



# ACTIVIST

SKINCARE

Activist creates custom-formulated serums to help clients simplify and detox their skincare rituals. Each product is made by our chemist in a batch of one.

We ensure that your skin gets the ingredients it needs for your skin type, with no unnecessary filler ingredients.



## OUR SERUMS

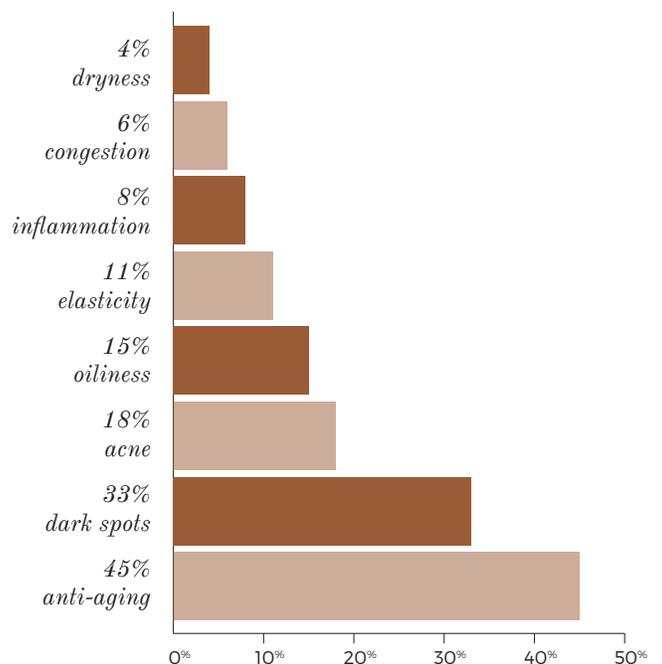


**HYALURONIC ACID SERUM** — Essential to skin cell growth, repair and hydration, hyaluronic acid keeps skin moisturized and vibrant. With 3 customized active ingredients. Use day or night.

**PRECIOUS OILS SERUM** — Essential fatty acids help skin maintain a healthy lipid barrier. With 3 customized active ingredients. Apply nightly for soothing moisture and balance.

## WHAT'S YOUR SKIN CONCERN?

As of December 2016, our clients' top skin concerns included:



*Note:* Numbers add up to more than 100 percent because most clients have more than one skin concern.

## CUSTOM INGREDIENTS. REAL RESULTS.

Our core focus is treating you like the beautiful individual you are. We give your unique skin type everything it needs to address all of your concerns, with no filler ingredients.

“I really love this product. I swear I saw a difference in inflammation on my face after just one use.”

— *Edyta J.*, 30

Her custom ingredients:

- alpha hydroxy acids
- bisabolol (alpha)
- coenzyme Q10

“The fine lines around my mouth are noticeably diminished. My skin looks smooth and radiant.”

— *Shelley W.*, 52

Her custom ingredients:

- DMAE
- green tea extract
- niacinamide

“I have sun damage that is fading after a month of use, and my skin is glowing. My blemishes are drastically reduced.” — *Larissa B.*, 37

Her custom ingredients:

- licorice root extract
- vitamin c
- zinc

## OUR CUSTOMIZATION PROCESS

When a client places an order, she answers a few easy questions about her skin. Her responses help us determine the right active ingredients for her skin type. The custom formulation is made and shipped within five business days.

client Allison Callaway

custom formulation 1041

KEY SKIN TYPE INDICATORS

Based on your responses to the Skin Type Assessment

moisture level: 4/5  
dry balanced oily

acne frequency: 3/5  
rare occasional frequent

age progression: 3/5  
prevent prevent & repair repair & reverse

hyperpigmentation: 1/5  
none moderate high

congestion: 2/5  
none moderate high

inflammation: 2/5  
none moderate high

SKIN CARE OBJECTIVES

- Control oiliness and occasional acne breakouts
- Firm skin and increase collagen production
- Protect from sun and environmental damage

YOUR PERSONALIZED ACTIVE INGREDIENTS

We custom formulated your skincare using these active ingredients

HYALURONIC ACID SERUM

Vitamin C is an all-around hero. It boosts collagen, lightens dark spots, fights off free radicals, and reduces inflammation from acne. Also extract controls acne-causing bacteria, calms inflammation, and helps skin heal. It also protects against UVB radiation.

Our green tea extract is rich in green polyphenols, a compound that provides antioxidant protection and helps repair skin.

PRECIOUS OILS SERUM

Bisabolol is extracted from chamomile. It helps other ingredients penetrate the skin better.

Coenzyme Q10 helps kick your skin into high gear to effectively take in nutrients, process energy, renew itself and expel toxins.

Our Antioxidant Cocktail contains botanical extracts that reduce inflammation and prevent sun and environmental damage.

*Above:* Every client receives a personalized brochure with detailed information about her custom formulation, including Key Skin Type Indicators, Skin Care Objectives, and which active ingredients our chemist used and why.

## ABOUT THE FOUNDER



Allison’s own struggle to solve her skin’s multiple concerns, including sensitivity, anti-aging and acne—and frustration with one-size-fits-all products that never seemed to fit her skin — inspired her to create her own custom solution to help any skin type.

## FREQUENTLY ASKED QUESTIONS

What is a serum and why do I need one?

A serum is a liquid product that delivers a highly effective dose of targeted active ingredients. Unlike a lotion which sits on top of the skin, serums penetrate below the skin’s surface, where active ingredients are most effective.

Who creates the serum? Where and how is it made?

Our serums are made to order in our lab by our formulator, a PhD chemist, with ingredients selected to address the skin concerns you identify during the ordering process on our website. It takes about five days to make your serum.

Why do you only make serums?

We are still a small, new company. It was important for us to begin with the product that can make the most positive impact for our clients: serums. We will expand our line soon.

What do you mean by natural and non-toxic?

We use only the most effective and non-toxic ingredients — never parabens, phthalates, or other dirty, toxic ingredients.

We are proudly cruelty-free with no animal testing, and our ingredients are 100% vegan. Our oils are all botanical.

Why is a custom product superior to store products?

Mainstream products are designed for an average consumer — targeting just one or two skin concerns, with ingredients that can aggravate other conditions you may have. Layering products to treat multiple concerns may stress your skin.

Our customization process treats you as a unique individual. We treat your skin concerns holistically, harnessing the synergy between ingredients and avoiding interactions.

When you buy made-to-order, the ingredients are activated just days before you use them, unlike products that may have been sitting in a warehouse or store shelf for months.

How do you offer custom products at such a low price?

We’ve developed a streamlined process that allows us to create almost endless combinations of ingredients in our serums while keeping our costs low. Custom skincare for all!

What do you mean by “5% to charity”?

Five percent of sales goes to environmental and human rights nonprofits. In 2016, we partnered with Rainforest Trust to help protect tropical habitat and save endangered species.

Is there a guarantee?

If you don’t love it, we’ll exchange it for a different custom formulation, or help you return your purchase for a refund.

Can I make a special request or have a consultation?

We’re committed to meeting your skin’s needs, whether that means including specific ingredients you request or having an ongoing dialog with you about your skin. Just ask!

Why would I want to mix my serums myself?

Personal preference. It’s an opportunity to be more involved in your own skincare. Some of our clients love to see the individual ingredients to observe how each one is different in color, scent, viscosity, etc. Plus, it’s fun and easy!