



SERUM

Brightening special serum

REF: 840 (R) **PRESENTATION:** 20ml airless pump



It is ideal to combine the product with our BRIGHTENING Cream to enhance the whitening effect. A local application is possible, e.g. to reduce age spots. The silky formula supports a fresh, delicate complexion.

RECOMMENDED FOR:

Ideal for most skin types to improve the look of pigmentation, sun damage, dull skin and enhance skin's luminosity and clarity.

CHARACTERISTIC:

Counteracts pigment disorders, moisturizing, lipidating and anti-inflammation.

INGREDIENTS & BENEFITS:

Smart Crystal®

This is a special, patented technology which can dramatically increase the solubility of active ingredients with otherwise low water-solubility. The improved solubility thus leads to a much higher concentration gradient and faster absorption into the tissue.

Smart Lipids®

This is a special, patented technology which protects lipophilic active ingredients against oxidative degradation in the product and simultaneously intensifies the penetration of these ingredients once they have been applied to the skin.

Glabridin

Glabridin is a natural active ingredient extracted from the liquorice root (*Glycyrrhiza glabra*). It has a long history of traditional use and recently attracted considerable attention in the field of skin care. Even at low concentrations, Glabridin promotes an even complexion and lightens pigmentation spots quickly and effectively.

Glabridin whitening mechanism:

Glabridin shows an action on 3 different enzymes: inhibition of tyrosinase activity, but also of TRP-1 and TRP-2 activity. Furthermore, one hormone comes also into play through the inhibition of α -MSH activity. The benefits of Glabridin on the skin are not only fast and effective whitening, but it can also reduce redness, and play an important role as antioxidant.



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Lemongrass Oil

Lemongrass oil is recognized in the literature as one of the most natural lightening agents. Its effects are gentle and moderate, and we can multiply this benefit with Smart Lipids technology: We encapsulated lemongrass oil into a matrix of solid and liquid lipids. This way, it is possible to enhance the natural lightening efficacy of lemongrass oil while avoiding a one-shot concentration on the skin and while being able to restore the natural skin barrier.

Lemongrass whitening mechanism:

Lemongrass oil can be exploited for its whitening effect through its content of geranic acid, which inhibits both tyrosinase activity and tyrosinase expression in melanocytes, resulting in the reduction of melanin biosynthesis.

Aloe Barbadensis Leaf Extract

It is well known as a "miracle plant" which is naturally rich in enzymes, vitamins, proteins and minerals. Aloe Vera aids to heal and soothe burned, irritated or inflamed skin; help to maintain skin's moisture balance; increases the synthesis and strength of skin tissue and encourages new skin cell production.

Vitamin E

The vitamin E we use is a blend of natural tocopherols which is obtained from wheatgerm and, as a natural antioxidant with high skin-compatibility, both protects the product itself and serves as a free-radical scavenger in the skin.

Encapsulated UV Protection

A mix of two different sun protection factors with perfect UVA/B balance, which form a film on the skin in firm but invisible particles, gives the cream an SPF of approx. 15, which already means over 95% protection from UVB rays. Moreover, the best skin-compatibility is guaranteed, as the chemical sun-protection factors have no contact with the skin. An ideal combination of benefits of physical and chemical sun protection!

APPLICATION:

Apply locally or extensively to the face and neck - especially on age (brown) spots, gently massage in. Daily, regular application is an absolute must for a successful treatment. May be combined with BRIGHTENING Cream as well as any other care product. **ATTENTION:** Staying in the sun is only recommended in combination with special sun protection, e.g. SUN Face Cream SPF 30.

SALES IDEAS: Special serum to brighten the complexion and with a significant reduction of pigmentation spots.