

# About Beauty

BEAUTY ADVOCACY, CĂTĂLINA

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**Product brochure**

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# HYBRID FEED

Moisturizing & Corrective Oxygen Mask



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HYBRID FEED

**Moisturizing & Corrective  
Oxygen Mask**

Normal, oily or problematic skin

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Moisturizing & Corrective Oxygen Mask uses the incredible moisturizing benefits and skin clearing properties of its ingredients in a soothing and comfortable mask.

### **Why is it different?**

Moisturizing & Corrective Oxygen Mask's ingredients release an abundance of oxygen directly to the skin. This helps to lift dirt from deep within the pores while enhancing the skin's breathing and metabolic process. Also, this helps renew the skin and stimulates hydration for a younger more healthy appearance.

A simple once a week treatment of this fabulous mask, can result in radical beauty and skin improvement.

### **Key benefits**

- Provides a deep satisfying clean
- Gently lifts dirt and excess oils
- Exposes vibrant new skin

### **Skin concerns**

Normal, oily or problematic skin

### **How it works**

Problematic skin sometimes requires the use of a concentrated mix of skin clearing ingredients. Masking provides an extended period of contact between those active ingredients and your skin, which results in an invigorating deep cleansing.

Moisturizing & Corrective Oxygen Mask also contains Hyaluronic Acid. This ingredient occurs naturally within the skin, and has the propensity to attract and retain water from the outside environment, making it an excellent moisturizer.

### **Key ingredients**

#### *Hyaluronic Acid (Sodium Hyaluronate)*

Hyaluronic acid is a naturally-occurring substance in skin known for its stunning capacity to attract and hold onto 1000x its weight in moisture. It works overtime by replenishing skin to enhance a healthy, supple look and feel.

Sodium Hyaluronate is the purest form of water soluble hyaluronic acid, and is easily absorbed to replenish skin's hydration levels.

In addition to its function as a superior skin-restoring ingredient, hyaluronic acid also provides an antioxidant defence against environmental stressors.

#### *Glycerin*

Glycerin is a skin-restoring and skin-replenishing ingredient. Helps establish normal balance and hydration. Maintains a healthy look and feel, defending against dryness and working to sustain skin's moisture level. Glycerin is a master at hydration.

### **Directions for use**

Rub in circular motion to a thin layer. Apply to face and neck. Leave on for 8-10 minutes while relaxing. Rinse with lukewarm water. Use it weekly.

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# HYBRID TREAT

Face & Body Salicylic Acid  
Exfoliator 2%



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HYBRID TREAT

**Face & Body Salicylic  
Acid Exfoliator 2%**

Normal, oily or  
problematic skin

4fl oz 120ml

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This powerful, at-home solution promotes a healthy environment for clear skin. Salicylic acid brings clarity to problematic, oily and congested skin types. It helps to shed dead surface skin and dissolves sebum & impurities to decongest pores. When blemishes act up, salicylic acid reduces the appearance of prominent pores and trouble spots.

### **Why is it different?**

#### *Blemish-Fighting Action*

Salicylic acid exfoliates dead skin, cleanses clogged pores and fights the formation of future blemishes. It reduces the appearance of trouble spots, large pores and oily shine to give the skin a healthy look.

### **Key benefits**

- Exfoliates dead skin
- Promotes skin clarity
- Minimizes the appearance of pores
- Reduces congestion
- Refreshes and renews the surface of the skin

### **Skin concerns**

Oily, congested or blemish-prone skin. Signs of aging

### **How it works**

Salicylic acid is a blemish-fighting powerhouse: It exfoliates dead skin build-up and helps to purify clogged pores. This decongesting action minimizes the appearance of blemishes, redness and swelling, and helps to calm irritated skin. Salicylic acid also combats excess sebum and helps to defend against future blemishes by keeping pores clear.

### **Key ingredients**

#### *Salicylic Acid*

Salicylic Acid is a Beta-Hydroxy Acid (BHA) which is oil-soluble & able to penetrate into skin pores. This multifunctional ingredient addresses many of the systemic causes of acne. It dissolves and washes away the excess oils and exfoliates dead skin cells that are built up inside the pores.

### **Directions for use**

Use after cleansing face/body, in the evening, as often as tolerated. Start to introduce it gradually in your skin care routine, using it once-twice times per week.

Saturate a gauze pad with Salicylic Acid Exfoliator 2% and gently buff skin. After approx. 2 minutes, rinse with cool water to neutralize. Always follow with a moisturizer to replenish moisture. For daytime, follow with a broad-spectrum sunscreen rated SPF 30 or greater.

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# RICH FEED

Oil Control Moisturizing Gel



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### **Short Description**

Oil Control Moisturizing Gel is an innovative moisturizer that rehydrates and strengthens the skin without the use of oil-based ingredients.

