

A photograph of matcha tea preparation on a dark wooden surface. In the center is a white ceramic bowl containing a small amount of bright green matcha powder. A wooden whisk (chasen) is positioned diagonally across the bowl. To the left of the bowl is another wooden whisk. Above the bowl is a small, round, textured ceramic container filled with green powder, with its lid placed to the left. In the background, there are rolled-up items, possibly tea towels or cloths, in shades of grey and white. The overall lighting is soft and focused on the central elements.

# AC Skimmuni-Tea

INCI: Water (and) Lactobacillus (and) Camellia Sinensis Leaf Extract (and) Lactobacillus Ferment

# A Gut Feeling

The idea of a bidirectional communication between the **brain** and the **gut** has been studied since the 18th century.

The term **gut-brain axis** is a two-way communication network that links the **central nervous system** (the brain and spinal cord) with the **enteric nervous system** (the gut).

This communication occurs through various pathways, including the vagus nerve, neurotransmitters, the immune system, and gut microbiota.

Recent research suggests that **gut bacteria** may influence our **emotions** and **cognitive capabilities**.



# Gut-Skin Connection

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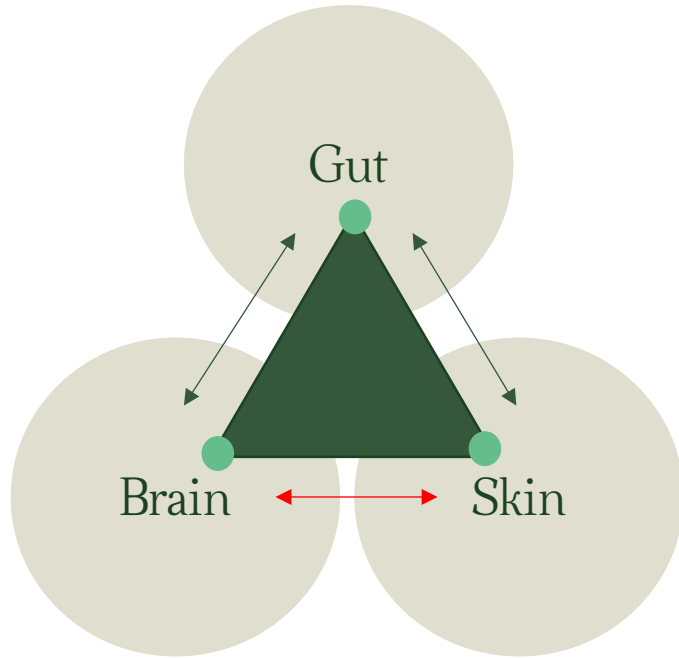
The gut-brain axis has led to the exploration of the connection between **the gut** and **the skin**.

The gut and skin **share many features**. Both are supported by a dense network of blood vessels, nerves, and immune cells.

When the balance of either microbiome is disrupted, an imbalance called **dysbiosis** can occur. This can alter the immune response and potentially lead to skin disease.

Research suggests **modulating the gut microbiome** could be a new therapeutic approach for skin diseases such as psoriasis.

# Anti-Stress Skincare



It's all connected.

Based on existing research of the Gut-Brain-Skin relationship, Active Concepts hypothesizes a bidirectional connection between the **brain** and the **skin** and explores how the mind and our **mood** are related to the skin.

Our research shows skincare can be an **effective** tool for achieving clear luminous skin but also for boosting our mood and mental health which offers a **holistic approach** to beauty and wellness.

# Wellness-Focused Approach

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In recent years, a notable shift in consumer priorities towards **wellness** has transformed the landscape of beauty and personal care. Consumers are seeking products that enhance not only their external appearance but also their **health and internal balance**. The idea of beauty is expanding, and consumers are thinking beyond traditional beauty categories when looking to fulfill their **self-care needs**.

This shift presents opportunities for brands to cater to the desires and needs of older consumers who are embracing **well-aging** and looking for products and messages that support their holistic well-being.

Unlike anti-aging, which focuses on combating fine lines and wrinkles, well-aging prioritizes **emotions** and **well-being** in the aging process, preferring the mental and emotional balance that comes with taking care of one's self.

# Mind-Body Beauty

As consumers prioritize their mental well-being alongside their physical appearance, the concept of **mind-body beauty** or **psychodermatology** has gained momentum.

Psychodermatology explores the **interplay** between psychological well-being and skin health. It recognizes the **intricate connection** between the mind and the body.

Stress, anxiety and negative emotions can trigger or exacerbate skin conditions. In a similar fashion, can a positive emotional experience reduce inflammation and result in healthy skin?



# Skin Immunity

At the intersection of health, wellness and beauty, we can find the evolving trend of **immunocosmetics** – products that boost the skin's natural defense system against external aggressors.

Skin immunity is the skin's defense system against external threats. It's a combination of the skin's **physical barrier**, **microbiome** and sophisticated network of **immunity cells** which allow it to both resist and actively fight infections.

When the immune system is dysregulated it often results in impaired tissue restoration, function and diminished healing.



## Barrier Boost

By selecting barrier building ingredients, we can support the skin's **immune system** and strengthen the **skin's microbiome**.

Topical antioxidants such as vitamin B and C can boost the skin's immunity. **Niacinamide**, vitamin B3, reduces inflammation and strengthens the skin's moisture barrier while **vitamin C** neutralizes free radicals and stimulates collagen production.

Together, these key vitamins can support and fortify your **skin's natural defenses**.



# Zen-Minded Matcha

## Introducing... AC Skinmuni-Tea

Active Concepts harnessed the power of matcha tea to create a **unique anti-stress active** capable of improving mood and promoting relaxation.

Our research explores the link between **mood** and **skin** with AC Skinmuni-Tea. This ingredient optimizes skin immunity and reduces inflammation.

This antioxidant powerhouse is standardized for **niacinamide** and **vitamin C**, delivering a potent dose of vitamins to boost dermal wellness.



# The Art of Tea

- 🍵 Tea has been a significant part of Japanese culture for centuries, with the **traditional tea ceremony** being integral to the country's cultural heritage. This traditional tea ceremony is a ritual involving the preparation and serving of **matcha tea**, a type of powdered green tea highly valued for its health benefits and unique flavor.
- 🍵 For Japanese culture, matcha is more than just a drink. It is a **meditative ritual** or bonding experience of mindfulness, respect, and a focus on the present.
- 🍵 Matcha's health-promoting properties are attributed to the high content of antioxidant and anti-inflammatory substances making it a wellness must-have!





# Magic of Matcha



Matcha has a unique traditional cultivation method. Matcha leaves are grown on green tea bushes kept under shade. The shade increases the amount of chlorophyll content in the leaves, which is what makes them bright green and full of nutrients.



Unlike traditional steeped tea, matcha is made from finely ground green tea leaves, offering a concentrated dose of antioxidants, vitamins and minerals. In comparison to other tea offerings, it is considered to be the highest quality of tea.



Active Concepts sources green tea leaves from a family-run tea farm in Japan that cultivates high-quality organic matcha leaves. Traditional agricultural techniques and knowledge are passed on from generation to generation. Additionally traditional agriculture maintains diverse ecosystems and protects biodiversity.



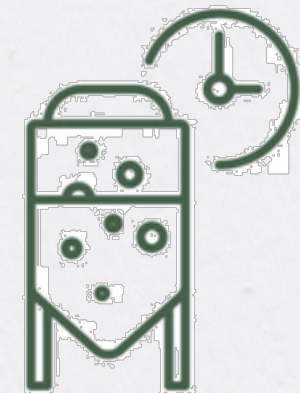
Arrival of *Camellia Sinensis* Leaves



Mechanical Grinding/Milling of *Camellia Sinensis* Leaves



Aqueous Extraction at Specific pH and Temperature



*AC Skimmuni-Tea*



Fermented with *Lactobacillus*



# Manufacturing Process

# Benefits

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- + AC Skinmuni-Tea is a fermentation of matcha leaves with *Lactobacillus* to create a potent active that enhances mood and promotes relaxation.
- + AC Skinmuni-Tea explores the link between mood and the skin. This ingredient optimizes **skin immunity** and reduces **inflammation**.
- + AC Skinmuni-Tea is standardized for niacinamide and vitamin C for **antioxidant** protection and **well-aging** support. This ingredient promotes moisture retention and boosts cellular renewal.



