

## Elixir Oil Serum

Organic innovation - CHICO SHIGETA blends premium botanical and mineral elements to create a potent anti-aging treatment for your skin.

In association with Marie-Hélène de Taillac.



100% naturel



### Expert organic skincare

An anti-aging serum blending the collagen boosting powers of organic immortal and chamomile essential oils in a lightweight super anti-oxidant base of rosehip, tomato and cranberry energized through gemstones.

#### SHIGETA GUARANTEE

Clinically tested to provide excellence skin tolerance

Suitable during pregnancy (except pregnancy mask)

Suitable for all seasons and skin types

Official launch on October 21st 2015

Elixir Oil Serum – 15ml – 65 euros / 5ml – 27 euros

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## An anti-aging super blend

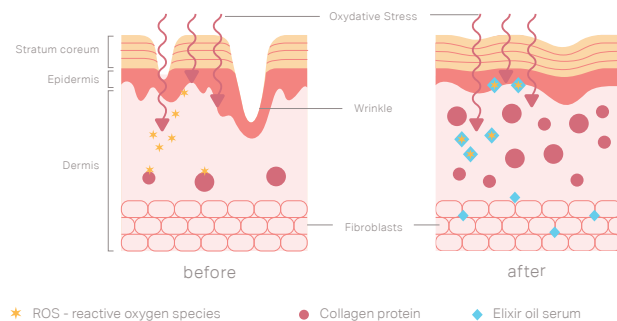
Pure natural oils have always been a staple of CHICO SHIGETA's formulas thanks to their unrivalled activity and biocompatibility with our skin but also their power to boost our confidence and well-being. Today, SHIGETA brings together 12 of the most powerful anti-aging vegetable and essential oils in a luxurious, light absorbent serum. Energized through the power of precious gems under the guidance of renowned French Jeweler Marie-Hélène de Taillac, it rejuvenates the skin's surface and promotes natural regeneration processes, leaving a brighter, firmer and smoother appearance.

## The science - Targeting the causes of collagen reduction

Collagen, the most abundant protein in the skin is essential to maintaining its structure and elasticity. Constantly assaulted by oxidative stresses (UV rays, pollution, stress, bad diet), the cells responsible for the collagen production - fibroblasts - get damaged with time and produce less collagen. The dermis structure becomes weaker leading to aging and unhealthy skin.

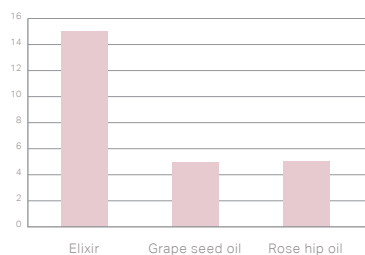
Thanks to its unique concentrate *Elixir oil serum* offers a triple answer to this process :

Mécanisme d'Elixir Oil Serum sur le derme



Elixir oil serum neutralises the free radicals and stimulates the fibroblasts. Collagen production increases strengthening the dermis. Fine lines and wrinkles diminish in appearance.

Percentage of ABTS radical (oxydant) inhibition.



Elixir oil serum has 3 times the antioxidant power of rose hip and grape seed oil

Clinically tested at the CNRS

- 1 Protection** from free radical damage through an anti-oxydants powerhouse of **rosehip and superfruits** (cranberry, tomato, pomegranate, raspberry...) rich in essential fatty acids (omega 3 and 6).
- 2 Activation** of deep cellular activity and collagen production through a superactive **immortal and chamomile** essential oil blend by CHICO SHIGETA.
- 3 Enhancement** of the anti-aging potential of each oil through the energizing vibration of precious stones selected by Marie-Hélène de Taillac.

## The results\*

- 100% of users noticed smoother skin immediately after using the oil
- 100% of users felt their skin was moisturised and comfortable throughout the day
- 93% of users felt their skin was plumper immediately after application
- 86% of users felt their skin looked younger immediately after application

\*Self evaluation on a panel of 20 women

## CHICO SHIGETA and Marie-Hélène de Taillac

### The marriage of botanicals and minerals for "beauty you can feel"

2 unique artists in their own field, CHICO SHIGETA and Marie-Hélène de Taillac came together for *Elixir oil serum* to fulfill a shared vision of beauty: beauty that is not only visible but that you can actually feel because it brings harmony and confidence to people, helping them to realise their full potential at each step of their lives. Combining their expertise and sensitivity, each oil is paired with a specific gemstone according to their different affinities. The oils are then charged with the gems' energy through a special maceration process before being mixed together in one superactive and aromatic blend.

Rosehip - Crystal

Pomegranate - Pink Tourmaline

Rice bran - Sapphire

Grapeseed - Rainbow Moonstone

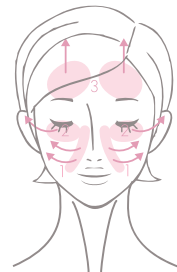
Cranberry - Emerald

Sunflower and tomato seed – Fire Opal



### Elixir oil serum 5 uses

- As an all-in-one energizing serum following your lotion
- As an intensive overnight restorative or to accompany the change of seasons
- For a luxurious and uplifting face massage
- As a booster for your other skin care products
- As a primer before your make-up application



### CHICO SHIGETA

Holistic beauty specialist and celebrity coach (Sofia Coppola, Isabelle Adjani ... ) she is the founder of SHIGETA. Combining her traditional know-how with her incredible gift for feeling and stimulating energies, she created her own natural and comprehensive wellness method the Coaching Vitalité® (Vitality Coaching). A consultant for major beauty brands like L'Oréal, she has also developed her own organic skin care line with the expertise of SHIGETA laboratory.

### Marie-Hélène de Taillac

A passion for colors combined with a fascination with jewels prompted Marie-Hélène de Taillac to invent a style that highlights the stones. Thanks to her vision, the droplet-shaped briolette was finally used for colored stones. She defied convention by pairing precious and semi-precious stones. Her style is immediately recognizable and her famous gemstone "arrangements" are her signature. [www.mariehelenedetailiac.com](http://www.mariehelenedetailiac.com)