



pure beauty® Whitening Antiperspirant Q10 Firming Roll on Serum

Pure beauty Whitening Antiperspirant Firming Roll on Serum rich in licorice extract works on lightening the under arm area and Q10 that works as a great antioxidant and helps in firming skin. In addition, it ensure durable protection from sweat.

Active Ingredients

1 ALUMINIUM ZIRCONIUM

Aluminum Zirconium Tetrachlorohydrate is selected for its ability to obstruct pores in the skin and prevent sweat from leaving the body. Its anhydrous form gives it the added ability of absorbing moisture. It works by diffusing into the sweat gland and forming a colloidal "plug" which limits the flow of sweat to the skin surface. The plug is gradually broken down and normal sweating resumes.

Aluminum Zirconium Tetrachlorohydrate is considered safer than aluminum chloride and aluminum chlorohydrate. Aluminum Zirconium Tetrachlorohydrate is particularly effective at closing pores and absorbing moisture.

Aluminum compounds have a history of effectiveness as antiperspirants in deodorants. That is why you will find them in almost all the antiperspirant deodorants available. Depending on how much trouble you have with perspiration, you may want brands with stronger aluminum compounds. Whatever you end up purchasing, it is likely that the deodorant will be effective at preventing excess perspiration if it contains aluminum antiperspirant ingredients.

2 LICORICE ROOT EXTRACT

Licorice root extract (*Glycyrrhiza glabra*, *Glycyrrhiza uralensis*) is a common ingredient found in many skin-lightening cosmeceuticals and is also used in the treatment of a wide variety of diseases even outside the scope of dermatology due to its anti-oxidant anti-inflammatory, antiviral, antimicrobial, and anticarcinogenic properties.

Licorice extract is obtained from the root of *Glycyrrhiza glabra* Linnaeus. The primary antioxidant and anti-inflammatory compounds found in licorice root are the glycosides - glycyrrhizin and glycyrrizic acid, flavonoids, and saponins.

The main component of the hydrophobic fraction of licorice is glabridin. Glabridin has been shown to prevent UVB-induced pigmentation and to inhibit tyrosinase activity, superoxide anion production and cyclo-oxygenase activity. The depigmenting efficacy of glabridin has been shown by various researchers to be greater than that of hydroquinone.

3 AVOCADO OIL (PERSEA GRATISSIMA)

The rich green cold-pressed oil from the fresh fruit is unique amongst oils. It can penetrate quickly into the lower skin layers where its high content of vitamins A, D, E, lecithin, phytosterols and Omega 9 fatty acids promote healing, skin regeneration and protection from the aging effects of UV light and pollution.



Q10 VITAMIN SKIN BENEFITS

Wrinkles

Coenzyme Q10 may help diminish fine wrinkles around the eyes, according to the Mayo Clinic. An animal study published in 2005 in the journal *Biofactors* found Q10 intake improves the epidermal (inner) layer of the skin, which may be a precursor to its anti-aging effects on skin. The study, involving hairless mice, was led by Yutaka Ashida of Pharmaceutical Research Laboratories, Shiseido Research Center, Yokohama, Japan.

Rejuvenating Effects

As skin gets older, the fibers that keep skin firm, known as collagen and elastin, gradually deteriorate. A gradual decline in the natural production of Q10 that occurs with age may also weaken the effectiveness of these fibers. Coenzyme Q10 supplementation may reduce the breakdown of collagen.

Protective Effects

The antioxidant effects of Q10 may also protect the skin against both intrinsic and extrinsic aging, notes *SkinTherapyLetter.com*. Intrinsic aging is due to genetics, while extrinsic aging is largely the result of lifestyle choices such as smoking and environmental factors like sun exposure.

Photoaging

Applying Coenzyme Q10 prior to going out in the sun may protect your skin from sun damage. Unlike sunscreens, antioxidant ointments like Q10 build up in the skin and may be longer lasting, notes the University of Maryland Medical Center. A study published in 1999 in the journal *Biofactors* indicates that Q10 has the ability to prevent many of the detrimental effects of photoaging. Photoaging is the term used to describe skin damage caused by excessive sun exposure, according to the American Academy of Dermatology. Signs of photoaging may include skin roughness, blotchiness and fine wrinkles. U. Hoppe of the Paul Gerson Unna Research Center (Beiersdorf AG) in Hamburg, Germany, headed up the study.

Ingredients: Aqua, Aluminum Zirconium Tetrachlorohydrate Gly., PPG-15 Stearyl Ether, Steareth-2, Steareth-21, Glycyrrhiza Glabra Root Extract, Parfum (Fragrance), Ubiquinone, Persea Gratissima Oil, Butylene Glycol, Isopropyl Myristate, Benzophenone-4.



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