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WHITE

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# URBAN WHITE

## The first genetic depigmenting treatment.

Urban White forms part of a new generation of skin-whitening treatments known as biological de-pigmenting agents, which act directly on the core of the pigment-producing cells.

These innovative agents are able to re-programme the behaviour of the pigment-producing cells, reducing both their baseline and induced activity.

Their main advantage with respect to non-biological de-pigmentation agents is that they act simultaneously on skin spots caused by the sun and age (induced pigmentation), and gradually lighten the skin's natural tone (genetic or constitutive pigmentation).

Urban White is a combination of next-generation biological and conventional de-pigmentation agents with greater efficacy and an improved toxicological profile [LCR→10], which virtually eliminates the side effects associated with whitening cosmetics used by professionals.

It also has a patented system for releasing alpha hydroxy acids (AHCs), which offers sustained, non-irritating exfoliation. This association unifies the skin tone more quickly and improves the penetration and activity of the de-pigmentation agents.

As a professional treatment, Urban White combines an Urban White Advanced Kit (also applicable using a virtual needle) with Derma Peel, a professional exfoliation treatment. This combination brings about a considerable acceleration of the de-pigmenting effect, enabling you to achieve results that are comparable to those of a medical-aesthetic clinics centre after just only a few sessions.

Urban White offers a range of basic follow-up treatments for application at home that allow the desired de-pigmentation results to be obtained.



# DERMAPEEL PROFESSIONAL PACK

Derma Peel Professional Pack is a cosmetic treatment for Beauty institutes which require an exfoliation treatment that is comparable to those offered by medical-aesthetic clinics.

Its components are formulated at the maximum concentration authorised by the Spanish Medicines Agency (AGEMED) or at the dose recommended by experts for guaranteeing the greatest efficiency.

This is a professional tool designed to renovate the appearance of the face, achieving softer, more even skin. Its efficacy is based on the combination of four exfoliation techniques in one session; physical abrasion, ultrasound-based micro derma abrasion (optional), chemical acid exfoliation and enzymatic digestion. The combination of these four techniques makes it possible to obtain faster, more long-lasting results. It is indicated for treating skin spots, fine expression lines, small scars and acne marks, giving a more even, radiant appearance to the skin, which is noticeable from the first few treatment sessions.

During the same session, it can be complemented with the Urban White Advanced Kit, to enhance the de-pigmentation results. This Kit has been designed for topical application, or using a virtual needle (the recommended option Mesoscience by Skeyndor: electroporation).

## 01. DIAMOND SKIN EXFOLIATING GEL

**Active ingredients:** Diamond microparticles.

A microdermal abrasive gel designed to eliminate the outermost corneal layer of the skin and unblock the pores, which cleanses, smoothens and prepares the skin for treatment with exfoliation agents with greater penetration properties. Specially formulated for conducting ultrasound.

## 02. COMFORT RE-BALANCING FACIAL SPRAY

**Active ingredients:** Butylcyclohexanol (a specific TRVP neuro-receptor antagonist).

A solution with a de-sensitising cosmetic agent for improving skin tolerance. It significantly reduces the burning, itching sensation produced by exfoliation treatments.

## 03. SKIN EXFOLIATING FACTOR – PHASE I

**Active ingredients:** Citric/glycolic (8:32, p/p) pH 3.5.

A concentrated AHA solution that activates the natural degradation of the unions binding the corneocytes-desmosomes, speeding up the renovation of the outer skin layer.

## 04. ENZYMATIC FACTOR – PHASE II

**Active ingredients:** Protease + Lisozyme.

An enzyme solution that specifically degrades the main components of the corneocytes (keratin), reducing the thickness of the skin's outermost layer.

## 05. NEUTRALISING FRESH MASK

**Active ingredients:** Alkaline pH (8), hydrolysed plant keratin.

A neutralising mask that re-balances the skin pH after treatment with AHA and suppresses the activity of enzymatic agents. Its refreshing texture provides instant relief for the skin.



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KIT CLARIFICANTE AVANÇADO  
URBANWHITE ADVANCED KIT



02



01

# URBAN WHITE ADVANCED KIT

Forms part of a new generation of skin-whitening treatments for professional use, known as biological de-pigmentation treatments.

