



## CELL SHOCK WHITE HD

Cell Shock White, a results-oriented brightening collection, merges the best in anti-aging cellular therapy with the most advanced brightening technology.

Newly formulated to include delivery systems that employ smart technology allowing formulas to adapt to the skin's own metabolic rhythm and condition. Alpha arbutin and various stabilized forms of vitamin C complete the mix, creating a skincare ritual that offers fast, visible, HD brightening.

## FACIAL CLEANSING FOAM



Start your cleansing ritual with a pure feeling of opulence. The Cell Shock White cleansing foam removes make-up and pollution residues, imparts freshness, and leaves the face impeccably clean and bright. The balmy-gel texture of the Facial Cleansing Foam surprising houses quartz silica which performs a skin-friendly, yet cumulative micro-exfoliation; less aggressive, more polishing than a classic mechanical exfoliation, freeing skin from cellular debris for a truly refined and even skin texture.

Ref. 1811 - 160ml tube

Ref. 1811C - 250ml tube

### The BENEFITS

- This formula leaves the face impeccably clean and bright while providing soothing and anti-redness benefits.
- Performs a skin-friendly, yet cumulative, micro-exfoliation to enable a perfect even skin surface and reveal skin translucency beyond expectations.

### The CUSTOMER

- Recommended for all skin types including sensitive skin.
- Ideal for consumers looking for intensified brightening and an improvement in evenness.

### The TECHNOLOGY

#### QUARTZ SILICA

A hydrated form of natural quartz silica (less abrasive) is used to obtain a gentle microabrasive action that it can be compared to the soft polishing of facet-cut precious stones to increase brightness. Combined with gentle foaming agents, the silky-cloud texture guarantees a progressively more even and refined complexion.

#### CENTELLA ASIATICA + GINKGO BILOBA

Powerful combination of two antioxidant-rich botanicals, wellknown for their self-healing and revitalizing properties. CENTELLA helps generate healthy skin tissue. Widely used by natural medicine practitioners for its healing abilities, such as alleviating the discomfort of sunburn. GINKGO BILOBA used for its high levels of quercetin, a naturally occurring antioxidant with anti-inflammatory and strong defensive properties, helps treat eczema conditions and other types of facial redness and inflammation. It improves tissue irrigation and activates cell metabolism by increasing oxygen intake.

#### SUGAR POLYMER

Betaine form (naturally present in the sugar of beetroots). Delivers moisture retaining benefits to counteract the drying effects of harder water. Offering a film-forming, conditioning effect to the skin's surface, it promotes softness and comfort.

## FACIAL CLEANSING FOAM

### The APPLICATION

After washing hands thoroughly, wet the entire face with lukewarm water. Deliver a small amount of the cleanser into a palm. Rub hands together gently to spread the cleanser over both hands, try not to build the foam at this point. Apply the cleanser by rubbing hands along entire face. The cleanser will transform into a silky foam as you spread it onto your forehead, along cheekbones and nose, and chin. Avoid the immediate eye contour. Rinse off the by splashing water onto your face or use a very soft, damp facial sponge. Dab your face dry with a clean towel and follow with CSW FACIAL BRIGHTENING-ESSENCE.

## FACIAL BRIGHTENING-ESSENCE



A bright splash of energetic coolness featuring exfoliating agents, housed in a gel-in-essence formula. Much more than a classic tonic-lotion, the new and sophisticated formula of Facial Brightening-Essence will become a much-needed addition to your skin care ritual as it enhances the effectiveness of all other products, keeping natural exfoliation levels high and addressing signs of pigmentation.

Ref. 1810 - 150ml transparent glass bottle

### The BENEFITS

- Visibly brightens and freshens the skin.
- Encourages optimal exfoliation and skin renewal.
- Intensive antioxidant power to counteract pigmentation darkening.
- Enhances make-up and reduces signs of fatigue.

### The CUSTOMER

- Recommended for all skin types.
- Ideal for aging skin with a need for intensified brightening and an improvement in evenness.

### The TECHNOLOGY

#### AHA BOTANICAL BLEND

A concentrated combination of bilberry, sugar cane, orange, lemon and maple that is rich in natural occurring AHA, and particularly lactic, glycolic and citric acids. The blend was shown, *in vivo*, to increase cell renewal, safely exfoliating dead cells for skin that appears fresher, more even and brighter.

