



## pure beauty® Whitening BB Cream SPF 25

**Light/ Medium/ Dark**

Pure beauty Whitening BB Cream SPF 25 advanced formula ensures 6 skin-perfecting benefits: gently lightens skin, moisturizes, provides a great antioxidant, anti-aging effect, even skin tone, and prevents sunburn.

Provides UVA-UVB sun protection.

## Active Ingredients

### 1 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.

### 2 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.

### 3 ETHYLHEXYL METHOXYCINNAMATE (SUN FILTER)

Ethylhexyl Methoxycinnamate (also called Octyl Methoxycinnamate) used in products that are applied to the skin to absorb, reflect or scatter UV rays; it protects the skin from sunburn and other damaging effects of the sun. Ethylhexyl Methoxycinnamate also protects cosmetics and personal care products from deterioration caused by UV rays and allows them to last longer in high UV conditions.

### 4 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, folic 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.

### 5 MATRIXYL (PALMITOYL OLIGOPEPTIDE)

Matrixyl is an anti-aging formula that claims to work in a different way than most other skin creams on the market.

Other anti-aging skin creams offer a "short-term" fix for aging skin: they freeze your skin in place and minimize the production of wrinkles. They work in a similar way to Botox but are significantly less effective.

Matrixyl, on the other hand, promises to be a long term fix for aging skin. It boost collagen production and stimulate skin repair.

### 6 PALMITOYL TETRAPEPTIDE-7

Palmitoyl Tetrapeptide-7 is one of the world's most popular anti-aging treatments. While it is a widely used ingredient, it does more than just lightening areas and fading the look of dark circles. Numerous studies have shown its effectiveness for reducing the appearance of lines and wrinkles all over the face.

### 7 DIACETYL BOLDINE

Diacetyl-boldine is a solution that inhibit the activity of tyrosinase. It is used for its skin lightening properties. Diacetil- 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.

**Ingredients:** Aqua, C12-15 Alkyl Benzoate, Titanium Dioxide (CI 77891), Glyceryl Stearate, Octocrylene, Ethylhexyl Methoxycinnamate, VP/ Eicosene Copolymer, Methylmethacrylate Crosspolymer, Cetearyl Alcohol, Iron Oxide (CI 77492), Caprylic/Capric Triglyceride, Benzophenone-3, Iron Oxide (CI 77491), Polysorbate 60, Sorbitan Stearate, Argania Spinosa (Argan) Kernel Oil, Parfum (Fragrance), Carbomer, Iron Oxide (CI 77499), Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Triethanolamine, Diacetyl Boldine, Phenoxyethanol, Potassium Sorbate, Disodium EDTA.



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