

### 1. Product name

INVENTIA PURE GOLD MASK WITH NATIVE FISH COLLAGEN

### 2. Product description

Gold Masks are a unique product with a wide variety of active ingredients, including exceptional and precious particles of Gold. The beneficial effect of Gold is supported by the intensive regenerating and nourishing action of Collagen and Elastin, as well as Vitamin B3 and the extremely potent moisturising properties of Sodium PCA and Hyaluronic acid. In addition, the Mask includes Aloe extract, rich in essential active ingredients and Vitamin E, well-known for its efficiency in fighting free radicals.

### 3. Effects

- Excellent and long-lasting face skin moisturising effect
- Regular application regenerates the skin and reduces the length and depth of wrinkles
- Restores firmness and elasticity to the skin
- Refreshes the skin and makes it luminous
- Gives a radiant and youthful appearance to the face

### 4. Composition (INCI)

Aqua, Glycerin, Algin, Sodium PCA, Aloe Barbadensis Leaf Juice, Sodium Hyaluronate, Collagen, Elastin, Niacynamide, Tocopheryl Acetate, Colloidal Gold, Caprylyl Glycol, Lactic Acid, Benzyl Alcohol.

### 5. Ingredients

**Sodium PCA** – is a natural component of the epidermis. Its role is to maintain the proper moisture level, so it naturally cares for the comfort of our skin.

**Collagen** – is a protein that constitutes about 30% of the total human body protein and as much as 70% of the skin protein. Collagen and elastin form a flexible mesh in the dermis, which adds elasticity and firmness to the skin and also provides support for fibroblasts. Collagen also has an extraordinary ability to bind water, thus influencing the proper hydration of the skin. Collagen stimulates the regeneration processes, deeply regenerates, moisturises the skin and improves its texture.

**Aloe extract** – an ingredient which is extremely rich in valuable compounds such as amino acids, including exogenous amino acids forming the Natural Moisturising Factor (NMF); vitamins A, C and E; vitamin B, and folic acid, which are all very important for the health of the skin, as well as micro- and macro-elements, including the most valuable: calcium, sodium, potassium, manganese, chromium and zinc, together ensuring proper skin nourishment. Aloe extract also contains enzymes and hydroxy acids to help remove dead epidermal cells and promote epidermis regeneration, thus naturally preventing skin ageing. Aloe also contains astringents, mild disinfectants and cleaning substances. The richness of these substances provides unique skin comfort, especially for those with dry, sensitive skin which is prone to irritation. By providing the compounds necessary for the skin to function in the correct way, aloe extract clearly strengthens the skin and restores its firmness, elasticity and healthy colour.

**Elastin** – a protein working with collagen to create a supporting fibre network in the skin, responsible for maintaining the suppleness, firmness and elasticity of the skin. Elastin used in cosmetics smoothes wrinkles, and regenerates and improves the vitality of the skin. It also demonstrates a moisturising effect.

**Hyaluronic acid** – is an unusual biopolymer having an identical chemical structure to that found in bacteria and humans. Chemically speaking, it is built of disaccharide units formed by the amid of D-glucuronic acid and D-N-acetylglucosamine. Naturally occurring hyaluronic acid has a molecular weight of 102 to 104 kDa. Hyaluronic acid molecules are a physiological component of our tissues. In the human skin, the acid is a component of intracellular matrix of the dermis, where it is responsible for maintaining proper hydration, and hence for keeping it supple and free of wrinkles. Unfortunately, over the years hyaluronic acid is gradually absorbed and its content in the skin steadily decreases. This diminishing content of this component in the subcutaneous tissue reduces the skin's water reservoir, which is accompanied by the emergence of wrinkles and the skin becoming rough and dry. Hyaluronic acid is able to bind from one thousand up to four thousand times more water than its mass, and is therefore used in cosmetic products as one of the most valuable moisturising agents. Hyaluronic acid is also used as a natural film protecting the stratum corneum against penetration of chemicals and bacteria.

**Vitamin B3** – fulfils a crucial role in the biological processes occurring in the skin. This vitamin displays a multidirectional action and therefore forms an ingredient of cosmetics for women of all ages. This compound stimulates the production of the lipid components of the skin, mainly ceramides, whose quantity decreases over the years, as well as other components responsible for maintaining the proper hydration of the skin, such as keratin, filaggrin and involucrin. With such an action, the skin is more resistant to environmental factors. Also, transdermal water loss is reduced and the skin is better moisturised, protected and elastic. In addition, vitamin B3 smoothes and reduces fine lines as it indirectly influences the production of collagen and stimulates the production of hyaluronic acid, resulting in an improved skin structure. In addition, the compound has an antiglycating potential so the skin can maintain its suppleness and radiance longer. It also improves skin tone and helps fight skin discoloration. Vitamin B3 also has antioxidant properties and plays an important role in the synthesis of nucleic acids, thus helping the repair of damaged skin cells. The compound also displays an anti-inflammatory action and promotes skin regeneration. It is recommended also for acne-prone and sensitive skin as it reduces the excessive production of sebum, the size of pores, irritation and redness.

**Vitamin E** – is one of the most potent of natural antioxidants. It is recommended for the care of all skin types but is particularly dedicated to mature skin with such problems as inadequate hydration, wrinkles and sallow colouring. The "fountain of youth", as it is often referred to, vitamin E traps free radicals that might destroy skin structure in order to prevent premature ageing and wrinkles. It also protects the epidermis from excessive drying, halting the loss of elasticity and firmness. It restores the skin's youthful vitality and radiance. Last but not least, the anti-inflammatory and regeneration properties of vitamin E promote tissue regeneration.

**Gold** – in its primary elemental form has been known from the beginnings of civilisation. Its cosmetic effect was appreciated by Cleopatra. Gold slows down the loss of collagen and elastin, thus contributing to skin tissue regeneration. In this way it affects the skin firmness, smoothes the existing lines and reduces formation of new ones. In addition, it moisturises the skin and eliminates discoloration. What is achieved is a radiant complexion, full of light. Gold also displays an anti-inflammatory action. Preparations containing gold have a long-lasting effect and clearly slow down the aging process.

## 6. Application method

Apply mask to cleansed face, leave for 15 minutes. Then remove and rinse with water. Recommended to use the mask twice or three times a week.

09.03.2013

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Date

*I approve for use*

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IMS Officer