

# ASCÉNCE<sup>®</sup>

INTERNATIONAL

Dual-act  
Makeup Remover

Կարճ ժամանակ  
ժողովրդական



# Direction of Use

## **1. Wet a cotton pad and saturate with Ascence Dual Act Makeup Remover.**

- A dual act makolving power of an oil-based remover with the gentle, soothing qualities of cleansing lotion.
- Ascence Dual Act Makeupeup remover works for most eye makeup.
- It combines the diss Remover is a good choice for heavy eye makeup.

## **2. Hold the cotton pad against your closed eye for about 20 seconds, applying gentle pressure.**

- Do not scrub your eye at all, just hold the pad in place and allow the makeup remover to dissolve your makeup.
- This will allow you to wipe your makeup off with ease and as little rubbing as possible.

## **3. Use a downward motion to gently wipe off makeup.**

- Getting too rough with the delicate skin around your eyes can encourage wrinkles and fine lines. Use multiple strokes with light pressure.
- Place the fingertips of your free hand against your eyebrow and pull up slightly as your hand sweeps down. This will prevent you from pulling too hard on the skin around your eye.

## **4. Turn the cotton pad over and use the clean side to wipe your eye with an upward stroke.**

- This will allow you to clean underneath your lashes too.
- Repeat if necessary, if you still have some stubborn mascara on your lashes.

# Removing Foundation and Blush

## **1. Apply a 20 cents size amount of Ascence Dual Act Makeup Remover to your skin.**

- Use a circular, massaging motion. Use your fingers to spread the makeup remover all over your face, including your hairline. This should take about 45 seconds.
- Make sure your hair is pulled back away from your face with a ponytail, headband, or bobby pins.
- Long-lasting or liquid foundation should be removed before you wash your face.

## **2. Use a wet facial sponge, washcloth or cotton bail to wipe your face.**

- Most of your foundation and blush should come off
  - you should be able to see it on the washcloth.
- Make sure you get your hairline, under your chin and around your ears.

## **3. Repeat if necessary, if you are having trouble with residual makeup.**

- If you find that you are breaking out along your hairline or you go super heavy on makeup ( if you are a cheerleader or actor, you probably have to wear a ton of makeup while performing), try applying a thick layer of make up remover to your face and let it sit for a few minutes.
- Wipe the makeup remover off your face with a warm washcloth and the stubborn makeup should come right off with it.

# Removing Lip Stick Color

## **1. Wet a cotton pad and saturate with Ascence Dual Act Makeup Remover.**

- A dual act makeup remover works for lip stick color. It combines the dissolving power of an oil-based remover with the gentle , soothing qualities of cleansing lotion.

## **2. Hold the cotton pad against your lips for about 10 seconds, applying gentle pressure.**

- Do not scrub your lips at all, just hold the pad in place and allow the makeup remover to dissolve your lip stick color.
- This will allow you to wipe your lips off with as little rubbing as possible.

## **3. Use a downward motion for upper lip and upward for lower lip to gently wipe off makeup.**

- Getting too rough with the delicate skin on lips can encourage wrinkles and fine lines.
- Use multiple strokes with light pressure.

## **4. Turn the cotton pad over and use the clean side to wipe your lips.**

- Repeat if necessary, if you still have some stubborn lip stick color on your lashes.



## What are the special features of this product?

1. Paraben free
2. Color free
3. With natural essential oil.



# Active Ingredients

## **Cetyl Ester**

- Emolient
- Moisturiser



# Mangosteen

## Xanthenes

- Xanthenes isolated from the pericarp has skin lightening agent to treat hyperpigmentation disorders due to its ability to act as tyrosinase inhibitor, where it can inhibit enzyme tyrosinase activity in melanogenesis pathway.





## **Lavandula angustifolia Oil**

- Astringent
- Natural soothing properties
- Healing properties
- Normalizes oil production
- Reduces skin inflammation
- Cleansing



# Simmondsia chinensis seed oil

- Moisturising, reconditions the skin.
- Balances oil production
- Provides barrier protection
- Most favoured carrier oil because of its advanced molecular stability.
- A great skin cleanser because it has absorption properties that are similar to our skins own sebum.



