



## pure beauty® Anti-Aging Serum

pure beauty® Pure beauty Anti-aging Facial and Neck Serum advanced formula engineered for fast skin absorbing powered by peptides and vitamin E that works together to help restore youthful skin. It reduces wrinkles, loss of firmness and uneven skin tone. In addition, this antioxidant serum deeply moisturizes skin and protects it from future signs of aging, keeping it looking young.

After 2 weeks, skin looks younger, by 4 weeks deep lines and wrinkles are visibly reduced. Results keep getting better with continued use.

### Active Ingredients

#### 1 PALMITOYL TETRAPEPTIDE-7

Palmitoyl tetrapeptide-7 is a type of synthetic peptide compound which combines several chains of amino acids to reduce skin inflammation and the accompanying skin damage. This peptide compound is also believed to stimulate the regeneration of collagen fibers in the dermis by acting as sort of cellular messenger. Palmitoyl tetrapeptide-7 is also thought to increase the amount of hyaluronic acid in the skin, which can help tighten skin by attracting moisture to the epidermis.

#### 2 SESAFLASH (HYDROLYZED SESAME PROTEIN)

SesaFlash is a next generation tightening agent. The patented molecular active ingredient combination contains sesame to instantly and visibly smooth the skin, as well as tighten it. Sesaflash also incorporates an effective long lasting hydrating effect.

#### 3 MATRIXYL (PALMITOYL OLIGOPEPTIDE)

Palmitoyl oligopeptide is a blend of several fatty and amino acids that has recently been used in a number of cosmetics and anti-aging creams. This ingredient is being studied for its positive effects on the skin, especially for those who are looking for an anti-aging serum that has the same results as one that uses retinol, but with fewer side effects.

While Palmitoyl oligopeptide is still being studied, early tests suggest that this peptide may work to stimulate collagen, production and help skin cells remain more stable.

Palmitoyl oligopeptide is one of many peptides which have recently been discovered to have a positive effect on skin health

Most peptides are made of chains of amino acids, which are directly involved in the creation of proteins in the body. While Palmitoyl oligopeptide is a relatively new addition to the list of peptides that are used in skin care, some experts believe that the chains of amino acids communicate with the skin's collagen and boost its production, which is a major factor in achieving smooth, wrinkle-free skin.



#### 4 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, C12-15 Alkyl Benzoate, Isopropyl Myristate, Glycerin, Cetearyl Alcohol, Polysorbate 60, Sorbitan Stearate, Dimethicone, Tocopheryl Acetate, Dipalmitoyl Hydroxyproline, Butylene Glycol, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Acrylates Copolymer, VP/Polycarbonyl Polyglycol Ester, Hydrolyzed Sesame Protein PG-Propyl Methylsilanediol, Triethanolamine, Carbomer, Phenoxyethanol, Parfum (Fragrance), Potassium Sorbate.



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