

joyōme

The science of skincare,
beautifully redefined.



Better Skincare, For Better Looking Skin

The average Australian woman spends over \$3,600 on beauty products each year. That averages out to approximately \$300 a month, \$70 per week or \$9.80 per day.¹ This adds up to a lot of time and money, and the worst part is, most of those products don't even work. They claim to “treat” surface level problems, but they use low-quality ingredients that don't address the root causes of an aged appearance.

The truth is, your skin is fighting a constant battle in an effort to maintain a healthy-looking, youthful appearance. At the heart of this battle is your skin's microbiome. This is the delicate balance of microbes, both good and bad, that live on your skin. When these microbes are balanced in a beneficial way, they help guard your skin from environmental age accelerators that can affect your skin's appearance.

The best skincare solution is one that works to balance your skin's microbiome while also actively fighting signs of aging. Introducing Joyōme Age Defying Serums, with 11 key ingredients along with a patent-pending Microbiome Balancing Complex to correct and guard your skin barrier, replenish moisture, renew radiance, and restore a youthful-looking glow. With a simple, two-step regimen, Joyōme helps you achieve what some other skincare products can't – skin that looks and feels absolutely beautiful.

It's the skincare you've been waiting for, and the skin you've always wanted.

¹Cook, Erin (2017, Sept 12). Australian Women Spend Over \$3,600 On Beauty Products Per Year. <https://www.harpersbazaar.com.au/beauty/australian-women-annual-beauty-product-spend-14314>



☀️ Brighten Your Day.

Joyōme® Illuminating Day Serum features six key ingredients that work together to help correct the visible signs of aging. Leading-edge peptides relax and soften the appearance of expression lines, Hyaluronic Acid draws in moisture for a plump and volumised look, and Eyeseryl Peptide reduces the appearance of puffiness and dark circles around the eyes. The Illuminating Day Serum also features a light-reflecting pigment to give skin a glowing, radiant look.

- Argireline Peptide – Reduces the appearance of wrinkles associated with repetitive facial expressions, especially in the forehead and around the eyes
- Hyaluronic Acid (HA) – Our supercharged, bioavailable form of HA draws moisture deep into the skin, for a plump, volumised look.
- Red Clover – Minimises the appearance of pores by reducing oil accumulation and pore debris
- Niacinamide – Visibly brightens skin
- Eyeseryl Peptide – Reduces the appearance of puffiness and dark circles under the eyes
- Ceramides – Help to enhance hydration and reduce the appearance of wrinkles



🌙 Restore While You Sleep.

Joyōme Intensive Overnight Repair simplifies your nighttime skincare routine while providing maximum benefits to the skin with five key ingredients. Targeting the appearance of the telltale signs of aging like deep lines and dark spots with powerful ingredients such as Retinoid Ester and Azeloglicina, the Intensive Overnight Repair helps you wake up to skin that looks firmer, lushly moisturised, and beautifully smooth.

- Retinoid Ester – Reduces the appearance of deep lines and wrinkles, visible age spots, and renews the appearance of skin plumpness, elasticity and hydration
- Matrixyl Peptide – Helps visibly fill and smooth the skin
- Azeloglicina – Lightens the appearance of dark spots and helps minimise the appearance of redness, while visibly improving the evenness of skin texture
- Lactic Acid – Helps exfoliate dead surface cells leading to more noticeably radiant, smooth, glowing skin
- Bakuchiol – Conditions the skin and helps to improve skin clarity

Real Benefits, Delivered.

Ingredients do nothing if they're left resting on the skin's surface. Other brands struggle to overcome this challenge but Joyōme utilizes a first-to-market, patented system. The HydraLipid Delivery System** increases the absorption of active ingredients, transporting them to where they're needed most.

The HydraLipid Delivery System found in Joyōme utilizes highly absorbable molecules of plant-derived lipids that act as carriers for active ingredients.

Safely transported through the skin's tough outer layer, anti-aging ingredients are then released so they can begin fighting the visible signs of aging.

HydraLipid is a natural-origin ingredient derived from green, sustainable processes. It is one of the first natural emulsifying agents on the market and is safer and more gentle compared to other products that use synthetic delivery ingredients.

Consciously Clean. Ingredients You'll Like, for Skincare You'll Love.

