



pure beauty® Anti-Aging Moisturizing Soap

pure beauty® Anti-Aging Moisturizing Soap enriched with Argan oil which is high in vitamin E, essential fatty acids and antioxidants that helps in removing fine lines and reducing face wrinkles. In addition, this soap is rich with Shea butter extract that provides deep moisturization keeping your face soft and smooth.

Active Ingredients

1 SHEA BUTTER

Shea butter is known as a valuable skin conditioning ingredient. Shea butter is the natural complex fat extracted from the nuts of the Shea tree (*Butyrospermum parkii*). The Shea (*Butyrospermum parkii*) tree has various other names such as Karite, vitellaria paradoxa, and Galam Butter tree which grow in the savannah of Western Africa. The Shea tree does not flower before it is 20 years old and can live up to 200 years. It is considered sacred because of the bounty of goodness it can do for your skin, hair, beauty and health. Discover the secret of Egyptian Queen Nefertiti's legendary beauty and find out what makes shea butter so powerful to repair, renew and protect the skin against aging.

The fruit of *Butyrospermum parkii* is gathered, cold pressed and refined to form a soft paste, known as Shea Butter. Shea Butter is a plant-based emollient that mimics the lipid content of the skin. It works wonders on dry and dehydrated skin and deep wrinkles, promoting a soft, smooth, healthy appearance.

The Benefits of Shea Butter

- As an emollient and moisturizer, shea butter helps repair the skin and is an effective remedy for dark spots, wrinkles, stretch marks and sunburn. Its healing properties help treat minor burns, small wounds and insect bites.
- Shea butter contains arachidic acid, linoleic acid, linolenic acid, oleic acid, palmitic acid and stearic acid of which stearic and oleic acids are the highest. Oleic oil has moisturizing properties and is used as an ingredient in many skin care products (especially in butter cream products).
- Shea butter is an anti-aging ingredient. It solution for fighting wrinkles because of the rich of vitamins A and E it contains.
- Shea butter can soothe your scalp if it's dry or irritated from chemical processing. It improves and treats various skin inflammations such as acne, eczema, keratosis pilaris and psoriasis. In addition, it doesn't clog pores.
- Shea butter is also known to help hair growth and as a remedy for dandruff. One of shea butters uses includes preventing hair from breaking and thinning. It also helps protect the scalp from sores and rashes.
- Shea Butter penetrates deep into skin to help restore elasticity. It absorbs quickly without leaving greasy residue like petroleum, beeswax or mineral oil based products.



2 ARGANIA SPINOSA OIL (ARGAN OIL)

Argan oil is a plant oil produced from the kernels of the Argan tree (*Argania spinosa* L.) that is endemic to Morocco. It is used for nutritive and cosmetic properties.

Unroasted Argan oil is traditionally used as a treatment for skin diseases and as a cosmetic oil for skin and hair.

In cosmetics, Argan oil is advocated as moisturizing oil, against juvenile acne and flaking of the skin as well as for nourishing the hair. This oil has also medicinal uses against rheumatism and the healing of burns.

Argan Oil has gained an international reputation as nature's anti-aging skin care product. It is rich in naturally occurring antioxidants, essential fatty acids, carotenoids, ferulic acid, sterols, polyphenols, and contains remarkably high levels of vitamin E. Argan Oil contains Squalene, a unique and rare component which is suggested to protect against skin cancer. Argan Oil amazing inventory of active ingredients provides your skin hair and body with the nutrients it needs to maintain its healthy radiance.

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: Glycerin, Stearic acid, Myristic acid, Potassium Cocoate, Cocamidopropyl Betain, Butyrospermum Parkii (Shea Butter), Decyl Glucoside, Argania Spinosa (Argan) Oil, Caustic Soda, Triethanolamine, Fragrance.



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www.pure-beautyproducts.com



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