



# Ultimate Serum



May  
30mL  
RRP

\$69.95



Packaging the same as  
\$19.95 product

30ml || \$69.95

Key ingredients Ameliox  
& Hyaluronic Acid

Strong SERUM  
Proven Results



Packaging to sit within  
our premium range

30ml || \$69.95

Same great formulation  
with added benefits of  
HumaColl21™

New improved  
ANTI-AGEING  
Proven Results



## Ultimate Serum with firming Collagen HA & Ameliox

### PROVEN RESULTS

133% increase in skin  
firmness\*

24% decrease in frown  
lines \*\*

9% increase in skin  
collagen\*

### Key Benefits

- Plumps, tightens and firms
- Stimulates collagen production
- Visibly reduces fine lines and wrinkles

### Benefits

Using naturally derived peptide Ameliox, and two weights of Hyaluronic Acid, this powerful anti-aging serum will deeply hydrate, visibly reduce wrinkles and plump skin. This serum **outperforms** Retinol.

\*Claims based on clinical tests conducted on HumoColl21TM

\*\*Claim based on clinical tests using Ameliox TM

\*\*\*HumaColl21TM stimulates collagen type 1 by 197% vs 117% for Retinol when tested in invitro control group.

## Social Copy



### Short Form

Introducing The Jojoba Company's NEW IMPROVED Ultimate Serum. Using powerful anti-ageing and natural ingredients like Hyaluronic Acid, Ameliox and HumaColl21, the Ultimate Serum is clinically proven to reduce the appearance of wrinkles, visibly increases skin firmness, hydrate & tighten.

### Long Form

New Improved

Ultimate Serum

Now with HumaColl21™

A powerful, firming, vegan Collagen.

Clinically proven to outperform Retinol and Vitamin C in its ability to increase collagen production, our Ultimate Serum now includes the world's first vegan collagen HumaColl21™

Derived from plant sugars and crafted using biotechnology, HumaColl21™ is the world's first human identical, vegan collagen. Crafted using sustainable fermentation processes which are similar to beer brewing, the human-identical collagen is produced using only a fraction of the land, water and time normally required to process animal collagen, creating a vegan and sustainable alternative to traditional collagen.

### Key benefits:

**133%** increase in skin firmness\*\*

**9%** increase in skin collagen\*\*

**24%** decrease in frown lines.\*\*\*

\*\*Claims based on clinical tests conducted on HumaColl21™

\*\*\*Claim based on clinical tests using Ameliox™

