

**So many antioxidants to choose from...**

Coffee berry. Green tea. Algae. Niacin. Pomegranate. Emblica. Bilberry. Alpha-lipoic acid. Olives. Mango. Strawberry. Kojic acid. Phloretin. Kinetin. Blueberry. Turmeric. Ferulic acid. Chamomile. Beta-carotene. Idebenone. Grapes. Feverfew. Curcumin. Pine bark. Swiss apple.

**Really, who can keep up?**

Professional-C  
Serum.  
The only one  
you need.



Obagi® Professional-C Serums™ —  
correction and protection  
for any skin type

Professional-C  
SERUMS™

# Vitamin C—an essential part of your daily skin care regimen

## How a topical antioxidant helps to correct and protect your skin

Over time, ultraviolet (UV) damage, environmental factors, and natural aging take their toll on your skin.<sup>1</sup> Sun damage alone can cause wrinkles, noticeable changes in skin texture, reduced elasticity, and hyperpigmentation (discoloration).<sup>2,3</sup> Free radicals—tiny, unstable oxygen molecules that are naturally present in our environment—also cause skin damage at the cellular level.<sup>1</sup> To correct and prevent the signs of damage and aging, it is important to incorporate a topical antioxidant into your daily routine.<sup>1</sup>

Daily use of topical antioxidants can:

- Neutralize free radicals to prevent future skin damage<sup>1</sup>
- Help correct signs of sun and environmental damage, including brown spots and rough and uneven skin tone<sup>1</sup>
- Revitalize skin by stimulating collagen production and increasing elasticity<sup>1</sup>
- Result in lighter, brighter, softer skin



With so many topical antioxidants available, how do you choose the right one? Vitamin C, also known as L-ascorbic acid, specifically offers superior benefits that boost the effects of your current skin care regimen.<sup>2,3</sup> In fact, L-ascorbic acid is the only form of Vitamin C that can be used by the body.<sup>2</sup>

## Professional-C Serums offer superior topical antioxidant benefits

In skin care, the properties of L-ascorbic acid are highly dependent on product formulation. That's why Obagi Professional-C Serums offer potent L-ascorbic acid formulations.

*"My experience with this product has been outstanding and I feel it's one of the best topical antioxidants available in professional skin care."*

— Rebecca Fitzgerald, MD  
Dermatologist,  
Los Angeles, CA

**Professional-C**  
SERUMS™

## Vitamin C is “the most important skin antioxidant”<sup>1</sup>

- Stimulates collagen synthesis<sup>4</sup>
- Reduces inflammation<sup>4</sup>
- Suppresses pigmentation<sup>5</sup>
- Retains moisture<sup>6</sup>
- Enhances UV protection<sup>4</sup>
- Replenishes Vitamin E<sup>7</sup>

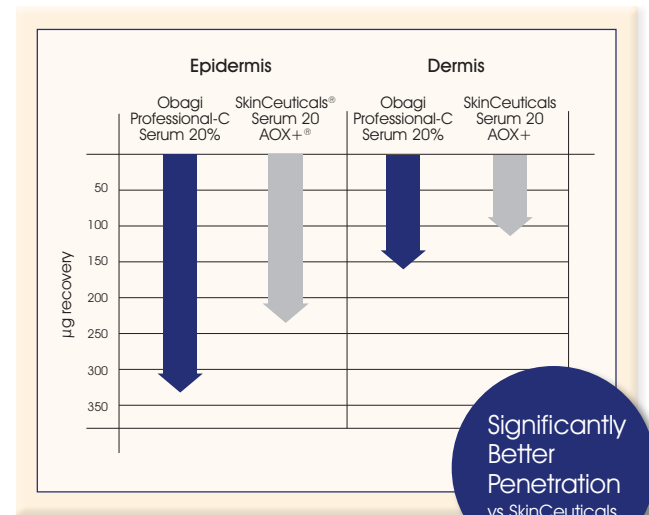
## Professional-C Serums with L-ascorbic acid provide every essential attribute of a superior Vitamin C product

- Formulated at a low pH to last longer<sup>2</sup>
- Immediately penetrates the skin for maximum effectiveness<sup>8</sup>
- Absorbs and remains in the skin longer<sup>9</sup>

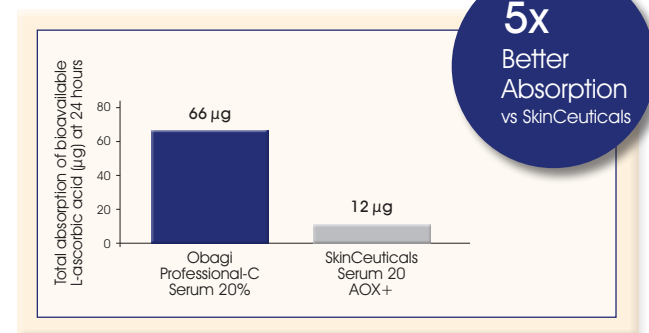
Professional-C Serums are proven to absorb **better**, penetrate **deeper**, and offer **greater** antioxidant benefits than the competition.

