

Cellular Reset 0.1% Retinal Shot

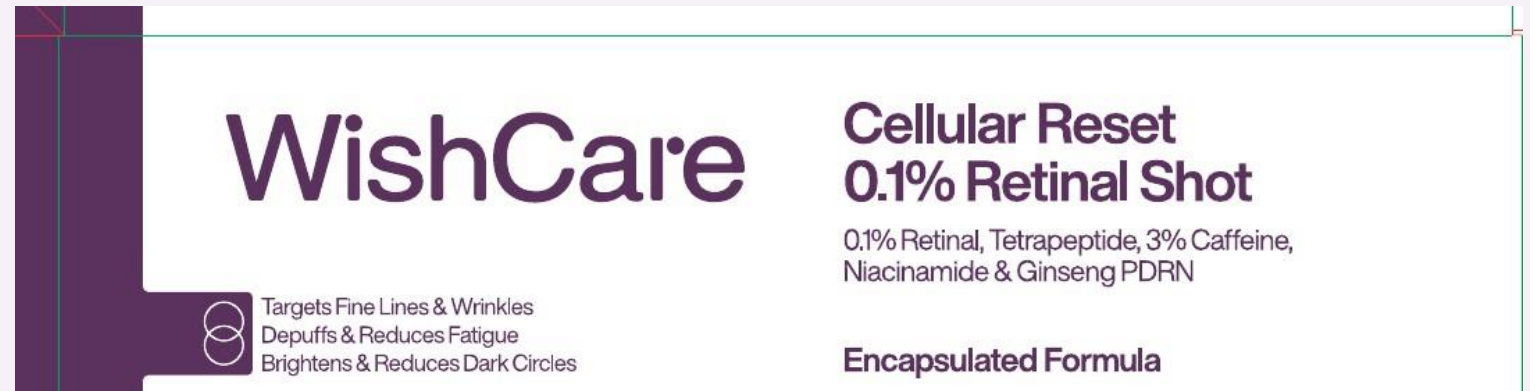
Complete Product Information & Overview

A reference for product communication, science, claims, usage and listing communication.

ENCAPSULATED FORMULA

1000 PPM RETINAL

GINSENG PDRN



WishCare

**Cellular Reset
0.1% Retinal Shot**

0.1% Retinal, Tetrapeptide, 3% Caffeine,
Niacinamide & Ginseng PDRN

Encapsulated Formula

Targets Fine Lines & Wrinkles
Depuffs & Reduces Fatigue
Brightens & Reduces Dark Circles

Product at a glance

A high-performance retinal shot designed to reset visible signs of skin ageing and fatigue across multiple pathways.

Main function Encapsulated formula designed for effective delivery and improved tolerance.	Hero active 1000 PPM / 0.1% Retinal for renewal, texture and visible lines.	Support system Peptides + Ginseng PDRN + 3% Caffeine + antioxidants.	Format 30 ml retinal shot; PM treatment; suitable for all skin types
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Core consumer outcome

Smoother • Firmer • Brighter • More well-rested • More resilient





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What is skin fatigue?

Skin fatigue is a gradual decline in how efficiently skin renews, repairs and maintains its structure and barrier.

Renewal slows

Cell turnover becomes less efficient.

Collagen weakens

Firmness and elasticity progressively decline.

Repair is less efficient

Stressed skin takes longer to recover.

Daily stress accumulates

UV, pollution, lack of sleep and screen fatigue add visible stress.

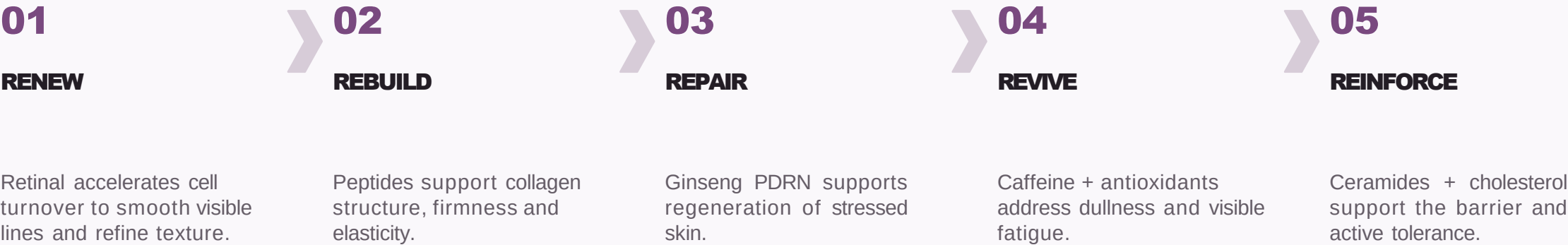
Visible manifestations

- Fine lines & wrinkles
- Loss of firmness & elasticity
- Uneven texture & enlarged pores
- Dull, tired-looking skin
- Weakened barrier & dehydration

These changes begin below the surface long before they become visibly pronounced.