### **Why is it different?**

#### *Oil free formula*

Oil Based ingredients are not very suitable for individuals with problematic skin, so this incredible alternative is perfect in supplying skin with moisture, without having to worry about any oily or aesthetic side-effects.

#### *Hydrating Extract*

Seaweed extract and hyaluronic acid work together to boost skin's hydration, leaving it with a softer and smoother texture.

### **Key benefits**

- Moisturizes the skin
- Helps strengthen the epidermal barrier
- Is perfect for problematic skin

### **Skin concerns**

Suited for normal skin. The absence of any oil based ingredients means that it won't clog skin pores, making this an excellent option for oily or problematic skin.

### **How it works**

Oil Control Moisturizing Gel substitutes traditional moisturizing ingredients with a powerful and nourishing combination of Seaweed Extract and Hyaluronic Acid. Both these actives are oil free and work together to provide the moisture and protection necessary for healthy skin.

*Seaweed Extract* helps promote the outer skin layer with growth and development. This improves the skin's natural barrier function. By increasing cellular density in the outer layer, it helps the skin to better weather conditions, such as harmful UV rays, winds, or extreme temperatures, while locking moisture safe inside.

*Hyaluronic acid* is a substance that occurs naturally within the skin, but sadly diminishes in levels with age. It has the wonderful tendency to attract and retain water from the outside environment, making it an excellent moisture trapper.

### **Key ingredients**

#### *Hyaluronic Acid (Sodium Hyaluronate)*

Hyaluronic acid has restorative abilities that can boost skin's moisture content, soothe, and defend against moisture loss. It is capable of holding up to 1,000 times its own weight in water, making it an optimal hydrator for all skin types. Sodium Hyaluronate is the purest form of water soluble hyaluronic acid, and is easily absorbed to replenish skin's hydration levels.

In addition to its function as a superior skin-restoring ingredient, hyaluronic acid also provides an antioxidant defence against environmental stressors.

#### *Chondrus Crispus (Seaweed) Extract*

Seaweed Extract taken from the Condus Crispus red Algae helps improve the skin's natural barrier function. It also acts as an antioxidant and antibacterial agent.

### **Directions for use**

Ideal for softening and smoothing the face, neck and eye area. At night, use as the last step in your skincare routine. Excellent make-up base.

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# SOFT REMOVE

Eyes & Face Micellar  
Cleansing Water



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SOFT REMOVE

**Eyes & Face Micellar  
Cleansing Water**

All skin types

4fl oz 120ml



Eyes & Face Micellar Cleansing Water with its formula acts as both a gentle cleanser and a waterproof makeup remover in one. Tiny micelles act as magnets to trap dirt, oil and makeup without stripping away natural moisture. Botanical extracts of Acai, Goji Berry, Coffee, Green Tea Pomegranate, Noni Fruit and Camu Camu infuse the skin with nourishing vitamins and antioxidants. In a single step, skin is cleansed and toned.

### **Why is it different?**

#### *Fruit Infusion*

Fruit extracts provide an instant infusion of antioxidants and vitamins. These botanicals boost skin's luminosity while helping defend cells from the damaging effects of free radicals.

#### *Magnetic Micelles*

Microscopic micelles act as magnets for dirt, oil and impurities. Suspended in soft water, they easily sweep away the day. Using micellar clusters, micellar waters are multi-functional, rinse-free cleanser replacements that leave skin supple and revived.

#### *Efficacy*

Each ingredient is used in its most effective form, and was specifically selected for its ability to affect real results within the skin.

### **Key benefits**

- Cleanses and tones
- Removes waterproof makeup
- Removes excess oil
- Very gentle with dry skin
- Softens and nourishes

### **Skin concerns**

Suited for all skin types. Especially for oil prone skin and/or skin dehydration.

### **How it works**

Micellar Waters were originally formulated as a cleansing alternative to help Parisians deal with the city's notoriously astringent water supply. Micelles are microscopic clusters of oil and dirt-absorbing molecular spheres. Micelles link together in a circle, leaving a space in the middle. When applied to the skin, the micelles attract impurities, holding them in the empty space and effectively sweeping them away. The fruit extracts chosen for this formula were selected for their superior antioxidant capabilities. Together with the micelles, these botanical extracts are suspended in deionized soft water, to ensure gentle hydration.

### **Key ingredients**

#### *Fruit Antioxidant Complex*

A potent blend of antioxidants that defend against damaging oxidation caused by pollution, toxins, and other environmental stressors.