Everyone deserves anti-aging skincare products that are not only exceptionally effective, but also remarkably safe. With Joyōme, we went above and beyond the world's highest safety standards when deciding what to include in our innovative serums, so you never have to compromise effectiveness for safety.

Take a look at the facts most skincare companies don't want you to see.

- Approximately 10,000 chemicals are currently permitted for use in Australia in cosmetics and toiletries.
- Over 1,300 ingredients have been banned in the EU while self-regulation on cosmetic health and beauty ingredients in Australia means a vast array of chemicals can be put into products.*
- Chemicals like phthalates and parabens can cause hormonal disruption and reproductive issues.
- Contaminants like 1,4-Dioxane, formaldehyde, coal tar, benzene and others are potential carcinogens.

It's enough to make you wonder, "What I am putting on my skin?"

However, as we've worked to make Joyōme as safe and clean as possible, we've not only left out every ingredient on the EU's banned list, but we've left out over 1,300 other questionable ingredients as well. The result?

Our "Absolutely Not" List

The "Absolutely Not" list includes many common skincare ingredients that we deemed not worthy of Joyōme—or of your skin.

Take a peek at some of the ones you may have heard of...

BHA and BHT
Ethanolamines
Hydroquinone
Parabens (methyl-, isobutyl-, propyl-, and others)
Phthalates (DBP, DEHP, DEP, and others)
Propylene Glycol (PEG compounds)
Sulfates
Synthetic Fragrances
GMOs
Plus More Than 1,300 Others

We don't compromise on safety—and we don't compromise on strength. Joyōme ingredients aren't only uncommonly clean, they're uncommonly powerful, producing visible results with carefully selected actives that are as effective as they are safe.



*Source: <https://www.organicbeautybrands.com/articles/why-choose-certified-products-614>

The Other Microbiome

Keeping your gut microbiome healthy is crucial to your overall health and happiness. Similarly, your skin's microbiome—the microbes that live on your skin, rather than inside your body—play a vital role in keeping your skin feeling balanced and looking beautiful. Keeping your skin's good and bad microbes in balance can help guard your skin from environmental age accelerators, while also working to keep skin moisturised, youthful-looking, and radiant.

Advanced Aging

We're all born with a flourishing skin microbiome, but age changes the balance of your skin. When we're young, beneficial microbes abound, resulting in skin that's luminous, supple, and soft as a baby's...well, you know. But as we age, the balance of microbes shifts, weakening the skin barrier and leaving skin prone to accelerated aging including uneven texture and loss of moisture.

The key to guarding skin from this natural aging process? Keeping your microbiome in balance with ingredients that impede the adhesion of harmful microbes while helping beneficial ones to flourish.



Major Innovation. Major Results.

The patent-pending **Microbiome Balancing Complex** in Joyōme brings a revolutionary approach to skincare that uses your skin's natural beneficial microbes to achieve visible results. This carefully formulated blend of polyphenols and prebiotics works to bring your skin microbiome into balance. In fact, the Microbiome Balancing Complex has been scientifically demonstrated to increase the growth of beneficial microbe *S. epidermidis* and crowd out the damaging microbe *S. aureus*.

S. epidermidis is a beneficial skin microbe that works to replenish the skin barrier, allowing the skin to retain moisture while guarding it from damaging environmental factors.

Meanwhile, *S. aureus* weakens the skin barrier, making it susceptible to dryness and dullness. Beta-glucan in the Microbiome Balancing Complex in Joyōme impedes this harmful microbe from adhering to the skin, further guarding the skin from damage.

Plexus' patent-pending Microbiome Balancing Complex is featured in both the Illuminating Day Serum and the Intensive Overnight Repair.

The result? Nourished, balanced, beautiful skin.

The results are in!

An eight-week clinical study was conducted by an outside laboratory to see how Joyōme's unique formulas delivered. Thirty-two women, ages 35 to 65 and of varying ethnicities and skin types, put Joyōme to the test. Changes in skin appearance and texture were measured across several aging indicators including fine lines and wrinkles, eye puffiness, skin radiance, clarity, pore size, and more.

Instant Enhancements

While Joyōme is designed to have cumulative benefits that increase with consistent use, it also contains actives that go straight to work, providing results you can instantly see and feel.

After initial use:

- 100% of subjects felt their skin was immediately hydrated.^
- 88% thought their skin looked instantly luminous*
- 97% felt softer, smoother skin*
- 85% felt an instant tightening*

Lasting Beauty

At the end of eight weeks, subjects underwent a series of clinical measurements using computerised evaluation tools including a sophisticated 3-D facial mapping camera. True to its promise, Joyōme improved the appearance of all visible signs of aging.

