



pure beauty® Whitening Soap for Sensitive Area

Pure beauty Whitening Soap for Sensitive Area lightens the skin gently and efficiently thanks to both Algae extract (Seaweed) and Nutgrass Root extract. In addition, this soap ensures sustained moisturizing for the skin because of the emollient ingredients it contains.

Active Ingredients

1 ASCOPHYLLUM NODOSUM EXTRACT ALGAE EXTRACT (SEAWEED)

Ascophyllum Nodosum Extract is a large, common brown alga in the family Fucaceae, being the only species in the genus Ascophyllum. It is seaweed of the northern Atlantic Ocean, also known as rockweed, Norwegian kelp, knotted kelp, knotted wrack or egg wrack. It is common on the north-western coast of Europe. with a complete way of action for skin lightening

Ascophyllum Nodosum Extract works as a skin lightening active to reduce melanin synthesis and pigmentation of synthesized melanins. It also eliminates the pigmented scales. It offers anti-radical protection against ageing of skin and prevention of the appearance of dark spots.

2 NUTGRASS ROOT EXTRACT

Nutgrass is a perennial herb that is considered to be a noxious weed in many areas. However, old Indian practitioners have valued the root of the Nutgrass plant for its medicinal qualities for many years. The Nutgrass plant has been touted as an aid for lightening the skin, reducing the effects of. Extrapone is a specific formulation of Nutgrass that is used to treat skin conditions.

Symrise, a German-based company, developed Extrapone Nutgrass from the cyperus rotundus plant that is native to India. Nutgrass contains a volatile oil with b-pinene, cyperene, a-cyperone b-cyperone and a-cyperol. It also has alkaloids, flavonoids and triterpenes, according to one manufacturer of the product. Various skin creams contain Extrapone Nutgrass as an alternative to hydroquinone, a common skin lightener in many commercial products. Extrapone Nutgrass is not toxic or carcinogenic and has no reported side effects.

Advertised as a natural skin lightener. Manufacturers state that clinical trials have shown it inhibits melanin by more than 41 percent. However, no other information regarding clinical trials is available. Old Indian practitioners also use regular preparations of Nutgrass to treat other skin conditions, including fungus infestation, itching, rashes and herpes. However, no valid scientific research suggests that any form of Nutgrass successfully treats skin problems.

3 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.

Ingredients: Aqua, Glycerin, Stearic acid, Myristic acid, Potassium Cocoate, Cocamidopropyl Betain, Sodium Hydroxide, Ascophyllum Nodosum Extract, Cyperus Rotundus Extract, Triethanolamine, Parfum (Fragrance)



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