

direct delivery vitamin c

from the world leaders in vitamin C

Since developing *direct delivery vitamin c serum* with Nobel Prize winner and science icon, Dr Cathcart, the formula has remained the same for more than 35 years.

direct delivery vitamin c serum is the sophisticated answer to revising the signs of biological and environmental ageing; a feat achieved by revising the skin's texture and firmness.



Recommended for most skin types, *direct delivery vitamin c serum* is suitable for assisting in the revision of environmental ageing, sun damage, fine lines and scarring.

direct delivery vitamin c serum contains a specially designed high concentration of a pharmaceutical grade blend of vitamin C, three additional powerful antioxidants and vitamin B4, which is added for faster and superior revision.

How it works

Vitamin C has a direct effect on the fibroblast cell in the skin. The fibroblast cells are like little factories that produce new collagen. Collagen fibres are long, rope like chains that support the firmness of the skin. As we age, these chains sag and break if very little new collagen is produced, leading the skin to permanently sag.

Amino acids – Lysine, Proline and Glycine – are also involved with the production of collagen. As vitamin C is a free radical scavenger, it can prevent the fibroblast cells from being attacked and destroyed.

Recommended Retail Price: \$159.00 (30mL)

Call 1300 00 SKIN for your nearest stockist or visit www.dannemking.com

For editorial enquires please contact ismay@danne.com.au (02) 8424 6609

www.dannemking.com

+61 2 8424 6600 PO Box 126, Crows Nest
+61 2 8424 6699 NSW 1585, Australia