

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.

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.

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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.