# Available Efficacy Studies

## In Vitro

- Dermal Microbiome Immunology Assay
- IL-1 $\alpha$  ELISA
- ORAC Assay Analysis
- Cellular Detoxification Assay

## Tox & Safety

- OECD 201 Fresh Water Algae Growth Inhibition
- OECD 301B Ready Biodegradability Assay
- OECD TG 442C - Direct Peptide Reactivity Assay
- OECD TG 442D - In Vitro Skin Sensitization Report

## In Vivo

- Mood Survey Analysis
- EEG Brainwave Study
- 24 Hour Moisturization Study
- 24 Hour TEWL Study
- Cellular Renewal Study
- VISIA: Reduction in Red Areas
- VISIA: Reduction in Spots
- VISIA: Reduction in Visible Pores
- VISIA: Reduction in Wrinkles
- AMES
- Cellular Viability
- Dermal & Ocular Irritation
- Phototoxicity Assay



# Mood Survey

## Pleasant Mood Index AC Skinmuni-Tea

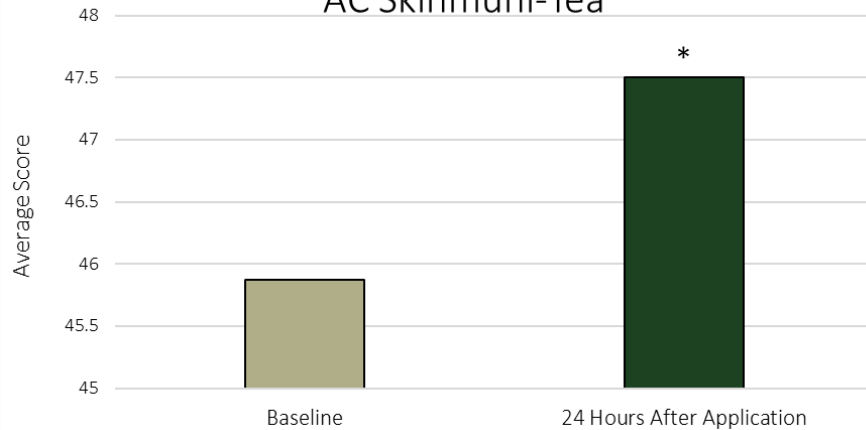


Figure 1. The impact of AC Skinmuni-Tea application on Pleasant Mood Index scores. The Pleasant Mood Index (Brief Mood Introspection Scale) provides an evaluation of mood in terms of pleasant or unpleasant with higher scores indicating a more pleasant mood.

## Global Self-Worth AC Skinmuni-Tea

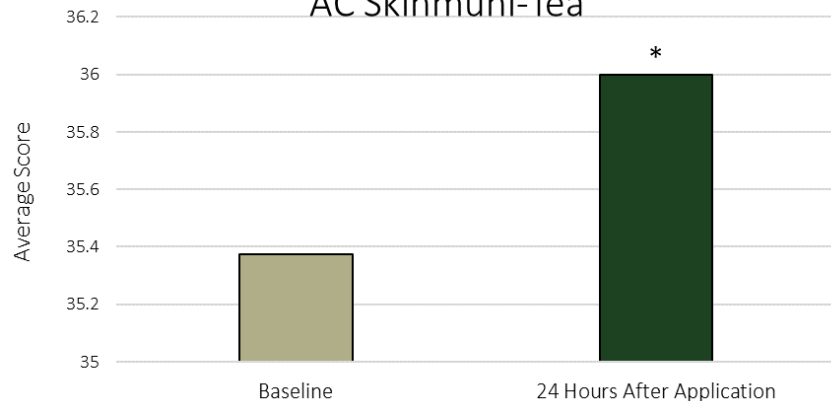


Figure 2. The impact of AC Skinmuni-Tea application on Global Self-Worth scores. The Global Self-Worth (Rosenberg Self-Esteem Scale) survey measures both positive and negative feelings about an individual to evaluate self-esteem with higher scores representing more self-esteem.

Users want to experience emotional pleasure from their cosmetics, ultimately leading to an improved state of well-being. A Mood Survey Analysis was conducted to evaluate the effect of applying AC Skinmuni-Tea on mood state and perceived self-esteem. Participants completed mood surveys before and 24 hours after product application to demonstrate the dynamic aspects of a product experience and the perceived effects.

After 24 hours, 5.0% AC Skinmuni-Tea in a base lotion increased pleasant mood by 4% and self-worth by 2%

+ 4% Mood  
+ 2% Self-worth

# Benefits

AC Skinmuni-Tea elicits perceivable mood and self-esteem effects and confers benefits beyond the traditional physical beauty attributes associated with cosmetic products.

# EEG Brainwave Study



## Relaxation During Application AC Skinmuni-Tea

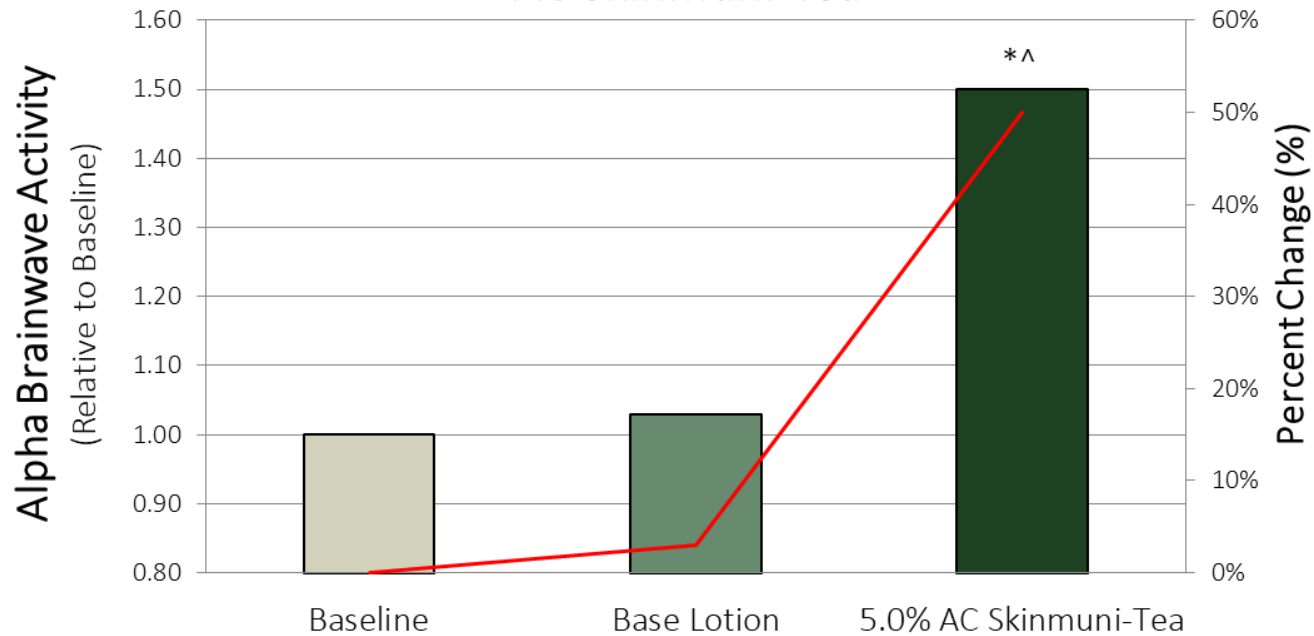


Figure 3. Alpha Brainwave Activity During Product Application Relative to Baseline. \* indicates significance ( $p \leq 0.05$ ) compared to Baseline. ^ indicates significance ( $p \leq 0.05$ ) compared to Base Lotion.

An EEG Brainwave Study was conducted to evaluate the immediate relaxation and calming properties of AC Skinmuni-Tea application. A headband is placed on the forehead of participants and brainwaves are monitored as products are applied to the skin. The brainwaves associated with relaxation and calmness are isolated and analyzed to provide insight to the psychological state during product application.

5.0% AC Skinmuni-Tea significantly increased alpha brainwave activity by 50% during the 30-second application compared to baseline brainwave activity.

## Benefits

+50%

AC Skinmuni-Tea enhances the psychological response when applying a cosmetic product by increasing relaxation and calmness which can augment the consumer experience.

