



pure beauty® Whitening Whitening Cream Night

pure beauty Whitening Cream Night enriched with Aloe Vera extract and vitamin E that works both to provides skin with intensive moisturization and protection during night along with the Soapbark plant extract which controls melanin production, the pigment that makes skin darker. This natural extract also prevents hyperpigmentation and UV induced melanin synthesis.

This cream works at night when the skin regeneration process starts to help fade away freckles, facial age spots, skin blotches, discoloration and imperfections on the skin. Also it helps even out skin tone.

Active Ingredients

1 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.

2 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.

3 DIACETYL-BOLDINE

Diacetyl-boldine is a solution that inhibit the activity of tyrosinase. It is used for its skin lightening properties. Diacetyl- boldine (DAB) works well via a-adrenergic antagonist receptors and calcium flow regulation. This product is recommended for use in skin lightening products. It is recommended for use in emulsions, soaps and make-up products with lightening or whitening properties. Diacetyl Boldine is an extraordinary new antioxidant product made from Chilean tree bark that gives dramatic results in controlling melanin, the pigment that makes skin darker.

4 ALOE BARBADENSIS (ALOE VERA) EXTRACT

Aloe Vera has been used for a host of purposes since the ancient Egyptians called it the "plant of immortality." Since then, its uses have become more targeted and medicinal, and it is one of the leading therapies for sunburns.

Benefits for The Skin

- Prevents Signs of Aging
- Moisturizes Skin
- Reduces Acne and Helps Lighten Blemishes
- Helps with Sunburns and Reduces Tan
- Heals External Wounds and Insect Bites
- Reduces Stretch Marks

5 VITAMIN E (TOCOPHERYL ACETATE)

Vitamin E is known for its antioxidant properties. Antioxidants help to protect your body from damaging compounds called free radicals. Normally, free radicals form when your body converts food into energy. However, free radicals can also come from UV light, cigarette smoke, and air pollution. In nature, vitamin E comes in the form of tocopherol or tocotrienol.

Ingredients: Aqua, Glycerin, C12-C15 Alkyl Benzoate, Steareth-21, Steareth-2, Caprylic/Capric Triglyceride, Cetyl Alcohol, Cetearyl Ethylhexanoate, Cyclopentasiloxane, Shea Butter, Diacetyl Boldine, Polyacrylamide, C13-14 Isoparaffin, Laureth-7, Aloe Barbadensis (Aloe Vera) Extract, Fragrance, Tocopheryl Acetate, Phenoxyethanol, Potassium Sorbate, Disodium EDTA.



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