



## pure beauty® Whitening Face Lotion

pure beauty® Whitening Face Lotion advanced formula seals in moisture in the skin softening and smoothing it. Also it helps fade away freckles, facial age spots, skin blotches, discoloration and imperfections on the skin. Not only does it help even out skin tone but also reduces the appearance of fine lines.

Using the plant extract of Soapbark to control melanin production, the pigment that makes skin darker. This natural extract also prevents hyperpigmentation and UV induced melanin synthesis. In addition this formula contains SPF 15 sunscreen.

## Active Ingredients

### 1 DIACETYL- BOLDINE

Diacetyl-boldine is a solution that inhibit the activity of tyrosinase. It is used for its skin lightening properties. Diacetyl- boldine (DAB) works well via a-adrenergic antagonist receptors and calcium flow regulation. This product is recommended for use in skin lightening products. It is recommended for use in emulsions, soaps and make-up products with lightening or whitening properties.

Diacetyl Boldine is an extraordinary new antioxidant product made from Chilean tree bark that gives dramatic results in controlling melanin, the pigment that makes skin darker.

It inhibits stress receptors, so that your skin doesn't turn discolored. Diacetyl-boldine has been found to make the skin more radiant, to lighten complexions effectively, and to make skin color more even.

#### Diacetyl-boldine UVA / UVB protection

Dark spots appear under the influence of multiple factors (UV radiation, hormonal imbalance, aging, etc.). Especially in areas exposed to sunlight (face, neck and hands). Specially formulated to solve this problem, thanks to strong de-pigmenting complex of three high-performance components acting on both the pigment (melanin and lipofusin) causes of dark spots. Diacetyl-boldine instantly improves the type of skin (wrinkles, pores, spots) equal transmit and radiant complexion. It provides full UVA / UVB protection and prevents the appearance of new pigmentation.

After 56 days with twice daily use of Diacetyl-boldine your skin is visibly illumined. The product is perfectly tolerated even by very sensitive skin.

### 2 TITANIUM DIOXIDE

Titanium dioxide is a natural ingredients that protects skin from UVA and UVB radiation and is considered to have no risk of skin irritation because of its gentleness, titanium dioxide is an excellent sunscreen active for use on sensitive or rosacea-affected skin. It is also great for use around the eyes, as it is highly unlikely to cause stinging in this area.

Titanium dioxide is typically micronized and coated for use in cosmetic products. The micronizing makes this somewhat heavy-feeling



ingredient easier to spread on skin, not to mention making it more cosmetically elegant. Micronized titanium dioxide is also has much greater stability and can provide better sun protection than non-micronized titanium dioxide. Micronized titanium dioxide does not penetrate skin so there is no need to be concerned about it getting into your body (well, unless you eat the stuff). Even when titanium dioxide nanoparticles are used, the coatings employed have a larger molecular size that keeps the nanoparticles of titanium dioxide from penetrating beyond the uppermost layers of skin. This means you're getting the ample sun protection titanium dioxide provides without any risk of it causing harm to skin cells.

The coating process is done to improve application, enhance sun protection, and also to prevent titanium dioxide from interacting with other ingredients in the presence of sunlight, thus enhancing its stability. It not only makes this ingredient much more pleasant to use for sunscreen, but it improves efficacy and eliminates safety concerns.

### 3 GLYCERINE

Glycerin, or glycol, is a colorless or yellow sugar alcohol with the consistency of syrup that is extracted from natural sources or synthesized. It's used as an antifreeze and a sweetener and in making explosives, inks and lubricants. Since the mid-19th century, it's also been included in skin and hair care products due to its moisturizing and protective benefits.

#### Atopic Dermatitis Treatment

Atopic dermatitis is an inflammation of the skin that causes scaliness, itching and rashes. In a placebo-controlled, double-blind study at the Friedrich Schiller University Department of Dermatology in 2008, researchers investigated the effects of glycerin on atopic dermatitis on human subjects who were treated twice daily for four weeks. The patients receiving the glycerin showed significant improvement in the hydration of the outer layer of skin, and the skin's normal protective barrier function was restored.

#### Antimicrobial Effects

Skin graft tissues used to treat burn victims are often stored in concentrations of glycerol. In a report published in the March 2008 issue of the journal Burns, it was shown that the higher the

concentration of glycerol and the longer the tissues were stored in the medium, the more the skin grafts were able to fight off bacterial infections that often affect such grafts. The researchers concluded that glycerol has an antimicrobial effect.

### Skin Cells

In research published in December 2003 in The Journal of Investigative Dermatology, scientists reported that glycerol works as a signal to help direct skin cells through their four normal stages of maturity. This is important for people with diseases such as psoriasis and non-melanoma skin cancers that result from abnormal proliferation and maturation of skin cells, as it demonstrates that glycerol may be useful to assist in healing skin wounds.

### Skin Elasticity

Another benefit of glycerin is that it helps make skin suppler. A study in Denmark in 2003 showed that skin elasticity was improved even after only a 10-minute application of glycerin. Additional research in Germany also used oral glycerin supplements to fully restore the reduced skin elasticity in mice with damaged skin.

### Moisturizer

The primary use of glycerin for the skin is as a moisturizer for dry, rough or scaly skin. Various studies, such as one conducted in 2002 on patients with eczema in Sweden, have clearly demonstrated that glycerin has humectant properties, drawing water into the outer layer of the skin.

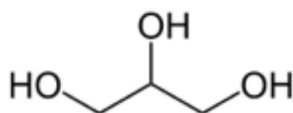
### Irritants

It's been known in scientific circles for years that glycerol protects skin against irritation. In a study published in the journal Dermatology in 1998, researchers pretreated skin with several irritating substances and then applied glycerol to the area under an air-tight and water-tight dressing. The glycerol staved off any negative effects from the irritations, provided a significant improvement of the protective barrier function in the skin and caused skin cells to regenerate.

### Bruising and Swelling

Glycerin also helps promote skin regeneration in skin that is bruised and swollen. In a double-blind, placebo-controlled clinical study, a product containing glycerin provided a reduction in the severity and duration of bruising with just one application in 65 percent of the patients in the study.

### Chemical Structure



**Ingredients:** Aqua, Glycerin, C12-C15 Alkyl Benzoate, Ethylhexyl Methoxycinnamate, Caprylic/Capric Triglyceride, Paraffinium Liquidum, Cetyl Alcohol, Cetearyl Alcohol, Diacetyl Boldine, Dimethicone, Carbomer, Tocopheryl Acetate, Fragrance, Triethanolamine, Phenoxyethanol, Potassium Sorbate, Disodium EDTA.



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