lucim™

PRODUCT OVERVIEW

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ARIIX®

NO OTHER
product line
HAS
partnered
WITH YOU
MORE

i

Lucim™ is the first full-system line to be crafted based on *your* favorite skincare attributes and *your* desired results — from ingredients and technology to product experience and lasting effects. Flawless skin for the win!

POWERFUL BOTANICAL EXTRACTS

SCIENTIFICALLY PROVEN

DERMATOLOGIST TESTED

EWG VERIFIED

ADVANCED TECHNOLOGY

ANTIOXIDANT RICH

DERIVED FROM NATURE, DRIVEN BY SCIENCE

Meet Lucim, a one-of-a-kind, full-system skincare line that's changing the industry. These effective products feature clinically tested active ingredients that deliver specific desired effects without compromising on safety. They're also non-toxic, gluten free, non-GMO, vegan and never tested on animals, so you can rest assured you're making a responsible choice.

Simply put, Lucim is a line that truly does what it's meant to do without costing more than it should. Never lose another night's sleep wondering if you've thrown your money down the drain — choose Lucim, feel confident.

CRUELTY FREE

MADE IN THE USA

VEGAN

NON GMO

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ARIIX®

lucim™

YOUR SKINCARE REGIMEN

IN THE AM

1. Facial Gel Cleanser

2. Purifying Exfoliator

3. Enriched Toning Water

4. Bright Eyes Serum

5. Totale Face Serum

6. Day Defense Cream

IN THE PM

1. Facial Oil Cleanser

2. Facial Gel Cleanser

3. Enriched Toning Water

4. Bright Eyes Serum

5. Totale Face Serum

6. Renewing Night Cream

BRIDGING THE GAP

The modern-day beauty industry is driven by two polarized shopping experiences: You either find a scientifically proven (yet overpriced) skincare line or an on-trend, consumer conscious line that may feel lackluster.

Although you can expect to achieve your desired results when choosing products that're backed by science, they're typically plagued with toxic ingredients that can ultimately do more harm than good. When opting for trendy products, they're often built around hype or visual appeal and popularity, rather than actually providing proven results. Many products only contain a small amount of the main active ingredient, making their claims seem virtually impossible.

Yes, this has been the norm for decades, but great things come with change. When it comes to quality, sustainability and an affordable price tag, who says a brand can't have it all?

RESULTS OVER TRENDS

When it comes to Lucim, you can trust the hype! Give your skin the absolute best with care that's uncomplicated yet highly effective. Crafted for all skin types, Lucim uses scientifically proven, patented ingredients that give you transformative results from the inside out.

PRO-TIP:

Get even more out of your nighttime regimen by finishing it with Skincerity® by Lucim+™, designed to provide an additional boost of anti-aging benefits.

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FREQUENTLY ASKED QUESTIONS

WHAT IS THE MEANING OF LUCIM?

Lucim comes from the Latin lux, lucis and lumen — all of these roots mean light. The word “LUMinary” means bringing light to the eye, and the word “eLUCidate” means to bring light to the mind. Whenever we see the root “LUC,” we see brightness, clarity and lucidity — all things filled with light.

The italicized and stylized “í” in the Lucim logo is meant to emphasize and highlight that this inclusive brand was crafted with personal feedback from individual Reps every step of the way — it’s skin care inspired BY YOU and innovated FOR YOU.

The suffix -IM is a powerful way to end a word or name. In many different languages, this suffix is used to add strength or impact to other words. In some languages like Hebrew, the addition of -im turns a singular noun into a plural noun. In other languages like Turkish, the use of the -im suffix transforms an adjective into a personal, or first person singular, quality or state of being. In Turkish for example: güzel means “beautiful” and güzelim means “I am beautiful.”

Lucim helps consumers truly shine, glow and see their skin in a whole new light.

DOES LUCIM CONTAIN ANY PRESERVATIVES?

No, we did not use the toxic preservatives typically found in other skincare products. Instead, we used an alternative blend of multifunctional active ingredients that have proven broad-spectrum antimicrobial activity, plus an excellent safety and toxicological profile.

DOES LUCIM CONTAIN ANY FRAGRANCES?

The Day Defense Cream, Renewing Night Cream, Facial Gel Cleanser and Facial Oil Cleanser contain a pleasing aroma of natural essential oil fragrances.

IS IT NECESSARY TO USE THE ENTIRE LINE OF LUCIM PRODUCTS?

Each product is formulated to be effective on its own, however in order to get the full Lucim effect, it’s recommended that you use the entire line of products as they were designed.

WILL WE SEE MORE NEW SKINCARE PRODUCTS ADDED TO THE LINE IN THE FUTURE?