What is Cellular Reset 0.1% Retinal Shot?

A treatment designed to combine skin renewal, structure support, repair, fatigue defence and barrier reinforcement.



End benefit: skin looks smoother, firmer, brighter and more well-rested while becoming stronger and more resilient over time.

How it multifunctions

RESETS

Supports regeneration for visibly luminous skin.

FIRMS & PLUMPS

Strengthens collagen structure and supports tighter-looking skin.

REVIVES

Targets dull, fatigued appearance, puffiness and dark circles.

REFINES

Improves texture and minimizes visible pores & closed comedones.

REPAIRS

Supports skin regeneration, recovery and barrier resilience.

IMPROVES LUMINOSITY

Helps skin look brighter, fresher and more energized.

What does it target & solve?

Fine lines, wrinkles & crow's feet

Smooths visible signs of ageing

Dark circles

Supports brighter, more rested-looking eye area

Puffiness & tired-looking eyes

Helps depuff and energize

Loss of plumpness

Supports firmer, more resilient-looking skin

Uneven texture & visible pores

Refines the skin surface

Loss of elasticity

Supports collagen structure and firmness

How does it work?

1	1000 PPM RETINAL	Accelerates cell turnover to smooth textured skin, fine lines and refine pores.	Renewal
2	PEPTIDES	Support collagen production and strengthen the skin’s structural network.	Structure
3	GINSENG PDRN	Supports skin repair pathways to regenerate damaged and stressed skin.	Repair
4	3% CAFFEINE + ANTIOXIDANTS	Help reduce dullness, support microcirculation and protect against oxidative stress.	Revive

Biomimetic lipid system

The formula pairs high-performance actives with a barrier-support system designed to mimic key components of skin's natural lipid system



Why it matters

- Retinal can be a high-performance active; barrier support is central to the product story.
- The system is intended to help maintain hydration and resilience while actives work..

Innovated to be Science-Forward

Multi-Pathway Skin Renewal

Supports renewal for firmer, smoother, healthier-looking skin.

Proven Actives for Visible Results

0.1% Retinal + Peptides + Ginseng PDRN + 3% Caffeine.

Biomimetic Skin Regeneration

Peptides + Ginseng PDRN support repair and improve skin quality.

Daily Defence System

Caffeine + antioxidants help reduce visible fatigue and defend against oxidative stress.

Science story in one line: renewal + collagen support + regenerative repair + fatigue defence + barrier reinforcement.

Where it fits in the routine



CLEANSE

Clean, dry skin



TREAT — PM ONLY

Pea-sized amount; target lines / areas



MOISTURIZE

Follow with WishCare Moisturizer



PROTECT — AM

Broad-spectrum SPF the next morning

START SLOW

Use 2–3 nights a week to begin with and gradually increase as tolerated.

PAIRS WELL WITH

Ceramides • Hyaluronic Acid •
Peptides • Niacinamide • Vitamin C
(AM routine)

Claims & communication

PRIMARY — FRONT OF STORY Reduces dark circles • Reduces fine lines & wrinkles • Improves skin luminosity • Firming

SECONDARY — MULTIFUNCTIONAL Depuffs & energizes • Refines texture / pores • Supports plumpness • Barrier resilience

SCIENCE — REASON TO BELIEVE 1000 PPM Retinal • Peptides • Ginseng PDRN • 3% Caffeine • Antioxidants • Biomimetic lipid system

FORMAT — USAGE / EXPERIENCE Encapsulated formula • PM treatment • Gradual introduction • Follow with moisturizer / AM SPF

Why this Product?

