

# BEFORE

Client's version is wordy, uses technical jargon and lacks flow

Products > Face > Serums



## COMPLEXE IRIBIOL

Biologique Recherche has designed a purifying serum aiming at preventing and alleviating skin imperfections by regulating sebum secretion and reducing inflammation thanks to anti-microbial active ingredients. The salicylic acid will clear out follicles of excess debris and skin cells whilst the zinc will heal the epidermis. Complexe Iribiol can thus be used as an anti-acne treatment or in case of occasional breakouts of acne (periods of stress, hormonal upheavals, special medication, etc.) for congested areas of oily and acne-prone Skin instants. An intensive formula for healthier, more balanced and radiant skin.

### **Recommendation:**

Oily and acne-prone skin instants



# AFTER

Re-written with more powerful, clear and concise language

Products > Face > Serums



## COMPLEXE IRIBIOL

Complexe Iribiol is an intensive treatment clinically formulated for oily and acne-prone skin. Salicylic acid clears congested pores and helps control sebum, while a concentrated dose of antimicrobial actives work to purify and balance. Zinc's healing properties diminish the look of acne scars and provide soothing relief for inflamed skin. This serum may also be used as a spot treatment. The result is a radiant, healthy, shine-free complexion.

### **Recommendation:**

Oily and acne-prone skin