The *Noni Fruit* grows abundantly throughout the Hawaiian Islands. It contains over 165 beneficial compounds, and is an incredible antioxidant with skin-soothing properties. *Mangosteen* is replete with nutrients, including vitamins C, B6, and B12, as well as calcium, potassium, zinc, and manganese. Native only to the Amazon, *Acai berries*, contain high levels of anthocyanins, vitamins A, C, and E. According to in vitro research, acai has higher antioxidant content than cranberry, raspberry, blackberry, strawberry, or blueberry. Also, found only in Amazonian rainforests, *Camu Camu* is acclaimed for being the densest natural source of Vitamin C in the world.

*Goji berries*, also known as wolfberries, are native to the subtropical regions of China, and have been used there medicinally for centuries. Goji berries contain concentrated amounts of antioxidant compounds, as well as trace minerals, vitamin A, and amino acids. Known as the fruit of the gods, *pomegranates* are the epitome of a super-fruit. They contain high amounts of conjugated fatty acids, vitamins B, C, and potassium.

#### *Coffea Arabica (Coffee) Leaf/Seed Extract*

Coffee extract has a high concentration of revitalizing caffeine and essential fatty acids, plus moisturizing vitamin E. Among other antioxidants, coffee is a rich source of ferulic acid.

#### *Aloe Vera (Aloe Barbadensis Leaf Juice)*

Extracted from the succulent leaves of the aloe plant, aloe vera is renowned for its soothing properties, antioxidant qualities, and serves as a hydrating agent for skin due to its polysaccharide and sterol content.

#### *Green Tea Extract (Camellia Sinensis Leaf Extract)*

Research has established that topical application of green tea leaves or extracts have many benefits for skin, including anti-aging properties. It is a gentle antioxidant that is among the most-well researched and impressive in terms of its many benefits.

### **Directions for use**

Use a cotton pad to apply. Gently sweep over face and eyes to remove makeup and impurities. Rinse if needed.

# VIVID CLEANSE

Alpha Beta Cleanser



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Alpha Beta Cleanser has been specifically designed to address problematic skin by reaching deep into pores and lifting out stubborn dirt and oil.

### **Why is it different?**

#### *Boosting Beta-Hydroxy*

This remarkable cleanser uses the oil soluble properties of Beta-Hydroxy Salicylic Acid to dissolve and remove excess oil and dead skin cells that build up inside pores and contribute to problem skin.

#### *All Powerful Acids*

Two Alpha-Hydroxy Acids: Glycolic and Lactic Acid, compliment the Salicylic Acid for a comprehensive and synergistic exfoliation experience. The cleansing, exfoliating, and skin rejuvenating benefits of this combination of ingredients are quite extraordinary.

### **Key benefits**

- Has a soft lotion base
- Deep cleans problematic skin
- Softens skin

### **Skin concerns**

Suited for all skin types. Especially for oil prone or problematic skin.

#### How it works

Salicylic Acid is produced under various scientific processes, but it was initially obtained from the bark of the willow tree and various wintergreen leaves. It works by penetrating deeply into pores using a blend of different acids to target the issues that lead to problem skin.

### **Key ingredients**

#### *Trio Action*

Salicylic Acid, Glycolic Acid and Lactic Acid are well-known exfoliants with beneficial properties.

*Salicylic Acid* is a Beta-Hydroxy Acid (BHA) which is oil-soluble & able to penetrate into skin pores. This multifunctional ingredient addresses many of the systemic causes of acne. It dissolves and washes away the excess oils and exfoliates dead skin cells that are built up inside the pores. This makes it an optimal ingredient for cleansing problematic skin

*Glycolic Acid* is a small Alpha-Hydroxy Acid (AHA) synthesized from various botanical sources, most commonly from fruits like grapes and apples. Alpha-Hydroxy Acids are water-soluble, making them excellent for use in everyday washes. Glycolic Acid's exfoliating action helps remove dead cells from the epidermal layer without irritation or damage. It also helps stimulate the growth of new cells to help rebuild a smoother and younger looking complexion.

*Lactic Acid* is another powerful Alpha-Hydroxy Acid. It is often used as an exfoliating agent, isolated and obtained via glucose, fructose and sucrose from various fruit and botanical sources. Lactic Acid has the ability to increase the rate of cell shedding, which increases new collagen formation. Its natural affinity to the skin makes it very effective at softening the surface.

#### *Caprylic/capric triglyceride*

Derived from coconut oil and glycerin, it's considered an excellent emollient and skin-replenishing ingredient. Skin can use its mix of fatty acids to replenish its surface and resist moisture loss. This ingredient's value for skin is made greater by the fact that it's considered gentle.

### **Directions for use**

Wet face with warm water. Dispense cleanser into hand and massage onto face in a circular motion. Avoid eye area. Rinse thoroughly with warm water.

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# DEEP TREAT

Drying Lotion  
Spot Treatment



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This powerful blemish solution clears existing breakouts and helps to inhibit the formation of future spots while you sleep. It reduces the size and appearance of blemishes and absorbs excess surface oils that clog pores.

