



## pure beauty® Natural Whitening Soap

pure beauty® Natural Whitening soap lightens the skin efficiently thanks to the Rice Bran Extract which is scientifically proven its ability to control Melanin production responsible for skin coloration. Also this soap ensures sustained moisturizing for the skin as a result for the emollient ingredients that it contains.

### Active Ingredients

## 1 ORYZA SATIVA (RICE) BRAN EXTRACT

For a long time, there has been a tradition in Japan that women rub rice bran in or put rice bran oil on their face to keep their skin smooth. It was a tradition and people don't know the real reason why rice bran or rice bran oil is effective in keeping skin smooth but it is thought that it relates to the functions of minor components of rice bran oil.

Rice bran extract, a medically significant lipid containing drug, is obtained from the husk of paddy and consists of embryo (germ) and endosperm of *Oryza sativa* family Graminae. You can obtain this oil as a byproduct in rice mill during polishing of rice after removing the husks from grain.

Rice bran extract contains three healthy antioxidants useful in protecting the body's cells against the effects of free radicals—tocopherol, tocotrienol and oryzanol. Rich in Vitamins B and E, rice bran extract increases elasticity of your skin and keeps it hydrated and soft. Rice bran extract is unique in that it contains different kinds of vitamin B and vitamin E, making it a more complex and wholesome ingredient for your skin.

Owing to the presence of vitamin E, Gamma-oryzanol, it is used for many alternative herbal therapies along with skin care products to prevent aging. Thus you can obtain a younger looking, wrinkle free and glowing skin with use of this extract. Vitamin E helps skin feel refreshed all the time.

Rice bran extract is used in sunscreen as vitamin E protects skin against harmful ultraviolet (UV) rays. The antioxidant property of this extract helps to overcome free radicals which cause damage.

Rice bran extract is a powerful anti-aging complex known to protect the skin from aging and external aggression. It is also known to promote blood microcirculation, which is beneficial in reducing dark circles and puffiness.

### Specific uses of Rice bran extract

1- It is used to exfoliate the skin by massaging it thoroughly within the face. This helps improve blood circulation thereby making the skin radiant and glowing.

2- The anti-melanin property of rice bran oil comes into play when used as a sun block. It is also known to whiten the skin slightly thus making it effective as a skin lightening and fairness product.

3- Benefits of rice bran oil for skin also include its property of keeping the skin incredibly soft. Polishing the face is popular in the Far East; Japanese women use both powder and oil for keeping their skin silky smooth.



4- It can also be used as a substitute for lanolin to help control inflammation and soothe irritable skin. Alligator skin can be healed completely courtesy the rice bran oil.

## 2 GLYCERIN

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.

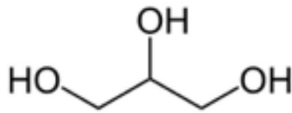
## Irritants

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:** Glycerin, Stearic acid, Myristic acid, Potassium Cocoate, Cocamidopropyl Betain, Decyl Glucoside, 1,3-Propanediol, Caustic Soda, Triethanolamine, Fragrance, Oryza Sativa (Rice) Bran Extract.



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