While we don’t have an exact timeline for expanding the line, you can expect to see more scientifically backed products introduced to the Lucim product family as we continue to innovate and further develop the latest in technologically advanced skincare.

WHY ARE THE U.S., CANADA AND AUSTRALIA LISTED ON LUCIM PRODUCT LABELS?

It is a requirement to list local ARIIX addresses in some of the countries, but not all. The U.S., Canada and Australia require that their local ARIIX addresses to be listed on the cosmetic labeling according to local cosmetic regulatory requirements, hence why we currently list these three addresses on Lucim labels.

WHY IS SLOVENIA LISTED ON LUCIM PRODUCT LABELS?

It is a requirement to list cosmetic regulatory consultants on the label according to EU Cosmetic Regulations. Our consultants are based in Slovenia, hence why we currently list it on Lucim labels.

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ARIIX®

SHIMMERING SKIN AT EVERY STAGE

Clear the clutter off your bathroom vanity and replace your old bottles with the revolutionary 7-in-1 **Lucim™ Totale Face Serum** that uses advanced Bakuchiol, Matrixyl™ peptides, hyaluronic acid complex, a proprietary multivitamin complex and exclusive liposome encapsulation technology.

HYDRATES AND MOISTURIZES

MULTIVITAMIN COMPLEX

VISIBLY SMOOTHES FINE LINES

LIPOSOME TECHNOLOGY

YOUTHFUL RADIANCE

FIRMER-LOOKING SKIN

KEEP IT CONTAINED

Exclusive liposome encapsulation technology delivers advanced key ingredients deep into the cells that need them most. Targeted delivery of Vitamin C helps in precisely the right areas. Liposome encapsulated Swiss glacial water also delivers moisture deep into the lower layers of the skin for intense, lasting 24-hour hydration.

ADAPT AT ANY AGE

Revolutionary, Bakuchiol, Matrixyl™ peptides, hyaluronic acid complex and a proprietary multivitamin complex are scientifically proven to address your skincare concerns. This powerful serum includes active ingredients that hold 9 patents expertly crafted to deliver precisely the right effect, no matter your stage in life, with powerful results.

CRUELTY FREE

MADE IN THE USA

VEGAN

NON GMO

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ARIIX®

YOUR SOLUTION FOR:

- Hydrating and moisturizing from the inside out
- Helping the skin's elasticity and firmness through moisture retention
- Visibly improving uneven skin tone and reducing discoloration
- Promoting brighter looking skin and youthful radiance
- Firming and plumping the skin
- Smoothing and reducing the appearance of fine lines and wrinkles
- Strengthening and reinforcing the skin barrier

USAGE:

Apply evenly to clean, dry face and neck each morning and night. For best results, allow the serum to fully absorb before following with Day Defense Cream in the AM and Renewing Night Cream in the PM.

THE ACTIVES:

Bakuchiol, Matrixyl peptides, liposome encapsulated Vitamin C, liposome encapsulated pure Swiss glacial water, Kakadu plum extract, hydrolyzed hyaluronic acid, Vitamin B3, hyaluronic acid.

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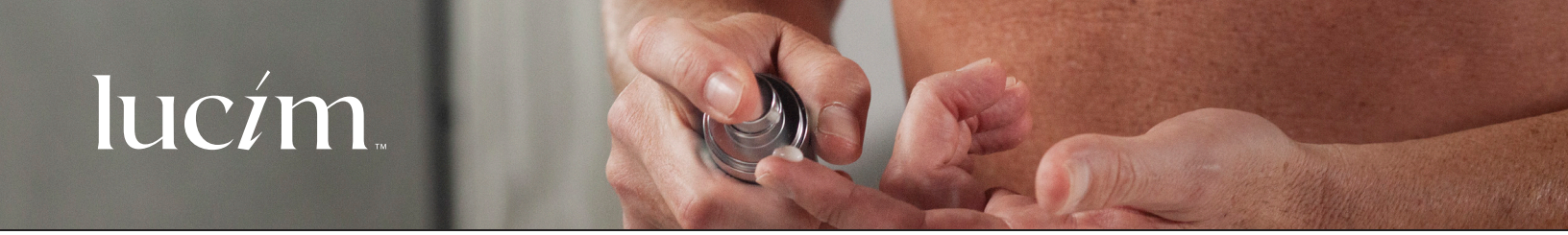

FREQUENTLY ASKED QUESTIONS

WHAT IS THE PURPOSE OF A FACE SERUM?

A face serum is a product you apply to your skin after cleansing and before moisturizing to deliver active ingredients directly into the skin. Serums contain a concentrated amount of active ingredients, which is higher than your average moisturizing creams. Known for their effectiveness, they're often added to a skincare routine to address specific skincare concerns.

