

kari gran[®]

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meet kari the inventor and lisa the instigator

Created by Kari Gran and Lisa Strain, friends and entrepreneurs, both with a need that nothing out there could satisfy, decided to trade in their day jobs for a DIY skin and lip care mission turned major must-have.

After being diagnosed with an autoimmune disorder in her late-twenties, Kari started to think about the connection between what she put on her skin and her health. As a diehard beauty junkie, Kari wanted performance products that were also kind to her skin. Unable to find something in the market that met her conscious standards, she developed a natural, back-to-basics routine that made sense for her skin's needs.





Avocado on your face,
neck and toast.



We only make promises
we can keep.



We don't call it aging.
We call it living.



All you need is less.



#Skincaring

PROMISE

Skincare as simple
as it should be.

#skincaring

Kari Gran is simplifying the skincare journey for every generation. We believe there's more that unites us than divides us. Yet the beauty industry has been playing to our differences for as long as anyone can remember. With a new product for every little worry – and formulas that treat symptoms while ignoring the common nourishment and protection that all skin deserves. Kari Gran is different. We grow and thrive by serving the simple, universal needs that unite all women.

#skincaring

We believe that skincare doesn't just come out of a bottle. It's all the little things you do to nourish, hydrate, and protect in the name of happy, healthy skin. Skincare is what you shop but #skincaring is what you do. So we're celebrating all the little things we do to simply thank our beautiful skin.





our differences

PURE ECO-LUXE

Natural doesn't have to look so literal. We've created elegant, sophisticated products in gorgeous packaging that is also eco-conscious.

We think beauty means protecting our earth's beautiful resources. A higher commitment to environmental responsibility and sustainability is integrated into our lives at home and at the office, including recycling, using less packaging and pushing our retail partners to do the same.

SMALL CAN BE MIGHTY, TOO. SIMPLE GIVING.

We may be a small company, but we believe that every bit of money and time we can give counts towards making positive change. We support several local and national charities, majority of these support the common, universal needs of women.

CUSTOMIZABLE

From lip care to skin care, we want our customers to customize the right ritual for them without having to buy a million products. That's why we've created a line that is small, but mighty. Each product we offer is dynamic, multi-functional and works hard to meet your skin's unique needs all year long.

INGREDIENTS MATTER

Hand poured in Seattle and made from only the finest, naturally derived, organic, wildharvested and non-GMO ingredients, our oil-based system harnesses active botanical plant and essential oils to nourish and hydrate skin. With efficacy in mind, each product is formulated without water to ensure you're getting a truly functional product.

At Kari Gran, our formulas are made without petrochemicals, parabens, phthalates, mineral oil, known toxins, preservatives or synthetic fragrance.





hydration is the key

Dehydrated skin is more than a skin type or a small skin problem. Did you know dehydration can occur in almost everyone, including those with oily skin? We believe maintaining proper hydrating levels is the key to having healthy skin and lips for life.

Empowering skin hydration with the right topical skin care, especially when our lifestyle choices are not always consistent can help immensely. Hydrated skin leads to calm, balanced skin that can more readily receive proper nutrition daily so it can better protect the body from internal and external aggressors. When the skin is properly hydrated, it looks and acts healthier and more resilient.

cleanse, hydrate, protect and go

The edited essentials are created with a “less is more” approach that not only saves time, it also protects the skin from enduring too much. Each product in our customizable collection is as effective and multi-functional as it is luxurious.

Our products focus on prevention and skin hydration. Lack of hydration leads to a breakdown of the skin’s barrier function.

And don’t forget the sunscreen rain or shine. A skincare routine without spf is pointless.

Since one solution does not fit all, our system can be customized by changing the amount you use and how you mix the products. Our products are ideal for all skin types from oily to dry to sensitive.

Every product we make is formulated by Kari and produced in small batches from sustainably sourced organic and naturally-derived, non-GMO ingredients in our own facility in Seattle, Washington.



MAINTAINING PROPER HYDRATION LEVELS IS THE KEY TO HEALTHY SKIN—FOR LIFE.

1 cleanse



ESSENTIAL CLEANSING OIL

☾ **PM** Apply 8-10 pumps into dry hand, then onto dry face. Massage for 2 minutes or more removing makeup and impurities. Wipe off with warm wash cloth. Repeat if necessary.

