



INTENSE _ BEAUTY IN A CLICK

NEUROCOSMETICS

Recent studies have shown that physiological ageing of the neurones in the skin alters normal communication between nerves and fibroblasts, triggering a drop in the vitality of the latter, with lower collagen and elastin production. Neuroageing in fact promotes fibroageing and ageing of the dermis, leading to the formation of wrinkles.

POLLUTION

In urban centres (home to 80% of the population) pollution continues to increase alarmingly. The skin's wellbeing in fact depends on the concentration in the air of the skin irritants ozone and nitrogen oxide, and of atmospheric particulate (known as PM 2.5), which destroys keratin, causing dehydration, collagen destruction and therefore early skin ageing.

BLUE LIGHT

Intensive use of technological devices, smartphones, tablets and PCs, subjects the skin to pollution by high doses of "blue-light" (digital pollution). Blue light is part of the natural visible spectrum but exposure to high doses, as in the case of an "always-online" lifestyle, can lead to excessive production of free radicals, causing harm to the skin and digital ageing.

OBJECTIVE OF THE LINE

Un tratamiento práctico y eficaz para cuidar la piel del rostro, el cuello y el escote, capaz de suavizar los rasgos faciales y reducir las arrugas. Intense favorece el restablecimiento de los ritmos naturales de la piel para obtener una belleza inmediata y duradera, prestando especial atención a las influencias de un estilo de vida moderno y a los hábitos de vida en las ciudades.

WHO IT IS SUITABLE FOR

- For all mature skin types •
- To offer a specific anti-wrinkle solution for the face and area around the eyes •
- To protect from and combat skin ageing also caused by environmental factors and everyday habits linked to modern life (digital pollution) •
- For year-round treatment •
- To purify the skin during sleep, leaving it looking fresh and relaxed during the day •
- To combat dull skin for a fresh radiant look •





ACTIVE INGREDIENTS

Laminaria hyperborea: brown algae from which Guluronic and Mannuronic acids are extracted. They stimulate the release of the sAPPalfa neuroprotectors that prevent and reduce neurodegradation phenomenon and maintain communication between neurons and fibroblasts to reinforce and activate the collagen and elastin synthesis and counter the harmful effects of climate changes on the skin.

Energized sea water: microalgae grow naturally in sea water has a special antipollution action that creates a sort of invisible screen on the surface of the skin and descend to even deeper layers thereof to capture pollutants and neutralize them. Biopterin is a molecule contained in the micronized algae that favors the action of actine (contractile protein) that restrutures and reinforces collagen fibers for a lifting effect.

Theobroma cocoa is a rare and premium variety of "Criollo Porcellana", a cocoa prized for its superior taste and quality from in Alto Piura, Perú. The extract, obtained from a sustainable source, is rich in peptides, saccharides and polyphenols that stimulates the production of collagen, syndecan and elastin. This active ingredient increases skin elasticity and helps fight overexposure to blue light pollution.

White Peony: a flowering plant native of Asia, having a delicate and sensual fragrance, it is also known as queen of flowers. Rich in terpenoids and polyphenols, it has antioxidant and brightening properties and evens out skin tone.

INSTRUMENTAL TESTS

+16%

SKIN ELASTICITY

-15%

SKIN ROUGHNESS



SELF-ASSESSMENT TESTS

95%

THE PRODUCTS AND/OR TREATMENTS HELP REDUCE WRINKLES AND IMPROVE COMPLEXION UNIFORMITY.

100%

THE PRODUCTS AND/OR TREATMENTS GIVE BRIGHTNESS, ELASTICITY AND A SMOOTHED SKIN.



PROFESSIONAL PRODUCTS



PROFESSIONAL KIT – 118250

At the forefront of neurocosmetic, a professional treatment compact and practical to give your skin a younger, smoother and radiant appearance:

- Face relaxing age care kit*
1. Exfoliating gel
 2. Deep facial massage
 3. Shock concentrate
 4. Sensitive zones Mask
 5. "T" zone Mask

* The kit contains 16 strips of 5 X 5ml single use phials for a complete face care

HOME USE PRODUCTS



RELAXING FACE CREAM, JAR 50 ML – 118145

A 24H cream that, thanks to a brilliant equilibrium between nature and neurocosmetic, gives the skin a fabulous feeling of well-being and relaxation. Newfound radiance for skin stressed by city living.



RIVER CREAM, AIRLESS 50ML – 118199

Lifting face cream with ultra-sensorial texture that brings instant refreshment to skin stressed by city life.



ILLUMINATING FACE SERUM, BOTTLE 30 ML – 118149

A serum that instantly makes the skin appear smoother, radiant and silky. It also protects it from the «blue light» daily aggressions emitted by technological devices. Apply, as needed, before the cream.



EYE CONTOUR BALM, JAR 15 ML – 118146

As soft as a mousse, it nourishes and regenerates the eye contour area, reduces the appearance of dark circles, puffiness, eyelids loosening and bags under the eyes. It also protects them from smog and the «blue light» effects of technological devices.



COMPLETE CLEANSER FACE AND EYES, BOTTLE 200 ML – 118148

Just a few drops of this cleanser, make up remover and toner (3 in 1) on a cotton pad are enough to clean the eyes, face and neck, leaving the skin soft and radiant. An indispensable daily beauty ritual! The softness of the shea butter combined with the freshness of energized seawater that, in the morning, cleanses and purifies the skin while protecting it from the damaging effects of pollution and, at night, removes make-up and smog residues.



RELAXING SLEEPING MASK, TUBE 125 ML – 118147

Mask of the latest generation that is applied on the face, neck and décolleté, after cleansing. Leave it on all night without rinsing it off. It regenerates dull and tired skin during sleep. To be used once or twice a week only. Even when applied for only 5 minutes, it will bring instantaneous freshness to the skin thanks to the benefits of the hyperborea laminaria algae.



SELLING POINTS

BEAUTY IN A CLICK

Just a few products, if they are the right ones, are all you need for a younger-looking, relaxed, radiant, rested face, immediately and simply. Essential retail products for your beauty routine and a professional kit of single-dose cosmetics, super concentrated and high-performance for a fresh young appearance.

THE SOLUTION FOR THE 4 CS:

Chrono: skin ageing caused by slower neurone activity:
extract of the Laminaria hyperborea alga

City: more and more cities have high pollution levels:
marine water energised by a micro alga.

Computer and connected lifestyle stress the skin.

Theobroma cacao (C), of the special, rare "Criollo Porcellana" variety of white cacao from Alto Piura in Peru, obtained using eco-sustainable methods. Paeonia lactiflora from Asia.

COVERAGE 24/7

Intense looks after the skin, restoring its natural rhythm for immediate, long-lasting beauty. It purifies the skin during sleep for a fresh smooth appearance during the day and protects it from internal and external aggression, combating dullness and ageing.



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