

**FRESH CLEANSING GEL****GEL LIMPIADOR FACIAL**

Cleansing facial skin is a basic habit to look a young face, full of life, and luminous skin. When cleaning, we remove impurities, both makeup and pollution and other external agents to which the skin is subjected daily.

Thus, the pores can breathe, and the skin can receive oxygen, maintaining its healthy appearance.

Even if makeup is not used, it is equally important to keep it clean, because the skin normally produces sweat and oil, and is exposed to external contaminants agents, that

clog pores and not allow a free optimal oxygenation, especially at night, when the cells receive more oxygen and skin tissue regenerate much faster.

In the morning it is also advisable to perform a skin cleaning to remove the oil excess produced overnight.

Without a clean skin, even the best treatments can be in vain, because if the pores are clogged, the active ingredients incorporated in creams hardly will be absorbed into the skin surface in order to reach the deeper layers and exert their action.

FRESH CLEANSING GEL is designed to gently remove impurities from the skin without damaging its natural moisture and without making it taut and dry. It is suitable for all skin types, especially for oily skin.

**COSMETIC ACTIVE INGREDIENTS:**

FRESH CLEANSING GEL contains the following bio-functional active ingredients:

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- **Panthenol:** Specifically, D-panthenol or vitamin B5. Nourishes, strengthens and revitalizes. Excellent penetration. Panthenol is a great moisturizer and conditioner, being an excellent moisturizer, captures water from the outside and provides it to the skin.
- **Allantoin:** It has anti-inflammatory, anti-aging and anti-irritant properties that makes it suitable for treatment of minor wounds and skin irritations. It helps skin regeneration. It has great ability to penetrate the skin and a characteristic humectant power. Ideal for applying as post-solar and in mild skin irritations.

Allantoin ( $C_4H_6N_4O_3$ , also called 5-ureidohidantoina or diureido glyoxylic) is excreted in the allantoin as a byproduct of purine catabolism. It promotes the skin dead cells removal in its upper layers, so it softens and promotes wounds healing.

- **Egyptian Geranium essential oil:** Egyptian geranium is one of the most prestigious essential oils in the world, with a floral, sweet, intense aroma, similar to that of the rose, is a great physical and emotional balancing.

Its soft components allow its use on the face as moisturizing, wrinkle prevention treatment, and to clean and cool inflamed skin. It stimulates cell regeneration.