

RETINOL SERUM URBAN



1) RETINOL (Vitamin A)

Vitamin A is considered a star asset among existing anti-aging since it is a multifunctional ingredient and with important applications not only in anti-aging but also as a skin tone balancer that allows visible results at 4 weeks from the first use.

Aging (photoaging of the skin) is a complex process whose visible consequences: fine lines, wrinkles, hyperpigmentation, lack of firmness and softness, continue to be the key to meet the needs of consumers around the world.

The efficacy of retinol is well known and well documented. Discovered more than 80 years ago, it is still considered the gold standard in the cosmetics industry, being one of the best allies of women in their fight against aging. Skin aging is a gradual process that results in multiple visible signs, such as fine lines and wrinkles, loss of skin elasticity, uneven skin tone or pigmentation and blemishes. Retinol has multiple benefits for the skin.

Scientific studies have shown that, at the topical level, in the dermis and epidermis, collagen production increases in the skin, stimulates the proliferation of keratinocytes and epidermal thickness, and inhibits tyrosinase activity.

The effects of retinol on the appearance of the skin are really impressive, visibly improves the appearance of fine lines and wrinkles, increases the firmness of the skin, tonicity and softness, and equals hyper-pigmentation and age spots.

- . **Anti-aging / anti-wrinkle effect:** Stimulates the formation of collagen, repairing the dermal matrix. Increase cell turnover.
- . **Anti-acne effect:** exfoliates and regenerates. Regulates keratinization by increasing cell turnover (preventing pores from clogging).
- . **Anti-stain effect:** exfoliates and regenerates (by increasing cell turnover). Modulates the hyperactivity of melanocytes (spots).

2) NIACINAMIDE:

It is a form of vitamin B3 widely used and appreciated in cosmetics for its multiple properties:

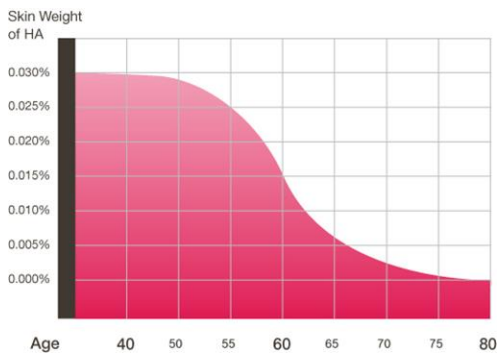
- ✓ Prevents the appearance of fine lines, acne and wrinkles.
- ✓ Strengthens the skin's natural defenses to maintain hydration.
- ✓ Reduces the generation of spots and reddened areas.
- ✓ Renews the cells of the most superficial part of the skin, which gives it a great luminosity.
- ✓ Avoid the processes that result in the yellow tone and the pallor of the skin.
- ✓ Reduces the visibility of pores.
- ✓ Reduces the loss of transepidermal water

3) HYALURONIC ACID:



Hyaluronic acid (HA) is a polysaccharide from the type β - links glycosaminoglycans, having a structural function, such as chondroitin sulfates. It has the capacity to absorb more than 1000 times its volume in water.

That is why it is used in epidermis moisturizing the as it reconstructs the fibers that hold skin tissues, giving a better shape. With a very high viscoelasticity, it is a natural component part of the skin and is essential to fight aging and wrinkles due to its high moisturizing power.



In the dermis, hyaluronic acid is the main component of the extracellular matrix (ECM). Fibroblasts are a cell type responsible for the production of collagen and elastin in the skin. ECM extracellular matrix is the space between the skin cells. This makes the skin soft, smooth

and elastic.

Young skin (soft and elastic) contains high amounts of HA (Hyaluronic acid).

Hyaluronic acid contained is of biotechnological origin, has a molecular weight of 50-110 kDa:

- ✓ Retains moisture and elasticity in the tissues (moisture retention in the extracellular matrix (ECM))
- ✓ Protects against environmental stress
- ✓ Helps to reduce the appearance of wrinkles and expression lines.