# ASCÉNCE<sup>®</sup>

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Advanced  
Brightening Essence

Brightening Essence  
Advanced



# Product Description

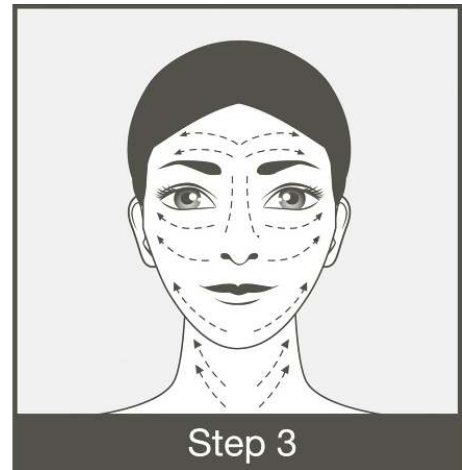
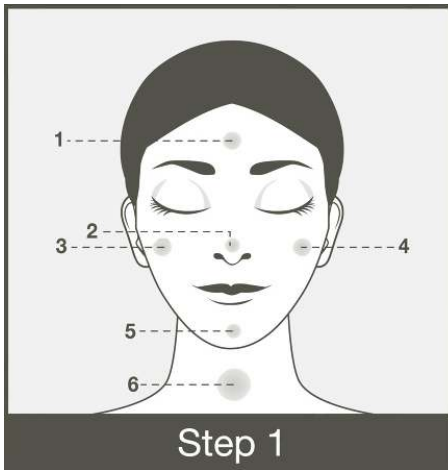
**Advanced Brightening Essence**  
consists of high concentrated

Biosaccharide gum-1, Trehalose and Hyaluronic acid which helps to soothes and calm irritated skin, protects against environmental stress factors.

It also hydrates deeply with long-lasting effect as well as firms your skin.

Besides, its multi natural extracts helps to rejuvenate and revitalize your skin, leaving your skin supple and radiance.





## Direction of Use

- > Apply twice a day, preferably at bedtime after cleansing and toning.
- > Use a light circular motion, apply evenly to face, neck and forehead.



# Active Ingredients

## **Biosaccharide Gum -1**

- Soothing and sensory moisturiser.
- Decreasing skin reactivity for sensitive skin.
- Increasing cellular longevity ;  
for antiaging applications.
- Hydration and sensory.



# Mangosteen

## Xanthones

- Xanthones isolated from the pericarp has skin lightening agent to treat hyperpigmentation disorders due to its ability to act as tyrosinase inhibitor, where it can inhibit enzyme tyrosinase activity in melanogenesis pathway.





## **Camellia Sinensis Leaf Extract**

- Green tea extract is used for treating dry skin, acne, allergic dermatitis and oral diseases.
- Green tea extract increase antioxidants in the skin cells thus reduces free radical damage to the skin



- Green tea extract alleviate inflammation.
- Green tea extract active ingredient have real effect for anti-wrinkle treatments.
- Green tea extract is safe for children and sensitive skin types

# Vitis vinifera (Grape) Seed Extract

- Grape seed extract is one of the most powerful antioxidants that fight free radicals.
- Grape seed extract provide superior antioxidant defense and anti-aging properties to preserve youthful skin texture and tone.
- Grape seed extract alleviate inflammation.
- Grape seed extract is safe for children and sensitive skin types.







## **Hyaluronic Acid**

- Used as a powerful humectant.
- GAG (or Glycoaminoglycan)
- Helps retain moisture levels in the tissue



# Trehalose

- Trehalose is a naturally occurring saccharide present in a wide variety of plant and animal life, enabling survival in the hardest climatic conditions.
- The presence of trehalose in plants is one of the reasons why a barren desert blooms after a rain.
- Trehalose protects skin fibroblasts from dehydration because it replaces water in tissues helping to retain the natural structure of skin and hair.