An innovative de-pigmentation strategy for skin spots caused by the sun and age (induced pigmentation) and for lightening the natural skin tone of dark skins (genetic or constitutive pigmentation).

Its mechanism of action reduces the activity of the melanocytes (cells which produce pigmentation), changing the expression of the genes that control their functions.

Unlike other lightening agents, biological de-pigmentation agents are not cytotoxic or photo-sensitising, and are ideal for treatment sensitive or irritable skins.

The Urban White Advanced Kit consists of an electroporable solution plus a de-pigmenting cream with SPF30 protection.

The solution contains a biomimetic peptide concentrate of TGF- $\beta$ 1 ( $\beta$ 1 transforming growth factor) that suppresses the melanocytary expression of MITF (microphthalmia-associated transcription factor).

The active ingredients in the solution are encapsulated in hydrogenated liposomes, to slow down their metabolism and increase their release time. This vehiculisation system has been designed to maximum their effect on the epidermis, particularly when applied together with Mesoscience by Skeyndor: electroporation.

## 01. WHITE TARGETED FACTOR

**Active ingredients:** TGF- $\beta$  biomimetic peptide, encapsulated in liposomes. A formula created specifically for reducing pigmentation in skin spots and for lightening the skin's natural tone. Encapsulated in liposomes to act directly on the melanocytes in the profound layer of the epidermis.

## 02. URBAN SHIELD DAY CREAM

**Active ingredients:** Phenylethyl Resorcinol and phenol derivatives, protects from urban pollution. A de-pigmentation and protective cream that lightens the skin's tone and protects skin from the principal agents that stimulate darkening (sun, tobacco, pollution). With SPF 30 protection.

# AT HOME



## NEW SKIN FOAMING CLEANSER

**Active ingredients:** Lactic acid/ arginine (20:1)

A cleansing mousse with lactic acid combined with arginine. A patented system for releasing AHAs that gives sustained renovation, without irritation. When used every day, deeply cleanses skin impurities and stimulates new epidermis synthesis. For all skin types.



## ANTI-POLLUTION SHIELD MIST

**Active ingredients:** Urban pollution protector, stabilised vitamin C, spa water.

A refreshing spa water mist from southern France which restores the skin's balance and natural wellbeing. Enriched with an exopolysaccharide from the French Polynesian islands, it is capable of reducing the aesthetic effects of urban pollution (fumes, hydrocarbons, tobacco, sun) which contributes to premature darkening of the skin.



## SHIELD DAY CREAM

**Active ingredients:** Phenylethyl resorcinol and phenol derivatives, urban pollution protector.

A de-pigmentation cream that lightens skin spots and unifies the skin tone. It contains a singular exopolysaccharide that protects the skin from the main urban pollutants that darken the skin. Indicated for persons who live or work in environments with high pollution (fumes, hydrocarbons, tobacco, sun). With SPF20 protection.



## OVERNIGHT SERUM

**Active ingredients:** Lactic acid/ arginine (20:1). TGF- $\beta$  biomimetic peptide encapsulated in liposomes, aminoethylphosphinic acid.

A de-pigmentation serum designed to improve the appearance of skin spots or acne marks. Its concentrated formula helps renovate the epidermis, unifying the skin tone and softening tiny skin flaws. For all skin types and particularly, mixed or oily skins.

# URBAN WHITE



SPOTS ERASER  
CREAM

**Active ingredients:** Phenylethyl resorcinol and phenol derivatives, aminoethylphosphinic acid, TGF- $\beta$  biomimetic peptide encapsulated in liposomes.

With a specific formula containing wide-spectrum de-pigmentation agents created to quickly lighten the tone of all types of skin spots or pigmentation. Apply only to pigmented areas.



SHIELD HAND  
CREAM

**Active ingredients:** Phenylethyl resorcinol (alternative to Kojic acid), dictyopteris, urban pollution protector.

A treatment formula for hands with aged skin and skin spots. Contains three active ingredients which unify the skin tone, redensify its appearance and counteract the aesthetic damage caused by the sun and tobacco (tar, toxic agents, etc). With SPF15 protection.



