



# CITYMOIST

## ANTIPOLLUTION URBAN CREAM SPF 15

Our skin is put to the test in urban settings: UV and infrared rays, but also blue rays - typical of smartphones and tablets - are daily undermining its integrity. Add to these the frequent urban occurrence of particulates, such as PM 2,5 and 10, and you'll understand how important it is to help it in defending against daily environmental aggressions. Citymoist provides a response to those needs, implementing a formulation and a pool of active ingredients selected for their ability to contrast the particulate and the UV, and the effects of IR and Blue rays, while simultaneously ensuring a soothing and moisturising effect. These features make Citymoist an essential product for a protected and nurtured skin, conferring long-term beneficial outcomes in terms of balance and health.

Hydrating and protective urban emulsion  
50 ml vase and 200 ml tube,  
for home and professional use



## Characteristic ingredients



### PM and UVB protector

Small particles, in particular PM 2,5 and 10, penetrate the hair follicle, where they are covered by polycyclic aromatic hydrocarbons; these are able to bond to the AhR cell receptor and cause a series of critical issues: oxidative stress, collagen alteration, brown spots and inflammation. The special protective agent contained in Citymoist temporarily bonds to AhR receptors and hinders this process, exerting also a beneficial effect on UVB-induced damages.



### 3 Hyaluronic Acids with different molecular weight

The highly moisturising and compacting action of Hyaluronic Acid is well known and proven. In this case, three types of Hyaluronic Acid with different molecular weight – and thus with a different penetrating ability – exert a more incisive action, bringing about a particularly intense stretching and smoothing outcome.



### Blend of Hygroscopic Molecules

The little Hygroscopic Molecules of this blend penetrate the skin and rebalance the NMF mixture (Natural Moisturising Factor), while specific film-forming polymers capture water and keep the proper hydration level, thus reducing the amount of evaporated water and skin dryness.



### Avenanthramides

Avenanthramides are powerful polyphenols derived from Oat. These active entities have proven effective in terms of reddening alleviation, skin inflammation reduction and decrease of histamine release. Not to mention their interesting antioxidant action.

## How to use it

Apply the product on perfectly cleansed skin and perform a careful massage, until completely absorbed. Repeat the application as needed.

## Warnings

The product is formulated in compliance with current European legislation. Under normal conditions of use, at the present time, the product has no particular contraindications. Use only on unbroken skin.



# HYALU C

## HYALURONIC VITAMINIC COMPOUND

A specific serum for a professional treatment aiming at lending your face skin brightness and beauty. The well-known benefits of Vitamin C combine with the highly hydrating action of Hyaluronic Acid with different molecular weights. The first stimulates the fibroblasts to produce collagen, elastin and the substances aimed at guaranteeing the skin compactness, while concurrently regulating the skin pigmentation. Hyaluronic Acids, on their side, penetrate the epidermis on different levels, thus slackening the water loss due to evaporation and giving the skin resistance and tone. The product is fine-tuned by Avenanthramides and a blend of hygroscopic molecules, for extreme hydration.

Ultrafine emulsion of powdered pure Vitamin C and Hyaluronic Acid  
10 ml phial, for professional use



## Characteristic ingredients



### Vitamin C

Vitamin C is a natural, energizing antioxidant stimulating the fibroblasts to produce collagen, elastin and substances that keep the skin structure strong. Vitamin C regulates and inhibits the melanocytes activity, by exerting a brightening and colour-regulating action on skin pigmentation, with a beneficial effect on skin blemishes.



### 3 Hyaluronic Acids with different molecular weight

The highly moisturising and compacting action of Hyaluronic Acid is well known and proven. In this case, three types of Hyaluronic Acid with different molecular weight – and thus with a different penetrating ability – exert a more incisive action, bringing about a particularly intense stretching and smoothing outcome.



### Blend of Hygroscopic Molecules

The little Hygroscopic Molecules of this blend penetrate the skin and rebalance the NMF mixture (Natural Moisturising Factor), while specific film-forming polymers capture water and keep the proper hydration level, thus reducing the amount of evaporated water and skin dryness.



### Avenanthramides

Avenanthramides are powerful polyphenols derived from Oat. These active entities have proven effective in terms of reddening alleviation, skin inflammation reduction and decrease of histamine release. Not to mention their interesting antioxidant action.

## How to use it

Apply on the face skin and tap until completely absorbed.

## Warnings

The product is formulated in compliance with current European legislation. Under normal conditions of use, at the present time, the product has no particular contraindications. Use only on unbroken skin.



# HYALUFILL

## CROSS-LINKED HYALURONIC SERUM

An extremely hydrating serum, combining a fresh and appealing texture with a highly performing active ingredient: cross-linked Hyaluronic Acid. In brief, the traditional Hyaluronic Acid molecules are bonded, as to build up a lattice able to ensure the utmost moisturising ability.

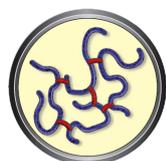
But there's more: the cross-linked Hyaluronic Acid further forms an extremely thin film on the skin, which reduces the TEWL (Transepidermal Water Loss) - bringing about hydration and softness - and acts as fundamental radical scavenger.

An essential aid for most demanding skins.