## Professional-C Serums offer maximum penetration and absorption of Vitamin C

- A study shows significantly better penetration into the outermost (epidermis) and innermost (dermis) layers of the skin<sup>8,\*</sup>



- Another study shows superior absorption into the epidermis and dermis, 24 hours after application<sup>9,\*</sup>



\*In vitro studies.

Professional-C  
SERUMS™

## There's a Professional-C Serum just right for you

If your skin is...	The right Professional-C Serum is...
Normal to oily	20% Professional-C Serum
Normal	15% Professional-C Serum
Dry or sensitive	10% Professional-C Serum
In need of additional protection around the eyes	5% Professional-C Serum

## High patient satisfaction stems from great results

In an online survey of 1305 patients who used Professional-C Serums<sup>2</sup>:

- 94%** of patients said they were "satisfied" or "very satisfied" with their results
- 91%** reported an improvement in the condition of their skin: softer, brighter, lighter, and/or more hydrated
- 85%** rated Professional-C Serums as "more effective" than other Vitamin C products they have used

## Professional-C Serums complement the best-selling Obagi anti-aging systems\*

### Nu-Derm® System

The #1 prescription-strength, physician-dispensed skin care system with potent anti-aging benefits

How Professional-C Serums work with the Nu-Derm System:

- Works with hydroquinone to help correct hyperpigmentation, while improving and evening skin tone<sup>5</sup>
- Helps to reduce inflammation<sup>4</sup>

### Condition & Enhance® System

Specifically designed for daily use to make the most of overall results from common facial procedures

How Professional-C Serums work with the Condition & Enhance System:

- Vitamin C can help keep moisture in as the skin heals after facial procedures, and can protect from further UV damage<sup>5,6</sup>
- Helps to reduce inflammation<sup>4</sup>

\*For best results, use Professional-C Serums after applying Toner and before applying Clear when using in conjunction with the Nu-Derm System or Condition & Enhance System.

**Professional-C**  
SERUMS™

# With Obagi Professional-C Serums, you will "C" the difference

L-ascorbic acid (Vitamin C) formulations  
for full antioxidant benefits

To purchase the Professional-C Serum  
that's right for you, talk to your  
skin care professional today.



## Professional-C SERUMS™

**References:** 1. Lewis AB, Regan K. Dermatological procedure enhancement products—a beneficial means to combat aging skin. *US Dermatol Review*. 2006;1-5. 2. Data on file. 3. Pinnell SR, Madey DL. Topical vitamin C in skin care. *Aesthet Surg J*. 1998;18(6):468-470. 4. Farris PK. Topical vitamin C: a useful agent for treating photoaging and other dermatologic conditions. *Dermatol Surg*. 2005;31(7, pt 2):814-818. 5. Kameyama K, Sakai C, Kondoh S, et al. Inhibitory effect of magnesium L-ascorbyl-2-phosphate (VC-PMG) on melanogenesis in vitro and in vivo. *J Am Acad Dermatol*. 1996;34(1):29-33. 6. Campos PM, Gonçalves GM, Gaspar LR. In vitro antioxidant activity and in vivo efficacy of topical formulations containing vitamin C and its derivatives studied by non-invasive methods. *Skin Res Technol*. 2008;14(3):376-380. 7. Burgess C. Topical vitamins. *J Drugs Dermatol*. 2008;7(7)(suppl):s2-s6. 8. McCullough JL, Principal Investigator. OMP 05-02: In vitro percutaneous absorption of Vitamin C topical formulations in human skin. April 27, 2005. OMP, Inc. Data on file. 9. Lehman PA, Investigator, PRACS Institute. Determination of the percutaneous absorption kinetics of ascorbic acid and ascorbic acid 2-glucoside, in vitro, using the human cadaver skin model (protocol R07-0278, August 2007). OMP, Inc. Data on file.

Obagi for Life and Professional-C Serums are trademarks, and Condition & Enhance, Nu-Derm, and Obagi are registered trademarks, of OMP, Inc. Distributed by OMP, Inc. AOX+ and SkinCeuticals are registered trademarks of L'Oreal USA Creative, Inc.

©2010 Obagi Medical Products, Inc. All rights reserved. 82059 07/10

All ages. All skin types.  
There's an Obagi for everyone.

obagi for life™

To learn more about the entire line of Obagi products  
and to join our Inner Circle, visit [www.obagi.com](http://www.obagi.com)

OBAGI  
INNER CIRCLE  
ask, share, transform.

OBAGI  
MEDICAL