



DIGITAL AGE DEFENSE SERUM

This new generation serum has active ingredients that help to prevent the visible signs of aging related to blue light exposure emitted from our digital screens.



Key Benefits:

- Helps prevent visible signs of aging related to blue light
- Energizes fatigued skin while hydrating
- Cools and refreshes
- Helps reduce the appearance of redness and blotchiness
- Results in softer, smoother, more radiant-looking skin
- Light/quick absorbing formula with no added fragrance
- Formulated without gluten, parabens, or animal by-product

Key Performing Ingredients:

CELLIGENT® | IceAwake™ | Nano Emulsion

The product features an Intelligent NanoDelivery® system that carries an emulsion of essential oils and extracts where needed for enhanced effectiveness. It also features clinically proven active ingredients that deliver on the “blue light protection”.

Launched in October 2020 in:

United States | Canada | Australia | New Zealand | Mexico | Hong Kong



GAME CHANGING TECHNOLOGY

SeneGence's Digital Age Defense Serum is new generation serum that helps to prevent the visible signs of aging related to blue light exposure emitted from our digital screens. Blue Light and its harming effect on the skin is an emerging area of skincare research & ingredient innovation. Studies show that blue light can contribute to photo aging of skin, which can lead to wrinkles, hyper-pigmentation and skin laxity. A recent Unilever study mentioned that 60% of people are unaware of the effect that blue light can have on their skin and consumers are spending more than six hours a day in front of a digital device.

This product gives our distributors the opportunity to raise awareness of this issue and educate consumers about the effects the potential damaging effects that blue light can have on their skin. It revives tired-looking skin by visibly increasing radiance, strengthening the skin's barrier and hydrating.



MARKET PENETRATION

Blue light and its potential to harm the skin is getting coverage in the media. Beauty magazines, editors and dermatologists are talking about it. This product is on trend and gives our SeneGence distributors the opportunity to be on the forefront of this trend to educate consumers about it. Coupled with our Kiss & Tell Customer Acquisition program, which is launching at the same time, this product has the potential for significant customer acquisition and market penetration.

ENHANCING THE PRODUCT LINE

Digital Age Defense Serum is in our Advanced Anti-Aging SkinCare Category and is uniquely positioned in the lineup with the claim "Helps prevent the visible signs of aging related to blue light exposure". No other product in our lineup makes this claim.

