

## Florence Vitamin C Serum User Instructions

Dear customer,

Below are instructions on how to get the most out of the Vitamin C Serum:

- 1) Wash your face, or the area on which you want to apply the serum, with cold or lukewarm water and pat it dry, with a towel only used for that purpose. If you wish, you can do a gentle cleansing, using a Micellar Water.
- 2) Shake the vial before use.
- 3) Apply a small amount of serum directly to the area of choice (be careful not to touch the skin directly with the dropper).
- 4) QUANTITY: 4/5 drops of serum are generally enough for a woman's face. For a man, it is likely to require a few more drops, though more likely in the case of dry / mixed / or oily skin and having to do with the body's general moisture levels at the time the serum is applied.
- 5) If also applied to the neck and décolleté, it is recommended to apply an equivalent amount to those areas.
- 6) METHOD: Apply the serum with light tapping motions to the area you want to rejuvenate. We recommend alternating light tapping movements, with light massaging, to assist perfect absorption. Once the serum is well absorbed into the skin, you can apply the cream.

How do you establish whether additional moisturizing is necessary?  
If your skin feels as if it is "stretching", after applying the serum, it is a sign of the deeper tissues filling with moisture, meaning additional hydration with a moisturizer is definitely indicated.

- 7) FREQUENCY: apply in the mornings and before going to bed.

This product can be used daily and as a base for make-up.  
It can be applied to the contour of the eye, making sure direct contact within the eye is avoided.

The serum is not photosensitive, but since it does not have a sun filter, sunscreen would have to be applied separately and in the following order: serum, moisturizer, sun-cream.

The full satisfaction of our customers is very important to us.

For questions, doubts, curiosities, or if you have encountered problems with your Florence product, contact us at Amazon customer service.

We will be happy to respond to your inquiries within 24 hours.

Thank you!

Giampaolo Floris, Co-founder of Florence Organics

All rights reserved. Florence® and Florence Organics ® with or without the rose symbol are registered trademarks (in the field of bio cosmetics) and cannot be used without our explicit permission.