

## Product Name: Mizumi B3 Acne Concentrate Serum

Type: Acne Treatment Serum



**Ingredients:** Water, Niacinamide, Butylene Glycol, Ethoxydiglycol, Dipropylene Glycol, Zinc PCA, Phenoxyethanol, Acacia Senegal Gum, Xanthan Gum, Dipotassium Glycyrrhizate, Salicylic Acid, Chlorphenesin, Disodium EDTA, Glycerin, Aloe Barbadensis Leaf Juice, Panthenol, Maltodextrin, Hamamelis Virginiana Chamomilla Recutita, Centella Asiatica Extract, Sodium Benzoate, Potassium Sorbate, Citric Acid

**Directions for Use:** Tear open the sachet and apply a thin layer to acne-prone areas twice daily, in the morning and evening.

**Safety Symbol:** A facial icon with acne marks to indicate targeted acne treatment.

**Expiration Date:** Clearly printed on the sachet.

**Size:** 6g

## Persuasion Routes

**Central Route :** Mizumi B3 Acne Concentrate Serum contains a high concentration of Niacinamide (Vitamin B3), which helps to reduce acne, control excess oil, and fade acne scars effectively. With Centella Asiatica extract, it calms irritated skin and strengthens the skin barrier.

The formula is alcohol-free, fragrance-free, and non-comedogenic, making it ideal for sensitive and acne-prone skin.

**Peripheral Route :** The sachet's minimalist yet appealing blue-and-white packaging reflects purity and effectiveness. The tagline "Clear Skin, Less Acne in 7 Days\*" attracts attention and reassures consumers looking for a quick yet gentle solution to their acne concerns.

## **Selling Points**

- High concentration of Niacinamide (B3) to reduce acne and oil production
- Small, portable sachet for convenient, everyday use
- Alcohol-free and fragrance-free formula, suitable for sensitive skin
- Lightweight, fast-absorbing texture that doesn't clog pores