#### AURA-LIGHT CELLULAR CULTURE

Bio-engineered extract of Meadow Bistort that has a tremendous impact on the optical quality of the skin (inner reflection of light). This plant extract produces a significant increase in the expression of newly found proteins (perlecan and dystroglycan) which are related to skin evenness and microcirculation; factors responsible for skin brightness that are not dependent on skin pigmentation alone. Together with the bistort extract, a purified cell suspension from Woolly Thistle grants an anti-inflammatory action and helps treat skin imperfections linked to hyper-seborrhea and hyper-pigmentation. The culture acts on multiple fronts to refine pores and decrease pigmentation, limiting sebum production, increasing skin desquamation and lightening melanin deposits. By acting on all these processes, Aura-Light Cellular Culture can slow down pore expansion and give the skin a smoother aspect while conferring a lighter, more uniform and even appearance.

## CELL SHOCK WHITE FACIAL BRIGHTENING-ESSENCE

### OCEAN-MATRIX WATER

Comprised of sea water and a lyophilisate from a red algae (*Porphyridium cruentum*), this offers remarkable skin smoothing effects, reducing roughness while acting like a protective barrier. Reproducing its natural function in the marine medium, the red algae improve water content in the stratum corneum. This mechanism allows an improvement in cutaneous micro-relief. As a result, skin is sublimated and imparts an even reflection of its inner luminosity.

### The APPLICATION

Apply every morning and evening after the CSW FACIAL CLEANSING FOAM, over towel-dried face. Pour a few drops into the palms of the hands and smooth over face and neck avoiding the eye area. Allow to rest for a few seconds so the essence can sink-in and follow with an application of CSW BRIGHTENING DIAMOND SERUM.

## BRIGHTENING DIAMOND SERUM



The dual formula Cell Shock White Brightening Diamond Serum contains REAL visible clusters of diamonds.

From the first application, the see-through serum (inside the transparent chamber) imparts an even reflection of light to sublimate the complexion, firming and reducing any surface unevenness. With continued use, the rose serum (inside the pearlescent chamber) contributes to fading localized existing dark spots or unevenly pigmented areas, to create a uniform, brighter skin.

Ref. 1812 - 20 ml + 20 ml airless double pump

### The BENEFITS

- Counteracts and helps erase all forms of pigmentation spots.
- Reduces skin sensitivity to UV radiation and oxidative stress.
- Helps promote overall youthful skin along with instant radiance and firming benefits all in one.

### The CUSTOMER

- Recommended for all skin types.
- Ideal for consumers concerned with signs of aging who are also looking for intensified brightening and an improvement in evenness.
- All existing clients of the Cell Shock White collection.

### The TECHNOLOGY

#### SEE-THROUGH SERUM INGREDIENTS:

##### DIAMOND CLUSTERS

Marine polymers "trap" the micronized diamonds; the clusters' stability is secured by a complex process which combines two polymers interacting together in the manner of "molecular velcrotape" to form an evanescent micro-capsule. The clusters burst instantly upon application to create an outstanding immediate, brightening effect. The micronized diamonds impart a precious light-reflection that leads to a refreshed-looking complexion.

##### SYN@-AKE PEPTIDE

The Syn-Ake peptide is entirely produced in the laboratory – without direct sourcing from the venom itself. It is proven to mimic the topical effects of Waglerin-1 when applied to the skin's surface, resulting in a more relaxed and plumped surface with fewer expression lines. This accomplishment is achieved mostly through blocking the anchoring of acetylcholine in the receptors of muscle cells.

## BRIGHTENING DIAMOND SERUM

### PEARLESCENT ROSE SERUM INGREDIENTS:

#### CELLACTEL 2 WHITE COMPLEX

Using the same cellular bio-nutrients present in the original Cellactel 2 Complex combined with an advanced peptide technology and botanical extracts of Rumex occidentalis extract and vitamin C it provides: lifting and anti-wrinkle effects; corrects future pigmentation disorders at their origin; lightens existing melanin deposits and fades brown spots. It offers remarkable anti-inflammatory properties with a very selective action over the melanocytes.

