

# COUNTERTIME

*Meet time on your own terms.*

## 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, a safer alternative—and the powerhouse ingredient—in our Countertime Collection.

## PLANT-DERIVED RETINATURAL COMPLEX =



### BAKUCHIOL

**Repairs**

*Traditionally used in Chinese and Ayurvedic skin-care remedies, Bakuchiol delivers many of retinol's skin benefits—without irritation.*



### SWISS ALPINE ROSE

**Protects**

*Grown at the highest altitudes of the Alps, this flower is known for its ability to protect itself against environmental stressors like dehydration and helps boost skin's antioxidant defense.*

## REAL RESULTS

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.

## HOW RETINATURAL COMPLEX WORKS

### It Promotes Healthy Barrier Function

Our skin's moisture barrier prevents excess water loss and helps protect skin from the environment—and as we age, it becomes depleted. Retinatural Complex helps improve barrier function to maintain the skin's natural hydration levels (and keep that plumpness going strong).

### It Visibly Plumps And Firms Skin

Collagen is the skin's most vital protein and the cushion that keeps it supple, taut, and wrinkle-free. It's found in the middle layer of the skin, and its production begins to slow by the time we reach 30. Luckily, it's possible to visibly improve skin firmness and plumpness. Enter Retinatural Complex.

### It Improves Resilience

With age, the skin's ability to protect itself from oxidative stress is compromised, which damages cells, speeds up the appearance of aging, and leaves skin looking dull and sallow. The targeted ingredients in our Retinatural Complex help protect skin and improve radiance.

“Beautycounter’s plant-derived Retinatural Complex, featuring bakuchiol and Swiss Alpine rose, delivers retinol-like results without retinol’s safety concerns. *Why?* Because beauty should be good for you.”

Gamze Sauzeat, Lead Chemist

## BAKUCHIOL VS. RETINOL

Results	Bakuchiol	Retinol
Reduces the appearance of lines and wrinkles	✓	✓
Skin looks plumper	✓	✓
Evens skin tone	✓	✓
Skin looks brighter, glowing, radiant, and luminous	✓	✓
Skin texture looks and feels smoother	✓	✓
Skin looks and feels firmer	✓	✓
Minimizes the appearance of pores	✓	✓
EWG Skin Deep® Score	1	9
Safer to use while pregnant and nursing	✓	✗
Safe to use during sun exposure	✓	✗
Non-irritating	✓	✗



## THE TRUTH ABOUT RETINOL

### WHAT IS RETINOL?

Retinoids are a family of vitamin A derivatives best known for their use in anti-aging skin-care products. Retinoids include retinol, Retinyl palmitate, retinyl acetate, retinyl linoleate, retinyl propionate, and the fun-to-pronounce hydroxypinacolone retinoate.

### HOW DOES IT WORK?

When retinoids—including naturally derived ones popular in cleaner skin-care lines—are used on the skin, they convert to retinoic acid. (Prescription-based products such as Retin-A and Tretinoin are synthetic forms of retinoic acid.)

### IS IT SAFE?

For us, it’s not worth taking a risk on retinol. Studies show that retinoic acid can have harmful side effects, including being a skin irritant and making the skin sensitive to the sun’s damaging rays. In fact, both the EU and Canada have restricted the use of retinol—the EU cites a “precautionary principle,” which means that if an ingredient has shown evidence of danger to human health or the environment, it takes preventative action (and so should you). These are some of the reasons it’s on The Never List™.

See our chart to the above left to learn exactly why we believe our plant-derived Retinatural Complex is safer than retinol—and delivers comparable results.