

# A Review on Recent Advances in Herbal Face Serum

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**Abstract:** Herbal face serums are highly concentrated skincare formulations designed for rapid absorption and targeted treatment of various skin concerns. This review summarizes the role of herbal and natural ingredients—such as hyaluronic acid, vitamin C, retinol, salicylic acid, and botanical extracts—in improving hydration, reducing signs of aging, brightening skin tone, and managing hyperpigmentation. Different serum types, including oil-based, gel-based, water-based, emulsion, and balm serums, offer benefits for diverse skin types and conditions. While serums provide enhanced penetration and potent therapeutic effects, they may also cause irritation or instability in certain formulations. Overall, herbal face serums demonstrate significant potential in promoting healthy, youthful, and radiant skin.

**Keywords:** Herbal face serum; Active ingredients; Skin hydration; Anti-aging; Brightening agents; Hyperpigmentation; Botanical extracts; Nanoemulsion; Nanocosmeceuticals; Liposomes; Niosomes; Delivery systems; Antioxidants; Moisturizing agents; Skin rejuvenation