#### HD-WHITE COMPLEX

Consists of powerful whitening ingredients and antioxidants. Delivered via a SMART LIPOSOMAL COMPLEX (to prevent any breakdown before the ingredients reach their targeted pathways). ARBUTIN strongly inhibits tyrosine activity (the skin's own key enzyme accelerating the pigmentation process). GLUTATHIONE offers high degrees of antioxidant action, directly targeted to melanin and melanocyte activity. ASCORBIC ACID + ASCORBYL PALMITATE boost the brightening effects of the overall formula with additional stabilized vitamin C.

#### SPOT-OFF COMPLEX

Thanks to a "dissolving" action that goes beyond that of melanin-inhibiting active ingredients, this complex can deliver visible results that are simultaneously quick and long lasting. Counteracting both UV-induced spots and lipofuscin senescent related age-spots.

Contains GARDEN CRESS SPROUTS to prevent both melanin and lipofuscin formation. Garden Cress Sprouts are rich in sulforaphane, a phytonutrient that is able to neutralize reactive oxidants. Sulforaphane is a "second generation" antioxidant. Such indirect antioxidants are enzymes that can continuously regenerate antioxidants. Direct antioxidants, such as the vitamins C and E, need to be regenerated by other antioxidants once they have been neutralized to an oxidant. Sulforaphane neutralizes free radicals and ROS, both considered the first UV-induced triggers for the formation of Lipofuscin and Melanin.

GENISTEIN inhibits the formation of age spots. The most abundant isoflavone in soy, it is a natural inhibitor of the tyrosine kinase, an enzyme involved in several signaling cascades that lead to increased melanin synthesis. By inhibiting tyrosine kinase, Genistein blocks the signaling of ET-1 thus preventing the formation of age spots as well as diminishing existing ones.

### The APPLICATION

Apply all year around after CSW FACIAL CLEANSING FOAM and CSW FACIAL BRIGHTENING-ESSENCE and before CSW DAYTIME BRIGHTENING-POWER EMULSION or CSW OVERNIGHT BRIGHTENINGPOWER CREAM. Gently press on the middle of the pump to deliver both formulas simultaneously to the palm of the hand. Mix both formulas and smooth over the face, paying particular attention to avoid the immediate eye area.

The use of a high CSW SPF during the day is highly recommended.

## DAYTIME BRIGHTENING-POWER EMULSION



The Cell Shock White Daytime Brightening-Power Emulsion is a light-to-medium textured moisturizer formulated to optimize its daytime performance while offering a remarkable optical correction for a brighter complexion from the very first application.

Increased amounts of antioxidants and anti-pollution factors join the newly added HD-White Complex to offer a brighter complexion while safeguarding skin throughout the entire day, offering added protection against urban stress and environmental assault, known triggers for pigmentation disorders.

Ref. 1813 - 50ml pump bottle

Ref. 1813C - 150ml pump bottle

### The BENEFITS

- Fights pigmentation disorders that lead to an uneven complexion.
- Decreases skin inflammation induced by all forms of oxidation and urban stress for a stronger healthier resilient skin appearance.
- Provides instant glow and smart optical correction for immediate flawless skin.

### The CUSTOMER

- Suitable for most skin conditions.
- Ideal for consumers concerned with signs of aging who are also looking for intensified brightening and an improvement in evenness.
- All existing clients of the Cell Shock White collection.

### The TECHNOLOGY

#### CELLACTEL 2 WHITE COMPLEX

Using the same cellular bio-nutrients present in the original Cellactel 2 Complex combined with an advanced peptide technology and botanical extracts of Rumex occidentalis extract and vitamin C it provides: lifting and anti-wrinkle effects; corrects future pigmentation disorders at their origin; lightens existing melanin deposits and fades brown spots. It offers remarkable anti-inflammatory properties with a very selective action over the melanocytes.

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## DAYTIME BRIGHTENING-POWER EMULSION

### ANTIOXIDANT DAYTIME COMPLEX

Plums (*prunus domestica*) are a natural source of vitamin C. The topical application of ellagic-rich ingredients is an innovative additional path to fight oxidation as this phytochemical shows remarkable benefits as an antioxidant, anti-inflammatory and anti-glycation agent.

### IRISH MOSS (RED ALGAE)

Very high concentration of nutrients, namely iron, sodium, phosphorus, magnesium, copper, and calcium. Most of these trace elements are precursors of many of the skin's own antioxidative mechanisms. Using Irish moss to provide a daily surge of such nutrients to the skin, results in augmented resilience against daily aggressors and environmental stress factors.

