

BEAUTYCOUNTER

COUNTERTIME

Meet time on your own terms.



Here at Beautycounter, we believe that age is an attitude and good skin is a science.

Our Countertime collection is designed to visibly reverse signs of aging and deliver high-performance clean skin-care results thanks to our innovative, plant-derived Retinatural Complex.

Results that speak for themselves:

After just four weeks of use*:

- 91% of participants said skin felt renewed and looked revitalized
- 97% said skin texture felt smoother
- 88% said skin looked more youthful
- 88% said Countertime reduced the appearance of fine lines and wrinkles

*Based on an independent, 32-subject consumer perception study using Countertime Lipid Defense Cleansing Oil, Mineral Boost Hydrating Essence, Tripeptide Radiance Serum, Antioxidant Soft Cream (am), and Tetrapeptide Supreme Cream (pm) for four weeks.

About the Collection

COUNTERTIME 101



Countertime Lipid Defense Cleansing Oil \$49

Cleansing, reimagined.

Inspired by Asian beauty rituals, this luxurious, lightweight cleansing oil gently yet effectively removes makeup and other impurities without stripping essential lipids from skin.



Mineral Boost Hydrating Essence \$59

Vital nutrients energize the skin.

Lightweight but deeply nourishing, this milky moisturizing essence delivers vital nutrients to the skin's moisture barrier—instantly boosting hydration and radiance.



Tripeptide Radiance Serum \$79

True radiance, revealed.

This transformative rejuvenating treatment visibly increases skin firmness and elasticity, while reducing the appearance of fine lines and wrinkles.



Antioxidant Soft Cream \$79

Protective, skin-plumping moisture.

This velvety revitalizing cream improves skin's barrier function and boosts hydration, which helps protect it from daily environmental stressors.



Tetrapeptide Supreme Cream \$89

Powerful, regenerative hydration.

Supremely rich and deeply hydrating, this cream supports elasticity and visibly firms while smoothing skin texture to minimize the look of fine lines and wrinkles.



Ultra Renewal Eye Cream \$69

Your brightest eyes, reawakened.

This high-performance eye cream revitalizes the eye area and reduces the appearance of under-eye shadows and crow's feet for a smooth, firmed look.



Bakuchiol

BAKUCHIOL > RETINOL

A lot of beauty brands tout retinol as a safer skin-care ingredient. But we're not like everyone else (*in fact, retinol is on our Never List™*). That's why we created our plant-derived Retinatural Complex, the powerhouse ingredient in Countertime, made of bakuchiol and Swiss Alpine rose.



Swiss Alpine Rose

RAISE A GLASS

By packaging Countertime in glass instead of plastic, we will reduce the line's greenhouse gas footprint by an estimated 38%.