

## AQUA-CALM CC CREAM SPF 30



The ultimate CC cream for all skin conditions including those sensitive and reactive conditions that tends to respond badly to other colored creams. It corrects, primes, protects, brightens, moisturizes, energizes and soothes the skin, while it prevents oxidation and refines the pores. Aqua-Calm CC Cream SPF 30 helps to fortify sensitized skin suffering from a damaged barrier, helping to shield the skin from the negative environmental and internal triggers that cause skin stress thanks to an adapted sun filter with a high percentage of skin-friendly mineral titanium dioxide.

It can be used alone as a light day moisturizer for younger skin conditions, or applied after the day care for more mature skin conditions; it can also be used as a make-up base before foundation if the client seeks additional coverage.

In contrast to BB creams, CC creams – “CC” standing for “color control” – do not provide full coverage but instead offer optical results, i.e., correcting color imperfections like redness or uneven tone. The cream has been made in Italy for Swiss line by a specialized color manufacturer.

Ref. 1125 - 35ml tube

### The BENEFITS

- Soothes
- Color correction anti-redness
- Brightens
- Anti-Oxidant

### The CUSTOMER

- Anyone looking for a CC cream or light moisturizer with a hint of color and / or a daily SPF protection.
- All consumers concerned with sensitized skin conditions, who look for additional shielding and protection.
- Consumers that feel like “taking a break” from heavier make-up products, or feel the need to re-balance their reactivity.

### The TECHNOLOGY

#### COLOR CONTROL COMPLEX

The soft-focus correction pigments have been created from the combination of high quality powders and coatings to improve color fidelity and offer sophisticated light textures. These advanced multi-functional pigments provide optical coverage for a perfectly even, soft and smooth skin.

## AQUA-CALM CC CREAM SPF 30

### SICHUAN PEPPER EXTRACT

A specific isolated extract from Sichuan pepper that has a modulating action over sensitivity and is traditionally used to address sensations of itching. Its beneficial action is due to a micro-circulatory enhancing process together with a constructive effect over “electric” skin responses associated with the tingling sensations typical of reactive skin conditions.

### VITAMIN E + TITANIUM DIOXIDE

Vitamin E refers to a group of compounds that include several forms of tocopherols. As an oil-soluble antioxidant, it stops the production of the reactive oxygen species formed when the skin's barrier lipids suffer oxidation. Titanium dioxide is a well-known 100% mineral sun blocking agent offering perfect affinity and tolerance to even the most sensitive skins.

### The APPLICATION

It can be used alone as a light day moisturizer for younger skin conditions, or applied after the Aqua-Calm Cream for all the others. Apply with soft touches using fingertips, giving particular attention to areas showing redness or any imperfections.

Can be followed with application of a foundation for full coverage.