# everything you wanted to know about vitamin c

Meet your new do-it-all skin care solution.

You probably already know that Vitamin C is important for overall health and wellness. But did you know it's also a **skin care powerhouse?** Topical Vitamin C is one of the most potent antioxidants available – and it lives up to the hype, effectively tackling the primary causes of premature aging to give you brighter, firmer skin.

Here's a breakdown of what a daily dose of Vitamin C can do for your skin!
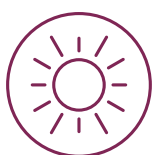
brighten
Over time, intrinsic (natural) and extrinsic (environmental) factors cause structural changes in the skin, leading to uneven pigmentation. From UV-induced "age spots" to post-inflammatory hyperpigmentation, dark spots are no match for Vitamin C: it stops the biochemical reactions that cause uneven pigmentation to effectively brighten skin.

firm
Another major benefit of Vitamin C is that it renews skin's surface. It boosts production of substances that keep skin looking firm, helping to reduce the appearance of fine lines and wrinkles.

defend
This is where Vitamin C's antioxidant properties really come into play. Vitamin C helps counteract the effects of oxidative stress and free radicals by neutralizing damaging molecules. But – here's the really exciting part – the latest research also shows that **Vitamin C actually enhances your skin's natural defense system**, helping it to protect itself from oxidative stress.

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There's just one caveat. In order for topical Vitamin C to actually help brighten, firm and defend skin, it has to get into skin – and many formulas contain unstable ingredients that lose efficacy before they even touch your skin. To make sure you get the most out of your Vitamin C serum, choose one with stable ingredients that can get where skin needs it most. (Our pick? Super-stable, highly bioavailable BioLumin-C Serum!)