### The APPLICATION

To be applied in the morning, alone, or preferably after the CSW BRIGHTENING DIAMOND SERUM. For optimum results, follow with an adapted UV protector, such as CSW INVISIBLE BI-PHASE VEIL SPF 50 PA++ or CSW BRIGHTENING BI-PHASE VEIL SPF 35 PA++, to complete treatment and shield the skin from future UV-induced damage. Avoid the immediate eye area.

Apply all year around, alternating with CSW OVERNIGHT BRIGHTENING-POWER CREAM at night.

LIGHTENING BI-PHASE VEIL SPF35 PA++



A feather-light veil offering advanced protection. To be applied as the final step of Cell Shock White skincare ritual. Potent mineral sun protection factors, powerful anti-oxidants and anti-pollution agents keep the skin under a cocoon of purity that contributes to the overall “health” of the skin.

Ref. 1815 - 45ml bottle

Ref. 1815C - 150ml pump bottle

The BENEFITS

- Prevents future pigmentation disorders triggered by environmental assaults, sun exposure and oxidation.
- Has an immediate optical lightening action that reinforces the effect of make-up when used under foundation and powder.

The CUSTOMER

- Recommended for all skin types.

The TECHNOLOGY

BIOTIC-SHIELD COMPLEX

A prebiotic complex that combines natural extracts from ferments (Thermus Thermophilus), healthy bacteria (Bifida genus) and plankton. Their joint forces contribute to neutralize pollution particles that come into contact with the skin's surface, while strengthening the skin's own flora to fight aggressors, as if creating a self-defence system.

100% MINERAL SUN FILTERS

Titanium Dioxide and Aluminum Hydroxide Micronized particle, physically shield skin from UV radiation.

POLYMERIC NETWORK

Association of different crosspolymers that smooth surface and even skin's surface texture.

LIGHTENING NETWORK

An associations of different light reflecting particles help to clear the complexion and even skin's color for an immediate whitening effect.

LIGHTENING BI-PHASE VEIL SPF35 PA++

The APPLICATION

Use every morning after CSW DAYTIME BRIGHTENING-POWER EMULSION.

Shake well and apply a thin layer over face and neck avoiding the eye area.

Can also be directly added to moisturizers and colored products by mixing a few drops of both together in the palm of the hand before application.

INVISIBLE BI-PHASE VEIL SPF 50 PA++



The ultimate advanced sun protection with a barely-there texture, the Cell Shock White Invisible Veil SPF 50 PA++ should be applied to any area that needs extra antiaging protection: face, neck & décolleté, as well as hands, to prevent sun-induced age spots.

To be used daytime as the last step in the CSW skincare ritual, it can also be mixed with foundation or cc creams for an easier satin-smooth application and added UV protection.

Ref. 1817 - 65ml bottle

Ref. 1817C - 150ml pump bottle

The BENEFITS

- UVA/UVB broad spectrum protection with added spot prevention and anti-inflammatory actions.
- Light texture that can be combined with any other skincare products, or used on its own.

The CUSTOMER

- Recommended for all skin types.
- Ideal for consumers sensitive to UV light, and those looking for powerful protection from the damaging effects of sun exposure.

The TECHNOLOGY

INVISIBLE UV COMPLEX

A combination of broad spectrum UVA and UVB filters provide a significant sun block, yet remain invisible on the skin. To enhance the dispersion of the filters some are encapsulated into micro sponges that offer a better and more even distribution on the skin's surface.

DUAL-WHITE COMPLEX

This potent complex is comprised of a pharmaceutical-grade fraction of licorice and an extract of the Japanese cherry tree leaf. The two combined extracts grant an anti-inflammatory effect due to inhibition of the histamine releases and a whitening effect due to blockage of accelerated melanogenesis. This way not only the dark pigments are addressed but also the red pigments present in erythema, a UV-induced reaction.

The APPLICATION

Use every morning after CSW DAYTIME BRIGHTENING-POWER EMULSION. Shake well and apply a thin layer over face and neck avoiding the eye area. Extend liberally to other areas such as décolleté and hands.