2 hydrate



ESSENTIAL HYDRATING TONIC AND ESSENTIAL SERUM

☀ **AM** Mix 3 pumps Essential Hydrating Tonic + 1 pump of Essential Serum.
 ☾ **PM** Mix 2 pumps Essential Hydrating Tonic + 2 pumps of Essential Serum.
 For more hydration, simply add more Serum.

3 protect and go



ESSENTIAL SPF

☀ **AM** Shake well. Prime pump until product is opaque. Apply at least one pump to face. Apply additional pumps to neck and chest—areas that are often ignored.

Kari Gran Mini Kit

US \$25 RETAIL

Ideal for All Skin Types

This simple, elegant skin care regimen is ideal for every age and every stage. All products in this 2-week kit are packed with ingredients abundant in antioxidants and omega fatty acids that nourish and hydrate skin while also helping to support skin's overall health.

The Mini Kit provides an effective AM/PM regimen.

Includes Kari Gran Essential Cleansing Oil, Essential Serum, Essential SPF 28, and Lavender or Rose Essential Hydrating Tonic.

The Perfect TRY ME + TRAVEL Kit, ideal for the gym or the occasional sleepover.



Essential Cleansing Oil

US \$38 RETAIL | Net 3.4 FL OZ / 100ML

Ideal for All Skin Types

Good for all skin types (even oily skin). This cleansing oil removes makeup with a silky, non-tugging slip. It cleanses skin by lifting away impurities and build-up while hydrating and balancing natural oil production.

Key Ingredients:

- *Organic Avocado Oil* – Rich in antioxidants, naturally moisturizes and strengthens skin while fighting free radicals
- *Organic Castor Seed Oil* – Rich in essential fatty acids, helps restore skin's natural moisture balance

Ingredients: Organic Helianthus Annuus (Sunflower) Oil, Organic Persea Gratissima (Avocado) Oil, Organic Ricinus Communis (Castor Seed) Oil, Organic Lavandula Hybrida (Lavender) Oil, Tocopherol (Non-GMO Vitamin E from Sunflower)



Essential Hydrating Tonic

US \$38 RETAIL | Net 3.4 FL OZ / 100ML

Ideal for All Skin Types

This multi-tasking tonic contains a blend of soothing ingredients that help to fortify and strengthen skin's moisture barrier. It's alcohol-free and will not strip or dry your skin like traditional toners. Use alone or mix with Kari Gran's Essential Serum to create your custom moisturizer.

Key Ingredients:

- *Organic Glycerin* – Restores and protects the skin's barrier to lock in moisture
- *Aloe Vera* – Absorbs quickly into skin, replenishes skin's hydration

Available in Lavender and Rose.

Ingredients: 100% fractionally distilled Aloe Barbadensis Miller (Aloe Vera Leaf), Organic glycerin (Vegetable Glycerin), Organic Lavandula Hybrida (Lavender) Oil or Rosa Damascena (Rose) Oil



Essential Serum**US \$65 RETAIL | Net 1 FL OZ / 30ML****Ideal for All Skin Types**

A luxurious serum with a potent blend of 15 plant and essential oils. This powerful face serum nourishes with an antioxidant-rich blend of organic ingredients, and a boost of Vitamin E. Contains no water as filler for highly efficient hydration.

Key Ingredients:

Organic Camellia Oil

- Cushions dry, tight, dehydrated, dull, and stressed skin
- Omega fatty acids help to moisturize & address sensitivity and redness

Organic Rosehip Seed Oil

- Full of vitamins but especially rich in vitamin A
- Vitamin A improves uneven skin tone and reignites a feeling of firmness, making it one of skin's best friends

Organic Sea Buckthorn Berry

- Rich in vitamin C, a superstar, known for its proven antioxidant properties that dramatically brightens and evens skin tone
- Helps protect skin from environmental stressors/ free radical attack, which can age skin