Clinical Results after eight weeks:

- 100% improvement in skin hydration^
- 100% reduction in the appearance of facial lines & wrinkles^
- 97% reduction in the appearance of pore size^
- 91% improvement in skin elasticity^
- 91% improvement in the appearance of under eye puffiness^
- 78% improvement in radiance/luminosity^

Subjective Results after eight weeks:

- 97% saw an improvement in skin texture*
- 96% saw less appearance of redness than before*
- 94% saw an improvement in overall appearance*
- 92% noticed a reduction in the appearance of blemishes*
- 91% said skin appeared more bright and radiant*
- 84% noticed a reduction in the appearance of forehead lines*

^{*}Results reported as part of clinical study

^{*}Subjective results experienced and reported by study participants

Joyōme Primary Benefits



Illuminating Day Serum

- Relaxes and softens the appearance of expression lines like crow's feet, forehead and smile lines
- Adds the appearance of plumpness and volume to tired skin
- Minimises the look of pores for refined skin texture
- Enhances brightness and radiance
- Reduces the appearance of dark circles and eye puffiness
- Controls oil for a luminous matte finish
- Quenches and rehydrates thirsty skin
- Supports a strong skin barrier to help guard against environmental age accelerators



Intensive Overnight Repair

- Reduces the appearance of deep lines and wrinkles
- Promotes firm-looking skin and elasticity
- Gently resurfaces for smoother, more radiant-looking skin
- Diminishes the appearance of age spots
- Calms irritated skin for more even tone
- Improves skin clarity
- Lushly moisturizing
- Defends against harmful environmental aggressors by supporting skin barrier strength

The Joyōme Advantage

- Clinically studied levels of 11 premium anti-aging ingredients
- Exclusive Microbiome Balancing Complex
- Simplified two-step regimen
- First-to-market HydraLipid Delivery System^{**} transports ingredients deep within the skin
- Safe and clean ingredients (NO parabens, phthalates, sodium lauryl sulfate, artificial dyes, or artificial fragrances)
- Effective yet non-irritating Retinoid Ester
- No risk, all reward! If you don't see a difference, let us know within 60 days of the purchase date to receive a full refund, less shipping.

Who should use this product?

Joyōme Age Defying Serums are a revolutionary approach to skincare, utilizing technology that directly fights the visible signs of aging and balancing the skin microbiome to guard against future damage. If you're looking for a new, gentle-yet-effective skincare regimen, Joyōme is for you.

The Inner Beauty Connection

While Joyōme's eleven key ingredients and Microbiome Balancing Complex are hard at work correcting the visible signs of aging and replenishing your skin barrier at the surface, you can support youthful radiance from the inside out as well. Plexus[®] offers a wide variety of products to supplement total health, many of which have skin beautifying benefits.

XFactor Plus contains premium, bioavailable forms of vitamins and minerals, and a high-potency B vitamin complex to help support hair, skin, and nail health.

Frequently Asked Questions

1. What is Joyōme and how is it unique?

Joyōme is a unique, high performance skincare line that combines clinically studied ingredients to correct the visible signs of aging, with a scientifically demonstrated skin microbiome-balancing complex to guard the skin barrier, resulting in healthy looking, beautiful skin.

Joyōme is the only anti-aging skin care line scientifically demonstrated in an in vitro study to increase skin-nourishing *S. epidermidis* and decrease the adhesion of skin-damaging *S. aureus*.

2. What does “clinically studied” mean?

“Clinically studied” means our ingredients and results are backed by solid, third party clinical studies. All eleven of Joyōme's key ingredients are included at the same levels that were used in the clinical studies that demonstrated their anti-aging benefits. We have also done our own clinical studies on Joyōme to back up our results and to ensure we provide you with a high-quality product with effective ingredients.

3. Who is Joyōme intended for?

Joyōme is designed for all skin types and ethnicities. It consists of two products that address all the signs of visible aging including the appearance of lines, wrinkles, brown spots, large pores, redness, loss of elasticity, and lack of radiance, plus dry and rough skin. It is not designed for children. Women who are pregnant or breastfeeding should consult their doctor prior to using Joyōme. If you have a teenager who would like to use the products, please consult your dermatologist.