WHAT TIME OF DAY SHOULD I USE TOTALE FACE SERUM?

We recommend using this potent serum twice each day, as part of your day and night skincare regimen, for transformative results.

CAN I USE TOTALE FACE SERUM WITH OTHER LUCIM PRODUCTS?

Yes! In fact, we designed Totale Face Serum to provide the best results when used along with other Lucim products for a complete skincare regimen.

WHERE DOES TOTALE FACE SERUM FIT IN MY SKINCARE ROUTINE?

Use Totale Face Serum after cleansing and toning, but before applying creams or moisturizers.

WHICH TYPE OF SKIN IS TOTALE FACE SERUM SUITABLE FOR?

This serum was uniquely developed to adapt to any skincare concern you may have, whether you're 25 or 95! It works amazingly for all skin types, and is particularly impactful for fatigued, mature skin.

HOW DO I USE TOTALE FACE SERUM?

For best results, use Totale Face Serum both morning and night. After cleansing your skin, apply enough product to cover your face and allow it to fully absorb before following with any creams or moisturizers.

IS TOTALE FACE SERUM NON-COMEDOGENIC (NON-PORE-CLOGGING?)

Yes. Totale Face Serum will not clog your pores.

DO YOU TEST ON ANIMALS?

No. All Lucim products are Leaping Bunny certified cruelty-free by Consumer Information on Cosmetics (CCIC).

HOW SHOULD I STORE TOTALE FACE SERUM?

We recommend storing in a cool, dry place below 25°C and out of direct sunlight. TIP: In hot or humid climates, this product can be stored in the refrigerator at 5°C.

WHY IS MY SERUM CHANGING COLORS?

The natural qualities of the powerful antioxidants and botanical extracts found in this product may produce varying shades of color between products. Shades ranging from cream to dark beige are normal for this product and a sign of its natural, botanical goodness. Despite the color shifts, the product remains potent, effective and safe.

HOW LONG WILL TOTALE FACE SERUM LAST?

If using twice daily, the product should last 28 days, but we packed in enough product to last up to 35 days!

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lucim™

Day Defense Cream

YOUR DAILY DEFENSE

Fight the visible effects of environmental aggressors with the lightweight **Lucim™ Day Defense Cream** that deeply hydrates and protects your skin against sunlight, pollution and signs of dehydration.

ENVIRONMENTAL PROTECTION

LIPOSOME TECHNOLOGY

ANTIOXIDANT-RICH

MULTIVITAMIN COMPLEX

DERMATOLOGIST TESTED

SKIN NUTRIENTS

SOAK UP YOUR VITAMINS

A blend of botanical antioxidants and a unique mix of Vitamins – B3, C and E – help put a stop to the visible damaging effects of free radicals, pollution and other environmental stressors. The brightening and nourishing effects this cream has on your skin is an added perk!

TARGETED TECHNOLOGY

Citystem™ (Marrubium vulgare extract), an award-winning and patented pollution protectant, leaves skin feeling soft and smooth while visibly diminishing blackheads.

PEAK PERFORMANCE

Liposome encapsulated glacial water from the Swiss Alps delivers targeted moisture into deeper layers of the skin. You'll also find blue-green algae extract (Spirulina maxima) in this advanced formulation – think of it as nourishing skin food!

CRUELTY FREE

MADE IN THE USA

VEGAN

NON GMO

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YOUR SOLUTION FOR:

- Dryness
- Visible dark spots
- Uneven-looking skin tone
- Improved skin barrier through moisturization
- Protecting against environmental factors

USAGE:

After cleansing and applying serums, apply a small amount of cream to your skin in sweeping upward motions to complete your AM routine.

THE ACTIVES:

Citystem™, Vitamin B3, antioxidant blend of botanical extracts, Vitamin C, Vitamin E, blue-green algae, hyaluronic acid.

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lucim™

FREQUENTLY ASKED QUESTIONS

WHAT IS THE PURPOSE OF A DAY CREAM?

During the day, you're continually exposed to environmental stressors like sunlight, heat, pollution and free radicals. Day Defense Cream is designed to protect your skin from these stressors, helping you fight the visible signs of aging, dehydration and the damaging effects of free radicals. Day creams are also uniquely formulated to be worn under your makeup.

WHAT'S THE DIFFERENCE BETWEEN A CREAM AND A MOISTURIZER?

Day Defense Cream is richer than simple moisturizers and is packed with even more key ingredients to help your skin, while deeply moisturizing throughout the day.

WHAT TIME OF DAY SHOULD I USE DAY DEFENSE CREAM?

