



# SKIN SERENITY, *overnight science*



NEW

## PRESS RELEASE

Mashpee, MA • JULY 2021:

Modern day life is fast-paced, overwhelming and demanding. Mental, emotional and physical stress is pervasive and inevitable. Advances in neuroscience and cosmetic research continues to reveal infinitely more about the complex and fascinating connection between the brain and skin<sup>1</sup>. These discoveries combined with Environ's extensive skincare research have perfectly primed the development of another ground-breaking innovation that builds on an extraordinary scientific legacy to shape the future of beauty for modern day consumers.

### INTRODUCING: ENVIRON'S NEW FOCUS CARE YOUTH+® SERIENCE™ NIGHT SERUM

The first of its kind advanced overnight booster developed to target the negative long-term effects of stress to reveal serene, luminous and youthful-looking skin.

### CORTISOL IS THE BODY'S INSTANTANEOUS RESPONSE TO STRESS

The skin is an immediate stress perceiver as well as the target of stress responses when life's "overload" triggers both the brain and skin to release stress hormones such as cortisol<sup>2</sup>. In the case of prolonged exposure to external and internal stressors (emotional, physical and mental stress, pollution, smoke, sleep deprivation, UV exposure), skin doesn't stop producing cortisol. Compounded over time, high concentrations of this primary stress hormone is scientifically shown to compromise immunity and threaten skin barrier functioning which can result in a dull, fatigued appearance and aggravated signs of aging such as lines, wrinkles and loss of elasticity.

### BREAKTHROUGH FORMULATION: MALACHITE-NEUROPEPTIDE COMPLEX

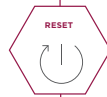
Serience™ Night Serum is formulated with an intelligent Malachite-Neuropeptide Complex scientifically proven to protect, reset, relax and reconnect the appearance of the skin, night after night.

Scientific research has shown that:



#### Malachite Extract\*

Known for centuries as a powerful stone of transformation, Malachite Extract offers potent antioxidant benefits scientifically proven to boost the benefits of skin immunity and defense against environmental stressors.



#### Neurophroline™\*

A rapid, responsive calming neuropeptide derived from Wild Indigo Seed Extract is scientifically proven to transform the appearance of dullness into youthful-looking luminosity and counteract the negative effects of stress hormones in the skin.



#### Argireline® Amplified\*

This all-in-one peptide is scientifically proven to target the effects of fatigue and post expression muscle relaxation to visibly smooth and improve the signs of lines and wrinkles for a beautifully relaxed, serene-looking appearance.



#### Matrixyl® Morphomics™\*

A hard-working peptide that is scientifically proven to smooth the appearance of frown lines, marionette lines, nasolabial folds and crow's feet by assisting to re-establish the benefits of vital skin connections and rebuild the effects of an optimally functioning network.

Environ promotes a progressive and integrative approach to counteracting the harmful effects of stress offering the best opportunity for improvement in the quality of life and the appearance of skin. The skin speaks for what the mind and body feels. Selfcare in today's world is essential.

<sup>1</sup>Role of Stress in Modulation of Skin Neurogenic Inflammation, by Ovidiu Grigore, Alexandra Ioana Mihăilescu, Lulia Solomon, Daniel Boda, Constantin Caruntu: Experimental and Therapeutic Medicine, 2018. [www.spandidos-publications.com](http://www.spandidos-publications.com)

<sup>2</sup>Brain-Skin Connection: Stress, Inflammation and Skin Aging, by Ying Chen and John Lyga: US National Library of Medicine National Institutes of Health, 2014. [www.ncbi.nlm.nih.gov/](http://www.ncbi.nlm.nih.gov/)

\* Key ingredient efficacy has been individually scientifically proven through independent studies.

