

## **YASOU Raises a Glass to 10 Years of Sustainable Skincare Innovation with New Vegan Multi-Task Oil Serum Launch**

YASOU celebrates 10 years of sustainable skincare with the launch of its new Vegan Multi-Task Oil Serum. This innovative serum blends plant-based ingredients to hydrate, nourish, and rejuvenate skin naturally.



**Evanston, Illinois Jan 20, 2026 ([IssueWire.com](https://www.IssueWire.com))** - YASOU, a brand synonymous with eco-conscious beauty solutions, celebrates a decade of success with the launch of its groundbreaking Vegan Multi-Task Oil Serum. This luxurious yet lightweight botanical and aquatic formula embodies YASOU's commitment to effective skincare that respects the planet. As the brand solidifies its position as a sustainability leader, the anniversary marks a decade of creating cruelty-free, [vegan products](#) that nourish both skin and the environment.

### Introducing the Vegan Multi-Task Oil Serum

This powerhouse multitasking serum seamlessly integrates into YASOU's existing product line, addressing multiple skincare concerns in one potent formula. It is non-greasy, delivering deep hydration, rejuvenation, and protection, helping to minimize the appearance of wrinkles, reduce eye puffiness, and diminish dark circles. Catering to the growing demand for versatile skincare solutions, this serum offers a comprehensive approach to achieving a youthful and radiant complexion.

### Key Ingredients Unveiled:

- **2% Bakuchiol** : A natural plant-derived retinol that is a safe alternative to retinol that is equally effective but does not irritate the skin.
  - **Plankton Extract** : Protect against environmental stressors like UV radiation, reduces signs of premature aging strengthening the skin barrier, hydrated deeply, improves skin elasticity and provides antioxidant protection.
  - **Rosehip Oil**: Contains fatty acids that help prevent moisture from escaping the skin. Also contains antioxidants that contain regenerative properties, helps reduce the appearance of scars and fine lines and contains vitamin A which can reduce hyperpigmentation.
- Watermelon Seed Oil**: Valued for its hydration, it can moisturize dry skin balancing oily or acne-prone skin. It helps reduce the appearance of fine lines and wrinkles, restores elasticity, reduces redness and breakouts.

### Sustainable Packaging Reflects Brand Values:

YASOU reinforces its dedication to sustainability with eco-friendly packaging, allowing consumers to choose effective skincare while aligning with their environmental values.

### Beyond Products: A Commitment to the Planet

YASOU's sustainability efforts extend far beyond product creation. Over the past ten years, the brand has implemented several initiatives to minimize its environmental footprint:

- **Ethical Sourcing**: Utilizing natural, cruelty-free, and vegan ingredients to ensure safe and ethical production practices.
- **Sustainable Packaging**: Employing recyclable materials and minimizing plastic waste in product packaging.
- **Waste Reduction**: Streamlining manufacturing processes to minimize waste and energy consumption.

These efforts solidify YASOU's position as a clean beauty leader, resonating with consumers who prioritize eco-friendly choices.

## **A Decade of Excellence: The YASOU Journey**

Founded in 2014, YASOU draws inspiration from the Greek philosophy of holistic wellness and the traditional toast, "YASOU," meaning "to your health." This ethos drives the brand's dedication to creating products that not only enhance the skin but also promote overall well-being.

YASOU's philosophy blends the best of science and nature for safe, effective, and luxurious skincare solutions. With a focus on cruelty-free and vegan formulations, the brand has become a trusted name for those seeking sustainable beauty options.

## **Looking Ahead: Expanding the Horizons**

The launch of the [Vegan Multi-Task Oil Serum](#) marks a significant milestone in YASOU's growth. The product complements the brand's existing line, including unisex body, hand, and face moisturizers and cleansers. This expansion reflects YASOU's dedication to meeting evolving customer needs while staying true to its core values.

## **Setting a New Standard for Sustainability:**

As YASOU celebrates its 10-year anniversary, the brand remains focused on its vision for the future. Here's a glimpse into what's next:

- **Innovative Formulations:** Introducing new aquatic and botanical formulations that combine natural ingredients with cutting-edge science.
- **Enhanced Sustainability Efforts:** Deepening eco-friendly practices across all aspects of the business.
- **Community Engagement:** Partnering with organizations that promote environmental and social responsibility.

Through these initiatives, YASOU aims to continue setting a benchmark for sustainability and excellence in the beauty industry.

## **About YASOU Skincare**

YASOU is a skincare brand dedicated to creating vegan, cruelty-free, and eco-friendly products for healthy skin and a sustainable planet. With a decade of innovation and excellence, YASOU combines natural ingredients, traditional Greek wellness principles, and modern skincare science. From moisturizers to serums, the brand's offerings reflect its mission of "A Toast to Your Health."



### **Media Contact**

Yasou Skincare

\*\*\*\*\*@yasouskincare.com

630.956.4163

2614 Princeton Ave. Evanston, Il 60201

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