

1. Product name

COLLAGEN WHITENING CREAM 50 ML

2. Product description

The Collagen Whitening Cream is a cosmetic whose formula is exceptionally rich and effective. It contains as many as three components for active whitening and brightening of the skin, which reduce the synthesis of melanin, the main pigment responsible for skin colour. The cosmetic also contains the Inventia Natural Collagen®, thanks to which the skin recovers its natural firmness and is protected against dehydration. Due to the use of squalane, the lipid coat of the skin is regenerated. Following application of the Collagen Whitening Cream, the skin is properly nourished, recovers its natural brightness and fresh appearance.

3. Effects

- Actively whitens the skin.
- Naturally brightens and lights up the skin.
- Nourishes, moisturizes and regenerates the skin.
- Creates a natural barrier on the skin preventing it from dehydration.

4. Composition (INCI)

Aqua, Octocrylene, Caprylic / Capric Triglyceride, Glycol Stearate SE, Hydrogenated Polydecene, Dicaprylyl Ether, PPG-3 Benzyl Ether Myristate, Glycerin, Hydrogenated Polyisobutene, Butyl Methoxydibenzoylmethane, Cetareth-25, Cetearyl Alcohol, Dimethyl Isosorbide, Silica, Titanium Dioxide, Hydrolyzed Wheat Flour, Collagen, Caprylyl Glycol, Mangifera Indica Fruit Extract, Phenoxyethanol, Hydrolyzed Yeast Protein, Sodium Levulinate, Squalane, Dimethicone, Ethylene / Propylene Copolymer, Polymethylsilsesquioxane, Vinyl Dimethicone / Methicone Silsesquioxane Crosspolymer, Xanthan Gum, Elastin, Citric Acid, Potassium Sorbate, Sodium Phytate, Lactic Acid.

5. Active substances

Collagen – it is a protein which constitutes ca. 30% of the overall weight of the protein in the human body, as much as 70% of the skin protein. Collagen, together with elastin, create a flexible network in the dermis which gives the skin its resilience and firmness, as well as provide a support for fibroblasts. In addition, collagen has this extraordinary capacity of binding water, which results in appropriate skin moisturization. Collagen stimulates regenerative processes, deeply regenerates, moisturizes and tightens the skin.

Axolight – an extract rich in oligosaccharides derived from wheat bran. The active particle found in the material is arabinoxylase. Axolight inhibits the process of melanogenesis during which melanin is produced, i.e. the particle responsible for the colour of the skin. Melanogenesis is stopped by inhibiting tyrosinase which is the precursor of melanin. Such an effect translates directly into skin illumination, which has been confirmed by tests (in vitro, in vivo, ex vivo) wherein significant and visible change of the skin colour has taken place. Axolight is recommended for protection of the skin against the harmful effect of sunrays to prevent pigment spots and to brighten up and whiten the skin. The material is certified by ECOCERT, does not contain preservatives and is biodegradable.

Melan'ó White – this material contains an extract from the mango tree fruit (*Mangifera indica* fruit) which contains large quantities of natural vitamin C and lactic acid. Vitamin C directly triggers the activity of the tyrosinase enzyme which participates in the synthesis of the substance responsible for colouring the skin, i.e. melanin. Lactic acid contributes to cell regeneration, which results in lightening up and unification of the skin. Test using Melan'ó White demonstrated significant reduction of melanin synthesis. The material has been produced in 98.9% from organic ingredients. It is certified by ECOCERT, does not contain preservatives.

Natriance Brightener – a material with an active effect, containing a bio-fraction obtained from yeast (*Saccharomyces*). The extract is rich in amino acids, as well as small peptides with strong nourishing properties. The skin recovers its natural lightness and bright appearance. Natriance Brightener triggers reduced melanin synthesis in the skin, improves skin illumination and makes it look fresh.

Squalane – it is a form of squalene which is a natural ingredient of the protective lipid coating of the skin. This compound is also a part of the intercellular cement of the epidermis. Squalane is a unique moisturizer of powerful moisturizing and regenerative properties. Building itself into the intercellular structure of the epidermis, seals it up and restores disturbed epidermal barrier function thanks to which moisturizing is improved significantly. Squalane also nourishes the skin perfectly, caring for it in an attentive way, thus the appearance and biochemical parameters of the skin and visibly improved and the tiny wrinkles are smoothed out. Additionally rebuilding the lipid layer, it immunizes the skin against the harmful effects of the external environment and brings relief to the skin. Squalane is also an antioxidant. It protects the lipid structures of the skin against oxidation and operation of free radicals.

6. Application method

Apply a small amount of the cosmetic on the cleaned skin of the face, neck and cleavage. Rub in gently until it has been absorbed completely. For better whitening effect, use a SPF-50 product before exposing the skin to sunrays.

23.03.2015

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Date

I approve for use

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IMS Officer