



## pure beauty® Natural Whitening Lotion Sunscreen SPF 50

Pure beauty Natural Whitening Lotion Sunscreen SPF 50 advanced formula ensures full protection from UVA and UVB sunrays. In addition, this formula moisturizes skin and protects it from dryness thanks to Glycerin that contains. This formula lighten skin softly and help reduces freckles and spots thanks to Natural extracts that works as a whitening agent.

### Active Ingredients

#### 1 OCTOCRYLENE

Octocrylene is a chemical compound often used as an additive in sunscreen, and is thought to have skin moisturizing effects because of its emollient properties. What makes this chemical such a popular additive to sun block, is its ability to neutralize UV radiation dissipated by sunlight, and to minimize skin damage from prolonged sun exposure.

#### 2 BUTYLMETHOXYDIBENZOYLMETHANE

Butyl Methoxydibenzoylmethane has the ability to absorb ultraviolet light over a wide range of wavelengths and then convert it to less damaging infrared radiation (heat).

#### 3 TITANIUM DIOXIDE

Titanium dioxide is typically micronized and coated for use in cosmetics products. The micronizing makes this somewhat heavy-feeling ingredient easier to spread on skin, plus a bit more cosmetically elegant. Micronized titanium dioxide also is much more stable and can provide better sun protection than non-micronized titanium dioxide. Micronized titanium dioxide does not penetrate skin so there's no need to be concerned about it getting into your body. Even when titanium dioxide nanoparticles are used, the molecular size of the substance used to coat the nanoparticles is large enough to prevent them from penetrating beyond the uppermost layers of skin. This means getting the sun protection titanium dioxide provides without any risk of it causing harm to skin or your body.

#### 4 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, Octocrylene, Butyl Methoxydibenzoylmethane, Benzophenone-3, Ethylhexyl Salicylate, Titanium Dioxide, C12-15 Alkyl Benzoate, Glycerin, Glyceryl Stearate, Potassium Cetyl Phosphate, Caprylic/Capric Triglyceride, VP/ Eicosene Copolymer, Laureth-23, Parfum (Fragrance), Triethanolamine, Carbomer, Diacetyl Boldine, Tocopheryl Acetate, Phenoxyethanol, Potassium Sorbate, Disodium EDTA.



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