# Dermal Microbiome-Immunology Assay

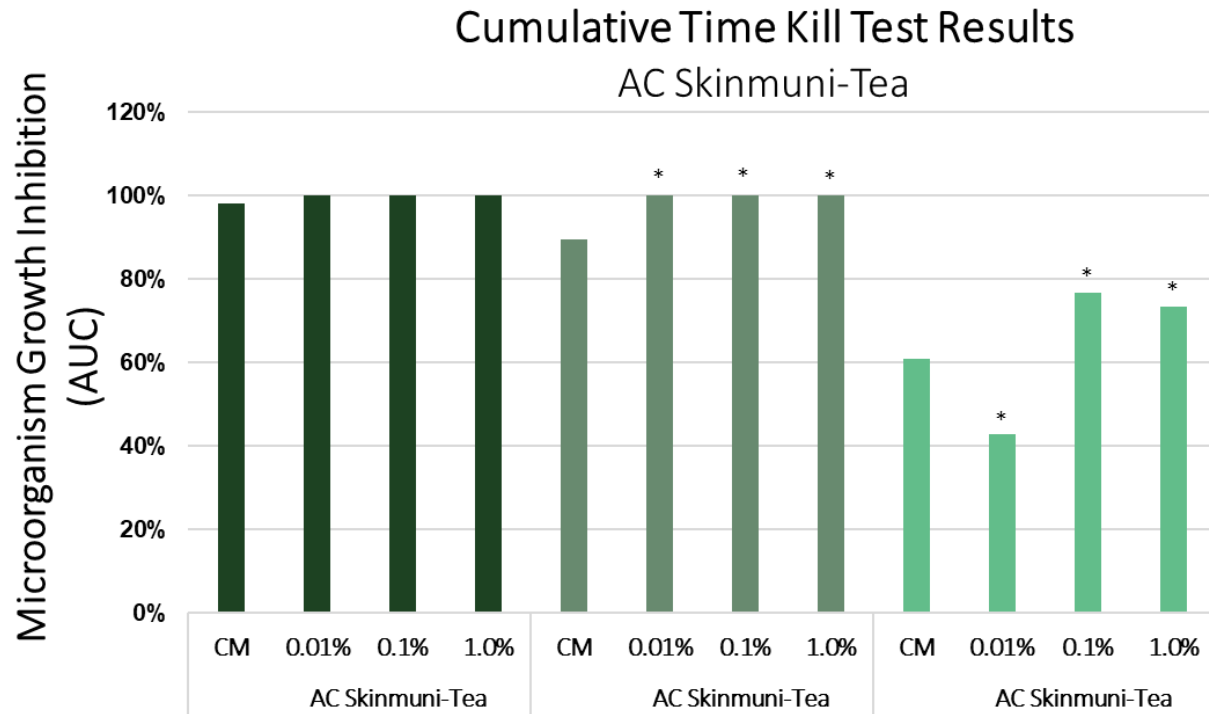


Figure 4. Time Kill Test results for dendritic cells treated with antimicrobial-free AC Skinmuni-Tea inoculated with the tested microorganism populations across time intervals. Values indicate the percent of microorganisms killed. \* indicates significance ( $p < 0.05$ ) compared to Complete Media within each microorganism tested.

Microorganism	Pathogenic or Nonpathogenic
<i>S. aureus</i>	Pathogenic
<i>P. aeruginosa</i>	Pathogenic
<i>S. epidermidis</i>	Nonpathogenic

Dendritic cells are a small group of heterogeneous cells residing in the epidermis and dermis known as the gatekeepers of the immune system. A Dermal Microbiome-Immunology Assay was conducted to assess the effect of antimicrobial-free AC Skinmuni-Tea to alter dendritic cell paracrine signaling molecules to kill detrimental microorganisms and maintain commensal microbiota commonly found on the skin.

Dendritic cells treated with 0.01% AC Skinmuni-Tea maintained 57% of the commensal microbiota, *S. epidermidis*.

+57%

## Benefits

AC Skinmuni-Tea enhanced the ability of signaling molecules from dendritic cells to kill detrimental microorganism while maintaining commensal microbiota commonly found on the skin.

# IL-1 $\alpha$ ELISA

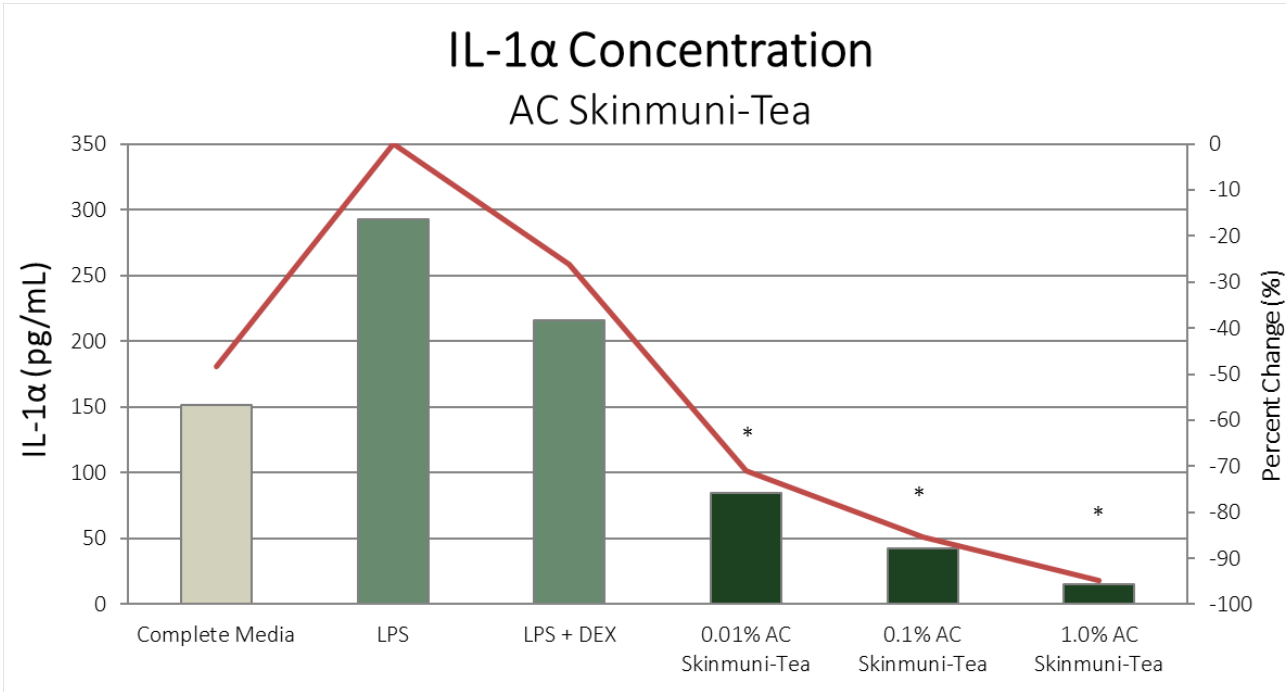


Figure 5. The Effect of AC Skinmuni-Tea-treated Keratinocytes on IL-1 $\alpha$  Concentrations. \* indicates significance ( $p < 0.05$ ) compared to LPS-treated keratinocytes.

IL-1 $\alpha$  is a pro-inflammatory cytokine that is largely responsible for the initial inflammatory response and induces the production of other inflammatory mediators. In keratinocytes, chronically elevated IL-1 $\alpha$  levels can lead to hair loss, scaling and a reduction in skin elasticity. An IL-1 $\alpha$  ELISA was conducted to assess the *in vitro* effect of AC Skinmuni-Tea on IL-1 $\alpha$  concentrations produced by keratinocytes in a pro-inflammatory environment.

Keratinocytes treated with AC Skinmuni-Tea at 1.0% demonstrated 95% reduction in IL-1 $\alpha$  levels compared to LPS-treated keratinocytes.

-95%

## Benefits

AC Skinmuni-Tea retains soothing and anti-inflammatory properties, which may help to attenuate the formation of an inflammatory environment and blunt the characteristics of cellular aging.

