

## PURE WHITE ELIXIR

Brightening Serum

REF: 1.12040 (R) PRESENTATION: 15ml cannula tube



Local, emulsifier-free spot care for whitening and balancing of the pigmentation disordered skin. A highly effective active agent of grains whitens pigment spots and donates an even toned complexion. Additionally you got an innovative active agent complex with a double sun protection mechanism for an assured epidermis and at the same time anti-oxidative properties to the deeper skin layers. The application of stabilized and highly concentrated Vitamin C whitens, especially local pigment spots, very effectively and protects against free radicals.

### RECOMMENDED FOR:

- Recommended for all skin types
- Pre-aging
- Excessive UV-exposure
- DNA-damages due to free radicals

### Ingredients & Benefits:

#### Physical Light Protection With Apalight®

A light protection, based on natural minerals, which is not bio-persistent and does build hexagonal crystals.

#### Chemical Light Protection

A mixture of 2 different light protection factors supports the product with a very steady UVA-UVB protection, the perfect physical light protection supplement with an optimal skin acceptance.

#### Dermaprotectyl

This is an innovation active agent complex with the double suns – protection effect. Antioxidants are getting much deeper in the lower skin layers and develop an almost complete radical protection thanks to the increase of the adhesion of chemical UV protection in order to support the skin with a better and longer lasting protection.

#### Cyclodextrin Composition

Cyclic oligosaccharides with a hydrophilic external portion and a hydrophobic internal cavity that can accommodate a wide variety of active and unstable molecules such as vitamins. The result is in fact the formation of a complex through a process of encapsulation which protects the guest molecules from oxidative and degenerative processes, preserving their integrity.

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### Ascorbyl Tetraisopalmitate (Vitamin C Derivate, steady)

It is quite sure to say that a special Vitamin C Derivate® achieved in Japan and Korea pharmaceutical status suits perfectly to balance effectively local pigment problems. The intracellular tyrosinase activity is getting inhibited and at the same time protected against oxidation and radical damages.

### Alkylresorcinol

The active agent alkylresorcinol is getting isolated out of several grains and oat, compared to the well-known hydroquinone, in clinical results a four times better effectiveness. Due to the use of over more than 80 years in the pharmaceutical and food industry matches this agent perfectly for whitening pigment spots as well as for a balanced complexion. The additional Anti-Age effect results of the inhibition in the saccharification of the collagens. The supplementary delivered DNA protection is perfectly usable in products, because the inhibition of the tyrosinase avoids any tanning of the skin.

### Polyurethane-34

This is a film-bonding active agent, developed especially to keep the product on the desired area and to improve the profound impact significantly. Especially the effectiveness of these natural active agents with an almost local indication is comparable with e.g. the anti-acne or whitening agents.

### PROPERTIES:

- Whitening
- EO-/PEG free, paraben free, mineral oil free, emulsifier free
- Alternative preservatives

### APPLICATION:

Local daily application in the morning & evening to the cleansed skin. As an additional care is the 24H care Royal White Cream with sun protection highly recommended.

### SALES IDEAS:

- External protection against UVA and UVB radiation
- Inhibition of the development of mediators after UV stimulation
- Blockade production of melanin in the melanocytes
- Inhibiting the transfer of the melanosomes into keratinocytes
- Enhancing the exfoliation due to an increased proliferation

**For the maximum effect of this nourishing duo is an application for a long term period absolutely necessary, because the skin cell deviation period of 2-3 times takes about 3 to 4 months and this is the recommended indication. Depending on the individual skin condition!**