

NEW!!!

LIGNE LUMAFIRM® – LUMAFIRM® LINE

Lumablanc® Cream



MAIN INGREDIENTS

- Undaria Pinnatifida Microsphere – Brown macro algae peptides.
- Glycyrrhiza Glabra Microsphere – Glabridine is the essential extract from Glycyrrhiza Glabra.
- Magnesium Ascorbyl Phosphate Microsphere (Vitamin C)
- Tetrahexyl Decyl Ascorbate (Vitamin C Ester)
- Hippophae Rhamnoides Fruit Extract
- Portulaca
- Ascorbyl Glucoside (Vitamin C)

PROPERTIES

Understanding the causes of hyperpigmentation is fundamental to properly addressing this cumbersome condition. A consensus with current day research shows that the primordial causes for skin discoloration are as follows:

- **Tyrosinase Activity:** Tyrosinase is the key enzyme responsible for Melanin and excess Melanin synthesis. Eumelanin (Black-Brown) and Pheomelanin (Yellow-Orange).
- **Inflammation:** It has been broadly proven that inflammation has an immense impact on the process of skin discoloration. By controlling inflammation, we can control hyperpigmentation. It is important to select active ingredients that are proven natural anti-inflammatory agents. These anti-inflammatory ingredients play a critical role in limiting COX-2 activity (COX-2 = Cyclooxygenase - 2 Enzyme) responsible for Tyrosinase activation.
- **Oxidation:** Natural ingredients proven effective to have anti-oxidant properties. Anti-oxidants prevent Dopaquinone oxidation from transforming into excess Melanin.

Introducing Lumablanc® with high tech microsphere. Contains the latest whitening high performing actives within a Pevonia-proprietary formula with direct delivery to the target cells: Melanocytes.

Undaria Pinnatifida (Undaria): A peptide extracted from brown macro-algae (considered a sea vegetable: edible seaweed). Proven effective for its anti-inflammatory activity, it inhibits Tyrosinase and prevents Dopaquinone oxidation while delivering exceptionally noticeable lightening results.

Glycyrrhiza Glabra (Licorice): The core essential active extracted from Licorice. Anti-Inflammatory by excellence, it prevents the chain reaction responsible for Tyrosinase activation and is a potent inhibitor of Cyclooxygenase 2 enzyme activity.

Magnesium Ascorbyl Phosphate: A powerful Vitamin C. Especially effective in lightening the skin and fading away brown patches while acting as a free-radicals scavenger. Reduces active oxygen species and protects the skin from premature aging.

Tetrahexyl Decyl Ascorbate: The latest form of stable Vitamin C Ester. Very bio-available, excellent percutaneous absorption. Easily penetrates the skin with two specific proven functions:

- In-vitro testing has proven that by adding Tetrahexyl Decyl Ascorbate (Vitamin C) to a fibroblast culture, the cellular proliferation is increased by 50%. Consequently, the fibroblast significantly increased collagen synthesis.

- Inhibits melanogenesis resulting in brightening and whitening of the skin.

A dynamic complex comprised of Seabuckthorn Fruit Extract, Portulaca, Ascorbyl Glucoside, and Micro-Retinol® works to lighten the skin. Clinically proven with a 4 week baseline, this unique complex yielded greater results than Hydroquinone.

Hippophae Rhamnoides Fruit Extract: Seabuckthorn Fruit Extract's modern effect is whitening the skin. However, this extract has been historically used in Chinese and Tibetan medicine for centuries. This fruit has a high Vitamin C content (695mg per 100g) that is 15 times greater than in oranges (45mg per 100g) placing the Seabuck-thorn fruit among the most enriched plant sources of Vitamin C. It also contains Vitamin E, Amino-Acids, Minerals and Flavonoids.

Portulaca: Found in many countries with an extensive old world distribution: India to Malaysia, Australia, North America. Another staple in traditional Chinese medicine rich in Malic Acid, Citric Acid, Glutamic Acid, Asparagic Acid, Vitamin A, E & C, and Minerals: Magnesium, Calcium, and Potassium. Rich in core essential skin whitening components.

Ascorbyl Glucoside (Vitamin C): A remarkable ingredient derived after binding glucose to the Hydroxyl of the Ascorbic Acid. This results in a highly active Vitamin C that can reduce the production of Melanin to significantly lighten existing hyperpigmentation: inhibits Tyrosinase activity and converts Dopaquinone (an intermediate of Melanin synthesis) to L-DOPA, thereby lightening the skin.

Lumablanc® also contains brand-exclusive Micro-Retinol® technology that disperses tiny retinol micro-particles within the skin. Serving as an expedited delivery system, Micro-Retinol® allows immediate and easy absorption as well as targeted delivery within the deeper epidermal layers, rapidly re-stabilizing the skin's normal function. Considered the skin organizer, retinol works to energize the basal cells and restore their normal activity while also normalizing Melanin production.

As the skin's cellular activity is accelerated, the slow cellular division (mitosis) is increased, cellular growth is accelerated, and cellular renewal is normalized. Furthermore, this exclusive Micro-Retinol® technology effectively reduces the oxidation or lipo peroxidation of cellular membranes, in turn strengthening and boosting cells to a healthier state, including Melanocytes Cells. As the deeper cellular layers fill the void and become denser, the surface layers of the skin are slowly rebuilt and the overall surface looks dramatically smoother, visibly perfected, and immediately brighter with a more even skin tone.

DIRECTIONS FOR USE



Home Use:

After cleansing the skin thoroughly, apply a small quantity of this cream on specific areas only. Apply in the evening, half an hour before bedtime.

BENEFITS

- Visibly lightens hyperpigmentation
- Reduces the appearance of dark spots
- Brightens & evens skin tone

PRESENTATION

The lumablanc® Cream is presented in a:

2058-11 Retail 1.4oz – 40ml Pump

pevonia®