

keep up with changing skin



story highlights

Your skin is constantly sending out signals.
New Smart Response Serum uses SmartResponse
Technology to effectively address skin's needs in real time.

Do you know what your skin needs right now? Your skin is constantly sending out signals. On a macro level, you may 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 conditions 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 — and micromanages your skin's changing needs, so you don't have to. This advanced formula is targeted to recognize and address micro-changes in the skin before they're visible to the naked eye, effectively addressing skin's needs in real time. It responds to skin's signals — intelligently addressing skin concerns and helping to prevent future damage. Best of all, it does all this before you even notice — and it's a new way to simplify your skincare routine, too.

Smart Response Serum uses **SmartResponse Technology** — a revolutionary combination of four targeted active ingredients that soothe, firm, brighten and hydrate — to deliver what skin needs, when and where needed.

it sees redness

Smart Response Serum helps soothe and reduce the appearance of redness. This is thanks to the inclusion of Gallic Acid from Japanese Cornelia Cherry.

it senses fine lines and wrinkles

Smart Response Serum detects changes in the skin that can lead to fine lines and wrinkles — responding to the first signs of visible skin aging to help smooth and firm the skin. It does this with Mannose-6-Phosphate, which detects poorly-organized collagen fibers in the skin.

it searches out dark spots

Smart Response Serum activates when it detects too much of a key enzyme involved in melanin production, then responds by brightening skin and helping to reduce the appearance of dark spots. This happens with Hydrolyzed Wheat Flour, rich in Arabinoxylol-Oligosaccharides.

it detects dehydration

Smart Response Serum reaches even the smallest cracks in skin's lipid barrier, then responds where it detects dehydration — helping skin to maintain optimal hydration levels. This is thanks to the inclusion of Oligosaccharides from Hydrolyzed Beta Glucan.

With new Smart Response Serum, skincare just got smarter. Get a smarter understanding of your skin and learn more about what it needs now at smartskinresponse.com.