We recommend applying Day Defense Cream as the last step in your morning skincare regimen or if you need additional moisture during your day.

CAN I USE DAY DEFENSE CREAM WITH OTHER LUCIM PRODUCTS?

Yes! In fact, we designed Day Defense Cream to provide the best results when used along with other Lucim products for a complete skincare regimen.

WHICH TYPE OF SKIN IS DAY DEFENSE CREAM SUITABLE FOR?

Day Defense Cream is a lightweight but rich cream, designed for all skin types.

HOW DO I USE DAY DEFENSE CREAM?

For best results, use Day Defense Cream in the morning. After cleansing your skin and applying serums, apply a small amount of product to your face in sweeping, upward motions.

IS DAY DEFENSE CREAM NON-COMEDOGENIC (NON-PORE-CLOGGING)?

Yes. Day Defense Cream will not clog your pores.

DO YOU TEST ON ANIMALS?

No. All Lucim products are Leaping Bunny certified cruelty-free by Consumer Information on Cosmetics (CCIC).

HOW SHOULD I STORE DAY DEFENSE CREAM?

We recommend storing it in a cool, dry place below 25°C and out of direct sunlight. TIP: In hot or humid climates, this product can be stored in the refrigerator at 5°C.

WHY IS MY CREAM CHANGING COLORS?

The natural qualities of the powerful antioxidants and botanical extracts found in this product may produce varying shades of color between products. Shades ranging from cream to dark beige are normal for this product and a sign of its natural, botanical goodness. Despite the color shifts, the product remains effective and safe.

HOW LONG WILL DAY DEFENSE CREAM LAST?

With daily use, the product should last up to one month.

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WAKE UP REFRESHED

The deeply hydrating, luxuriously rich **Lucim™ Renewing Night Cream** clarifies and hydrates your skin while you sleep. Simply apply it each night and after a restful eight hours, you'll awake to a fresh face with visibly smooth skin.

PLANT STEM CELLS

LIPOSOME TECHNOLOGY

ANTIOXIDANT-RICH

MULTIVITAMIN COMPLEX

DERMATOLOGIST TESTED

ADVANCED TECHNOLOGY

SMOOTH AND NOURISH

Antioxidants, multivitamins and blue-green algae extract protect, restore and nourish while patented Majestem™ Edelweiss stem cells and Gatuline® In-tense Spilanthes acmella flower extract work to visibly smooth and firm the skin.

PEAK PERFORMANCE

Take your bedtime routine to another level with liposome encapsulated glacial water from the Swiss Alps. This advanced technology delivers targeted hydration deep into your skin, working while you sleep to reveal a beautifully revived and hydrated face come morning.

CRUELTY FREE

MADE IN THE USA

VEGAN

NON GMO

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ARIIX®

lucim™

YOUR SOLUTION FOR:

- Hydrating and moisturizing from the inside out
- Helping skin's elasticity and firmness through moisture retention
- Visibly improving uneven skin tone and reducing discoloration
- Promoting brighter looking skin and youthful radiance
- Fighting visible signs of aging

USAGE:

After cleansing and applying serums, apply a fair amount of cream to your skin in sweeping upward motions to complete your PM routine.

THE ACTIVES:

Majestem™ Edelweiss stem cells, Gatuline® In-tense Spilanthes acmella flower extract, vitamin B3, liposome encapsulated Swiss glacial water, Vitamin C, Vitamin E, Vitamin B5, blue-green algae extract, hyaluronic acid.

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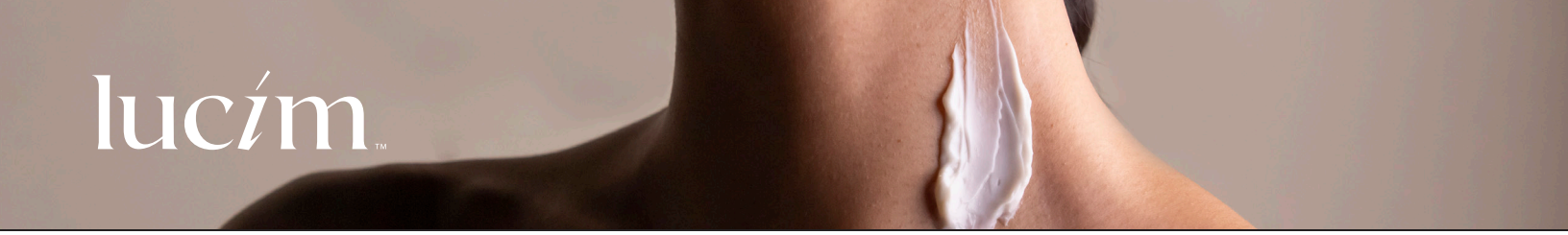

FREQUENTLY ASKED QUESTIONS

WHAT IS THE PURPOSE OF A NIGHT CREAM?