# ORAC Assay

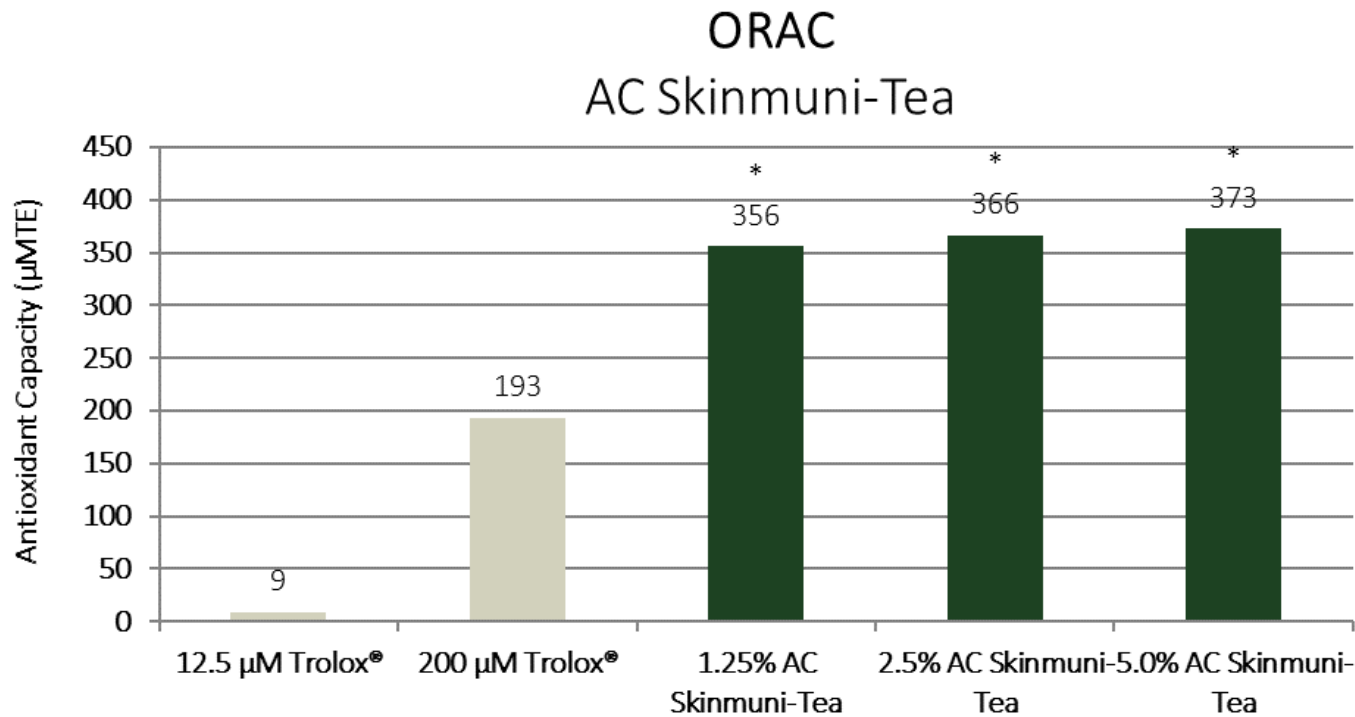
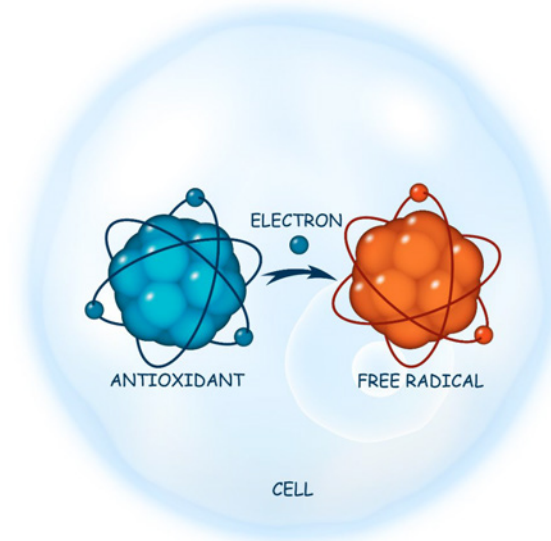


Figure 6. Antioxidant capacity of AC Skinmuni-Tea. \* indicates significance ( $p \leq 0.05$ ) compared to 200 µM Trolox®

## Free Radical



Maximizing the antioxidant capacity on a cellular level allows for free radicals to be dealt with at a rate that provides protection from cellular damage. This cellular damage can be seen as physical signs of aging, such as wrinkles, loss of elasticity, unwanted pigmentation and skin unevenness with slow regeneration.

AC Skinmuni-Tea at 5.0%  
exhibited greater  
antioxidant activity than  
200 $\mu$ M Trolox<sup>®</sup> with a  
value of

## *Benefits*

373  
 $\mu$ MTE

AC Skinmuni-Tea is capable of  
providing antioxidant properties and  
aids in the anti-aging process through  
protection at the cellular level.

# Cellular Detoxification Assay

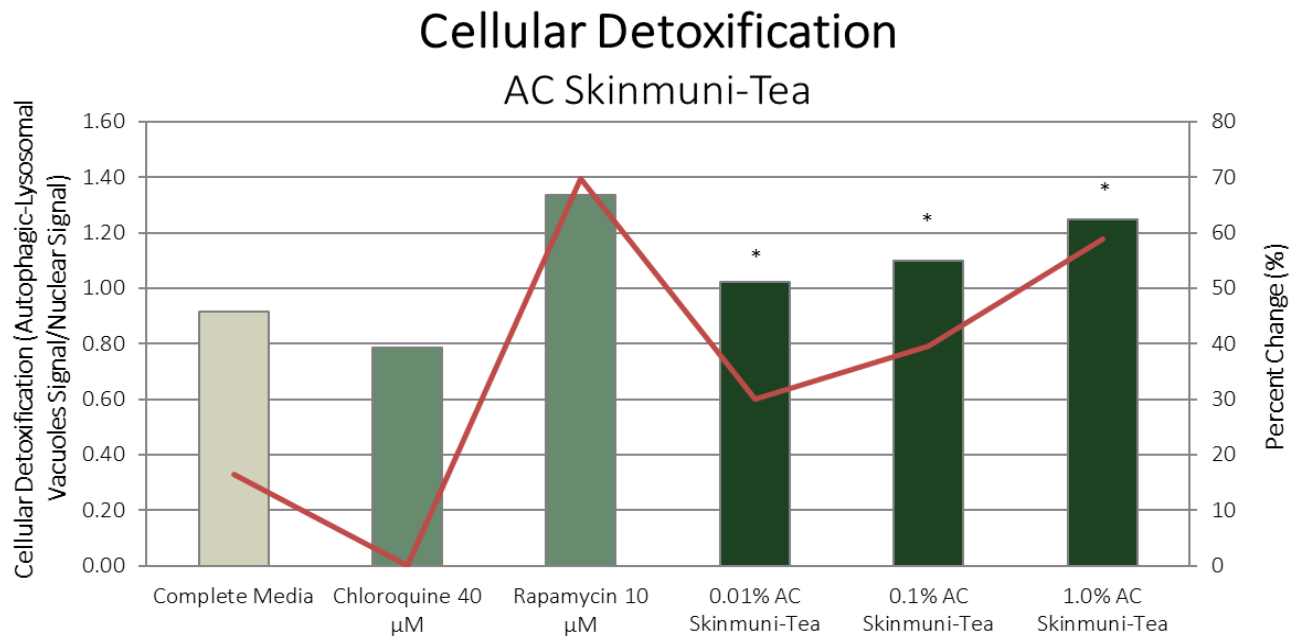
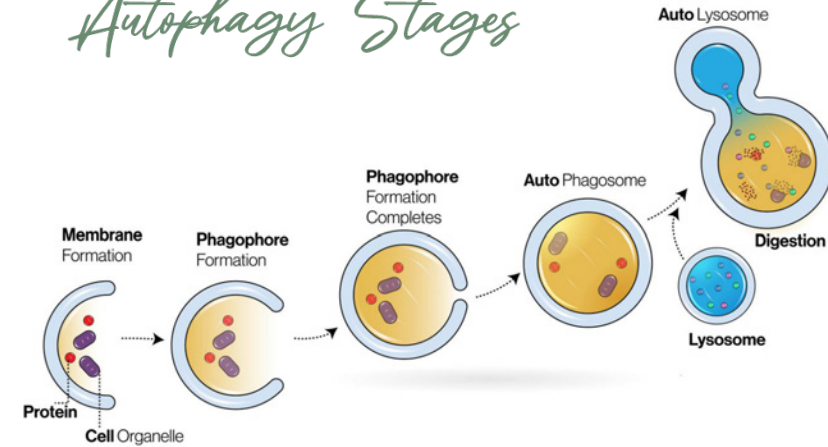


Figure 7. The Effect of AC Skinmuni-Tea on Fibroblast Cellular Detoxification. \* indicates significance ( $p < 0.05$ ) compared to Complete Media.