4. How do I test Joyōme to see if my skin is sensitive to it?

We recommend doing a patch test with both products prior to using. Test a small, pea-sized amount of product on the lower jaw area. Wait 1-2 minutes before proceeding. If any redness or irritation develops, please discontinue use of the products. Consult your health care professional prior to using any new skin care regimen.

5. How do I use Joyōme?

Illuminating Day Serum: After cleansing, apply two pumps to the face, neck and eye area in the morning – avoiding direct contact with eyes. We highly recommend using an SPF 45+ after the Illuminating Day Serum.

Intensive Overnight Repair: After cleansing, apply two pumps to the face, neck and eye area in the evening – avoiding direct contact with eyes.

Frequently Asked Questions

For those sensitive to retinoid products, proceed as follows:

1. Test a small, pea-sized amount of the Intensive Overnight Repair on the lower jaw. Wait one to two minutes before applying more. If any redness, irritation or swelling develops, please discontinue use of the product.
2. Apply the Intensive Overnight Repair every other night for two weeks. This is typically enough time for your skin to adjust to the product.
3. If you experience no irritation, dryness, or peeling, increase use to nightly thereafter.

6. How do I use Joyōme in combination with other skincare products?

Joyōme consists of one morning and one evening facial treatment serum designed to be used daily. Each serum should be applied after your existing cleanser and before your moisturiser, and/or foundation, and/or SPF product. They can be layered underneath your eye cream in the morning or night.

Example Routine

Morning:

1. Cleanser
2. Illuminating Day Serum
3. Moisturiser (if needed), SPF, Foundation

Evening:

1. Cleanser
2. Intensive Overnight Repair
3. Moisturiser (if needed)

Consult your healthcare professional if you are using prescription facial products, peels, or other dermatologic procedures before using Joyōme.

7. How long will one bottle of Illuminating Day Serum and one bottle of Intensive Overnight Repair Joyōme last?

Each bottle of Joyōme will last about 30 days if used as directed. Recommended use is two pumps per day of each product applied to the face, neck and around the eye area, avoiding direct contact with the eyes.

8. When can I expect to see results using Joyōme?

Joyōme users reported softer, smoother, more moisturised skin, and a more even skin tone within 7 days, and a reduction in the appearance of lines and wrinkles within 14-30 days. Please view our clinical results online.

9. Can I use Joyōme along with Botox, chemical peels, or other cosmetic procedures?

Yes, using Joyōme is a safe and effective way to help maintain and enhance the results of medical-grade cosmetic procedures. There is no contraindication to using Joyōme alongside neuromodulators (such as Botox) or fillers. Please inform your healthcare professional that you are using Joyōme before receiving chemical peels, dermabrasion, laser treatments, or other cosmetic procedures. Joyōme contains a retinoid ester and alpha hydroxy acids that may increase your skin's sensitivity. Your healthcare professional may suggest stopping the Intensive Overnight Repair serum for 1-2 weeks prior to and after your cosmetic treatment.

10. Are Joyōme products safe to use during pregnancy and breastfeeding?

It's always best to consult your healthcare professional before starting any new regimen if you are pregnant or breastfeeding, including Joyōme.

11. Can I use Joyōme around the eye area?

Joyōme has been ophthalmologist tested and is safe to use around the eye area. On clean skin, tap the product lightly around the bony area of the eye, avoiding direct contact with the eye.

12. Can you tell me about the retinoid ester in the Intensive Overnight Repair?

Our unique retinoid ester is a next generation, anti-aging ingredient superior to retinol due to its distinct structural difference.

It offers three important benefits over traditional retinol:

1. Because it's a retinoid ester (versus retinol) it does not need to undergo biochemical changes in order to become active on the skin. This important feature contributes to higher efficacy and less irritation.
2. In addition, our retinoid ester is 10x more stable than retinol, offering potency over a longer period of time, whereas traditional retinol breaks down quickly with light, heat, and time.
3. It has its own unique delivery system (dimethyl isosorbide), which allows it to reach the areas of the skin where it's needed most.

13. Why is the skin microbiome important?

Products that support and nourish the microbiome are central to Plexus' approach to health. We recognise the incredible impact that good gut health has on all aspects of our health from digestion and metabolism to immunity and mood. But our microbiome isn't just inside us – it covers our bodies as well. A properly functioning skin microbiome is critical to guard healthy looking, beautiful skin.

