

# smart response serum

## description

Next-gen smart serum delivers what your skin needs, when it needs it. SmartResponse Technology reacts to skin's needs to hydrate, brighten, soothe, and address fine lines and wrinkles.

## key benefits

- **Soothes**
- **Firms**
- **Brightens**
- **Hydrates**

## key ingredients

- **Gallic Acid** from **Japanese Cornelia Cherry** helps to protect stressed skin against free radicals, helping to soothe and reduce the appearance of redness.
- **Mannose-6-Phosphate** visibly smooths and provides a firming effect, responding to the first signs of visible skin aging to help improve the look of fine lines and wrinkles.
- **Hydrolyzed Wheat Flour**, rich in **Arabinoxylol-Oligosaccharides**, activates as needed to brighten and help reduce the appearance of dark spots.
- **Oligosaccharides** from **Hydrolyzed Beta Glucan** respond to dehydration signals, helping skin to maintain optimal hydration levels.

## how to use it

Apply each morning and night after cleansing and toning. Allow one minute for product absorption. Follow with your prescribed Dermalogica moisturizer or SPF.

## what it goes best with

PreCleanse  
Special Cleansing Gel  
Dynamic Skin Recovery SPF 50

**estimated number of uses:**  
30 mL: 66 uses

**item code:** 111432  
**UPC:** 666151112148

**product dimensions  
(including carton) – l x w x h:**

50.8 x 36.5125 x 127 mm



## frequently asked questions

### How does Smart Response Serum help stop skin damage before it starts?

*Smart Response Serum micromanages your skin's changing needs, so you don't have to.* Our skin is constantly sending out signals. On a macro level, we experience these as signs like redness, fine lines, dark spots, and dehydration. But if we could zoom in for a closer view, we'd see that these skin concerns may actually be caused by damage that happens on a microscopic level. When skin is harmed, it tends to change in structure and chemical make-up – either as a result of damage, or as a form of self-defense. By the time we sense signs of distress, the damage may be done. Smart Response Serum, however, sees what we can't. Each of its four smart actives is targeted to recognize and address these micro-changes in the skin before they're visible to the naked eye – effectively addressing skin's needs in real time.

### What triggers the serum's four smart actives to start working?

Smart Response Serum's four smart actives each respond to a different signal from the skin:

- **Gallic Acid** from **Japanese Cornelia Cherry** senses skin's inflammatory response, and activates to help soothe and reduce the appearance of redness.
- **Mannose-6-Phosphate** detects collagen weakness, which can lead to fine lines and wrinkles - responding to the first signs of visible skin aging to help smooth and firm the skin.
- **Hydrolyzed Wheat Flour**, rich in **Arabinoxylo-Oligosaccharides**, activates when it detects too much of a key enzyme involved in melanin production. It responds by brightening skin and helping to reduce the appearance of dark spots.
- **Oligosaccharides** from **Hydrolyzed Beta Glucan** reaches even the smallest cracks in skin's lipid barrier, then responds where it detects dehydration - helping skin to maintain optimal hydration levels.

### How does Smart Response Serum adapt to skin's changing needs?

Our skin is constantly changing, not only seasonally but from one day to the next – in response to our climate, our diet, stress, and a number of other factors. Some skin care ingredients work indiscriminately, without taking skin's individual needs into account. By activating key ingredients on different areas of the face in response to skin's micro-changes, Smart Response Serum is able to work when, where, and how skin needs it.

### What is the benefit of using Smart Response Serum in place of my client's normal targeted treatments?

The micro-changes that lead to skin damage tend to take place before we're able to see them – which means that by the time we apply our targeted skin care products, our skin may need something different! Smart Response Serum's proactive formula reacts to skin's changing needs, for healthier-looking skin over time.

### Should I recommend Smart Response Serum to every client?

Not necessarily. Some clients – say, those who are focused solely on fading existing dark spots – may be served equally well by a single, highly-targeted treatment. Smart Response Serum represents a highly proactive paradigm: it senses and responds to skin's many changing needs, before they become visible. Smart Response Serum is for clients who need a highly concentrated proactive active serum with multiple benefits. Smart Response Serum is a highly-concentrated formula of smart actives for clients with at least two differing skin needs from one day to the next.