## Autophagy Stages



Autophagy is the self-identification and delivery of damaged cellular proteins and organelles, intracellular microbes and toxins to lysosomal vacuoles for breakdown. Cellular detoxification can be manipulated by topical application of certain ingredients that trigger autophagy in dermal fibroblasts.

Fibroblasts treated with AC Skinmuni-Tea at 1.0% demonstrated an increase by 36% in autophagic-lysosomal vacuoles compared to untreated fibroblasts.

## *Benefits*

+36%

AC Skinmuni-Tea triggers the cellular detoxification process, which may help to attenuate characteristics of cellular aging.

# 24-Hour Moisturization Assay



Change in Skin Hydration  
AC Skinmuni-Tea

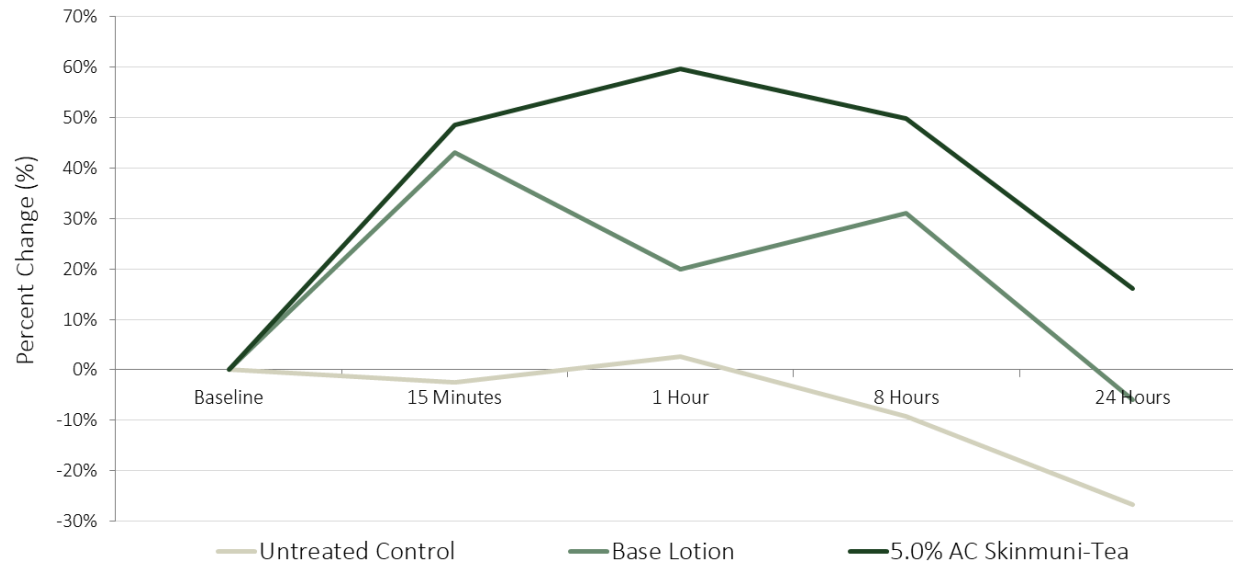


Figure 8. Percent Change in Skin Hydration Relative to Baseline Values

Proper hydration maintains the skin's structural and functional integrity and contributes to the appearance of healthier-looking skin.

Accordingly, a moisturization study was conducted to evaluate the immediate and short-term skin hydrating properties of AC Skinmuni-Tea.

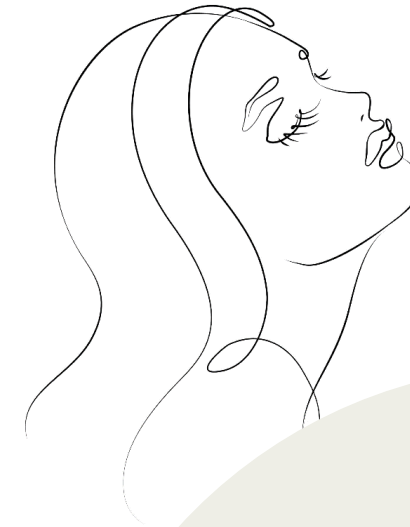
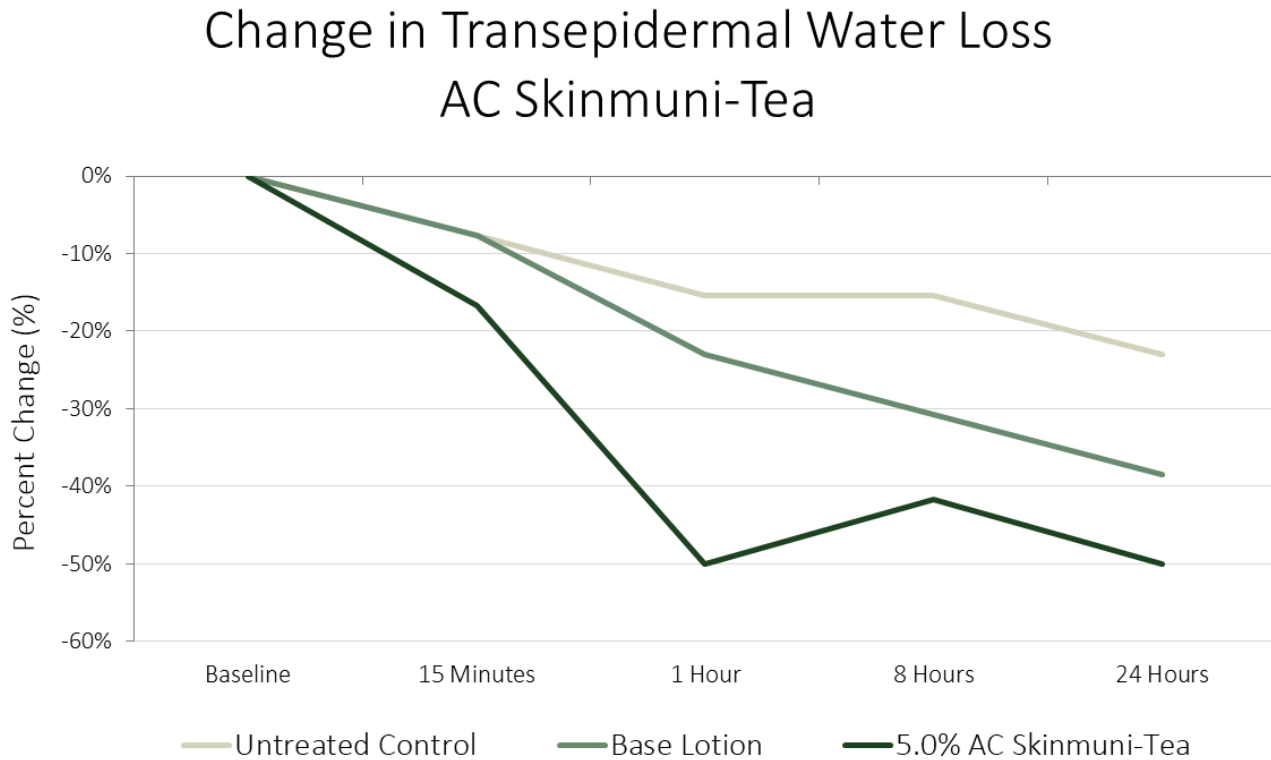
Applying 5.0% AC Skinmuni-Tea once in a 24-hour period significantly augmented skin moisturization by 60% one hour after application, and remained elevated 24 hours after application.

## Benefits

+60%

AC Skinmuni-Tea demonstrates immediate and short-term skin hydration properties which improves the skin's protective barrier function and contributes to the appearance of healthier-looking skin.

# 24-Hour Transepidermal Water Loss Study



Moderating excessive TEWL improves the skin's protective barrier function and contributes to the appearance of healthier-looking skin.