### **Why is it different?**

#### *Pore-Purifying Action*

Sulfur and salicylic acid help to dry up trouble spots by absorbing excess sebum, oil and impurities. They work together to dissolve dead skin build up that causes blemishes, whiteheads and clogged pores.

#### *Effective Exfoliation*

Powerful resurfacing ingredients help to slough away dead skin that builds up in pores and leads to breakouts.

#### *Innovative Amino Acid Complex*

This formula utilizes each ingredient in its most effective form, selected specifically for its ability to deliver real results.

### **Key benefits**

- Exfoliates dead skin
- Helps dry the affected area
- Helps dissolve oils and impurities
- Goes to work overnight while you sleep

### **Skin concerns**

All skin types, clogged pores, blemish-prone skin, active blemishes

### **How it works**

This intensive formula features proven blemish fighters that work to rapidly dry up resistant blemishes. Sulfur encourages the shedding of dead skin and helps to deep clean congested areas to attack the causes of blockages and blemishes. Zinc oxide promotes a smooth, matte complexion by soaking up excess oil and residue.

This potent spot treatment reduces the appearance of redness and swelling to clear and brighten problem skin.

### **Key ingredients**

#### *Salicylic Acid*

Salicylic Acid is a Beta-Hydroxy Acid (BHA) which is oil-soluble & able to penetrate into skin pores. This multifunctional ingredient addresses many of the systemic causes of acne. It dissolves and washes away the excess oils and exfoliates dead skin cells that are built up inside the pores.

#### *Zinc Oxide*

A multitasking mineral that supports healthy skin, absorbs excess oil and reduces sebum build-up within the follicles.

### **Directions for use**

Do not shake the bottle. Recommended just before bedtime. Dip a cotton swab into the pink sediment at the bottom of the bottle and apply to the affected areas. Let dry and rinse off in the morning.

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# VIVID HYDRATE

Multi Action Vitamin C Serum



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This formula uses the power of 3 potent and highly stable forms of vitamin C that work synergistically to provide the skin with a beautifying boost of antioxidants

### **Why is it different?**

#### *Trio Action*

This formula contains a trio of vitamin C ingredients that work to hydrate, brighten, and provide antioxidant defence. While each ingredient is superior on its own, when combined they provide natural defences against the damaging oxidation caused by pollution, toxins, and other environmental stressors.

#### *Brightening Boost*

Vitamin C also provides gentle brightening power that illuminates dull skin. Over time, vitamin C improves the look of uneven skin tone for a perfectly uniform complexion.

### **Key benefits**

- Provides antioxidant benefits
- Increases hydration
- Helps skin appear brighter
- Counteract the aging process and promote healthy, visibly vibrant skin.

### **Skin concerns**

Suited for all skin types. Perfect for photo-damaged skin, premature aging, hyperpigmentation, environmentally induced skin sensitivity.

### **How it works**

Antioxidants are very valuable weapons in the fight against aging. They effectively disarm environmental pollutants such as smog, smoke, and even light pollution that could be harmful. Free radicals are unstable molecules that contain unpaired electrons. In this highly reactive state, they search their environment, looking to scavenge replacement electrons. This creates a domino effect, as free radicals steal electrons from healthy cells, creating more free radicals. When cells come in

contact with damaged oxygen molecules, collagen begins to break down, and wrinkles and lines are formed. Antioxidants act as the first line of defence by neutralizing free radicals.

There are many forms of vitamin C, each with its own pro's and con's. Some forms are notoriously unstable, causing them to rapidly lose their potency. Others can even cause sensitization and redness. Ascorbyl glucoside, sodium ascorbyl phosphate, and magnesium ascorbyl phosphate are well-known to be exceedingly stable, gentle, and effective, embodying all of the antioxidant and brightening benefits of vitamin C.

### **Key ingredients**

#### *Trio Action*

There are many forms of vitamin C, each with its own pro's and con's. Some forms are notoriously unstable, causing them to rapidly lose their potency. Others can even cause sensitization and redness. Ascorbyl glucoside, sodium ascorbyl phosphate, and magnesium ascorbyl phosphate are well-known to be exceedingly stable, gentle, and effective, embodying all of the antioxidant and brightening benefits of vitamin C.

#### *Hyaluronic Acid (Sodium Hyaluronate)*

Hyaluronic acid is a naturally-occurring substance in skin known for its stunning capacity to attract and hold onto 1000x its weight in moisture. It works overtime by replenishing skin to enhance a healthy, supple look and feel.

Sodium Hyaluronate is the purest form of water soluble hyaluronic acid, and is easily absorbed to replenish skin's hydration levels.

### **Directions for use**

Apply 3-5 drops by pressing the serum onto the skin with fingertips. Recommended for the face, neck, and décolletage. Use it morning & evening or as often as needed as the last step in your routine.

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# About Beauty

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