Ingredients: Organic Camellia Oleifera (Camellia Seed) Oil, Organic Rosa Canina Fruit (Rosehip Seed) Oil, Organic Helianthus Annuus (Sunflower) Oil, Organic Simmondsia Chinensis (Jojoba) Oil, Organic Persea Gratissima (Avocado) Oil, Organic Prunus Amygdalus Dulcis (Sweet Almond) Oil, Organic Olea Europaea (Olive), Organic Calendula Officinalis (Calendula) Extract, Organic Arnica, Montana (Arnica) Extract, Organic Lavandula Hybrid (Lavender) Oil, Wildharvested Boswellia Sacra (Frankincense) Oil, Rosa Damascena (Rose) Oil, Jasminum Sambac (Jasmine) Oil, Organic Hippophae Rhamnoides (Sea Buckthorn) Fruit Extract, Organic Cananga Odorata (Ylang Ylang) Oil, Tocopherol (Non-GMO Vitamin E from Sunflower)



Essential SPF 28

US \$48 RETAIL | Net 1 FL OZ / 30ML

Ideal for All Skin Types/Dry Skin

An antioxidant-rich broad-spectrum sunscreen that protects skin from both UVA, rays that age the skin and UVB, rays that burn the skin. This light yet highly moisturizing serum also helps to improve overall skin health and hydration.

Key Ingredients

- *Non-Nano Zinc Oxide* – Physical broad-spectrum UV filter that protects against both UVA and UVA rays
- *Non-GMO Red Raspberry Seed Oil* – Light yet highly moisturizing, packed with essential fatty acids and vitamins
- *Non-GMO Plum Seed Oil* – Restores radiance to the skin with an abundance of antioxidants and omega fatty acids

Active Ingredient: Non-Nano Zinc Oxide 17%, Other Ingredients: Non-GMO Rubus Ideaus (Red Raspberry Seed) Oil, Non-GMO Prunus Domestica (French Plum Seed) Oil, Organic Macadamia Ternifolia (Macadamia Nut Seed) Oil, Non-GMO Aleurites Moluccana (Kukui Seed) Oil, Organic Persea Gratissima (Avocado) Oil, Organic Simmondsia Chinensis (Jojoba Seed) Oil, Organic Beeswax, Tocopherol (Non-GMO Vitamin E from Sunflower)



Essential Tinted SPF 28

US \$53 RETAIL | Net 1 FL OZ / 30ML

Ideal for All Skin Types/Dry Skin

This sheer-coverage tinted moisturizer helps even skin tone as it protects against sun's damaging rays with SPF 28 mineral sunscreen. Features a blend of red raspberry seed oil, French plum oil and macadamia nut oil to moisturize, brighten and leave skin looking radiant. It imparts a glowy, dewy and radiant finish and is available in light, medium and dark tints.

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 Light and Medium: Titanium Dioxide, Iron Oxides, Mica
 Dark: Titanium Dioxide, Iron Oxides, Mica, Ultramarine Blue



Essential Serum Balm

US \$65 RETAIL | Net 30ML

Ideal for All Skin Types

This velvety, versatile serum balm nourishes and hydrates with organic oils of Camellia and Rosehip and helps soothe with organic Arnica and Sea Buckthorn CO2. Your skin will feel ultra-hydrated and smoother, without an oily residue.

This multi-use balm is excellent for under-eye and delicate areas that need extra care. Also try it as a rich hand moisturizer, or as a soothing cream on extra dry spots, like elbows and heels or any area that needs some love.

Ingredients: Organic Camellia Oleifera (Camellia Seed) Oil, Organic Rosa Canina Fruit (Rosehip Seed) Oil, Organic Helianthus Annuus (Sunflower) Oil, Organic Simmondsia Chinensis (Jojoba) Oil, Organic Beeswax, Organic Persea Gratissima (Avocado) Oil, Organic Prunus Amygdalus Dulcis (Sweet Almond) Oil, Organic Olea Europaea (Olive), Organic Helianthus Annuus (Sunflower) Oils & Organic Calendula Officinalis (Calendula) Extract, Organic Olea Europaea (Olive) Oil & Organic Arnica Montana (Arnica) Extract, Organic Hippophae Rhamnoides (Sea Buckthorn) Extract, Organic Lavandula Hybrida (Lavender) Oil, Wildharvested Boswellia Sacra (Frankincense) Oil, Rosa Damascena (Rose) Oil, Jasminum Sambac (Jasmine) Oil, Organic Cananga Odorata (Ylang Ylang) Oil, Tocopherol (Non-GMO Vitamin E from Sunflower),



BODY & BATH OIL

US \$48 RETAIL | Net 3.4 FL OZ / 100ML

A unique blend of 8 organic oils replenishes skin's essential moisture leaving the body supple and satin soft. Ideal for all skin types, especially those with dry, parched skin.

