

## What is ARGIRELINE®?

It is an anti-wrinkle hexapeptide, which has a similar mechanism to botulinum toxin. This peptide is obtained in a solid matrix with a scientific methodology created by Professor R. Bruce Merrifield (Rockefeller University, NY, USA), the same one who was awarded the 1984 Nobel Prize in Chemistry for this scientific development.



Reduces the depth of wrinkles on the face caused by muscle contraction, especially by gestures on the forehead and around the eyes.

The importance of this peptide has been recognized internationally, Argireline was a finalist in the 25 years of Innovation Award, voted by a panel of judges and visitors at In-Cosméticos Global 2015.

According to specialists in plastic surgery, this ingredient is the closest thing to botox,

Plastic surgeon Manish Shan comments: "Everyone is trying to imitate botox, and so far, argireline is one of the best products." This peptide affects nerve-muscle communication so that muscles cannot contract properly. In other words, it has paralyzing effects, and it also stimulates the production of collagen, something that helps maintain a smoother skin.

The effects of argireline are spectacular, in just one week a 2% solution of peptide solution reduces expression lines. ARGIRELINE® is currently one of the 'anti aging' treatments most recognized by professionals worldwide.

It is a versatile substance ideal for treating blemishes and improving the tone and texture of the skin that helps us with different skin problems thanks to its multiple qualities.

Incredible antioxidant capacity because it increases the levels of NADPH (Nicotinamide-Adenine-Dinucleotide-Phosphate), a coenzyme that intervenes in anabolic construction processes in which large molecules are obtained from smaller ones.

Niacinamide or vitamin B3 raises these levels of NADPH in the skin, improving its fight against free radicals that cause skin aging.



It reduces redness and sensitivity as a direct consequence of the improvement of the lipid barrier, which makes it more resistant against either genetic or internal attacks, or exogenous ones such as pollution, irritating cosmetics, stress ...

Reduces advanced glaciation end products (AGES) which is the same as the reaction that occurs between a sugar and a protein (for example collagen) that cause signs of aging such as hyperpigmentation, dull skin, dull tone , the wrinkles

It reduces acne due to its condition as a stable fat-soluble substance in the presence of heat and light. It also has a great antibacterial power. It is anti-inflammatory, reduces sebum production, and helps minimize skin irritation.

NIACIN IN THE SKIN - We know and have spoken many times about vitamin C, vitamin E, vitamin A in cosmetics and their actions on the skin and in the care against skin aging.

If vitamin A has a mainly exfoliating and regulating action on the sebaceous gland, vitamin C has a mainly antioxidant and brightening action on the skin and vitamin E is antioxidant and nourishing.

Vitamin B3 is going to be the opposite of these: soothing, repairing and hydrating par excellence.

- Improves the appearance of enlarged pores.
- Improves skin tone and evens it out, helping to eliminate blemishes.
- Regulates the sebaceous gland.
- Softens and calms the skin, normalizes it.
- Improves skin hydration.
- Avoid irritations and eczema.

## SOME OF THE FUNCTIONS ATTRIBUTED TO TOPICAL NIACIN

- We have irritated skin after using retinol at night or retinoic acid, it is the ideal alternative in the morning.
- After continued use of high concentration acid



s such as glycolic or others, AHA or BHA.

- After irritating medical treatments such as laser or peeling.
- When the skin is especially attacked or reactive when undergoing medical processes (treatments high in antibiotics or chemotherapy).
- Dehydrated for different reasons such as excessive environmental dryness, such as air conditioning or airplanes.
- After many hours of sun and you need a special skin repair treatment.
- When you suffer not only topical allergies, but also to pollen, mites, ..
- People who, due to their special condition, tend to have more reactive skin, such as asthmatics.
- Simply to have smoother and more hydrated skin without greasing it, making it an excellent option for people with acne-prone or acne-prone skin.