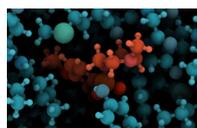
Ultra-moisturizing serum  
30 ml tube, for home use

## Characteristic ingredients



### Cross-linked hyaluronic acid

It is a hyaluronic acid subject to a chemical process aiming at building a cross-linked chain (without this process the hyaluronic acid features a linear chain). In this way it ensures a fivefold more hydrating action as compared to linear hyaluronic acid, even after only 24 hours. It further acts as a radical scavenger.



### Regenerating Blend

This particular natural-like biopeptide is efficient in inhibiting the glycation processes. In particular, it acts as specific antioxidant for ROS (Radical Oxygen Species) and metallic ions chelator. It stimulates the collagen synthesis and contrasts photo-induced matrix metalloproteinases.



### 3 Hyaluronic Acids with different molecular weight

The highly moisturising and compacting action of Hyaluronic Acid is well known and proven. In this case, three types of Hyaluronic Acid with different molecular weight – and thus with a different penetrating ability – exert a more incisive action, bringing about a particularly intense stretching and smoothing outcome.

## How to use it

Apply on perfect cleansed skin, before the specific cream, and gently massage in.

## Warnings

The product is formulated in compliance with current European legislation. Under normal conditions of use, at the present time, the product has no particular contraindications. Use only on unbroken skin.



# PENTAVITAMIN

## BIO-ENERGETIC BLEND

The energetic blend par excellence, featuring a combination of five vitamins: E, A, PP, C and Panthenol. It exerts a multi-purpose action: it prevents the signs of ageing, contrasts the harmful action of free radicals, ensures a soothing and anti-reddening effect and confers supreme hydration.

It further stimulates the fibroblasts to produce structures supporting the skin's architecture and a dynamizing revitalization. The five vitamins - aiming at conferring extreme hydration and beauty - make this professional product a high-performance serum perfect for treating lipid-poor skins, demanding a sharp revitalization and a moisturising surplus.



Ultra-hydrating and dynamizing serum  
7 ml phial, for professional use

## Characteristic ingredients



### Vitamin PP

It exerts a revitalizing and anti-radical action. It further improves the skin's uniformity, acts as powerful anti-ageing element and is effective on deep and fine wrinkles, thanks to its ability to increase the horny layer thickness, thus improving its barrier effect.



### Vitamin A

It helps in preventing skin ageing and contrasting the photo-ageing phenomenon. Further, it helps the skin in restoring colour uniformity and brightness.



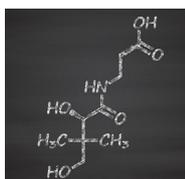
### Vitamin C

Vitamin C is a natural, energizing antioxidant stimulating the fibroblasts to produce collagen, elastin and substances that keep the skin structure strong. It regulates and inhibits the melanocytes activity, by exerting a brightening and colour-regulating action on skin pigmentation, with a beneficial effect on skin blemishes.



### Vitamin E

It exerts a natural antioxidant action and therefore is a great ingredient in products aiming at treating older skin types and preventing the appearance of wrinkles.



### Panthenol

Also known as provitamin B5, it is a precursor of pantothenic acid (vitamin B5) and is characterised by interesting moisturising properties, improving the horny layer hydration. It further exerts a soothing and calming action, allowing the skin to restore its well-being and vitality.

## How to use it

Apply on the face skin and tap until completely absorbed.

## Warnings

The product is formulated in compliance with current European legislation. Under normal conditions of use, at the present time, the product has no particular contraindications. Use only on unbroken skin.



# REVITALIST

## DEEP MOISTURE FLOWER MASK

An ultra-intensive mask, formulated for skins requiring a hydration surplus and an energising revitalisation. Its structure is rich and hefty, ultra-pleasant and cocooning, while its particular active ingredients pool - among the others Magnolia and Iris Nobile extracts and highly concentrated Shea Butter - ensures an optimal hydration and a high sensory skin feel.

Lastly, a fundamental soothing and softening action is exerted by Avenanthramides, which are very rich in flavonoids and polyphenols and are able, thanks to their properties, to contrast the harmful free radicals action.

An unmatched texture and exclusive ingredients to guarantee deep hydration.



Ultra-hydrating mask  
300 ml tube, for professional use

## Characteristic ingredients



### Avenanthramides

Avenanthramides are powerful polyphenols derived from Oat. These active entities have proven effective in terms of reddening alleviation, skin inflammation reduction and decrease of histamine release. Not to mention their interesting antioxidant action.



### Blend of Hygroscopic Molecules

The little Hygroscopic Molecules of this blend penetrate the skin and rebalance the NMF mixture (Natural Moisturising Factor), while specific film-forming polymers capture water and keep the proper hydration level, thus reducing the amount of evaporated water and skin dryness.



### Hyaluronic Acid

Best-known for its sharp moisturising properties, it is a core component of the dermis, giving the skin resistance and tone and also improving its damage repair ability.



### Shea Butter

Extracted from the seeds of shea or *Vitellaria paradoxa*, a tree growing in the African savannah, it features highly hydrating and nourishing properties and offers the skin tissue a valuable contribution in terms of smoothness, softness and brightness.



### Magnolia and Iris Nobile Extracts

They soften and moisturize skin exerting a calming action.

## How to use it

Apply the mask on perfectly cleansed skin, or better using a brush. Leave on for at least 20 minutes, then remove thoroughly.

## Warnings

The product is formulated in compliance with current European legislation. Under normal conditions of use, at the present time, the product has no particular contraindications. Use only on unbroken skin.