

 Purp
Niacinamide
Serum

10% Niacinamide Face Serum

With Korean Beauty Brighteners & Jeju Rice Water

Net Vol: 30 mL / 1.01 fl.oz

Skin Type: All Skin Types

Formulation: Liquid Serum

KEY ACTIVE INGREDIENTS

10% Niacinamide (Vitamin B3)

Fades hyperpigmentation, reduces dark acne marks, visibly tightens enlarged pores, and strengthens skin barrier integrity.

Jeju Rice Water Extract

Traditional Korean ingredient that restores skin clarity, enhances natural radiance, and provides deep hydration without heaviness.

1% Zinc PCA Complex

Controls excessive sebum production, regulates surface oiliness, and prevents acne breakouts while soothing inflammation.

Witch Hazel Extract

Natural astringent that refines pores, calms skin redness, and smooths overall surface skin texture.

TECHNICAL & COMMERCIAL SPECIFICATIONS

Product Name	Purp 10% Niacinamide Face Serum with Korean Brighteners
Volume	30 ml / 1.01 fl. oz.
Target Concerns	Acne marks, dark spots, excess oil, enlarged pores, dull skin tone
Texture / Finish	Lightweight, fast-absorbing, non-sticky milky liquid
Formulation Safety	Cruelty-Free, Paraben-Free, Sulfate-Free, Dermatologically Tested
Shelf Life	36 Months from Manufacturing Date

APPLICATION ROUTINE

STEP 01

Cleanse

Wash face thoroughly with a mild cleanser and gently pat dry.

STEP 02

Apply Serum

Dispense 2–3 drops onto face and dab evenly until absorbed.

STEP 03

Moisturize

Seal in moisture with cream/gel. Apply sunscreen for AM routine.

PRIMARY SKIN BENEFITS