ANADRA
ANTI-AGING
SERUM CONCENTRATE

5 Anti-Aging Benefits

5 Benefits for Youthful skin

FIR innovation helps deliver the key ingredients addressing multiple sighs in three skin layers.

The hydration booster protects the top layer of the skin while adding collagen, hyaluronic acid, and protein to the deep skin layer. This also helps replenish lipid cells beneath the skin layer to reveal plumper, tighter, brighter and, healthier look.

Reduce fine lines

Reduce fine lines or early aging lines at epidermis – the outermost skin layer. You can feel the tighter skin right away after applying 1 hour.

Anti -Wrinkles

The formula is activated at the nerve cells called neuropeptide that help relax and lift facial muscle and reduce wrinkles at dermis, beneath the epidermis skin layer. You can see the results in 28 days when use it on daily basis.

Filler

Replenishe fat cells in the deepest skin layer by adding filler to fulfill the drooping skin. Skin will reveal plumber and healthier look. You start to see the results in 60 days when use it on daily basis.

Moisture

Rehydrate the skin and retains moisture throughout the day.

Whitening

Soften the skin naturally and brightens it gently.

Direction: Apply serum all over face every morning and night.

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www.successmore.com anadra

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The serum with FIR innovation won the award of Global Innovation and Invention with Gold Medal from Switzerland

Reduce Fine lines | Anti-wrinkle | Filler | Moisture | Whitening

**The result, depending on the individual skin condition

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Anti-aging serum concentrate

Why do we have… aging signs?

Naturally, the skin starts to lose self-produced collagen, elastin, and hyaluronic acid, causing the loss of firmness and elasticity, and dry skin around the mid to late 20's. This leads to the pre-mature aging facial skin.

Types of aging signs?

1. **Fine lines**
   Fine lines are caused by the contraction of facial muscles due to facial emotional expression on daily basis e.g. frowning. This behavior makes fine lines even longer.
2. **Wrinkles**
   Wrinkles are caused by the deformation of collagen, making up 75-80% of the skin layer. The collagen usually constructs fibers to support skin structure. However, when it is deteriorated or fallen apart, the vertical line falls off to the sides causing wider creases or wrinkles.
3. **Sagging skin**
   Sagging skin is caused by loss of skin cell under the skin layer. When the deteriorated skin cells droop, the top skin layer also sags deeper and deeper, until the aging fine lines and wrinkles become clearly visible.

Where are aging signs mostly found?

- Wrinkles on forehead.
- Crow's feet on eyes.
- Laugh lines around the outer corners of the mouth and cheeks
- Drooping skin on cheeks and neck.

Active Ingredients

Reduce fine lines

Lifting – express from Switzerland minimizes the fine lines on the epidermis skin layer.

Anti – Wrinkle

Drone peptide from Spain works at nerve cells, called neuropeptide to reduce creases and wrinkles effectively.

Elafin peptide from France decelerates progerin that causes skin deterioration and loss of firmness.

Filler

Ornitine Ionosome from France functions as lipid cell filler at the deepest skin layer to plump it up, making skin tighter and firmer.

Moisture

Laminaria saccharina extract from Northern Atlantic algae helps revive dehydrated skin cells, reduce creases, and keep it moist.

Path2o moisture complex from France retains proper hydration level of skin over the course of the day.

Whitening

Orchid culture extract from stem cell of dendrobium candidum Korean orchid nourishes skin and slows down the pre-mature aging signs while brightening skin naturally.

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