“Cellular Reset 0.1% Retinal Shot is a treatment for visible skin ageing and fatigue. Instead of relying on retinal alone, it works across five pathways: 0.1% encapsulated Retinal drives renewal; Peptides support collagen and firmness; Ginseng PDRN supports repair; 3% Caffeine and antioxidants revive dull, fatigued skin; and a biomimetic lipid system reinforces the barrier for better tolerance. The result is a single PM treatment positioned to address fine lines, dark circles, puffiness, texture, pores, firmness, luminosity and barrier resilience helping skin look smoother, firmer, brighter and more well-rested over time.”

Key close: “One treatment. Multiple pathways. A cellular-reset approach to ageing + fatigue.”

Why This Combination of Actives?

The formula is designed as a system — not a single-active retinoid story

RENEW

1000 PPM / 0.1% Retinal

Accelerates epidermal renewal to improve the look of fine lines, rough texture and visible pores.

REBUILD + REPAIR

Peptides + Ginseng PDRN

Support the skin's structural and repair story — complementing renewal with firmness, elasticity and recovery.

REVIVE + PROTECT

3% Caffeine + Antioxidants + Biomimetic Lipids

Address visible fatigue while ceramides + cholesterol reinforce barrier comfort and resilience.

Why Retinal — Not Generic Retinol?

The choice of retinoid is central to the product's performance story

RETINOL

Requires two conversion steps before becoming retinoic acid:

Retinol → Retinal → Retinoic Acid

A familiar anti-ageing active, but its activity depends on both conversion steps and can be irritating to sensitive skin if not well-tolerated

RETINAL

Requires one conversion step:

Retinal → Retinoic Acid

This supports the positioning of retinal as a more direct vitamin-A pathway than retinol. Gentler and more effective results which at a controlled % is sensitive skin friendly.

WHY ENCAPSULATE IT?

Encapsulation supports controlled delivery and is intended to improve stability and tolerability of the high-performance active system.

WishCare Retinal Shot vs Other Common Skin Firming Approaches

Retinol-led formula

Primarily vitamin-A renewal

CELLULAR RESET DIFFERENCE

Cellular Reset uses retinal as the renewal engine, then layers repair, firmness, fatigue and barrier support.

Peptide-only formula

Structural / firmness support

CELLULAR RESET DIFFERENCE

Peptides are retained, but paired with retinal to address texture and visible lines as well.

Antioxidant-only formula

Environmental defence / radiance

CELLULAR RESET DIFFERENCE

Antioxidants support defence, but do not replace the renewal and structural pathways.

FAQ — Product & Positioning

Is this an eye serum or a treatment shot?

Position it as a targeted PM shot for signs of ageing and fatigue. Dark circles, puffiness that also addresses texture, pores, firmness, smile lines and barrier weakness.

What does “1000 PPM Retinal” mean?

1000 ppm corresponds to 0.1% retinal, which is the hero vitamin-A active level that is beginner friendly and effective for signs of ageing, fatigue and tiredness

Why call it an Encapsulated Formula?

Encapsulation supports controlled delivery and is intended to improve stability and tolerability of the high-performance active system.

FAQ — Usage & Routine

When should it be used?

PM only. Apply a pea-sized amount to clean, dry skin, then follow with moisturizer.

How often should a beginner use?

Begin 2–3 nights per week and gradually increase frequency as tolerated.

Why is sunscreen important?

The routine should always include broad-spectrum SPF in the morning, especially when using a retinoid-based night treatment.

What pairs well with it?

Ceramides, hyaluronic acid, peptides and niacinamide. Vitamin C can sit in the AM routine.

Can it be used around the eyes?

The communication targets dark circles, puffiness and fatigue, but application should avoid direct contact with the eyes and follow the final approved pack directions.

Should users expect instant results?

Position it as a consistent-use treatment. Avoid promising immediate structural change; communicate progressive visible improvement in smoothness, firmness, radiance and signs of fatigue.

Why Cellular Reset?

Because visible skin fatigue is not one problem and the formula is not built around one pathway.



Product Technical Profile

Fast facts for internal teams and stakeholder presentations

Product Format

Serum

Product Packaging

Tube + Monocarton

SKU

CRRS30 & CRRS10

Manufactured By

Herb Elements Natureceuticals Pvt. Ltd.

Testing

Dermatologically Tested

Study Status

NA

Core Function

renewal+structure+repair+fatigue defense+barrier support.

Hero Actives

0.1% Retinal, Tetrapeptide, 3% Caffeine & Ginseng PDRN