## OVERNIGHT BRIGHTENING-POWER CREAM



This intensive lightening night cream addresses nourishing and re-texturizing enzymatic factors while simultaneously delivering a brighter complexion thanks to the newly added HD-White Complex. Formulated to respect and boosts the skin's own night-time recovery abilities, this new generation richer-textured night cream grants maximum comfort without heaviness.

Ref. 1814 - 50ml jar

### The BENEFITS

- Quickly lightens the entire complexion and fades pigmentation spots.
- Refines pores and works overnight for a more homogeneous surface texture.
- Deeply hydrates the skin.

### The CUSTOMER

- Ideal for consumers concerned with signs of aging who are also looking for intensified brightening and improved skin texture.
- All users of CSW.
- CS Total-Resurface Overnight Cream users who may be looking for a stronger lightening effect.

### The TECHNOLOGY

#### CELLACTEL 2 WHITE COMPLEX

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#### ENZYME OVERNIGHT COMPLEX

The complex is comprised of lactoferrin, lipase, lactoperoxidase and glucose oxidase; these being protease and glucose enzymes (protein-digesting and sugar-reducing enzymes, respectively) that contribute to refinement of the size of pores while, at the same time, reducing the color contrast of existing pigmentation spots (melanin-keratin clusters). This complex uses milk derivatives and the

## OVERNIGHT BRIGHTENING-POWER CREAM

bacteria *Bacillus subtilis*, comprised of protease enzymes (protein-digesting enzymes) to help counteract the buildup of dead cells, reducing the pores size and reducing the color contrast of existing pigmentation spots.

### The APPLICATION

To be applied in the evening, alone, or preferably after the CSW BRIGHTENING DIAMOND SERUM. Avoid the immediate eye area.

Apply all year around alternating with the CSW DAYTIME BRIGHTENING-POWER EMULSION each morning.

## FACIAL BRIGHTENING MASK



Inspired by Swiss line's professional-salon expertise, this all-in-one facial mask is remarkably multi-tasking, as it brightens, intensively hydrates, detoxifies and refines pores. The soft non-drying cream-mask is applied with a silk brush for an even and smooth application, creating a thin veil of pure pleasure. It remains creamy and comfortable until removed.

Ref. 1816 - 50ml jar

Ref. 1816C - 250ml tube

### The BENEFITS

- Instantly brightens and lightens skin complexion.
- Infuses skin-friendly detox properties, providing immediate decongesting, draining and super brightening benefits.
- Contributes to reducing the size of pores for an even skin complexion.
- Leaves the skin smooth and comfortable, ultimately filled with natural glow and vitality.

### The CUSTOMER

- Recommended for most skin types looking for an immediate brightening/pleasurable healing ritual.
- Ideal for consumers concerned with brightening and improving the evenness of their complexion.

### The TECHNOLOGY

#### ASCORBYL-GLUCOSIDE + GUARANA EXTRACT

Ascorbyl glucoside is broken down into L-ascorbic acid and glucose by the skin's enzymes. This broken-down L-ascorbic acid exhibits high antioxidant activity, acting as a coenzyme for enzymes involved in collagen synthesis, and inhibiting the synthesis of melanin. Guarana (*Paullinia cupana*) with its naturally high concentration of caffeine, provides antioxidant and soothing properties, especially when skin is exposed to UV light. When it penetrates skin, it has a constricting effect over the capillaries, which can help improve the look of congested and blotchy skin.

The combined use of ascorbyl-glucoside and guarana extract creates a powerful cocktail of brightening and draining effects, contributing to an immediately more-even complexion.

#### MEDICINAL ROOTS COMPLEX

A powerful cocktail made from traditional medicinal herbs with proven benefits. Bupleurum falcatum root: A "liver tonic" generally used for therapeutic cases where detoxification and drainage are needed. Astragalus membranaceus roots lower the expression of inflammatory cascades, including those leading to over-pigmentation and excessive sebum secretion. Atractylodes macrocephala root fight inflammation and oxidation.

## FACIAL BRIGHTENING MASK

### The APPLICATION

To be applied once or twice a week on a perfectly cleansed face using the silk brush provided. The mask can be applied all over, including around the eye area (however, be careful to avoid contact with the eyes!). After each use, wash the silk brush with running water and leave to air-dry. Allow to set for 10-15 minutes before removing with running water or, better, a moistened sponge.

For better results, apply CSW FACIAL BRIGHTENING-ESSENCE both before and after applying the mask.