- Trehalose is an effective moisturiser offering protection from potentially damaging climatic conditions.
- Trehalose replaces water in tissue and reduces the damage from dryness, heat and cold – retaining the natural structure of the skin and hair

## **Glycyrrhiza Glabra Root Extract.**

- Extracted from the Licorice plant, it inhibits melanin biosynthesis while scavenging free radicals.
- Rich in polyphenols that act as antioxidants



# Rosmarinus Officinalis Leaf Extract

- Extracted from the plant *Rosmarinus officinalis*.
- Used for its purifying, cleansing and antiseptic.





# **Chamomilla Recutita Flower Extract**

- Skin smoothing  
and antiinflammatory



## Centella Asiatica Extract

- Extracted from the leaves or roots of *Hydrocotyl asiatica*, listed in Indian Ayurvedic medicine to combat excessively dry skin.
- Particularly suited for fragile skin around the eyes and is used for antiinflammation.



# **Scutellaria Baicalensis Root Extract**

- It has anti-oxidant and antiinflammatory effects.





## **Polygonum Cuspidatum Root Extract**

- It has anti-oxidant and antiinflammatory effects



# ASCÉNCE<sup>®</sup>

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Advanced Natural  
Whitening Cream

Whitening Cream  
Advanced Natural

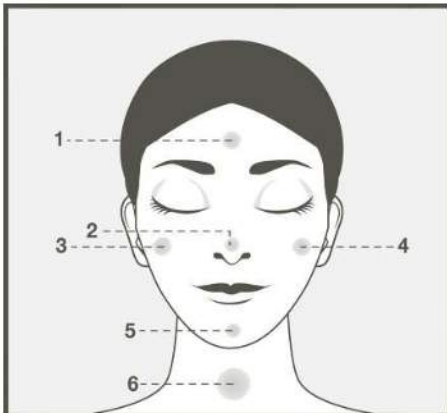


# Product Description

Ascence Advanced  
Natural Whitening Cream  
is a combination of  
vegetal complex with very  
high depigmentation  
effectiveness, which gives  
a lighter and brighter skin.



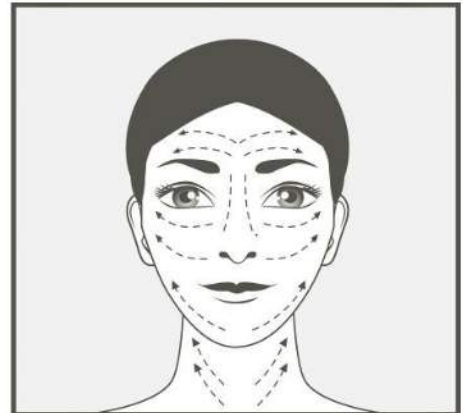




Step 1



Step 2



Step 3

## Direction of Use

- > Apply Ascence Advanced Natural Whitening Cream on a thoroughly cleansed and toned skin in the evening.

# Active Ingredients

## BIOWHITE

- Whitening.
- Complex brightening.
- Vegetal complex.
- An optimized and stabilized Plant Complex.



# Mangosteen

## Xantones

- Xantones isolated from the pericarp has skin lightening agent to treat hyperpigmentation disorders due to its ability to act as tyrosinase inhibitor, where it can inhibit enzyme tyrosinase activity in melanogenesis pathway.





## **Saxifraga Sarmentosa Extract**

- Anti radical effects on lipofolic peroxidation.
- Anti-inflammation.

## **Vitis Vinifera**

### **Fruit Water**

- Rich in polyphenol proanthocyanidins, protects the skin from free radicals and premature aging.
- Increases intracellular vitamin C levels
- Inhibits destruction of collagen.







## **Morus Bombycis Root Extract**

- Tyrosinase inhibitor with skin lightening properties.
- Antioxidant.
- Anti-inflammatory.



