

## Vichy LiftActiv Serum 10 Review, Photos & Swatches

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Vichy is totally all about numbers. They like their science and their quantifiable results (the science geek in me loves it too)- but sometimes they can make some pretty high claims. Meet the new [Vichy LiftActiv Serum 10](#) (\$55 CDN), and let's check out the story behind the "10".

### **The Packaging**

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I always love the packaging of Vichy products- they are so captivating and this bottle is no different. It comes in a sleek silver bottle with a button-style eyedropper applicator. Push the button down, release and now the applicator contains your single drop. It's actually a very sanitary and easy application method, so I love it!



Vichy LiftActiv Serum 10



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## The Product

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This serum claims two things- first, to visibly lift and soften the look of wrinkles in just 10 minutes with one drop. Second, it claims to visibly reduce the look of wrinkles by up to 27% after one month of use. I really don't have any visible wrinkles, so I asked my mother to once again help me out with testing this product. Let's analyze each claim individually...

### Claim #1 – Instant Firming

I did try the serum to feel the "instant tightening effect", and let me tell you...I felt it. It wasn't an uncomfortable feeling, like that you get from dry skin, because my skin still felt hydrated and plump. When my mother tried it out for the instant results, she felt it a bit, but didn't really see any noticeable results. Both of us are also easily offended by scents in skincare, and Vichy is usually a culprit for this, however we both found this serum to have a very subtle scent that was completely tolerable.

### Claim #2 – Long Term Results

After several weeks of use, my mother did tell me (and show me) that her crows feet were definitely looking a lot softer and less prominent. I was quite surprised too really! Now I don't have the scientific tools to measure the depth and intensity of wrinkles, so I can't give an exact figure...but who really needs an exact figure when you have visible results. Honestly, this was pretty big coming from a woman who really doesn't see results in many products.

The price point, while high, is still quite affordable for this type of product which you usually see running for about \$100+ at Sephora or department stores. Serums are usually more expensive, as they are much more concentrated and powerful than creams.



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Vichy LiftActiv Serum 10 (Swatched)



Vichy LiftActiv Serum 10 (Swatched)



Vichy LiftActiv Serum 10 (Blended out)

So, with my mother's experience guiding this review, I would recommend this serum to someone who is looking for a product that will actually give results. While she didn't notice anything outstanding instantly, over time she did believe it was helping (she's a skeptical one too... so when she says its doing something I believe her). Obviously, it's not comparable to any surgical procedures or medical aesthetic treatments... but for an anti-aging serum you can purchase from the drugstore I think that's pretty impressive.

## Summary

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- ▶ **Price:** \$55 CDN
- ▶ **Availability:** **Vichy** retailers
- ▶ **Overall:** My mother helped review this one- she didn't see any great results after the immediate application, but after several weeks of use she did notice softening of her crows feet. It's rare for her to actually see results from a product, so based on her experience, I'd recommend it for an anti-aging serum, however don't get your hopes up about the instant results.
- ▶ **Rating:** A-