



PRODUCT NAME

**PURE VITAMIN C**  
**10%**

CATEGORY  
**SKIN CARE**

SIZE  
**30 ml**

ITEM CODE  
**IT0472**

EAN  
**8052747544721**

## INDICATION



## PRODUCT DESCRIPTION

A stable 10% vitamin C solution to brighten the skin and reduce dark spots. Rich in antioxidants, pure vitamin C effectively increases the brightness of the skin and reduces the signs of aging.

## FEATURES

Suitable for all skin types  
Free of alcohol, oils, silicone and allergens  
Vegan friendly - not tested on animals  
Paraffinum free  
Paraben free  
Nickel tested

## HOW TO USE / ADVICE

Apply a few drops of product on the face in the morning and evening before creams.

## ACTIVE INGREDIENTS / EFFECTS

**Vitamin C:** known as ascorbic acid, is a water-soluble vitamin and a powerful antioxidant used in cosmetics for the ability to counteract the effects of skin aging, both intrinsic and extrinsic.

This ability is due to the strong antioxidant and photoprotective properties of ascorbic acid. Vitamin C is present on the skin in very low amounts. Among its many functions stands out that of skin lightening, by virtue of its inhibitory activity against the synthesis of tyrosine, the precursor molecule of melanin.

In combating the effects of aging, vitamin C also intervenes at another level: skin relaxation. In fact, it plays a key role in maintaining the optimal density of collagen in the dermis: biochemical studies have shown that it acts as a co-factor for lysine and proline hydroxylase, two essential enzymes in collagen biosynthesis.

Collagen hydroxylation allows the formation and stabilization of the triple helix structure, and the cross-linking of the tropocollagen. An increase in collagen production results in an improvement

the quality of the skin in terms of elasticity and tone. In this formulation it comes in a stabilized form and ensures an anti-aging effect by stimulating the synthesis of new collagen and repair of the damaged one.

**Thermal salts:** soothing and antioxidant properties.

## INGREDIENTS

PROPYLENE GLYCOL, ASCORBIC ACID, AQUA, SODIUM CHLORIDE, POTASSIUM IODIDE, POTASSIUM BROMIDE, MAGNESIUM SULFATE, SODIUM BICARBONATE.  
PAO(12M)

## WARNINGS & CONTRAINDICATIONS

Store in a cool, dry place away from sunlight.

Do not use more than 12 months after opening.

Keep away from children.

Do not use in combination with other direct acids.