Frequently Asked Questions

14. Can you tell me how the Joyōme Microbiome Balancing Complex works?

Joyōme contains a patent-pending blend of microbiome activating polyphenols, botanicals and prebiotic fibres scientifically demonstrated to positively shift the balance of your skin microbiome. Joyōme affects the skin microbiome in two ways: first, the Microbiome Balancing Complex stimulates the growth of *S. epidermidis*, a beneficial microbe that supports a happy and balanced skin microbiome. *S. epidermidis* also works to replenish the skin barrier, ensuring proper moisture retention and guards from damaging environmental factors that cause irritation, dryness, and a weakened structural network. Second, beta-glucans (cellular sugars) in the Microbiome Balancing Complex have been shown in in vitro studies to impede the adhesion of *S. aureus*, a microbe that weakens the skin barrier and accelerates the visible signs of aging by making it susceptible to dryness, dullness, and irritation.

15. Can you tell me about the patented HydraLipid Delivery System^{††} in Joyōme?

Joyōme incorporates a patented lipid transport system which has the ability to penetrate the skin's tough outer layer, delivering active ingredients to where they are needed most. Unlike other delivery systems, the HydraLipid system can transport both oil and water-based actives deeply into the skin. Our lipid transport system is naturally and sustainably sourced, as opposed to traditional delivery systems that use propylene glycol or polyethylene glycol which are derived from petroleum.

16. Does Joyōme contain fragrances?

Joyōme does not contain synthetic fragrances which are known to be potential allergens and are often made with petrochemicals and phthalates. Instead we use botanically-based, essential oils such as damask rose oil from Bulgaria, and essential oils of vanilla, ylang ylang, lavender, and marjoram that have an uplifting scent and help enhance the beauty of the skin.

17. What is your ingredient selection policy?

Plexus[®] spent years in the lab creating Joyōme, carefully choosing ingredients that are effective, and meet our stringent safety requirements; omitting any ingredient with evidence that it may pose a potential health hazard. The formulators behind Joyōme have gone beyond the most stringent European Union safety standards to create products that are safe. Please see our "Absolutely Not" list on the website for a full list of ingredients we've left out.

18. Does Joyōme contain preservatives?

Joyōme contains proven, safe, broad-spectrum cosmetic preservatives such as phenoxyethanol and ethylhexylglycerin to ensure the shelf life and stability of the products, and which are accepted by the European Union safety standards. Joyōme's scientific board of advisors believe these preservatives are safe and not harmful to the skin microbiome.

19. Are Joyōme products natural?

There is no official definition for "natural" in skin care or cosmetics. We are committed to efficacy, health, safety, and exclusion of harmful chemicals while still ensuring high-performance, indulgent skin care. Our Microbiome Balancing Complex, and many of our active ingredients such as cranberry, chicory, rosehips, blackberry, rose, magnolia and camu camu berry, are plant-based or harness the benefits of polyphenols, prebiotics, and antioxidants from nature.

20. Are Joyōme products organic?

The majority of our ingredients are sourced from nature, all are non-GMO but are not verified to be organic. We use botanical ingredients as well as strategically selected, high-performance, clinically-tested ingredients proven to show results.

21. How does Joyōme rate on the Environmental Working Group (EWG) scale?

The majority of Joyōme ingredients rate a "1" or "2" on the EWG scale.

22. What if I notice colour or fragrance changes in the products?

Due to the abundance of natural compounds in our products and the fact that we don't use artificial dyes, the color and/or fragrance may shift slightly over the shelf life of the product, without affecting efficacy.

23. Is Joyōme non-GMO?

Yes, Joyōme is non-GMO.

24. Does Joyōme contain potential allergens such as soy, nuts, seeds, or dairy?

Here is a list of potential allergens. Please consult your healthcare professional if you are allergic or sensitive to any of the following:

Illuminating Day Serum:

- Castor Seed Oil
- Non-GMO Soy-derived lecithin (although Soy lecithin doesn't contain the protein responsible for the allergic reaction in soy)
- Essential Oils: Chamomile Flower Oil, Jasmine Oil, Lavender Oil, Marjoram Oil, Sandalwood Oil, Vanilla Fruit Extract, Ylang Ylang Flower Oil

^{††} Protected by French Patent No. FR 2972924. The HydraLipid delivery system found in Joyōme is the first naturally-derived, phospholipid-based gelling-emulsifying agent on the market.

