

ALL-IN-1 VS. ORIGINAL REVITALIZE SERUMS

*Your quick reference guide
for confidently explaining the
change to customers*

What changed?

JAFRA replaced **the three original Revitalize serums** (Hydration, Spot, Line & Pore) with **one powerful formula**: The Revitalize All-In-1 Face Serum.

Why the change?

- Modern consumers prefer simpler routines with stronger results
- The new formula uses advanced ingredients that outperform the originals
- All-In-1 replaces three steps, saving time and money
- BioLab serums now offer optional **targeted boosts** when needed

Why this change is great for customers?

- Fewer steps → easier routine
- Stronger ingredients → better results
- Cleaner, targeted formulas
- More modern skincare technology
- More value in one product

What each original serum did- and how All-In-1 replaces it?

Hydration Serum (Original)

- Moisture barrier support
- Hydration + comfort
- Reduced dryness-related fine lines

Spot Serum (Original)

- Brightening
- Reduced appearance of dark spots
- Improved tone and radiance

Line & Pore Serum (Original)

- Smoother texture
- Minimized look of fine lines
- Softened pore appearance

ALL-IN-1 FACE SERUM covers ALL those benefits:

- Hydration (Glycerin, HA, Squalane, Panthenol)
- Brightening + tone correction (Niacinamide)
- Firming + smoothing (5 advanced peptides)
- Barrier strengthening
- Vitality + nourishment (RJ^x)

One serum now replaces all three.



The All-In-1 Serum does everything the original three serums did — plus more — using better science, stronger ingredients, and fewer steps.

What makes All-In-1 Stronger?

The All-In-1 includes **modern, clinically respected actives** the original three did not:

- **Niacinamide** → brightening, barrier repair, pore refinement
- **5 Peptides** → firmness, elasticity, smoothing
- **Hyaluronic Acid** → hydration + plumping
- **Panthenol + Squalane** → repair + softness
- **RJ^x** → nourishment + vitality

It's not just a combination — it's a major upgrade in technology.

How to recommend with confidence

The All-In-1 Serum replaces the three older serums by giving you hydration, brightening, and smoothing all in one. It has stronger, more modern ingredients and gives faster, more visible results with fewer steps.

If customers want extra support:

Recommend **ONE** BioLab booster based on their top concern:

- **Dark Spots** → Dark Spot Corrector (Niacinamide + DeMelanix)
- **Radiance + Firmness** → Vitamin C Firming Effect
- **Texture + Pores** → Smoothness Recovery (PHA)
- **Elasticity + Resilience** → Elasticity Support (Prebiotics)

All-In-1 Serum = Foundation.
BioLab = Customizable Booster.