

# HOW TO RESTORE FACIAL CONTOUR

Firming Serum is specifically designed to visibly tighten and firm the skin for a more defined facial contour.

The bioactive formula supports the structural integrity of the skin to improve the appearance of sagging and skin laxity.

Normal collagen and elastin regeneration aids in skin's structural stability.



Stable and reinforced skin structure promotes nutrient flow and results in the improved appearance of:

- LIFTED + DEFINED CONTOUR
- TIGHT + FIRM SKIN
- SKIN HEALTH

# ELEVATE YOUR SKINCARE

WITH THE POWER OF SCIENCE™

ZO® Skin Health has developed a wide spectrum of advanced skincare protocols and products. They include therapeutic treatment protocols, highly effective products and daily skincare solutions that create and maintain healthy skin. Based on the latest scientific advances in skin therapy technologies, these products and protocols help physicians to provide continuous skin health for all skin types, genders and ages.

# PREVENT + CORRECT

*Firming Serum*



# WHY DOES SKIN LOSE CONTOUR AND SHAPE?

Aging skin loses contour and shape when the process of collagen and elastin regeneration is delayed.

Delay in collagen and elastin regeneration results in structural strain.



Structural strain between skin layers contributes to visible signs of aging:

- INELASTIC + LOOSE SKIN
- SAGGING + LOSS OF CONTOUR
- DULL SKIN

ZO® SKIN HEALTH

zoskinhealth.com  
1.888.893.1375

ZO® SKIN HEALTH

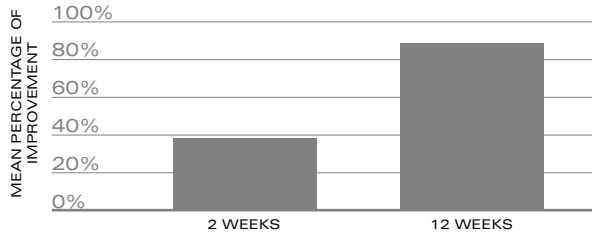
"Obagi", "Nu-Derm", and "Obagi Blue Peel" are registered trademarks of Obagi Medical Products. ZO Skin Health, Inc., and Dr. Obagi have no business relationship with Obagi Medical Products, and Obagi Medical Products does not sell or endorse using any ZO product. "ZO" is a registered trademark of ZO Skin Health, Inc.

886751

# ELASTICITY

Firming Serum is clinically proven to visibly improve skin's elasticity.

**88%** elasticity improvement was measured at 12 weeks



# PATIENT EFFICACY

**86%** OF PARTICIPANTS said that skin felt healthier by week 8

**83%** OF PARTICIPANTS said that skin appeared hydrated by week 8

**79%** OF PARTICIPANTS saw a noticeable improvement in the overall appearance of the skin by week 8

# FIRMNESS

Firming Serum is clinically proven to improve the appearance of firmness.

**97%** OF PARTICIPANTS showed significant improvement in skin firmness by week 12



Images were captured and analyzed using Clarity 2D Research System

# SAGGING

Firming Serum is clinically proven to improve the appearance of sagging skin.

**93%** OF PARTICIPANTS showed significant improvement in both mid-face and jawline skin sagging by week 12



Images were captured and analyzed using Clarity 2D Research System

# COMPREHENSIVE SOLUTIONS

Firming Serum is designed for both moderate and severe signs of aging.

STEP 1: GETTING SKIN READY®

STEP 2: PREVENT + CORRECT

DAILY POWER DEFENSE (AM or PM)

FIRMING SERUM (AM+PM)

GROWTH FACTOR SERUM

Improves the appearance of fine lines and wrinkles (PM)

OR

WRINKLE + TEXTURE REPAIR or RADICAL NIGHT REPAIR

Improves the appearance of deep lines and texture (PM)

STEP 3: PROTECT

**PROTOCOL:** A 24-week independent third-party clinical study of 45 subjects to assess the efficacy potential of Firming Serum. Subjects represent females, ages 40–69, with Fitzpatrick skin types II–IV. Supported with the use of Gentle Cleanser and Sunscreen + Primer Broad-Spectrum SPF 30 during the study.