Accordingly, a transepidermal water loss study was conducted to evaluate the immediate and short-term moisture retention properties of AC Skinmuni-Tea.

Figure 9. Percent Change in Transepidermal Water Loss Relative to Baseline Values.

Applying 5.0% AC Skinmuni-Tea once in a 24-hour period significantly reduced TEWL by 46% one hour after application, and remained suppressed 24 hours after application.

## Benefits

-46%

AC Skinmuni-Tea demonstrates immediate and short-term moisture retention properties which improves the skin's protective barrier function and contributes to the appearance of healthier-looking skin.

# Cellular Renewal

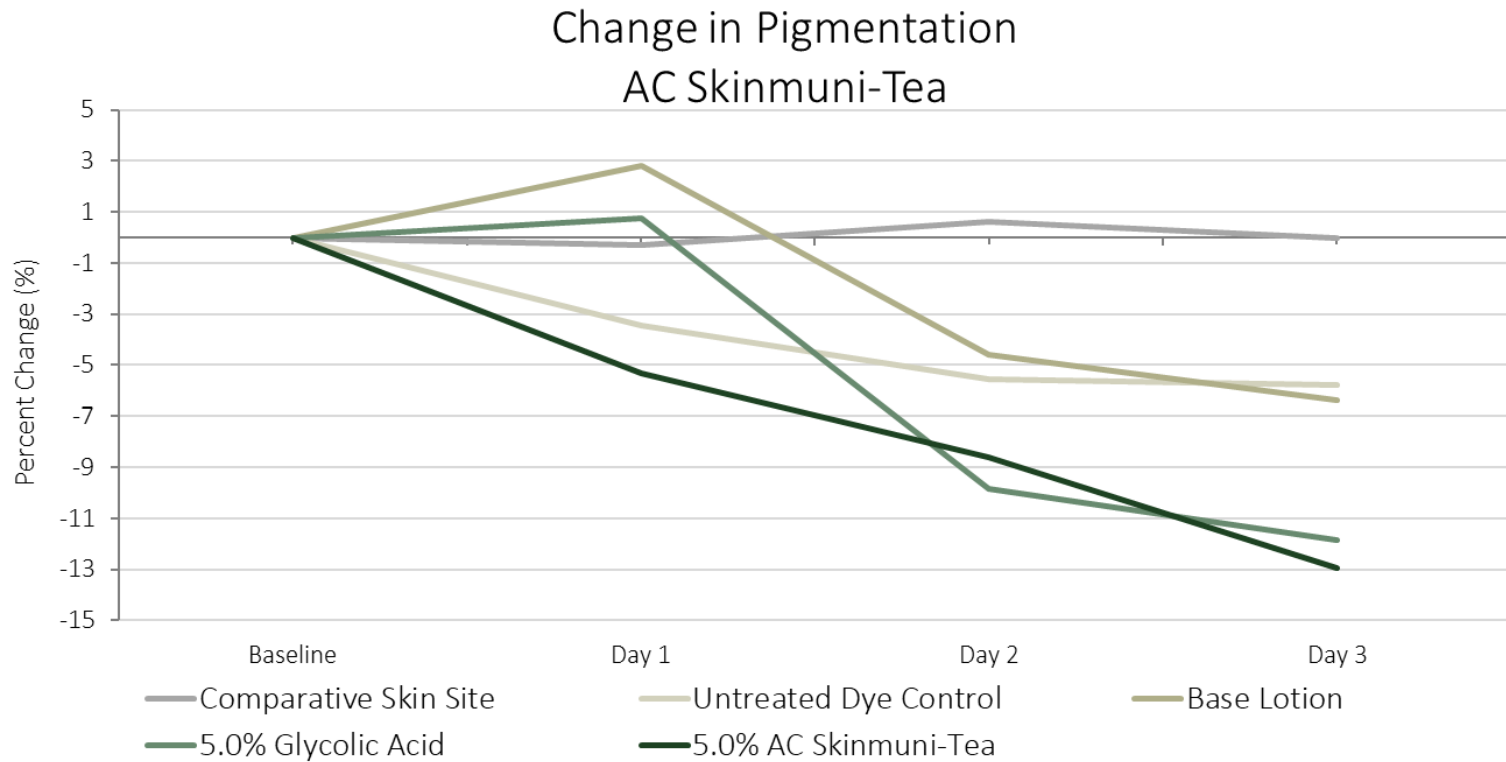


Figure 10. Percent Change in Pigmentation Relative to Baseline Readings.

The constant replacement of cells mitigates the negative long-term effects of UV light damage and other harmful agents on the skin.

A cellular renewal study was conducted to evaluate the ability of AC Skinmuni-Tea to accelerate skin cell replacement by assessing changes in pigmentation.

Ten volunteers between the ages of 22 and 40, who were known to be free of any skin pathologies, participated in this study.

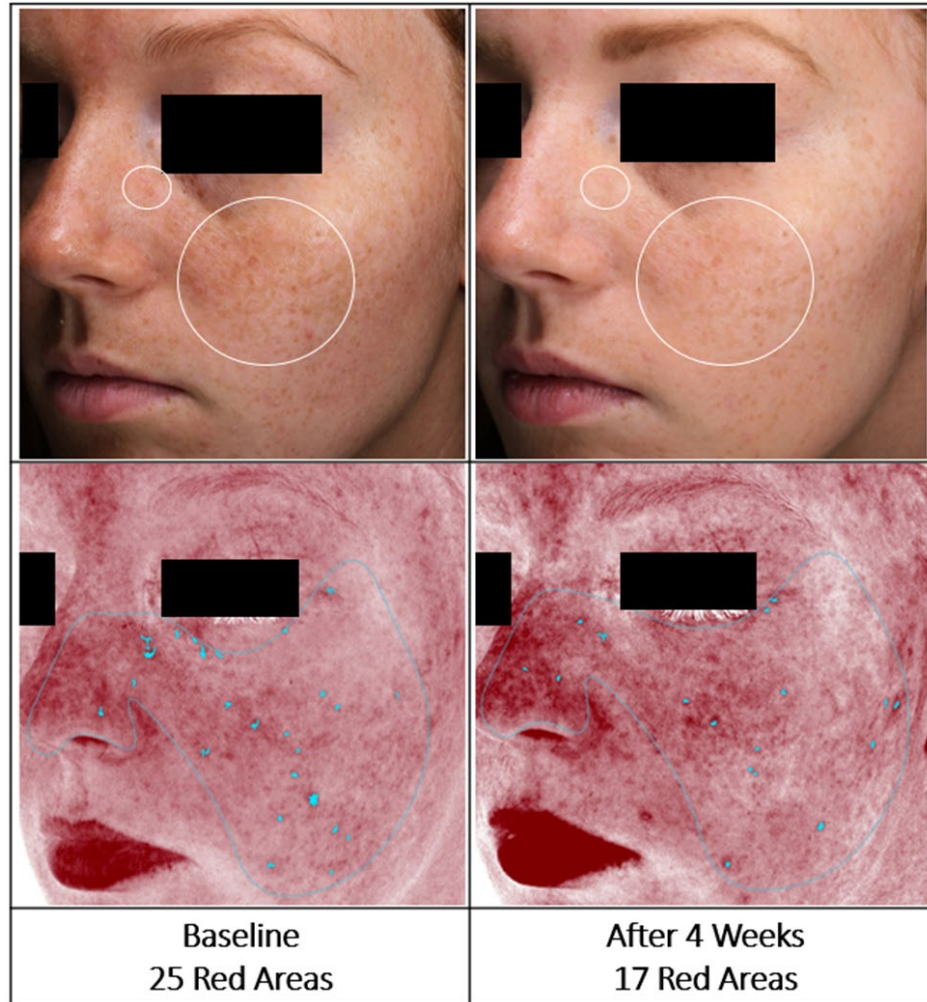
After three days of application, 5.0% AC Skinmuni-Tea elicited a 13% reduction in pigmentation and outperformed the positive control.

## Benefits

-13%

AC Skinmuni-Tea accelerates the processes of cellular renewal which can improve the skin's physical appearance with a healthier and more vibrant skin as well as function as a protective barrier to help reverse the signs of aging.