While you sleep, your skin undergoes a natural restorative process. We specially formulated Renewing Night Cream with this in mind, so you wake up with refreshed and rejuvenated skin each morning.

WHAT'S THE DIFFERENCE BETWEEN A CREAM AND A MOISTURIZER?

Renewing Night Cream is richer than simple moisturizers and is packed with even more powerful ingredients, making it ideal for nighttime use. In particular, Renewing Night Cream incorporates several ingredients you won't find in a moisturizer, all of which assist with your skin's nighttime renewal process.

WHAT TIME OF DAY SHOULD I USE RENEWING NIGHT CREAM?

We recommend using Renewing Night Cream as the last step in your evening skincare regimen.

CAN I USE RENEWING NIGHT CREAM WITH OTHER LUCIM PRODUCTS?

Yes! In fact, we designed Renewing Night Cream to provide the best results when used along with other Lucim products for a complete skincare regimen.

WHICH TYPE OF SKIN IS RENEWING NIGHT CREAM SUITABLE FOR?

Renewing Night Cream is a thick and rich moisturizing product. It works for all skin types, and is particularly useful on fatigued, mature skin.

HOW DO I USE RENEWING NIGHT CREAM?

For best results, use Renewing Night Cream in the evening. After cleansing your skin and applying serums, apply a small amount of product to your face in sweeping, upward motions.

IS RENEWING NIGHT CREAM NON-COMEDOGENIC (NON-PORE-CLOGGING)?

Yes. Renewing Night Cream will not clog your pores.

DO YOU TEST ON ANIMALS?

No. All Lucim products are Leaping Bunny certified cruelty-free by Consumer Information on Cosmetics (CCIC).

HOW SHOULD I STORE RENEWING NIGHT CREAM?

We recommend storing it in a cool, dry place below 25°C and out of direct sunlight. TIP: In hot or humid climates, this product can be stored in the refrigerator at 5°C.

WHY IS MY CREAM CHANGING COLORS?

The natural qualities of the powerful antioxidants and botanical extracts found in this product may produce varying shades of color between products. Shades ranging from cream to dark beige are normal for this product and a sign of its natural, botanical goodness. Despite the color shifts, the product remains effective and safe.

HOW LONG WILL RENEWING NIGHT CREAM LAST?

With daily use, the product should last up to one month.

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Bright Eyes Serum

VISIBLY BRIGHTEN AND ILLUMINATE

Bring back the twinkle with **Lucim™ Bright Eyes Serum**, which visibly brightens dark circles and smoothes the appearance of fine lines and wrinkles with brown seaweed extract, Kakadu plum extract, caffeine and hyaluronic acid.

- DERMATOLOGIST TESTED
- SEAWEED EXTRACT
- OPTHALMOLOGIST TESTED
- YOUTHFUL RADIANCE
- BRIGHTENING PROPERTIES
- VISIBLY SMOOTHES FINE LINES

RADIANT RESULTS

Experience the world's most potent form of Vitamin C: Kakadu plum. This unique, nutrient-rich fruit extract native to Australia combines with caffeine and hyaluronic acid to visibly brighten skin while reducing the appearance of fine lines and puffy, dark circles around your eyes.

GET GLOWING

A patent pending seaweed extract (Fucus vesiculosus) is scientifically proven to show visible reduction in puffy, dark circles, wrinkles and fine lines around your eyes in just two weeks.

CRUELTY FREE | MADE IN THE USA | VEGAN | NON GMO

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lucim™

YOUR SOLUTION FOR:

- Visibly reducing fine lines and wrinkles
- Reducing the appearance of puffiness and dark circles
- Fighting visible signs of aging

USAGE:

In both the AM and PM, roll on to clean, dry skin on the upper and lower eye areas. Allow the serum to fully absorb before applying additional serums or creams.

THE ACTIVES:

Seaweed extract, Kakadu plum extract, caffeine and hyaluronic acid.

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FREQUENTLY ASKED QUESTIONS

WHAT IS THE PURPOSE OF A SERUM?

A serum is a product you apply to your skin after cleansing and before moisturizing to deliver active ingredients directly into the skin. Serums contain a concentrated amount of active ingredients, which is higher than your average moisturizing creams. Known for their effectiveness, they're often added to a skincare routine to address specific skincare concerns.

WHAT TIME OF DAY SHOULD I USE BRIGHT EYES SERUM?

We formulated Bright Eyes Serum to use both day and night.

