

Decreased elasticity and skin density.

Thin skin.

Loss of skin luminosity.

Pigmented skin.

Fine lines.

Lines, wrinkles and folds.

Rough skin texture.

Pre-mature ageing skin.

May also be used as a 'prejuvenation' product for younger skin exposed to damaging elements which are likely to lead to pre-mature ageing.

### Features & benefits:

This multi-targeted treatment complex is formulated with vitamin A to increase the skins renewal process, in turn smoothing epidermal texture for a refreshed and refined appearance.

This easily absorbed formulation improves skin density and enhances its ability to retain moisture, improving the appearance of fine lines and wrinkles.

Vitamin C rich botanicals brighten uneven skin tone and promote a healthy, radiant, monotone complexion.

This gentle but effective treatment complex is ideal for those new to vitamin A, or for those who have previously not tolerated retinoids/vitamin A based products.

Vegan friendly formulation.

## Key ingredients

### **Retinyl Palmitate 1%**

This gentle yet effective retinoid uses encapsulation technology for deeper absorption into the skin layers before being activated, making it more tolerable with less irritation potential.

It stimulates cell renewal in turn promoting the shedding of dulling cells accumulating on the surface and paves the way for new fresh cells to move to the surface promoting skin brightness and an even complexion.

This helps refine and clear the pores in those with congestion and breakout prone skin.

Skin thickness and density is improved by stimulating synthesis of collagen and inhibiting its break down, in turn reducing the formation of wrinkles and static lines by increasing lower layer density and supporting epidermal structure from within.

### **Sodium Ascorbyl Phosphate 10% (Vitamin C)**

This water soluble form of vitamin C boasts low irritation potential making it ideal to be used across multiple complexions.

It functions as an antioxidant to the epidermis, defending against oxidative stress and premature skin ageing.

Its potent properties are effective for brightening dull skin tone and reducing pigmentation discolorations.

Stimulating collagen synthesis, over time it helps to smooth wrinkles and visibly firm the skins surface.

### **Acerola (Barbados Cherry)**

This super-food is abundant in polysaccharides, polyphenols, beta-carotene, vitamin B9 and anti-oxidants which work collectively to protect fibroblasts from oxidative damage to maintain youthful skin.

Considered a multi-faceted anti-oxidant, this potent botanical assists with reducing skin inflammation and maintaining skins lipid balance.

Acerola is also well regarded for its hydrating actions whilst brightening the skin and defending against the catalyst of hyperpigmentation for an even, monotone complexion.

## How is it used? – homecare:

After double cleansing skin in the evening, gently smooth over face, neck and décolleté, avoiding the eye and lip area.

Continue to spritz suitable Eve Taylor toner to skin and follow with night time moisturiser such as **Nourishing Night Cream**.

Homecare application amount:

**1/2 pump (0.5ml).**

Frequency of home use:

**Daily, in the evening only.**

If clients like to use a lipid based serum as part of the night time regime, apply this to the skin after Retinoid Renew Complex has fully absorbed.



#### How is it used? – salon:

To supercharge age resisting actions in the facial treatment, gently smooth onto face neck and décolleté prior to application of peel-off masque such as **Cryogenic Masque** or **Brightening Masque** for superior results.

#### Electrical option:

Gently smooth onto face, neck and décolleté, and continue with application of **Electro Gel** or **Anti-oxidant Masque**.

Use chosen electrotherapy machine on the positive polarity (+) for 3-5 minutes for part face and 10-12 minutes for full face and neck. Ensure galvanic iontophoresis or ultrasonic ionisation is performed massage stage.

**Salon application amount: 1/2 pump (0.5ml).**

#### Precautions & FAQ's

As this product contains vitamin A temporary skin sensitivity or redness may occur when first introducing this product into the regime.

If irritation occurs, reduce application to every other night or every third night and gradually increase.

Apply suitable SPF during daylight hours due to increased skin renewal and potential sensitivity.

#### **Can it be used during pregnancy?**

As this product contains vitamin A, we don't recommend it is used during any stage of pregnancy, or whilst breastfeeding.

#### **Can it be used alongside resurfacing products?**

Retinoid Renew Complex can be used as part of the regime alongside our **Dynamic Resurfacing Cleanser**, however reduce use if irritation occurs.

As the formulation increases cell renewal, reduce additional exfoliation with **Resurfacing Cream Exfoliant** or **Exfoliating Scrub**. If the client expressly wants to use an additional exfoliant, we would recommend **Micro-fine Daily Exfoliant**.

#### **Can it be used within the facial treatment?**

Yes, it can be used within the facial treatment however we recommend to use **Micro-fine Daily Exfoliant** for the exfoliation stage.

#### **Can it be used in the day time?**

No, it is only recommended to be used at night.

#### **Can it be used with Ultrasonic Micro-therapy Device?**

The device can be used to push Retinoid Renew Complex into the skin, however we would avoid using the device for exfoliation if the client is using the product within their homecare.

#### **Can I perform microdermabrasion, dermaplaning or skin peels if the client is using Retinoid Renew Complex?**

No, as retinoids can make the skin sensitive and peel, we don't recommend any kind of intensive exfoliation is carried out when using this product.

#### **Can I perform facial waxing if my client is using Retinoid Renew Complex?**

No, we don't recommend facial waxing is carried out when using this product.

***My client has been experiencing sensitivity since using this product, what should I advise?***

Retinoid Renew Complex contains Vitamin A and whilst gentle form, some skins may experience mild sensitivity. In this case reduce use to applying every third night and gradually increase to nightly use.

***My client is going on holiday soon, can they still use it on a night whilst they are away?***

If the client is going to be exposed to direct sunlight for long durations we would recommend that they avoid using it from around a week before and whilst they are away, as the UV light may lead to negative effects. Once they return, they can start using it again.

***My client has read that strong retinoids work quicker, is this correct?***

Some high strength retinoids can deliver skin improvements in a short time, however this often at the cost of skin irritation, redness, peeling and sensitivity.

***Your product is called retinoid yet some others on the market are called retinol, what's the difference?***

All forms of topical vitamin A are classed within the retinoid family, and so the form we use is classed as a retinoid. Retinol is specific to a single form of vitamin A.

***My client is using other age resist products which target ageing concerns, why would they need to use this?***

Vitamin A is a powerhouse of skin improving actions and offers a wide range of effects. Whilst it can help firm the skin, promote radiance, improve uneven skin tone, smooth and diminish lines and wrinkles, it targets these from a different technology angle and so compliments the regime as part of a multi-pronged approach.

## **Marketing Toolkit**

A marketing toolkit has been created to assist with promoting the launch and is available from the marketing area of the trade website:

- A series of visual social media posts with pre-written copy and hashtags, ready for you to post on your social media platforms.
- A pre created email for you to send to your client base in 2 formats - a visual version ideal for Mailchimp or similar, and a version for Gmail and standard email.
- Downloadable A4 poster which can also be printed in A5.
- Printed A2 poster available to purchase and display in salon.