# **Scutellaria Baicalensis Root Extract**

- Anti-oxidant
- Anti-inflammatory





## Ferulic Acid

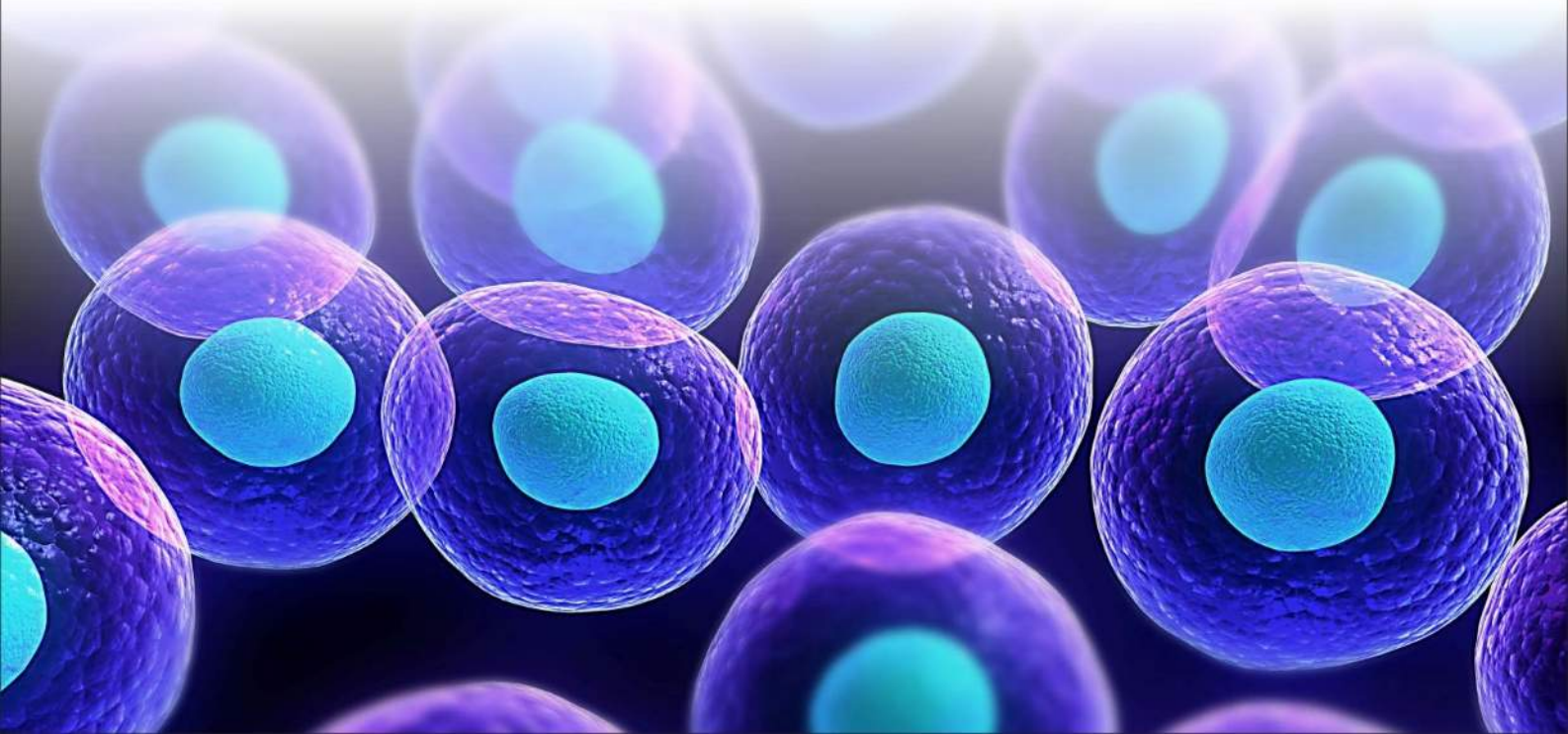
- Plant phenol antioxidant
- Provides rigidity to plant cell walls
- Reduces oxidative stress
- Reduces damage caused by UV radiation and damage to DNA

# Latest Technology

## Intracellular Penetration System

### Cytovector

- Vector
- Intracellular penetration system
- Enters the cell to increase efficacy