Frequently Asked Questions

Intensive Overnight Repair

- Castor Seed Oil
- Shea Nut Butter
- Non-GMO Soy-derived lecithin (although soy lecithin doesn't contain the protein responsible for the allergic reaction in soy)
- Bakuchiol seed extract (derived from the Indian Babchi plant)
- Damask Rose essential oil

25. Is Joyōme gluten-free?

Yes, Joyōme is gluten-free.

26. Is Joyōme vegan?

Joyōme does not contain any animal-derived ingredients.

27. Has Joyōme been tested on animals?

Joyōme is cruelty-free, meaning our formulas are not tested on animals.

28. Is the palm oil in the PM Serum sustainably sourced?

The Palm oil in our PM Serum (part of a potent blend of Vitamin E) is sustainably sourced from Peninsular Malaysia and does not come from palm trees grown on new plantations nor plantations from cleared rain forest.

29. Are Joyōme bottles BPA-free?

Yes, our Joyōme bottles and products are BPA-free.

30. Does Joyōme have SPF?

No, Joyōme does not provide a SPF.

31. What is the source of the Retinoid Ester in Joyōme?

The source of the Retinoid Ester in Joyōme is proprietary information. It is important to note that the retinoid ester that was chosen for the product does NOT need to undergo biochemical changes in order to become active in the skin. This important feature contributes to higher efficacy and less irritation.

32. Is Joyōme non-comedogenic or "oil free"?

Joyōme is non-comedogenic. By definition, non-comedogenic means that a product is designed not to clog pores. Not only does Joyōme not clog pores, it contains active ingredients that help minimize the appearance of pores while also providing a mild exfoliating action. However, Joyōme does contain small amounts of some oils such as castor seed, blackberry seed and aromatic essential oils. These oils were chosen specifically because of their skin nourishing benefits or, in the case of the aromatic oils, to lend Joyōme its pleasant scent.

33. Is Joyōme formulated to help with Eczema, acne, rosacea, or other skin conditions?

Joyōme is a premium, anti-aging skincare line designed to address the visible signs of aging. It is not intended to treat, cure or prevent any medical skin condition.

34. I see that Red Clover is an ingredient in Joyōme. Can you please tell me more about it?

When selecting ingredients, we take into account peer-reviewed scientific studies, the extensive safety data provided by the ingredient supplier, and industry trade groups such as the AHPA (American Herbal Product Association). Based on the data provided, we have found red clover safe for use topically, both for the face and around the eye area.

35. What is phenoxyethanol and why is it an ingredient?

Phenoxyethanol is a preservative used to prevent the growth of mold and bacteria in water-based cosmetics. It is approved and safe for use in skincare.

36. If someone is concerned that Joyōme may cause irritation, what should they do?

Anyone concerned with experiencing sensitivity to Joyōme products should proceed as follows - first, test a small, pea-sized amount of both serums on the lower jaw and wait one to two minutes. If any redness, irritation or swelling develops, please discontinue use of the product and contact your healthcare professional. Please contact customer service to notify them of the issue as well.

If no irritation happens with the patch test, apply the serums every other day/night for two weeks. This is typically enough time for your skin to adjust to the product. If you continue to experience no irritation, dryness, or peeling, increase use to every day thereafter.



Ingredient Glossary

At Plexus[®], we believe that everyone deserves great skin care products that are powerful without compromising safety. We've spent countless hours reviewing ingredients, carefully choosing ones that are effective, and meet our stringent safety requirements.

Joyōme has made a Consciously Clean Promise and is strongly committed to the safety and efficacy of its products. We started by following the ultra-stringent guidelines of the European Union which have banned more than 1,300 ingredients from skin care products.

We then went further by identifying additional ingredients deemed untrustworthy. Joyōme is free from GMO's, parabens, mineral oils, phthalates, gluten, propylene glycol, formaldehyde, sulfates, BHA, BHT, and synthetic fragrances just to name a few.

Below is a list of some of the ingredients that exceed our uncompromising standards and make Joyōme work.

Key Ingredients

Argireline Peptide: You've probably heard of amino acids and may know that amino acids are the building blocks of proteins, like muscle. But amino acids can combine in different ways to create peptides. Peptides are like the middle step between an amino acid and a protein. Argireline is a special hexapeptide that consists of six amino acids (hexa = six). Argireline can help reduce the appearance of wrinkle depth on the face caused by repetitive expressions, especially in the forehead and around the eyes.