# VISIA: Reduction in Red Areas



Participants applied specific products to designated halves of their face twice a day for four weeks. Measurements were collected once a week during the four-week study period. Photographs of participant faces were obtained using the VISIA Complexion Analysis System and analyzed for Red Areas

Figure 11. Images of Participants Treated with 5.0% AC Skinmuni-Tea. Natural photos (top) and VISIA Image Enhancement (bottom). Before and After four weeks. Red Areas are denoted by light blue shapes.

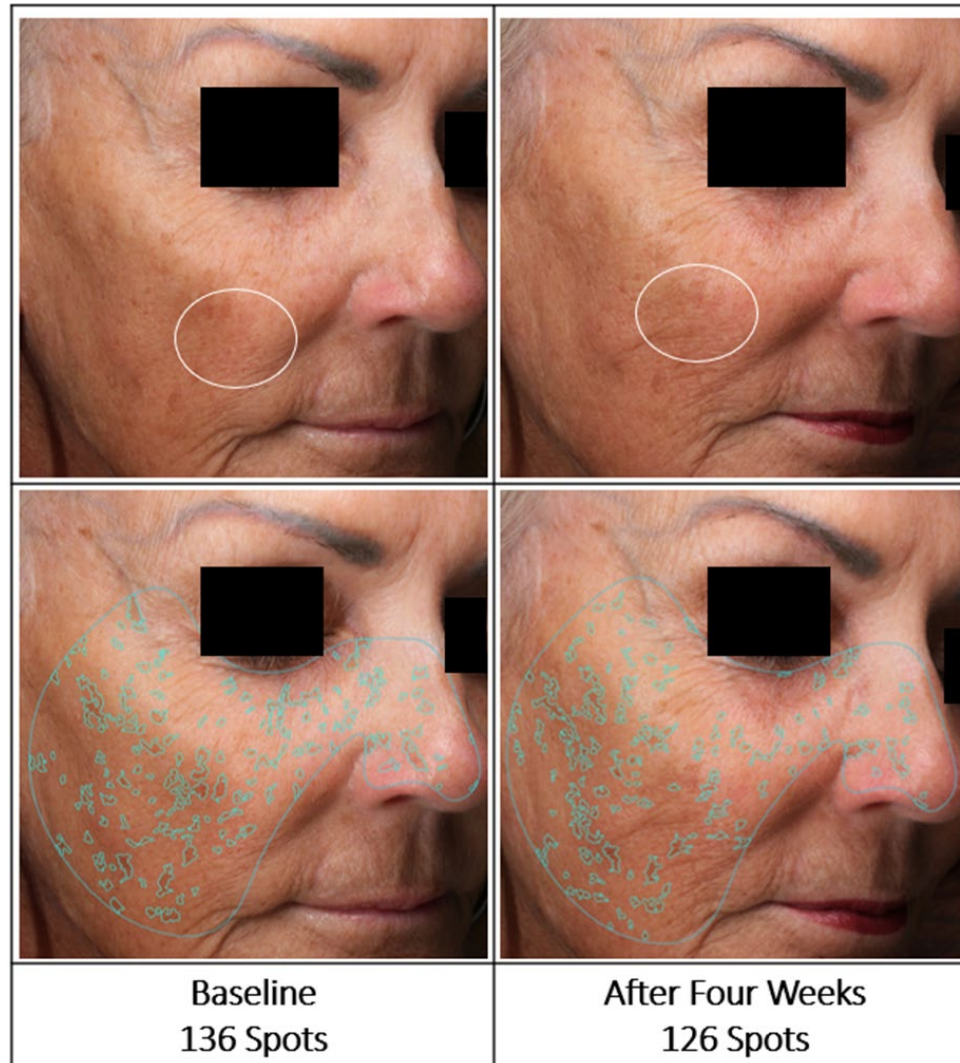
Applying 5.0% AC Skinmuni-Tea for four weeks resulted in a 21% decrease in the overall amount of Red Areas present.

-21%

## Benefits

AC Skinmuni-Tea reduces red spots and provides a more youthful appearance by reducing the visual consequences of normal aging.

# VASIA: Reduction in Surface Spots



Participants applied specific products to designated halves of their face twice a day for four weeks. Measurements were collected once a week during the four-week study period. Photographs of participant faces were obtained using the VISIA Complexion Analysis System and analyzed for Surface Spots.

Figure 12. Images of Participant Treated with 5.0% AC Skinmuni-Tea. Natural Photos (top) and VISIA Image Enhancement (bottom) Before and After Four weeks. Surface Spots are denoted by light blue shapes.

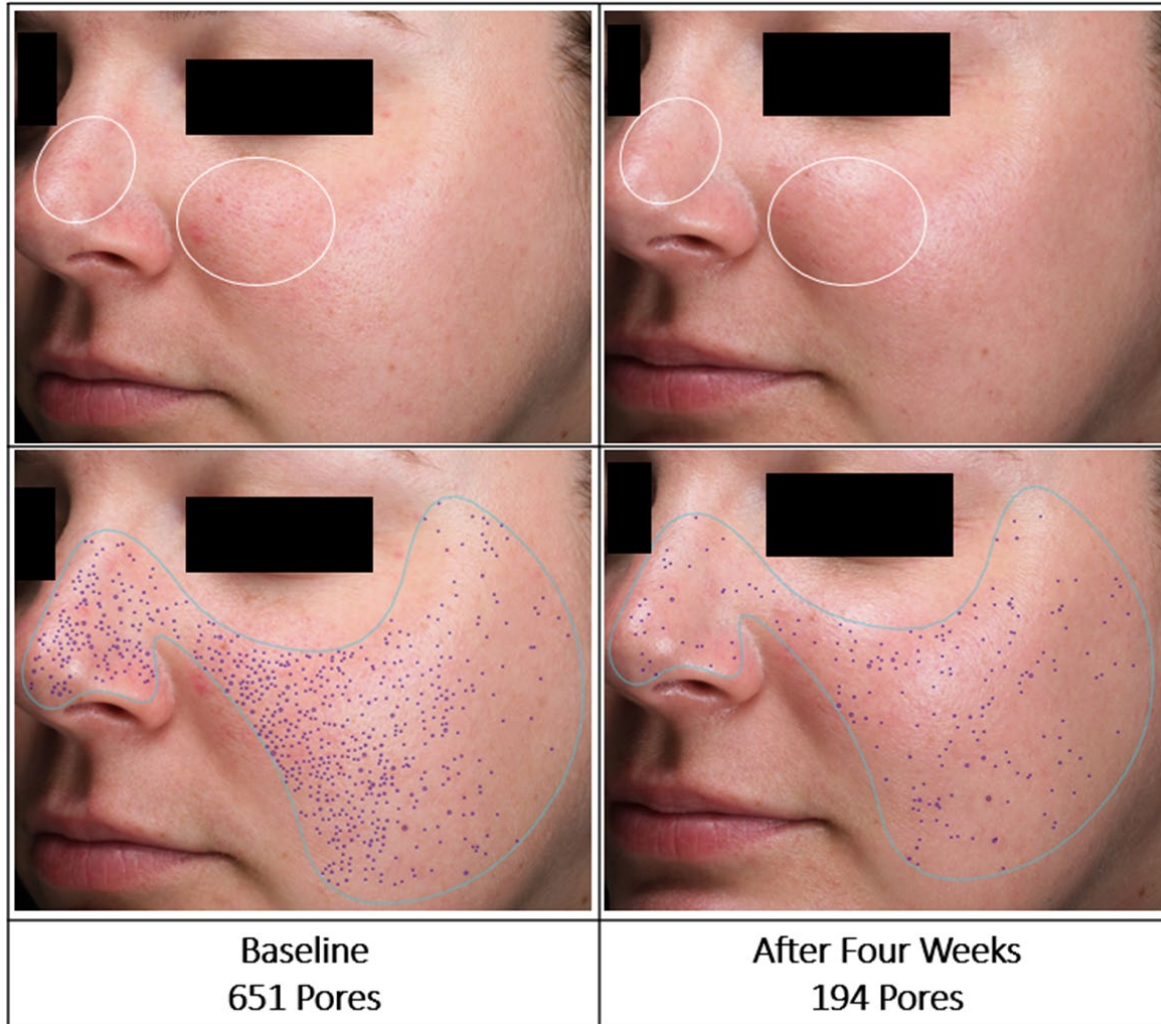
Applying 5.0% AC Skinmuni-Tea for four weeks resulted in a 3% decrease in the the overall amount of Surface Spots present.