MATT POWDER  
COMPACT

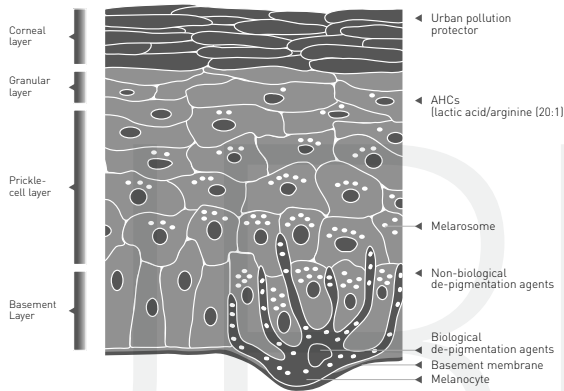
**Active ingredients:** Pigments that lighten the skin tone.

A compact makeup in the form of a cream with the powder finish that instantly lightens and unifies the skin tone, and protects it from the sun (SPF50). Indicated for very fair skins.

# EFFICACY STUDIES

Efficacy of principal active ingredients in the Urban White line

The efficacy of Urban White is endorsed by scientific studies of its active ingredients, and clinical tests performed on the products.



## TGF- $\beta$ BIOMIMETIC PEPTIDE

Encapsulated in hydrogenated liposomes. A biological de-pigmentation agent that acts directly on the cells that generate pigmentation, re-programming them. Effective in eliminating skin spots and gradually lightening the natural skin tone.

### **In-vitro. SPD-PAGE/Western Blot +RT-PCR (1ppm), murine melanocytes B16-F10.**

Reduces the proteins involved in constitutive and induced pigmentation.

### **Chromametry.**

23 vol., 56 days, 33-55 years  
X 2 applic./day, 5ppm.

Skin 3 units less pigmented. "Skin spot tone 30% lighter".

## PHENYLETHYL RESORCINOL AND PHENOL DERIVATIVES

Next-generation, non-biological de-pigmentation agents with an improved toxicological and efficacy profile.

### **Chromametry.**

12 vol. Asian, 28 days,  
X 2 applic./day.

Skin 2 units less pigmented. 6 times more efficient than zone treated with Kojic acid (M)

### **LCR = 72** [Cell cytotoxicity level, one

LCR $\rightarrow$ 10 means that it is safe for topical use. Hydroquinona (LCR =1)). Hydroquinone (LCR = 1).

# PROVEN IN-VIVO EFFICACY

## AHCs: LACTICA ACID/ ARGININE (20:1)

A patented alpha hydroxyl acid release system for sustained exfoliation, without irritation.

### Clinical evaluation. Dansilo Chlorine test

17 vol., 25-29 years, 21 days  
2 applic./day, conc. 10% at pH = 2.2.

Equal increase (34%) in speed of skin renovation vs. free lactic acid.

2/3 reduction in irritation score vs. free lactic acid. Non-irritant.

## URBAN POLLUTION PROTECTOR

Exopolysaccharide. Helps counteract aesthetic damage caused by urban pollution and smoking (tar, hydrocarbons, heavy metals..) which contributes to premature darkening of the skin.

### In-vitro. FAAs. 100 eq (mg/L)

Detoxifying ability compared to Cadmium (baldness, severe irritation) and Lead (oxidative stress).

### Ex-vitro. MDA quantitation. 3%, 4 days.

+44% protection compared to urban pollution (heavy metals and hydrocarbons).

## RESULTS IN 6 WEEKS\*

(Cabin treatment (4 treat.) + home prod. (cream, serum and specific))

**Clinical de-pigmentation effect (80%)\*:** Reduction in melanin index of 31% to 54%.

### SUBJECTIVE EVALUATION\*:

#### Skin spots:

- Lightens spots 100%
- Reduces size of spots (80%) and eliminates them (20%)

#### Luminosity:

- Unifies skin tone 100%
- Skin lighter and more luminous 100%

#### Skin care:

- Moisturises and nourishes skin 100%
- Leaves skin softer, finer, more flexible and elastic 100%

(\*Average value under clinical control. 10 people)



the SCIENTIFIC SKINCARE®  
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