CAN I USE BRIGHT EYES SERUM WITH OTHER LUCIM PRODUCTS?

Yes! In fact, we designed Bright Eyes Serum to provide the best results when used along with other Lucim products for a complete skincare regimen.

HOW DO I USE BRIGHT EYES SERUM?

After cleansing your skin, gently roll on an even layer on the upper and lower eye area. For best results, apply twice daily to the skin at the top of the cheek bone which begins the orbital socket; apply outward toward crow's feet at your temple. Do not rub into skin. Instead, allow it to absorb naturally.

DO YOU TEST ON ANIMALS?

No. All Lucim products are Leaping Bunny certified cruelty-free by Consumer Information on Cosmetics (CCIC).

HOW SHOULD I STORE BRIGHT EYES SERUM?

We recommend storing it in a cool, dry place below 25°C and out of direct sunlight.

HOW LONG WILL BRIGHT EYES SERUM LAST?

With daily use, the product should last up to one month.

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ARIIX®

Skincerity® by Lucim+™

ROLL ON PERFECTION

Skincerity® by Lucim+™ transforms the appearance of your skin with a rejuvenating boost of moisture and a technologically advanced masque unlike anything else on the market. Sleep easy knowing it's working hard under the surface.

DERMATOLOGIST TESTED

VISIBLY SMOOTHES FINE LINES

BREATHABLE BARRIER

NOURISHES SKIN

ADVANCED TECHNOLOGY

DEEPLY CLEANSES

STOP SUFFOCATING YOUR SKIN

Skincerity® uses Breathable Barrier® technology that's clinically proven to improve the visible health of your skin. By sealing in your own natural moisture, this revolutionary formula helps to reduce the appearance of fine lines, wrinkles and enlarged pores on the face, hands, neck and chest, while delivering a continual source of nutrients to combat environmental damage.

BACKED BY SCIENCE

Engineered by biomedical experts and validated by numerous dermatologic research studies supported by the *National Institutes of Health*, Skincerity has been shown to be substantially more effective than over-the-counter products in delivering higher nutrient content into the skin.

CRUELTY FREE

MADE IN THE USA

VEGAN

NON GMO

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lucim™

YOUR SOLUTION FOR:

- Hydrating and moisturizing
- Improving the look of pores
- Taming problematic skin
- Fighting visible signs of aging

USAGE:

Roll on a thin but uniform layer nightly before bed. Remove in the morning with warm water for refreshed skin and lasting results.

THE ACTIVES:

Fluoropolymer, Vitamin E, acrylic polymer, grape seed oil.

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FREQUENTLY ASKED QUESTIONS

HOW DO I USE SKINCERITY?

Roll on a thin but uniform layer nightly at bedtime and let dry. In the morning, remove with warm water.

WHO SHOULD USE SKINCERITY AND WHY?

Skincerity is perfect for people ages 25+ who want to protect their skin and help reduce visible signs of aging.

WHICH INGREDIENTS ARE IN SKINCERITY?

Skincerity is non-toxic and safe for all skin types. An FDA-recommended test verified that the barrier technology is safe and causes no irritation to the skin. It contains medical grade Acetone, Fluoropolymer, Tocopherol Acetate (Vitamin E), Acrylic Polymer, Water, Vitis Vinifera (Grape) Seed Oil and Fragrance.

HOW LONG WILL IT TAKE TO SEE RESULTS?

Clinical studies show significant results occur following at least four weeks of use. However, because everyone's skin is different, the speed of change could vary.

CAN I USE SKINCERITY WITH THE OTHER LUCIM PRODUCTS?

Yes! We designed Skincerity to provide the best results when used along with other Lucim products for a complete skincare regimen.

DO YOU TEST ON ANIMALS?

No. All Lucim products are Leaping Bunny certified cruelty-free by Consumer Information on Cosmetics (CCIC).

HOW LONG WILL SKINCERITY LAST?

With daily use, the product should last up to one month.

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ARIIX®

Facial Oil Cleanser

MELT AWAY IMPURITIES

Naturally powerful almond, olive, sunflower and grapeseed botanical oils found in the **Lucim™ Facial Oil Cleanser** gently dissolve makeup, remove impurities and do away with daily debris.

DERMATOLOGIST TESTED

BOTANICAL OILS

SCIENTIFICALLY PROVEN

DISSOLVES MAKEUP

DEEPLY CLEANSES

DEEPLY HYDRATES

ALWAYS NATURAL

While mineral oil can be used to lock in moisture, it can actually clog pores and cause more harm than good. That's why we use only the safest botanicals known to man, meaning you won't find any oils here that are made from highly refined, purified and processed petroleum.