## Benefits

-3%

AC Skinmuni-Tea reduces the appearance of surface spots and provides a more youthful appearance by reducing the visual consequences of normal aging.

# VISIA: Reduction in Visible Pores



Participants applied specific products to designated halves of their face twice a day for four weeks. Measurements were collected once a week during the four-week use period. Photographs of participant faces were obtained using the VISIA Complexion Analysis System and analyzed for pores.

Figure 13. Images of Participant Treated with 5.0% AC Skinmuni-Tea. Natural Photos (top) and VISIA Image Enhancement (bottom) Before and After Four weeks. Pores are denoted by dark blue circles

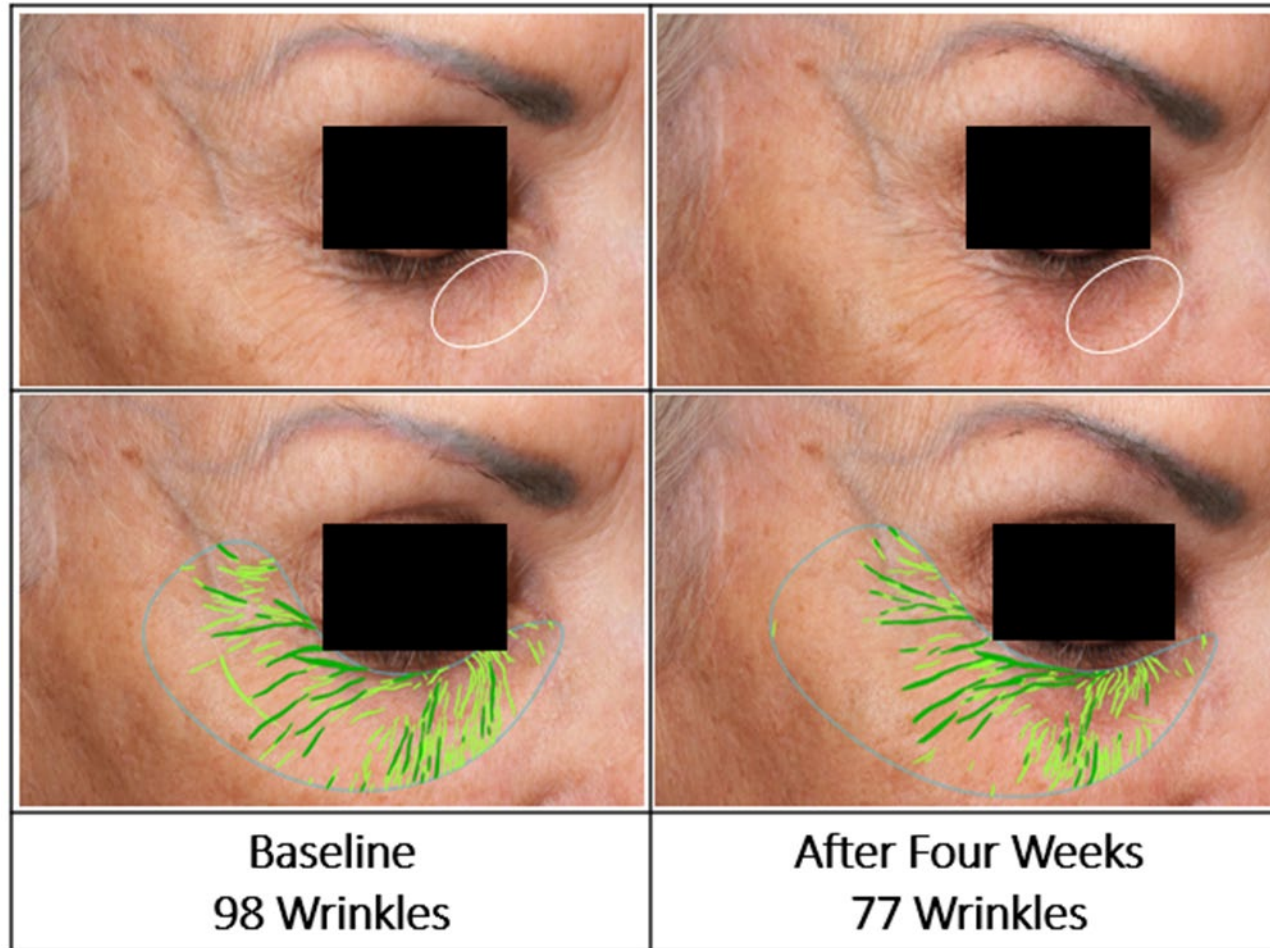
Applying 5.0% AC Skinmuni-Tea for four weeks resulted in a 15% decrease in the overall amount of Pores detected by VISIA, compared to baseline.

## Benefits

-15%

AC Skinmuni-Tea reduces the appearance of pores and provides a more youthful appearance by reducing the visual consequences of normal aging.

# VISIA: Reduction in Wrinkles



Participants applied specific products to designated halves of their face twice a day for four weeks. Measurements were collected once a week during the four-week study period. Photographs of participant faces were obtained using the VISIA Complexion Analysis System and analyzed for Wrinkles.

Figure 14. Images of Participant Treated with 5.0% AC Skinmuni-Tea. Natural Photos (top) and VISIA Image Enhancement (bottom) Before and After Four weeks. The most pronounced wrinkles are represented by dark green lines whereas light green lines represent finer wrinkles.

Applying 5.0% AC Skinmuni-Tea for four weeks resulted in a 9% decrease in the overall amount of Wrinkles present, compared to baseline.

## Benefits

-9%

AC Skinmuni-Tea reduces the appearance of wrinkles and provides a more youthful appearance by reducing the visual consequences of normal aging.

# Summary

## WHAT.

As the idea of beauty expands, consumers are thinking beyond traditional beauty categories and looking to fulfill their self-care needs. Our aim was to develop an ingredient that enhances mood while also providing skincare benefits.

## WHY.

There is an intricate connection between the mind and the body. Stress, anxiety and negative emotions can trigger skin conditions. By improving mood, our goal is to reduce skin inflammation and strengthen skin immunity.

## MADE OF.

AC Skinmuni-Tea is derived from organic matcha leaves and fermented with *Lactobacillus*. Through the use of biotechnology, we deliver a potent active rich in niacinamide and vitamin C.

## ACTION.

AC Skinmuni-Tea improves mood and promotes relaxation. This ingredient supports skin immunity and reduces inflammation. Moreover, it offers antioxidant protection and well-aging support. This ingredient promotes moisture retention and boosts cellular renewal.





## Matcha derived

Green Fixer®

Calming Elixir Organic Matcha Serum

This potent, antioxidant-rich serum visibly reduces the look of redness with a soothing blend of organic green tea, aloe, plus sage & parsley extracts. Replenish moisture and soothe your complexion - all in just a few potent drops!



## Mood Boosting

Mood

Elevate Face Serum

Infused with elevating Clementine Essential Oil and 15% Vitamin C, ELEVATE serum detoxes and nourishes your skin, while quickly putting a smile on your face. It can also be used on hands, the vegan Hyaluronic Acid serum pulling moisture into your skin, reducing the appearance of fine lines and wrinkles on hands and face.



## Microbiome

Cosmedix

Harmonize Microbiome Boosting Moisturizer

Formulated with an age-defying skincare blend of fruit and plant extracts, along with a skin-conditioning probiotic, this Microbiome Boosting Moisturizer helps strengthen skin's natural moisture barrier, supports the skin microbiome and helps protect the complexion from environmental stressors.

# AC Skimmuni-Tea

Code: 12048

INCI: Water (and) Lactobacillus (and) Camellia Sinensis Leaf Extract  
(and) Lactobacillus Ferment

Appearance: Clear to Slightly Hazy Liquid, Pale Yellow to Amber

Suggested Use Level: 1 - 10%

Suggested Applications: Mood-Boosting, Skin Immunity, Well-Aging

Standardized for: 3.0 - 7.0% Niacinimide, 1.0 - 5.0% Vitamin C



In Vitro



In Vivo



ISO 16128  
NI & NOI



Vegan  
Compliant



COSMOS  
Compliant



China  
Compliant



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