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THE THEORY RETINOL MOISTURIZER GIVER OF YOUTH

our holy grail; the one & only.

★★★★★ 64 Reviews

\$42

NOTIFY ME WHEN IT'S BACK IN STOCK!

or 4 interest-free payments of \$10.50 with

• This item is currently sold out.

Hi friends! The Theory is currently being replatformed to a beautiful new pump bottle that we think will make her even more luxurious to use. We're expecting The Theory to restock around mid July. To stay informed, hit the "Notify Me" button below!

Introducing our most luxurious formula yet — an all day moisturizer formulated with retinol, hyaluronic acid and vegan oat milk. The Theory is young. It's new. It's an iced London fog latte, California vegan style. It's organic oat milk. It's a skin latte of love. It's the retinol, for me. What's your theory of youth? Ours is that it's free. It's the way we love, laugh, cry. It's the first snow. Your first love. Your first wrinkle — don't be shy, let her live. But let's maybe ask her to calm it down. Youth is free. You can't take mine, go get your own. It's inside you. Steal it. Youth is a mindset. Feel what's real. That's the theory.

HOW TO USE

INGREDIENTS

ETHICS

Prime skin with Superbase for ultimate moisture retention. Place a small amount on fingertips and massage The Theory into the skin using an upward-and-out motion. Apply all over face and neck in the morning and at night. Use religiously.



Chat with us