Key Ingredients:

- *Organic Pumpkin Oil* – Also known as "green gold", pumpkin oil provides long-lasting moisturization without the greasiness and protects skin from environmental stressors
- *Organic Amla Oil* – This nourishing fruit helps lock in moisture. It is naturally rich in Vitamin C, minerals, polyphenols and other phytochemicals as well omega-3 and omega-6 essential fatty acids
- *Organic Sesame Oil* – Rich in essential fatty acids, Sesame Oil helps to maintain the integrity of skin while restructuring and moisturizing the skin.

Ingredients: Organic Cucurbita Pepo (Pumpkin Seed) Oil, Organic Emblica Officinalis (Amla) Oil, Organic Simmondsia Chinensis (Jojoba) Oil, Organic Sesamum Indicum (Sesame) Oil, Organic Orbignya Oleifera (Babassu) Oil, Rubus Idaeus (Raspberry Seed) Oil+, Organic Lavandula Angustifolia (Lavender) Oil, Organic Lavandula Hybrida (Lavender) Oil, Organic Cananga Odorata (Ylang Ylang) Oil, Tocopherol (Non-GMO Vitamin E from Sunflower), Citric Acid





beyond the balm

Not just for lipstick-ing or glossify-ing, lips are a delicate area of our face, an indicator of health requiring elevated care. We go beyond the typical balm and incorporate the most essential, effective lip-loving ingredients that actually hydrate vs temporarily masking dryness, flakiness and chapped lips.

From lip treatments to scrubs to tints, one can find the right lip ritual and hue. With a range from subtle to the perfect red tint or naturally nude, you can whip your lips into a healthy, hydrated state...and look great doing it.

Key Ingredients:

- *Organic Camellia Oil* – Rich in omega fatty acids and Vitamins A, D and E, easily absorbs into lips and nourishes without leaving a greasy feeling
- *Organic Avocado Oil* – High in vitamins and essential fatty acids, prevents moisture loss while it restores and hydrates lips delicate skin
- *Organic Beeswax* – Provides a protective barrier, allowing skin to breath while keeping lips soft and supple

LIP WHIP COLOR BALMS

LIP WHIP COLOR BALMS

US \$24 RETAIL | Net .25 oz / 7ML

Lip Whip Color Balms are the perfect mix between a balm and a lipstick. These velvety whips incorporate the most essential, effective lip-loving ingredients that actually nourish and moisturize vs. temporarily masking dehydration, dryness, flakiness and chapped lips.

These color balms use naturally derived pigments to provide a range of shades that complement most skin tones. From a sheer, glossy look, to a bold lip.

- Colors are buildable for personalized wear
- Rich, buttery texture (not sticky or tacky)
- Colors can be blended to create customized shades
- Featured in InStyle, US, Zoe Report, Coveteur, Glamour, Allure

Ingredient: Organic Ricinus Communis (Castor Seed) Oil, Organic Beeswax, Organic Helianthus Annuus (Sunflower) Oil, Organic Camellia Oleifera (Camellia Seed) Oil, Organic Olea Europaea (Olive) Oil, Calendula Officinalis (Calendula) Extract, Tocopherol (Non-GMO Vitamin E From Sunflower), Organic Mentha Piperita (Peppermint) Oil

Depending on the color, ingredients may include: Mica, Titanium Dioxide, Iron Oxide, Carmine, Silica and Manganese Violet. Please see product detail pages for complete ingredient list per color.



Cora Gold
Coral Red Hue
Best Seller



Jeannie
Berry Hue



Jolene
Sheer Pink to
Opaque Fuchsia



Shimmer
Nude Sheen



Radiant
Everyday Pink



Marsala
Wine Hue



Suji
Bold Red



Rosie Gold
Peach Tone with Shimmer
Best Seller



Georgia
Cool Rose

LIP WHIP TREATMENT BALMS

US \$20 RETAIL | Net .25 oz / 7ML

Lip Whip Treatments are your go-to, everyday moisture-rich balms. These velvety whips incorporate the most essential, effective lip-loving ingredients that actually nourish and moisturize vs. temporarily masking dehydration, dryness, flakiness and chapped lips.

