

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.

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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.