



## pure beauty® Whitening Facial Cream

pure beauty® Whitening Facial Cream is made of a non-irritating facial formula which is gentle to the skin. 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 it is moisturizing as well. 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

DDark 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.

**Ingredients:** Aqua, Glycerin, PPG-3 Benzyl Ether Myristate, Steareth-21, Steareth-2, Caprylic/Capric Triglyceride, Cetyl Alcohol, Cetearyl Ethylhexanoate, Cyclopentasiloxane, Diacetyl Boldine, Polyacrylamide, C13-14 Isoparaffin, Laureth-7, Titanium Dioxide, Fragrance, Ethylhexyl Methoxycinnamate, Tocopheryl Acetate, Phenoxyethanol, Potassium Sorbate, Disodium EDTA.



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