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LEAFLET-FLASHWHITE UNISPHERES-07.15-1000

Flashwhite Unispheres®

A flash action to whiten and smooth skin imperfections in 5 sec.

Induchem revolutionizes the cosmetic industry with its “instant white filter”. Flashwhite Unispheres® WVRM-716SP will not only enhance the visual attractiveness of your product, but they also have a proven whitening and correcting efficacy.

You won't need photo editing anymore!

- 1) High concentration of the whitening pigment, titanium dioxide:
 - Instantly brightens the complexion and evens skin tone.
- 2) Delivery of two natural extracts, Vitamin C-rich cucumber, and lemon extract:
 - Prolong the lightening action.

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Focus on the product

A fast action combined with well-known brightening extracts

The Flashwhite Unispheres® WVRM-716SP belong to a new kind of powerful active beads. Made of a pure whitening pigment combined with natural extracts, they offer an incredible instant effect.

Used on face and/or hands, the Flashwhite Unispheres® will contribute to concealing skin imperfections and attenuating brown spots. Consumers want fast and reliable results.

The Flashwhite Unispheres® WVRM-716SP have been designed specifically to answer these two needs:

- An instant correcting action is offered by titanium dioxide (TiO₂) which occurs in nature as minerals (rutile and anatase for example). The crushable beads loaded with this white pigment (CI 77891) will disappear when gently rubbed in, leaving instantly brightened skin.
- Two natural extracts extend this whitening effect with a deeper action on the skin.
 - > Lemon fruit extract has demonstrated the capability of inhibiting the activity of tyrosinase, and thus preventing melanogenesis¹.
 - > Cucumber extract, with its high content of ascorbic acid (Vitamin C), perfectly completes this blend by protecting skin against UV-oxidation thanks to its antioxidant properties².



Efficacy

Flash whitening effect (clinical evaluation)



Face pictures of Asian volunteers.

The Flashwhite Unispheres® WVRM-716SP whitening activity was assessed on the face of 3 Asian women (mean age of 45 years old). A gel (1g) containing the Flashwhite Unispheres® at 2% was applied on their face, and before/after pictures were done.



Pictures of a specific spot under normal light

Before After

Results: The Flashwhite Unispheres® WVRM-716SP show an overall whitening action on skin. Applied on the face, the Flashwhite Unispheres® WVRM-716SP have a magic "white foundation"-like effect: brighten and homogenize skin tone while blurring spots and other imperfections.

On the left: Half face before/after with normal light

Efficacy

Flash whitening effect (clinical evaluation)

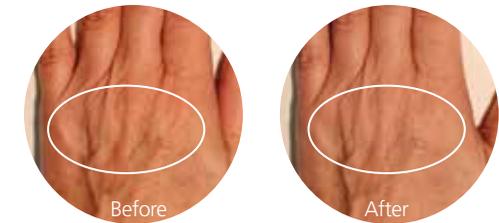
Hand pictures of Caucasian volunteers.

The instant whitening efficacy of a gel containing 2% of Flashwhite Unispheres® WVRM-716SP was tested on 10 people, women and men aged between 25 and 58 years old. The assessment was done by digital photography before and after application of a small amount of gel.

25 yr. old / Instant reduction of skin redness



51 yr. old / Correction of small surface wrinkles



37 yr. old / Reduction of unwanted shine in few seconds



Results: The Flashwhite Unispheres® WVRM-716SP

show a triple action right after application:

- > Instantly neutralize redness
- > Conceal the imperfections
- > Reduce unwanted shine

In a flash, the skin appears homogeneously whitened and smoothed.

Summary

Technical data

Composition (INCI):	Mannitol, Cellulose, CI 77891 (US: Titanium Dioxide), Citrus Limon (Lemon) Fruit Extract, Cucumis Sativus (Cucumber) Fruit Extract, Caprylic/Capric Triglyceride, Glyceryl Stearate Citrate, Decyl Glucoside, Hydroxypropyl Methylcellulose
Additives:	20% titanium dioxide + 2% lemon extract + 1% cucumber extract
Size:	Small 500-900 µm (average 750 µm)
Properties:	Instant whitening effect. Leave no shell or residues during application on skin. Stable to light over a wide range of pH (4 to 10) and temperatures
Dosage:	0.5% to 2%
Applications:	Flashwhite Unispheres® WVRM-716SP can be used in various skin care products: gels, creams, serums, essences or lotions

For more technical information ask your local sales representative.

1. Source: Biol. Pharm. Bull 32(3) 410-415 (2009)

2. Source: J Invest Dermatol. 1996 May; 106(5):1086-9