

# MIRACLE BOTTLE

*Hibiscus Night Cream – Irene Forte’s secret to younger looking skin in ten days*

**B**ow down, Botox: achieving younger looking skin doesn’t require a needle or a tweakment, says Irene Forte. Holistic beauty, as it turns out, is the key – and the secret lies in ingredients grown in Sicily.

You would be forgiven for thinking Irene Forte’s eponymous brand has been around for some time. Yet, contrary to expectation, it’s actually a rather young company at only four years old. In that time, though, it has managed to achieve a level of cult status with beauty lovers – and this year achieved coveted B Corp status. As one of the first brands to truly marry both nature and science effectively within its products, it is helping lead a movement towards a better beauty industry. No wonder, then, that it already feels like such a pillar of the skincare community.

The best-selling product in the Irene Forte Skincare range is the Hibiscus Night Cream, clinically approved for sensitive skin; it’s so popular that it has a repeat purchase rate of 70 percent. We sat down to talk to Irene about the scientific secrets behind its powerful formulation.

## The Hibiscus Night Cream works – and works quickly

‘We conducted a blind and independent trial with 80 participants, and we saw outstanding age-defying results in just 10 days – and results were even better at four weeks,’ says Irene.

What’s the secret to these results? It turns out to be an incredible trademarked ingredient, Myoxinol™, an oligopeptide extracted from Hibiscus Seeds. ‘It acts in the same way that an injectable would, inhibiting the factors that cause expression lines to form on the face and activating the cell’s defences to prevent oxidative damage,’ explains Irene. ‘So it biologically delays the ageing of cells.’

Myoxinol™ is carefully layered with three other ingredients. Hyaluronic Acid, which gained cult status a couple of years ago, is brought in to hydrate the skin to full plumpness, while Green Tea Polypeptides target the loss



of elasticity that often marks ageing skin by promoting collagen and elastin synthesis. Finally, Tetra-Ceramide Complex replenishes the skin’s barrier to reduce dryness, irritation and wrinkling. Together, this works to refresh the skin’s energy and minimise overnight water loss.

## Its formula draws on years of research

Irene handpicked her scientific director, Dr Francesca Ferri, for her decades of skin expertise. ‘Dr Ferri is groundbreaking; she’s spent over 35 years researching the medical use of plant extracts to treat skin conditions, has developed patented extract techniques and formulas – and was awarded the Italian equivalent of a knighthood for research into the genetic basis for skin issues,’ says Irene.

With the development of Myoxinol™ she continues her gamechanging work.

‘The radical new peptide is also in our Hibiscus Serum and Prickly Pear Face Cream, and they’ve shown wrinkle reduction especially when in combination and through continued use.’

*‘I have tried COUNTLESS “promising” face creams over the years, but none made it to RE-ORDER status until now. Irene Forte’s Hibiscus Night Cream has been a GAME-CHANGER’*

*Customer testimonial (blind trial)*



‘Myoxinol is a breakthrough ingredient due to its proven antioxidant activity and its ability to smooth wrinkles,’ says Dr Ferri, Irene Forte Skincare’s Scientific Director

*‘The Hibiscus Night Cream is my GO-TO cream. What I find so SPECIAL is how quickly it works; I saw WRINKLE REDUCTION results almost instantly’*

*Customer testimonial (blind trial)*

*‘I cannot begin to tell you how GOOD this CREAM feels on my face. I looked in the mirror this morning and I can see a difference from ONE NIGHT!’*

*Customer testimonial (blind trial)*



## Hibiscus Night Cream Consumer Trial Results\*

**Consumer results after just ten days of using the Hibiscus Night Cream:**

- 100% Report skin looks more hydrated
- 95% Report skin looks healthier
- 88% Report skin looks restored
- 77% Report skin looks more youthful

**Even better at four weeks:**

- 85% Agree skin looks more youthful
- 79% Agree skin looks 2+ years younger
- 75% See visible reduction in wrinkles
- 96% Would recommend to a friend

*\*November 2021 Independent Consumer Research with over 80 volunteers in the UK*

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