Azeloglicina: Found in grains, Azelaic Acid is also produced naturally by the skin microbiome. It visibly lightens the skin while improving the evenness of skin texture and reducing the appearance of visible redness.

Bakuchiol: A botanical ingredient derived from seeds of the babchi plant, traditionally used to purify the skin. It is a retinol alternative that helps reduce the look of dark spots and reduce the appearance of skin blemishes.

Ingredient Glossary

Beta Glucan: Helps promote skin hydration, soothe irritated skin and reduce the adhesion of skin-damaging *S. aureus* bacteria. It is a key ingredient in Joyōme's Microbiome Balancing Complex.

Bisabolol: The primary constituent of chamomile essential oil. It helps condition and nourish the skin.

Camu Camu Extract: A superberry found in the Amazon rainforest, known for its brightening and skin calming effects. It is loaded with carotenoids (antioxidants), vitamins and minerals that fight environmental age accelerators and help support a strong skin barrier.

Ceramides (Glycosphingolipids, glycolipids): Ceramides are lipids, or fatty acids, that occur naturally in human skin, and are clinically proven to help reduce the appearance of wrinkles, help reduce skin roughness, and boost hydration.

Cichorium Intybus (Chicory) Root Oligosaccharides: You may have heard of chicory root, which many people roast and use as a coffee alternative. The fiber from chicory, inulin, is also commonly used in dietary supplements and food products. This component of chicory root is a food grade prebiotic known to increase beneficial bacteria found on the skin, guarding barrier function. It is a key ingredient in Joyōme's Microbiome Balancing Complex.

Cranberry Fruit Extract: A powerful antioxidant that guards our skin from environmental aggressors. Cranberry fruit extract is one of the primary ingredients in Joyōme's Microbiome Balancing Complex.

3,4-Dihydroxybenzoic Acid (Protocatechuic Acid): A phenolic acid naturally occurring in many fruits, vegetables and herbs. It is well-known as an antioxidant that helps to fight environmental aging accelerators and is a key ingredient of Joyōme's Microbiome Balancing Complex.

Eyeseryl Peptide: A peptide is comprised of amino acids and joins with other peptides to form proteins. Eyeseryl is a tetrapeptide comprised of four amino acids (tetra = four) with a proven efficacy in reducing the appearance of puffy eyebags and under-eye dark circles.

Hyaluronic Acid: Hyaluronic acid rehydrates your skin by taking up water evaporating from the skin. Joyōme uses a very unique form of hyaluronic acid that has been designed to be more bioavailable, deeply hydrating and visibly plumps the skin. Hyaluronic acid rehydrates the epidermis by absorbing moisture deep into the skin, thus creating a plumping and smoothing effect that reduces the appearance of lines

and wrinkles. The hyaluronic acid molecule can hold up to 1,000 times its weight in water.

Lysolecithin: A natural phospholipid (plant-based fat) that is highly biomimetic (compatible) with the skin's lipids, making it an excellent delivery system for active ingredients, as well as a natural emulsifier. Phospholipids support the skin barrier, decrease water loss and increase hydration. Lysolecithin is a key ingredient in Joyōme's HydraLipid Delivery System.

Lactic Acid: An alpha hydroxy acid (AHA) that helps exfoliate dead cells on the surface of the skin, leading to more radiant, smooth, glowing skin and a reduction in the appearance of fine lines and wrinkles. Lactic Acid is a popular topical ingredient in skin care products, but it can also be produced by good bacteria in your facial skin microbiome. Joyōme's Microbiome Balancing Complex is scientifically demonstrated to increase beneficial *S. epidermidis* microbes, which naturally produce lactic acid.

Matrixyl Peptide (Palmitoyl Tripeptide): A powerful protein peptide that helps smooth the appearance of wrinkles and improves tone and elasticity of the skin. Peptides are amino acids that link together in different combinations to form proteins in your body.

Niacinamide: A high potency form of Vitamin B3 that supports firm looking skin and reduces the appearance of hyperpigmentation, giving your skin a youthful glow.

Red Clover Extract: A plant-derived ingredient designed to help minimise the appearance of pores.

