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Product Review Paper

The SkinCeuticals CE Ferulic Serum was launched in 2005 and has become a breakthrough for the brand and the beauty industry, as mentioned on their website (n.d.). In the product details section from the SkinCeuticals CE Ferulic Serum with 15% L - Ascorbic Acid product page, one will see the purpose of the serum. SkinCeuticals website states that the serum is for “environmental protection and improves the appearance of fine lines and wrinkles, loss of firmness, and brightens skin's complexion” (n.d.). SkinCeuticals’ product, the CE Ferulic Serum with 15% L-Ascorbic Acid, is proven to work based on reviews, articles, and awards. In a Vogue article by Kiana Murden, dermatologist Dr. Vicki Rapaport states that the serum is considered “the gold standard antioxidant product that dermatologists and other skin-care professionals recommend being used every morning like a prescription to achieve healthy skin” (2023). Upon researching SkinCeuticals’ CE Ferulic Serum with 15% L-Ascorbic Acid, I stumbled upon the website, LovelySkin.com, which has more than 2,800 reviews on the SkinCeuticals CE Ferulic Serum with 15% L-Ascorbic Acid. On the review page, there’s a “Review Summary” section next to the most recent review. According to LovelySkin.com, the SkinCeuticals CE Ferulic Serum with 15% L-Ascorbic Acid has a total of 2,820 reviews, with 2,461 reviews being five stars, 253 reviews being four stars, 62 reviews being three stars, 15 reviews being two stars, and 29 reviews being one star. Many of the five-star reviews say the product worked for them, meanwhile, the one-star reviews say their skin had a bad reaction to the product such as acne or

they didn't like something about the product such as the odor. The product can be used by anyone as mentioned by dermatologist Dr. Vicki Rapaport (Murden, 2023), but it's always advised to speak to a dermatologist before using the product on yourself.

According to the website [incidecoder.com](https://www.inciddecoder.com), the SkinCeuticals CE Ferulic Serum with 15% L-Ascorbic Acid has a total of 12 ingredients: water, Ethoxydiglycol, L-Ascorbic Acid 15.0%, Propylene Glycol, Glycerin, Laureth 23, Alpha-Tocopherol 1.0%, Phenoxyethanol, Triethanolamine, Ferulic acid 0.5%, Panthenol, and Sodium Hyaluronate. According to [incidecoder.com](https://www.inciddecoder.com), the key ingredients are L-Ascorbic Acid 15.0%, Alpha-Tocopherol 1.0%, Ferulic Acid 0.5%, Glycerin, Sodium Hyaluronate, and Panthenol (n.d.). Water or H<sub>2</sub>O is used as a solvent for ingredients that do not dissolve properly in oils. Ethoxydiglycol is used as a solvent, moisturizer, and perfuming. According to [incidecoder.com](https://www.inciddecoder.com), Ethoxydiglycol is a “superior solubilizer and efficacy booster for cosmetic active ingredients” (n.d.). L-Ascorbic Acid is used as an antioxidant, skin brightener, and buffer. According to [incidecoder.com](https://www.inciddecoder.com), L-Ascorbic Acid is used to boost “skin's own collagen production”, fade skin pigmentation and brown spots, and UV protection (n.d.). Propylene Glycol is used as a moisturizer and solvent. This ingredient is used for freeze-thaw purposes and dissolving purposes. Glycerin is used as a skin-identical ingredient and moisturizer. This ingredient is used to treat dry skin, protect it from irritation and restore the skin barrier. Laureth 23 is used as an emulsifier and a surfactant. This ingredient is used to allow the product to spread evenly when applied and it helps water and oils mix. Alpha-Tocopherol is used as an antioxidant. This ingredient is used for protection against UVB rays. Phenoxyethanol is used a preservative. Triethanolamine is used as a buffer and its purpose is to “set the pH of a cosmetic formulation to be just right” according to [incidecoder.com](https://www.inciddecoder.com) (n.d.). Ferulic Acid is used as an antioxidant and an antimicrobial. This

ingredient is used to penetrate the skin and helps protect UV-damaged skin. Panthenol is used as a soother and a moisturizer. The ingredient's purpose is to "moisturise the skin", be an "anti-inflammatory and skin protecting", and "wound healing" according to [incidecoder.com](http://incidecoder.com) (n.d.). The last ingredient, Sodium Hyaluronate, is used as a skin-identical ingredient and a moisturizer. The purpose of Sodium Hyaluronate in this product is to hold a lot of water or liquid.

SkinCeuticals products are used by both males and females. According to [similarweb.com](http://similarweb.com), about 24% of its users are male and about 76% are female (n.d.). SkinCeuticals is also used by people between the ages of 18 years and 65 years and older. However, according to [similarweb.com](http://similarweb.com), SkinCeuticals is mostly used by people between the ages of 25 and 34 as this group makes up 34% of its age users. SkinCeuticals is also popular with people between the ages of 35 and 64 years. According to [similarweb.com](http://similarweb.com), about 19% of SkinCeuticals users are between the ages of 35 and 44, about 17% are between the ages of 45 and 54, and about 14% are between the ages of 55 and 64 (n.d.). Also, their target market is interested in beauty and cosmetics, fashion, and shopping according to [similarweb.com](http://similarweb.com) (n.d.). The message SkinCeuticals wants to let their customers know is that everything they do is backed by science and research, as stated by Emma Kindler, International Business Development Director, "Skinceuticals is not your trendy skincare brand. We are high on science and research and one of the leading forces in terms of antioxidants" (Bassman, 2017). On their website, there's a tagline that states "Advanced Science Backed by Science" and if one goes to the "About Us" section on their website, SkinCeuticals mentions how important science and research are to the brand and in skincare. SkinCeuticals also works with celebrities who take skincare seriously and display it to their followers. Recently, SkinCeuticals has hired model Sofia Richie Grainge as a brand partner because she has "high standards for skin care innovation and her confidence in dermatologist

expertise perfectly embody the values of SkinCeuticals” as stated by the Global General Manager at SkinCeuticals (King, 2024).

## Bibliography

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