

## BEAUTY

# Beauty Product Fans Embrace Power Serums

NewsUSA

(NU) -Anyone shopping for quality, natural skin care has many options, but customized serums are becoming the product of choice for those seeking fast, effective and individualized treatments for a range of skin health and beauty concerns.

The BABOR skin care product line, developed in 1956 in Germany by biochemist Dr. Michael Babor, has an established reputation of science-based skin care. Each item in the company's latest line of Power Serum Ampoules is designed with advanced-strength active ingredients to address specific skin issues quickly and effectively with precision single doses of targeted ingredients.

"At BABOR, our highly innovative active formulations are carefully combined with our exclusive treatment methods to provide outstanding results and a uniquely indulgent experience," according to the company website.

The new DOCTOR BABOR Power Serum Ampoule collection launched in January 2020 and features six products: Ceramides, Ferulic Acid, Growth Factor Concentrate, Hyaluronic Acid, Retinol, and Vitamin C. The collection continues the high standards and precision use of clinical ingredients for individualized skin care.

The Growth Factor serum is of particular interest to individuals seeking treatment for fine lines and wrinkles, as well as maintaining the skin's elasticity and firmness and preserve the cell's optimal metabolic efficiency.

The serum contains two active ingredients, cyclopeptide and oligopeptide, that stimulate the skin's natural growth factors and



promote collagen and elastic production.

The Vitamin C serum is targeted to brighten the skin and protect against the development of age-related skin damage. The Hyaluronic Acid serum is formulated to help promote skin hydration, and the Retinol serum focuses on resurfacing, improving skin elasticity and reducing the appearance of pores.

The Ferulic Acid serum promotes skin regeneration and is engineered to support the skin's natural defenses, and the Ceramides serum contains a blend of three skin ceramides that combine with the skin's natural lipids to protect against moisture loss and promote skin barrier repair.

All BABOR products comply with the European Cosmetic Safety Standards. In addition, the Power Serum Ampoules contain no artificial colors, fragrances, sulfates, parabens, phthalates, or gluten.

For more information about precision, targeted skin care and the BABOR skin care product line, visit [BABOR.com](http://BABOR.com).