



# We've got a surprise for you!



***The OY-L family is growing this summer...But we can't reveal our secret just yet! 🤫***

**What we can tell you:** at OY-L, we're expanding our fabulous skincare line just in time for summer with a brand new product. Designed to provide lightweight and nourishing protection – especially when it's hot and sticky outside.

It's the Jack-of-all-trades...

- ✔ **A complimentary base** for your daily skincare routine
- ✔ **Powerful and potent** as a standalone product
- ✔ **Designed for layering and building** with other OY-L products
- ✔ **Easily absorbs into the skin** for flawless makeup application
- ✔ **Provides nourishing luxury** for your skin year-round

The launch of this new product has been a **long time coming** – we couldn't be more excited! It's finally ready after months of *research, development, and finding the perfect formula.*

Our founder Andrea has been fine-tuning the formula for over a year now! Every ingredient is safe, non-toxic, backed by research, and sustainably sourced.

**Each chosen by hand for their incredible skin-nourishing benefits and powered by nature.**

All for you. For your skin, and for your health.

## *We listen when our customers ask.*

---

And the overwhelming request has been:

***"Please create a summer-friendly product for my face!"***

That's why our new product is specifically formulated to be non-comedogenic, lightweight, and gentle enough for everyday use, no matter what season it is.

A powerful addition to the tried and true OY-L lineup.

We're excited to deliver a powerhouse of ingredients suited to heal, soothe and moisturize in the summer months when your skin needs a dose of extra love ❤️

And if you find your skin is more prone to dryness in the summer – this product is for you too! Like we said, it's the jack-of-all-trades...

You're probably asking **"But when is it going to be here?!"**

What better way to kick off the summer than to welcome the newest member of our OY-L lineup? We're celebrating the start of summer with our new product launch, exclusive discounts, and perks!

**(June 21st, hurry up!!)**

Stay tuned on [Instagram](#) and [Facebook](#) for more updates and exclusive discounts 🛍️

***Pro Tip: Be sure to turn on notifications for our posts so you don't miss anything!***

Bye, congested skin. Not this summer! 😊😊😊

Counting down the days,

The OY-L team

7 DAYS | 3 HOURS | 22 MINUTES | 15 SECONDS...





# YOU - You're the inspiration behind our new product. ♥



Our customers are what makes our world go round.  
Literally and figuratively – we couldn't do it without you.

The conversations we've had, the lives we've touched, the lessons we've learned from our beautiful, intelligent, and loyal customers don't go unnoticed. On the hard days, you're the reason we keep going.

Not for the shining reviews (but we'll admit those do make us feel better on a bad day 😊).

**We do it for your skin, for your health, for your peace of mind.**

Because you're worth it.

Today we want to show you the shining star of our new product, launching June 21st!



## ★ *The Tremella Mushroom* ★



.....

You might remember seeing this in our best-selling [eye serum](#). It's an ancient Chinese beauty secret for flawless, glowing skin. We've harnessed the power of this amazing mushroom to bring hydration and potent nourishment to your entire face!

*What's so special about this mushroom?*

Honestly, there are too many benefits to count...but here's our favorite.

The tremella mushroom, also known as the snow mushroom, can hold **more** water than hyaluronic acid.

*Sounds crazy, right?*

It's because the molecules are actually smaller than those in hyaluronic acid – which means they can penetrate the skin much easier. It's also a friendly **vegan alternative to hyaluronic acid**, which is sometimes derived from animals.

**Curiosity peaked?** 🤔

Learn more on our [blog](#) where we reveal the dirty truth about hyaluronic acid and its origins.

Anyway, when our founder Andrea first discovered the tremella mushroom, she actually went to a Chinese market and bought one to see it in person. Intrigued, she started researching and learning about the mushroom and its numerous benefits. She even sought out a mushroom expert at the local university. She was simply amazed at what she found. So when she started formulating our newest product, **using the tremella mushroom was a no-brainer.**

At OY-L, we're so thankful for customers who are involved, want to learn, and support a small business. ***This product was inspired by you, made for you.***

Created to supplement your skincare routine to combat oily, acne-prone, dry, or combination skin. Regardless of your skin type, the newest member of our OY-L lineup is lightweight and soothing – yet powerful enough to use year-round for a healthy, luminous glow ✨

4 DAYS | 6 HOURS | 32 MINUTES | 10 SECONDS...

With gratitude,  
The team at OY-L





## Our new product drops tomorrow



The team at OY-L has been working non-stop around the clock to support our new product launch – we're so excited we can barely contain it!