DISSOLVE THE DAY

Removing your makeup at the end of a long day can prove to be a tedious task. It's time to stop the struggle! Easily wipe away cosmetics, dirt and contaminants with this gentle yet effective oil featuring a sweet almond and coconut aroma.

YOUR SOLUTION FOR:

- Cleansing
- Hydrating and moisturizing
- Removing makeup and impurities

CRUELTY FREE

MADE IN THE USA

VEGAN

NON GMO

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ARIIX

Facial Gel Cleanser

DEEPLY CLEANSE AND NOURISH

Clear away the grime from your day with the luscious foaming **Lucim™ Facial Gel Cleanser** that works without leaving your skin feeling stripped or dry.

BOTANICAL ANTIOXIDANTS

ALGAE EXTRACT

DERMATOLOGIST TESTED

PH BALANCED

HYALURONIC ACID

DEEPLY CLEANSES

LOCK IN MOISTURE

A blend of botanical antioxidants and blue-green algae extracts nourishes the skin while hyaluronic acid locks in moisture and smooths texture, leaving behind immaculately soft skin.

KEEP IT CLEAN

There's no better feeling at the end of a long day than a fresh, clean face. When you're ready to unwind, this foaming lather will take your bedtime routine to another level, leaving you feeling renewed and refreshed.

YOUR SOLUTION FOR:

- Cleansing
- Hydrating and moisturizing

CRUELTY FREE

MADE IN THE USA

VEGAN

NON GMO

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ARIIX®

GENTLY EXFOLIATE AND PURIFY

Prepare your face for a fresh daily regimen with the purifying **Lucim™ Purifying Exfoliator** made with Kaolin and bentonite clay, plus fruit enzymes that work with jojoba beads and lactic acid to gently exfoliate and remove dead skin cells.

DERMATOLOGIST TESTED

DETOXIFY

FRUIT ENZYMES

REMOVES IMPURITIES

THE DIFFERENCE IS CLEAR

Enzymes flourish in a specific environment and require the right pH levels in order to work optimally as exfoliants. This is what makes our formulation unique — we've created the perfect mix of enzymes and exfoliants that'll leave your skin feeling silky smooth.

YOUR SOLUTION FOR:

- Sweeping away dead skin cells
- Improving the look of pores
- Taming problematic skin
- Visibly reducing blackheads and blemishes

GO THROUGH THE MOTIONS

1. Kaolin and bentonite synergistically work together to draw out excess oils, sebum and toxins from the skin, while clearing and visibly tightens skin pores.
2. Jojoba beads provide a gentle physical exfoliation that is nonabrasive to the skin, due to its intentional round shape and smoothness.
3. Lactic acid, a mild, non-irritating alpha hydroxy acid (AHA), can kill bacteria on the skin, which is the main propagator of acne. As a larger molecular AHA, it works at the skin's surface as a chemical exfoliant to polish and remove dead skin cells.
4. Papaya and pineapple enzymes synergistically work to remove dead skin cells.

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ARIIX®

lucim™

Enriched Toning Water

SOOTHE AND CALM

Hydrate and rebalance after cleansing with an alcohol-free and fragrance-free **Lucim™ Enriched Toning Water** formula with witch hazel, blue-green algae, tea tree extract, rose water, aloe vera and hyaluronic acid. It's packed with botanical goodness and prepares the skin to soak up the rest of your daily regimen.

ANTIOXIDANT RICH

FRAGRANCE-FREE

ALGAE EXTRACT

ALCOHOL-FREE

DERMATOLOGIST TESTED

HYALURONIC ACID

REPLENISH THE GOOD

After removing dirt and oils, it's important that your skin retains all of the moisture it needs to stay hydrated for a clear complexion. Applying toner after washing your face can help rebalance the skin's pH, making it easier to absorb serums and creams while tightening pores.

STAY COOL

No matter how stressful your day may be, you can cool off and replenish when you need a refresher. Full of soothing antioxidants and natural ingredients, you don't have to worry about unwanted breakouts, redness or irritation.

YOUR SOLUTION FOR:

- Hydrating and moisturizing
- Improving the look of pores
- Reducing visible signs of aging

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ARIIX®

lucim™

ACTIVE INGREDIENTS GLOSSARY:

Aloe vera: A soothing anti-irritant. Found in Enriched Toning Water, Facial Gel Cleanser, Purifying Exfoliator and Totale Face Serum.

Bakuchiol: A natural ingredient that is found in the leaves and seeds of the Psoralea corylifolia (Babchi) plant. The Babchi plant is native to India and has long been used in ayurvedic practices. It significantly improves the appearance of fine lines and wrinkles, pigmentation, elasticity and firmness. It is also a powerful antioxidant combating the visible effects of photo damage. Found in Totale Face Serum.