Packed with a blend of organic camellia and calendula oils, Lip Whip Treatments protect and hydrate your lips all day and night.

Ingredients (Tinted Lip Whip): Organic Ricinus Communis (Castor Seed) Oil, Organic Beeswax, Organic Helianthus Annuus (Sunflower) Oil, Organic Camellia Oleifera (Camellia Seed) Oil, Organic Olea Europaea (Olive), Calendula Officinalis (Calendula) Extract, Mica, Titanium Dioxide, Carmine, Tocopherol (Non-GMO Vitamin E From Sunflower), Organic Mentha Piperita (Peppermint) Oil or Wildharvested Pimenta Racemosa (Pimenta Berry) Oil & Organic Cinnamomum Zeylanicum (Cinnamon Bark) Oil

Ingredients (Naked Lip Whips): Organic Ricinus Communis (Castor Seed) Oil, Organic Beeswax, Organic Camellia Oleifera (Camellia Seed) Oil, Organic Persea Gratissima (Avocado) Oil, Organic Olea Europaea (Olive) Oil, Helianthus Annuus (Sunflower) Oil, Calendula Officinalis (Calendula) Extract, Tocopherol (Non-GMO Vitamin E from Sunflower), Organic Mentha Piperita (Peppermint) Oil or Wildharvested Pimenta Racemosa (Pimenta Berry) Oil & Organic Cinnamomum Zeylanicum (Cinnamon Bark) Oil



Naked Peppermint
Clear Balm



Tinted Peppermint
Barely Blush Balm
Best Seller



Naked Cinnamon
Clear Balm



Tinted Cinnamon
Barely Blush Balm

LIP WHIP PERFECTOR

LIP WHIP PERFECTOR

US \$18 RETAIL | Net .25 oz / 7ML

Lip Whip Perfector is the ultra-luxe answer to your lip exfoliation and prep needs. It can be used as a gentle scrub or a hydrating mask. Beyond its moisturizing properties, the Perfector is an excellent formula for removing existing lip color and also prepping the lips prior to application.

Made with a renewing blend of organic chamomile and sugar, the Lip Whip Perfector allows for a safe and sweet, spa-like experience.

Key Ingredients

- *Organic Chamomile Powder* – Gentle and natural non-abrasive exfoliant
- *Organic Jojoba* – Rich in Vitamin E, highly moisturizing yet easily absorbs into skin
- *Organic Avocado Oil* – Rich in vitamins and essential fatty acids, prevents moisture loss while it restores and hydrates lips delicate skin

Ingredients: Organic Ricinus Communis (Castor Seed) Oil, Organic Beeswax, Organic Sucrose (Sugar), Organic Simmondsia Chinensis (Jojoba) Oil, Organic Persea Gratissima (Avocado) Oil, Organic Matricaria Recutita (Chamomile) Powder, Tocopherol (Non-GMO Vitamin E From Sunflower), Organic Mentha Piperita (Peppermint) Oil



LIP BRUSH

KARI GRAN LIP BRUSH

US \$10 RETAIL

Meet your new favorite lip brush to go with your Lip Whip.
Rose gold and retractable so you never have to worry about losing a cap!



WONDER WHIP

US \$20 RETAIL | Net .25 oz / 7ML

At Kari Gran, we believe in giving to organizations that empower positive change. We created a special edition lip whip to do just that. For every Wonder Whip sold, \$10 will be donated to REST.

REST (Real Escape from the Sex Trade) offers pathways to freedom, safety, and hope for individuals who are victims of the sex trade. The heartbeat of REST is their unwavering belief that everyone is worthy of love and everyone deserves a life free of exploitation.

This clear balm gives you all the nourishing hydration of your favorite lip whip treatment paired with a hint of sparkle and spearmint.

Ingredients: Organic Ricinus Communis (Castor Seed) Oil, Organic Beeswax, Organic Camellia Oleifera (Camellia Seed) Oil, Organic Persea Gratissima (Avocado) Oil, Organic Olea Europaea (Olive) Oil, Organic Helianthus Annus (Sunflower) Oil, Organic Calendula Officinalis (Calendula) Extract, Tocopherol (Non-GMO Vitamin E From Sunflower), Mica, Organic Menthe Spicata (Spearmint) Oil



GENERAL

Do you have anti-aging products?

