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If You're Skipping This Step, You're Basically Wasting Your Skincare Routine

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You wouldn't brew a cup of tea and toss the bag before steeping. You wouldn't light a birthday candle and blow it out before the song. So why build a skincare routine... and skip the most important step: the serum?

Hi there! How can I help you today?

Experts agree that serums are the real performers in a skincare regimen—only they're not just performing... they're transforming.

Think of your skincare ritual like a symphony. Cleansers open the overture. Moisturizers hold the harmony. But serums? Serums are the ones the spotlight follows, the instruments that rise above the rest, delivering the wow.

Why? Because serums are crafted with smaller molecules and potent concentrations of effective ingredients. They penetrate deeper. Work faster. Target more precisely.

And when they're formulated with ancient herbal wisdom and cutting-edge science, like Dr. Chen® UrbanShield™ Nourishing Serum and Dr. Chen Night Renewal Serum, you're creating a skincare masterpiece in two acts: a day-and-night duo for skin that sings with healthy vitality.



Act I: UrbanShield Nourishing Serum

The Prelude of Protection

You step out the door each morning into a world of UV rays, blue light, air pollution, and stress. Your skin needs a strategy.

Dr. Chen UrbanShield is your daytime protector and perfector—a multitasking powerhouse designed to defend, nourish, and revive your skin's appearance, all thanks to its key ingredients:

Bacillus Ferment: A probiotic powerhouse that helps balance and support the skin's microbiome (the invisible ecosystem that protects your skin's appearance).

Carnosine: This naturally occurring dipeptide and potent antioxidant helps slow the visible signs of aging.

Calcium Ketogluconate: A breakthrough ingredient that helps tone the skin and smooth the appearance of fine lines and wrinkles for a refreshed, more youthful look.

Pentylene Glycol: Highly effective, this humectant draws moisture into the skin and helps maintain a healthy skin barrier for healthy-looking skin.

Niacinamide (Vitamin B3): Helps reduce the appearance of fine lines, wrinkles, and enlarged pores for a smoother, more even-looking complexion.

How to Use:

This serum is herbal wisdom bottled. It restores balance. Harmony. Qi. Apply it each morning before moisturizing and sunscreen. Your skin will drink it up and glow on contact.

Act II: Dr. Chen Night Renewal Serum

The Overnight Virtuoso

As you sleep, your skin works overtime to undo the damage of the day. Dr. Chen Night Renewal Serum is designed to enhance that process through its key ingredients:

Sodium Hyaluronate: A super-hydrating form of hyaluronic acid that deeply moisturizes for a smoother, softer appearance, helping diminish the look of wrinkles and restore fullness to the skin.

Polyglutamic Acid (PGA): The new hydration hero. Attracts water and locks it in, while smoothing the look of pores, scars, and fine lines for a refined, even texture.

Lactococcus Ferment Lysate: A skin-renewing probiotic that supports a balanced microbiome and a resilient skin barrier, so you wake up looking and feeling refreshed.

Vitis Vinifera (Grape) Fruit Extract: This natural antioxidant powerhouse defends your look against environmental stressors while helping to visibly reduce wrinkles and preserve skin's tone.

How to Use:

Nighttime is not a pause—it's an opportunity, and this serum seizes it. Apply 1–2 pumps to cleansed, toned, and dry skin. Let it soak in. Follow with your favorite moisturizer.



Why Both Serums Matter

Like a two-act play, these formulas work together to nourish and protect while you're active—and then restore and rejuvenate while you rest, bringing your skin full-circle care. From sunrise to REM cycle.

Just remember—moisturizer without serum is like frosting without cake. It may look nice, but your skin may be out of tune. So, for a standing ovation you need Dr. Chen's serums.

Browse our website or contact your local Independent Business Owner and let your skin take centerstage!

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