Bentonite clay: Clears excess sebum, dirt and draws toxin from pores. Found in Purifying Exfoliator.

Blue-green algae (Spirulina maxima) extract: A nourishing skin food packed with phytonutrients and amino acids to promote healthy skin. Found in Facial Gel Cleanser, Enriched Toning Water, Day Defense Cream and Renewing Night Cream.

Caffeine: Visibly improves microcirculation, puffiness and dark circles. It is also an antioxidant that increases the absorption of key ingredients into the skin. Found in Bright Eyes Serum.

Citystem™ (Marrubium vulgare (white horehound) extract): An award-winning, powerful antioxidant and pollution protectant that detoxifies the skin and protects it from the penetration of pollutants, while leaving it feeling soft and smooth. Found in Day Defense Cream.

Gatuline® In-tense (Spilanthes acmella flower extract): A powerful ingredient that helps smooth and firm the skin while reducing the appearance of wrinkles and fine lines. Found in Renewing Night Cream.

Tea tree extract: A powerful anti-inflammatory ingredient. Found in Enriched Toning Water.

Hyaluronic acid: An essential building block of healthy, hydrated skin found naturally in the extracellular matrix of the skin. It can hold up to 1,000 times its weight in water, making it the most powerful moisturizing and hydrating ingredient. Found in Facial Gel Cleanser, Enriched Toning Water, Bright Eyes Serum, Totale Face Serum, Day Defense Cream and Renewing Night Cream.

Hydrolyzed hyaluronic acid: An ingredient that visibly fills wrinkles and fine lines and helps improve skin's elasticity and moisture. Found in Totale Face Serum.

Jojoba beads: Round spherical beads that offer gentle physical exfoliation to remove dead skin cells. Found in Purifying Exfoliator.

Kakadu plum (terminalia ferdinandiana fruit) extract: Kakadu Plum is the world's most concentrated source of Vitamin C — 100 times higher than the concentration of an orange. This extract energizes visibly dull looking skin and promotes youthful radiance while reducing the appearance of wrinkles. Found in Totale Face Serum and Bright Eyes Serum.

Kaolin clay: Clears excess sebum, dirt and draws toxin from pores. Found in Purifying Exfoliator.

Lactic acid: It removes dead skin cells and polishes the skin. Found in Purifying Exfoliator.

Liposome encapsulated Swiss glacial water: An advanced technology used to deliver glacial water from the Swiss Alps into the skin. Found in Totale Face Serum, Day Defense Cream and Renewing Night Cream.

Liposome encapsulated Vitamin C: An advanced technology that delivers Vtamin C into the skin to the cells that need it most. Found in Totale Face Serum.

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ACTIVE INGREDIENTS GLOSSARY:

Majestem (Edelweiss stem cells): Potent plant stem cells that offer a visible tightening and lifting effect, particularly on the cheeks and neck, while smoothing out wrinkles and fine lines. Found in Renewing Night Cream.

Matrixyl™ peptides: A unique peptide that visibly helps the skin. It fills in visible wrinkles and fine lines, particularly on the forehead and around the eyes. Found in Totale Face Serum.

Papaya and pineapple enzymes: Provide enzymatic exfoliation to remove the top layer of dead skin cells. Found in Purifying Exfoliator.

Rose water: A soothing antioxidant. Found in Enriched Toning Water.

Seaweed extract (Fucus vesiculosus): A patent-pending active ingredient, scientifically proven to visibly reduce dark circles and crow's feet wrinkles around the eyes. Found in Bright Eyes Serum.

Vitamin B3 (niacinamide): A multifunctional ingredient that visibly helps uneven skin tone and reduces the appearance of discoloration. It's also a powerful antioxidant and fights against environmental stressors. Found in Totale Face Serum, Day Defense Cream and Renewing Night Cream.

Vitamin B5 (panthenol): The provitamin of B5. It has a great affinity for water and works to lubricate and moisturize the skin. Found in Renewing Night Cream.

Vitamin C (tetrahexyldecyl ascorbate/ Sodium Ascorbyl Phosphate): Two stable forms of Vitamin C that work as a powerful antioxidant. Found in Totale Face Serum, Day Defense Cream and Renewing Night Cream.

Vitamin E (dl-a-Tocopherol): A powerful antioxidant that visibly helps the skin. Found in Totale Face Serum, Day Defense Cream and Renewing Night Cream.

Witch hazel: A key ingredient that soothes the skin while visibly minimizing the look of large pores. Found in Enriched Toning Water.

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