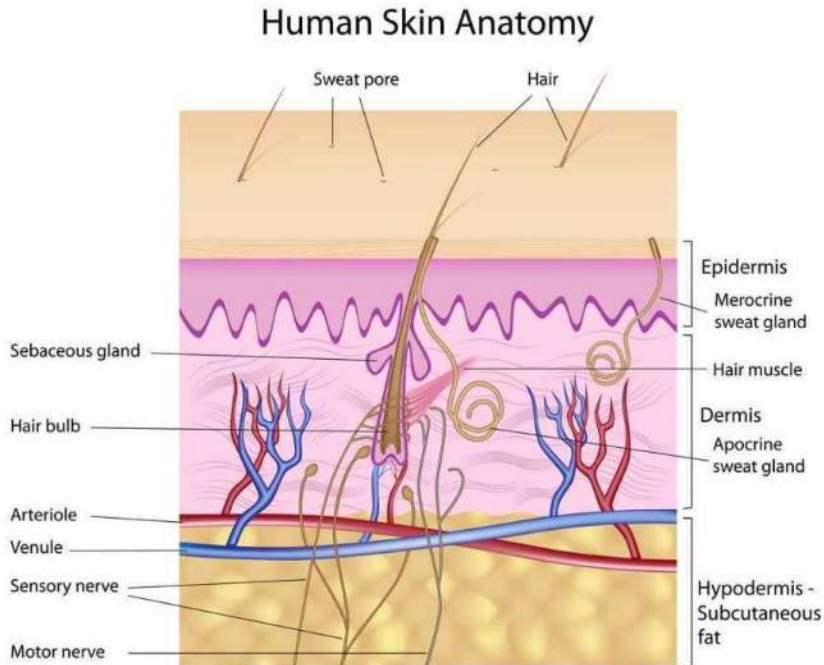
# Intracellular Penetration System

The cell is protected from its environment by its membrane.

Its cytoplasm contains many organelles that ensure the synthesis of vital molecules.

Thus, proteins, lipids and energy fuel are produced inside the cell and excreted by more or less complex processes.

Assessing organelles such as mitochondria, endoplasmic reticulum or nucleus leads to a direct action on these syntheses and much more intense effects on cell metabolism.



Targeted cosmetic actions include the protection of DNA, correction of pigment disorders, aging and brightness of complexion via energy mechanisms.

We have developed Cytovector, an intelligent system of intracellular guidance.





- Cytovector is a liposome modified by quaternized molecules from soy.
- The introduction of these molecules modifies the structure and charge of the vector that considerably increases its intracellular penetration.
- In this way, the hydrophilic or lipophilic active substances encapsulated in the Cytovector system are guided inside the cells and act more efficiently on their target.
- We have demonstrated this on 3 types of activity: depigmentation, protection against free radicals and protection of DNA.



# ASCÉNCE<sup>®</sup>

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Advanced Brightening  
UV Shield SPF 50

UV Shield SPF 50  
Advanced Brightening



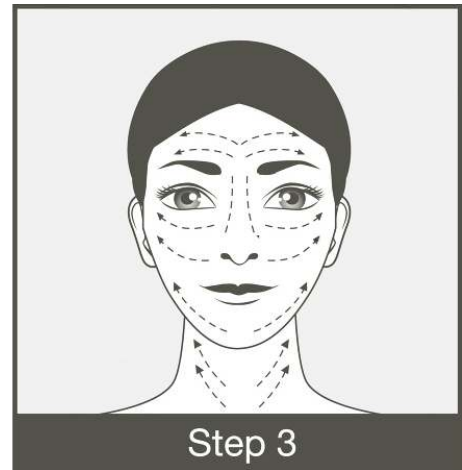
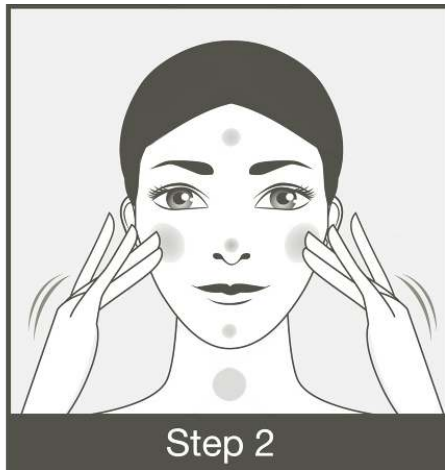
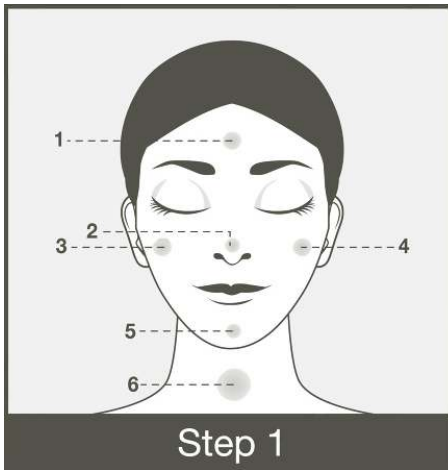
# Product Description