Our focus is on health, hydration, and prevention (SPF) over youth and perfection. UVA rays (we call them UV aging) contribute to photoaging that damages your collagen and elastin. No product or trendy ingredient will reverse this damage. Our Essential SPF is broad spectrum and protects against both UVA and UVB rays. Our answer to anti-aging products is to ask, are you wearing your sunscreen today?

Do you offer samples?

No, the production of sample packettes has contributed to our plastic waste crisis. We decided when we started KG, we would not produce samples because of this. We aren't perfect but work hard to be good stewards of our planet.

What can be recycled?

The outer packaging and glass bottles can be recycled. The tops cannot be recycled in most facilities, but they can be recycled through a Terracycle facility. We are also now 100% plastic neutral through our contributions to Plastic Bank.

Will my product melt/dry/freeze/expire/etc.?

If your product is subjected to excessive heat or cold for short periods of time, it will not impact the product's efficacy, although it may result in a texture variance. Prolonged exposure may cause a product to spoil or be less effective. We recommend using your products within 2 years of the manufacture date or 12 months after opening for best product quality.

Are your products gluten free?

While we do not source any ingredients that naturally contain gluten we have not had our final products tested. We are in the process of getting a gluten free certification.

Are your products vegan?

Not all our products are vegan. Our Essential Serum, Essential Hydrating Tonics, and Essential Cleansing Oil are all vegan.

What size bottles can I travel with?

Everything in the KG line is TSA approved.

How do I know how much product is left?

The dark glass makes it tricky to see what's inside so it's best to hold the bottle up to bright light. The violet glass is transparent enough to show the product level. Without back lighting, it's difficult to tell.

LIP WHIP

Do you use mica?

Yes, we use mica in our Lip Whips and only source from vendors who can provide documentation stating they do not utilize any child labor. This has been an industry-wide issue.

Is my Lip Whip protected in the frosted glass jars?

Lip Whips tend to live in dark places such as your handbag, by your bedside and tucked into a drawer, thereby protecting them from light and heat.

How much do I use of the Lip Whip?

Overall, a little goes a long way, just a dab on the finger should be enough. You can layer more if you're looking to make colors such as Jeannie, Radiant, Jeanne, Marsala and Suji more opaque.

SKIN CARE

How much of the cleansing oil should I be using?

For best results, use 8-10 pumps of the cleansing oil (the bottle contains a three-month supply) every evening. This allows your hands to move easily over your skin without tugging or pulling, which is never a good thing. No need to cleanse again in the morning.

How long should I massage the cleanser into my skin?

The short answer is, as long as you want. You just want to make sure all the makeup is off, then steam. It can be from 10 minutes to just a minute or two.

Won't oil make my skin break out?

All oils are not created equally. The oils in many beauty products include mineral oil and petroleum-derived products which suffocate the skin and clog pores. We use plant oils that nourish and hydrate the skin, just like healthy oils, olive oil, for example, nourish the body.

Are you really steaming the oil off?

KG uses the word “steam” loosely, all you need to do is allow the washcloth to cool and wipe any oil residue away. It’s usually one or two times depending on how much oil is used. If you use 8-10 pumps of oil, steam twice.

How do you mix the Essential Serum and the Essential Hydrating Tonic?

The magic is in the mix.

AM: Mix 1 pump of the Essential Serum + 3 pumps of Essential Hydrating Tonic

PM: Mix 2 pumps of the Essential Serum + 2 pumps of Essential Hydrating Tonic

Treat your neck and décolleté area as an extension of your face.

Tips: Apply extra Essential Serum around the eye area in place of an additional eye cream.

How much Essential Serum do I need?

The beauty of the serum is that you can customize how much hydration you give your skin every day. We suggest starting with one pump and build or decrease from there. In the evening use more, in the morning use less. Younger women may use even less. The beauty of pure product (with no water as filler) is you get to customize your level of hydration every day.

Isn’t tonic just an extra, unnecessary step?

Traditional toners contain alcohol, which are really drying to all skin types. The aloe in our hydrating tonic helps to soothe the skin and the glycerin acts as a nice little magnet for any extra moisture that may be in the air. That’s why it works so nicely with the serum.