Retinoid Ester (Hydroxypinacolone Retinoate): Related to vitamin A, retinol is a go-to active ingredient for many anti-aging products because of its fast-acting ability to reduce the appearance of wrinkles. Unfortunately, low-quality retinols can also cause irritation. Joyōme Intensive Overnight Repair uses a 2% concentration of a patented retinoid ester that is more bioavailable, less irritating and works faster than traditional Retinol. Clinical studies using the amount of the retinol ester found in Joyōme showed on average a 60% reduction in the appearance of visible wrinkles in 2 weeks, as well as a reduction in visible age spots and surface roughness.

Rosa Rubiginosa (Rosehip) **Seed Oil:** A rejuvenating oil derived from the fruit and seed of the Rosa Canina plant in the Chilean Andes mountains. Due to its high content of essential fatty acids, it is used to

Ingredient Glossary

restore the appearance of elasticity, soften the look of wrinkles, and help reduce the appearance of blemishes.

Tetrahexyldecyl Ascorbate (Vitamin C Ester):

A highly bioavailable fat-soluble form of Vitamin C that helps support skin elasticity and brightens and evens the appearance of skin tone without irritation.

Tocotrienols: A potent form of Vitamin E considered 40 to 50 times more powerful than conventional Vitamin E. These antioxidants offer powerful guarding against environmental age accelerators as well as unparalleled nourishing benefits for red, irritated or dry skin.

Secondary Ingredients

Bismuth Oxychloride (and) Ethylhexyl Hydroxystearate:

Light-reflecting pigments that lend a bright, radiant, finished look and blurring effect, minimising the appearance of imperfections.

Broccoli Seed Oil: A moisturizing oil high in omega 3, 6 and 9 fatty acids.

Caprylic/Capric Triglyceride: An ingredient derived from coconut oil and glycerin. It can help condition the skin and hair, and is used to improve texture and viscosity of our serums.

Glycerin: A humectant (moisture-preserver) that helps skin feel smoother and softer, and it can act as a binder.

Glyceryl Stearate: An ingredient derived from coconuts used as an emollient (softens and soothes) and emulsifier (prevents separation of ingredients) in both skin care and hair products.

Hibiscus: A natural, alpha-hydroxy acid high in anthocyanins with brightening properties. Joyōme uses an exceptionally high-quality source of Hibiscus from Nigeria.

Magnolia Flower Water: The liquid recovered from the distillation of magnolia flowers. Magnolia flower water possesses the sweet, uplifting scent of the Magnolia Officinalis flower. It refreshes, nourishes, and soothes.

Phytic Acid: Phytic acid is a natural occurring plant antioxidant most commonly found in bran, cereal seeds, and fruit seeds.

Rose Damascena Oil: Rose oil, or rose absolute, is the essential oil extracted from Damask Rose petals. Our pure, natural rose comes from roses grown in Bulgaria, and it is extracted through steam distillation.

Rosa Damascena Flower Water: The flower water coming from the flowers of the Damask Rose. Studies show that rosa damascena has skin-nourishing qualities.

Shea Butter (Butyrospermum Parkii): A fatty, botanical derived from the seeds of the African Shea Tree that has skin moisturising properties.

Sodium Hyaluronate: A salt of hyaluronic acid derived from vegetable sources. It is a humectant which draws moisture to the skin.

Squalane: An olive-derived ingredient that helps condition skin.

Other Ingredients

Cetyl Alcohol: A fatty alcohol that works as an emollient, emulsifier, and thickener and conditions and softens the skin and hair.

Citric Acid: An acid found in citrus fruits, such as lemons and limes, that is high in vitamin C and is used as a natural preservative and pH adjuster.

Dimethicone: A large molecule silicone used in conditioners and gives creams a “silky” feeling. Studies indicate that silicones are safe for human health as used in cosmetics.

Ethylhexylglycerin: A derivative of vegetable glycerin that is used as a natural preservative, deodorizer and moisturizer.

Glycol Distearate: A compound based on stearic acid, a naturally occurring fatty acid that helps to increase viscosity.

Phenoxyethanol: A preservative used to prevent the growth of mold and bacteria in water-based cosmetics.

Silica: A naturally occurring mineral found in sandstone, clay, and granite, as well as in plants and animals, that is commonly used as an anticaking agent in powdered/mineral cosmetics.

Stearic Acid: A fatty acid derived from vegetable fats as well as cocoa and shea butters that is commonly used as an emulsifier.