



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. FOAM CLEANSER purifies the skin deep down and activates its natural functions restoring the balance of the outer layer. It is ideal to remove impurities and oil excess.

FACIAL FOAM CLEANSER contains the following bio-functional active ingredients:

- **100 % Pure Argan Oil:** Ecocert Certificate, extracted from the Argan tree kernel fruit (*Argania Spinosa*) using only mechanical cold pressure, being therefore a pure active ingredient, ecological cosmetic, chemical-free and deodorized.

Argan oil is made up to 80% of essential fatty acids:

50% linoleic acid, 15% alpha-linolenic acid, 12% oleic acid: Biological precursors of intracellular hormones such as prostaglandins (key regulators of different cellular systems, including all membranous exchanges). They stimulate intracellular oxygenation, improving the restoration of the hydro-lipidic film increasing the nutrient content of skin cells and ensuring the necessary skin moisture.

1% Arachidonic acid

3% Linolenic acid

5% Tocopherols (Vitamin E). The main representatives of this class of compounds found in Argan oil are alpha-tocopherol or vitamin E (5%), gamma-tocopherol (83%) and delta-tocopherol (12%) which are natural antioxidants and vitamin precursors.

Ferulic acid: It is the compound found in greater proportion. It promotes blood circulation, thereby increasing the arrival of nutrients. Stimulates intracellular oxygenation, neutralizes free radicals and protects the connective tissues.

Phytosterols: Delta-7-sterols are inhibitors of the 5-alpha-reductase enzyme, which converts testosterone into dihydrotestosterone (DHT), largely responsible for acne and hair loss.

Squalene: Present in 25% of human lipids, by binding to the cell membrane, helps to eliminate toxins and neutralize free radicals.

Lupeol: has anticancer properties and enhances proliferation of keratinocytes which produce keratin in hair, nails and skin.

Mechanism of action:

Polyunsaturated fatty acids decrease with age causing the skin to become dry and to lose elasticity. These two causes are the major trigger of wrinkles.

Argan oil is composed by 80% of fatty acids, of which 8 are essential fatty acids, which cannot be synthesized by our body itself, including omega-6 fatty acid.

Omega 6 fatty is a polyunsaturated fatty acid (linoleic acid) found in high proportions in argan oil. The skin uses it as a nutrient, reconstituting the hydrolipid layer, increasing hydration and reducing the appearance of wrinkles.

Essential fatty acids fight dryness and lack in elasticity by stimulating intracellular oxygenation, and improving the restoration of the hydrolipidic film by increasing the nutrient content of skin cells. The skin gains flexibility, hydration and firmness, becoming stronger and younger.

These beneficial effects are enhanced by its high vitamin E content, which thanks to its antioxidant activity, it protects cell membranes from oxidation and loss of its barrier function by neutralizing free radicals, thus slowing down the skin aging process.

Argan Oil is an anti-free radical, preventing skin aging. It also has a sebum regulating action, suitable for oily skin, non-comedogenic, it is quickly absorbed, leaving no greasy aspect and leaving the skin free from shiny patches. All these components, gives Argan Oil high **antioxidant, anti-inflammatory, re-structuring, regenerating** and **anti-aging properties**. It restores the skin and protects it from free radicals induced oxidation.

- **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.