



## pure beauty® Whitening Elbows & Knees

pure beauty® knee and elbow Whitening Cream advanced formula helps in fading dark areas of skin and skin discolorations at the knees and elbows in a record time. It is non-irritating and gentle to the skin, it effectively helps even out skin tone.

Using the natural plant extract of Indian gooseberry as the Active Ingredient to ensure a safe skin lightening without any harsh or banned chemicals.

### Active Ingredients

## 1 PETROLATUM

Petrolatum is a hydrocarbon, traditionally derived from the distillation of oil it is used to treat or prevent dry, rough, scaly, itchy skin (e.g., eczema, keratosis, and xerosis). Dry skin is caused by a loss of water in the upper layer of the skin. Emollients are substances that soften and moisturize the skin and decrease itching and flaking. Emollients/moisturizers work by forming an oily layer on the top of the skin that traps water in the skin.

## 2 BEES WAX

Beeswax is a natural wax produced in the bee hive of honey bees of the genus Apis. In its natural state, beeswax is firm but pliable. Melted and combined with other ingredients, beeswax adds body to skin care products, making creams thicker. Like other beehive products, including honey and royal jelly, beeswax offers anti-inflammatory, antibacterial and antiviral benefits and potentially beneficial for treating minor skin irritations.

## 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.

### And here some benefits for Glycerin:

- Helps in Atopic Dermatitis Treatment
- Prevent antimicrobial effects
- Helps in Skin Cells maturity process
- Offers skin elasticity
- Skin moisturizer
- Help preventing irritants
- Help healing bruising and swelling



## 4 EMBLICA (FRUIT) EXTRACT

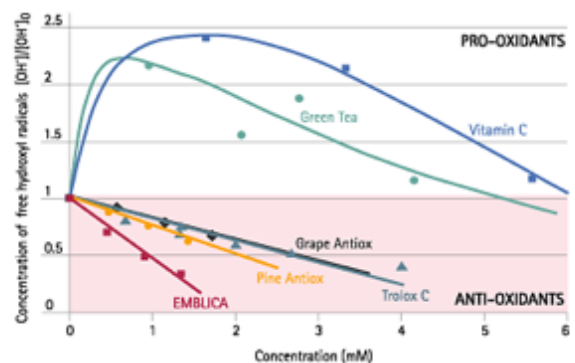
Emblica extract comes from a tree native to tropical southeastern Asia, particularly India, Pakistan, Bangladesh, Sri Lanka and southern China. Emblica (known as Indian gooseberry) is one of the most important old medicine ingredients in India and has been used to treat a wide variety of human ailments for thousands of years. Emblica is extracted from premium quality fruits using a water-based process, resulting in a 100% natural cosmetic raw material for use in skincare and cosmetics applications.

Emblica Pro-oxidation prolongs antioxidant capabilities of your skincare and cosmetics formulations

Antioxidants can be used in skincare and cosmetics applications to protect the skin from harmful photo-damage thanks to their controlling effect on oxidative processes.

### Multilevel Cascade

The cascade illustrates the chemical transformation of Emblicanin A (one of the key compounds in Emblica®) that takes place at the cellular level or on skin during its antioxidant activity and thus prolongs the antioxidant properties for enhanced skin protection: Emblicanin A aggressively seeks and attacks free radicals. After it neutralizes a free radical, Emblicanin A is transformed into Emblicanin B, another antioxidant that attacks free radicals and is then transformed into Emblicanin oligomers.



## Emblica promotes skin lightening & reduces hyperpigmentation

Skin lightening, a skincare routine with a long tradition in Asia, has become an important trend in skincare and cosmetics across the world.

Right now the cosmetics industry is eagerly searching for safe and efficient skin lightening ingredients as a number of products and ingredients that were traditionally used for skin lightening are banned today due to toxicological concerns.

Hyperpigmentation, or excess of pigment in the skin, is another current skincare concern as even-toned skin is today's beauty ideal.

**Ingredients:** Aqua, Paraffinum Liquidum, Petrolatum, Oleyl Erucate, Microcrystalline Wax, Sweet Almond Oil, Glycerin, Bees Wax (Cera Alba), Glyceryl Oleate, Hydrogenated castor oil, Phyllanthus Emblica (Fruit) Extract, Titanium Dioxide, Fragrance, Lactic Acid, Sodium Lactate, Magnesium Stearate, Magnesium Sulfate, Tocopheryl Acetate, Phenoxyethanol, Potassium Sorbate, Disodium EDTA.



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هاتف: 6710411 – 6702097 – 6400430  
[www.bashirco.com.sa](http://www.bashirco.com.sa)