## **Ascence Advanced Brightening UV Shield SPF 50**

is an advanced sunscreen with moisturising and soothing properties suitable for all skin types including dry and sensitive skin.

- This true broad spectrum sunscreen contains Titanium Dioxide and Ethylhexyl Methoxycinnamate to protect against the damaging effects of UVA and UVB rays.
- Cosmetically elegant and moisturising Sun Defense SPF 50 provides a high level of UVA protection and is ideal for use during outdoor activities.





## Direction of Use

- > Apply Ascence Advanced Aqua Moisturiser Cream then follow by Ascence Advanced Brightening UV Shield SPF 50 onto face and neck.
- > Apply with circular outward movements until even.
- > For best results, apply half an hour before sun exposure.



# Active Ingredients

## **Titanium Dioxide**

- Titanium dioxide Sun Defence is extremely useful under extreme sun.
- Titanium dioxide is found in almost every sun care product with a physical blocker because of its high refractive index.
- Its strong UV light absorbing capabilities and its resistance to discolouration under ultraviolet light.
- This advantage enhances its stability and ability to protect the skin from ultraviolet light.

# Ethylhexyl Methoxycinnamate

- Broad spectrum sunscreen
- UVB absorb.





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## Bisabolol

- Bisabolol has great anti-irritant and anti-inflammatory properties, which makes it a natural ingredient to use in skincare products.
- It also contains anti-bacterial as well as anti-fungal properties.
- Bisabolol itself is a clear, colorless to slightly yellowish liquid, with a faint, floral, sweetish odor.
- Bisabolol is obtained from the Chamomile plant and is also a superb ingredient to use to soothe irritated skin.

# Tocopheryl Acetate

- Studies show that vitamin E has very specific benefits to the skin.
- It protects the skin from environmental pollution.
- It has a protecting action against UV radiation.
- It is an excellent moisturiser.
- It contains powerful anti-inflammatory action and
- It has excellent wound healing properties.



# **Aloe barbadensis leaf extract**

- Aloe polyphenols are those phytochemicals found in the skin of unripe aloe vera.
- These polyphenol plant compounds are present naturally and benefit the human skin in many ways.





- Antiaging effects
- Helps in reversing or neutralising the harmful destructive effects of free radicals in our body
- Wound healing
- Improves skin problems and skin disorders
- A strong moisturiser
- Anti-allergy
- Immune system booster
- Provide nutrition to skin





## Bioflavonoids

- Once known as “Vitamin P” and semiessential nutrients.
- Useful in treatment and prevention of many health conditions.
- Because they cannot be manufactured by the human body, they must be supplied through diet or topical use.

- Bioflavonoids include rutin, quercitrin, hesperidin, naringin.
- Powerful anti-oxidants by giving protection versus oxidative and free radical damage.
- Increase intracellular Vitamin C, rutin, hesperidin and HER
- Greater antioxidant effects than Vitamins C, E, Selenium and Zinc.
- Anti-allergy and anti-inflammatory effects like quercetin.





## **Brassica Oleracea Italic Extract**

- A well known activator of phase II detoxification enzyme.
- Sulforaphane enhances the resistance of skin cells against environmental pollutants and intrinsic reactive molecules.
- Sulforaphane cleans off and protects our skin against dangerous molecules.
- It is an effective anti-aging molecule for all skin care products.

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*Thank You For Your  
Kind Attention*