It's been really hard to keep quiet. There were so many times we wanted to shout it from the rooftops and tell our customers we've been listening. But now we can. (We'll spare our neighbors and just tell you here instead 😊)

***We're done keeping secrets.***



*Introducing:*

# DAILY GLOW BOTANICAL FACE SERUM

*POWERED BY NATURE*

**OY-L**

*New to serums? Don't get the hype?*

Let's break it down.

**We love serums because they:**

- ✦ Penetrate the skin at a deeper level than moisturizers and creams
- ✦ Are full of concentrated nutrients that are incredible for the skin
- ✦ Protect the skin barrier from environmental stressors and aging
- ✦ Can replace heavier products for lightweight nourishment in warm weather
- ✦ Are perfect for layering to retain extra moisture in dry weather
- ✦ Absorb easily into the skin for lightning-fast results
- ✦ Have powerful effects, yet are gentle enough to use 2x a day

The problems with most serums? A concerning number of serums are full of chemicals, sneaky non-vegan ingredients, and hyperfocused on a specific problem they're solving. At OY-L, we **never** use *chemicals, animal-derived ingredients, or toxic preservatives*. And most importantly, our serum was designed to bring *full-spectrum* healing to the skin.

**Daily Glow Botanical Face Serum is different.** Andrea set out to make a versatile, universal formula to return your skin to its optimal state. She wanted to combine the best nature could provide for your skin in a straightforward application.

***Because healthy skin is glowing skin.***

***OY-L Botanical face serum is the gift that keeps giving.***

- 🌿 lightweight oil formula won't clog your pores
- 🌿 brightens and softens the skin for an even complexion
- 🌿 long-lasting moisture that heals and restores the skin
- 🌿 fights breakouts, inflammation, and redness
- 🌿 prevents and diminishes fine lines and wrinkles
- 🌿 collagen-powered cell regeneration for improved skin elasticity

Daily Glow is your new summer essential for healthy, radiant skin.

For more fun, follow along on [Instagram](#) and [Facebook](#) where we'll be revealing another ingredient in our serum!

🔔 **Daily Glow Botanical Face Serum launches TOMORROW!**

See you here for exclusive discounts and perks,

0 DAYS | 16 HOURS | 8 MINUTES | 3 SECONDS...

The OY-L Team





!! Our shelves are stocked – but according to popular demand, they won't be for long !!



D  
A  
I  
L  
Y  
  
G  
L  
O  
W

0 DAYS | 0 HOURS | 0 MINUTES | 0 SECONDS!!!

**Daily Glow Botanical Face Serum** is one of our favorite products we've ever made at OY-L. Treat your skin to deep hydration without clogged pores or breakouts this summer. Say goodbye to congested, greasy skin.

**Yes, it's possible to soothe oily, acne-prone skin with oil.**

*How?*

By using the right oils that help cleanse and regulate oil production in the pores. Daily Glow is intentionally formulated with oils that are non-comedogenic. This means it's friendly for all skin types.

**A little lesson about comedogenic ratings:**

0 is the best 🍑🍑🍑 (meaning there's no chance of clogging the pores)

5 is the worst 🍑🍑🍑🍑🍑 (meaning it's almost guaranteed to clog pores)



OY-L Daily Glow Face Serum ONLY contains oils with a comedogenic rating of 0 or 1. No clogged pores. Glowing skin.

[Learn More](#)

Oh, and let's talk about the scent 🥰

If you love the smell of our other OY-L products, Daily Glow won't disappoint. It's right in line with our popular products that have a soothing, botanical aroma.

And sea buckthorn oil gives the serum a beautiful orange hue 💎

**#Beautywithoutsecrets** brings you a serum packed with nutrient-dense ingredients:

🍄 **Tremella Mushroom** – the powerhouse ingredient that restores deep hydration and glowing, smooth skin

🌿 **Hemp Seed Oil** – nourishing, hydrating, and healing while balancing oil production

🍓 **Red Raspberry Seed Oil** – soothes inflammation and reduces blemishes

🌹 **Rosehip Oil** – keeps cell walls strong and skin bright and firm

🌈 **Licorice Extract** – a safe, vegan alternative to hydroquinone for brightening and toning the complexion

🍷 **Sacha Inchi Oil** – soothing and strengthening for supple, soft skin and minimized pores

[See full ingredients](#)

*Luxury in a bottle. ✨ (Not that kind of bottle, but you know what we mean)*

We're giving you access to an exclusive discount code before anyone else.

**Save 15% + FREE SHIPPING! With code GLOW**

*\*valid while supplies last*

Revive your skin this summer. You'll never look back.

Xoxo,

Founder Andrea Pierce-Naymon and The OY-L Team

