



FacEnvy  
Exfoliate-Me

## FACENVY

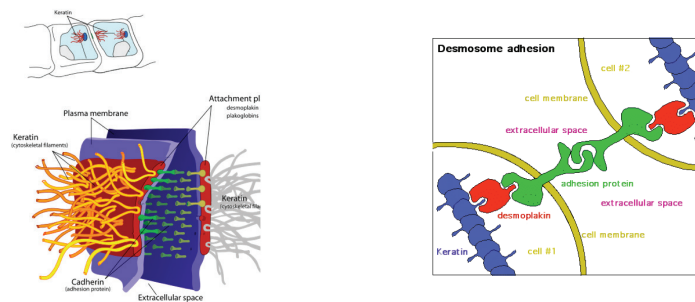
### WHY EXFOLIATE-ME?

Exfoliate –Me is designed to exfoliate the stratum corneum without aggressive abrasion. The use of enzymes to weaken the bonds of the desmosome to promote desquamation makes the experience for all clients a soothing one.

When the stratum corneum has been formed, it must be taken apart through desquamation to allow the natural renewal process to continue. The cells are hooked together by desmosomes at the top, sides and bottom. As the cells move to the epidermis, the desmosomes are attached but become weaker. Two known enzymes effectively break the bonds of the desmosomes and free the cells to flake off from the stratum corneum. One of these is a special type of trypsin. The recognition that the removal of dead skin cells was desirable to produce smooth skin in maturing clients, led to the concept of an abrasive scrub. While it may seem that removal of as much dead skin as possible might be desirable, this is not the case. In general, products containing rough-edged or aggressive methods are not appropriate for sensitive skin making a client experience stinging and burning with her usual cosmetic products.

### HOW IT WORKS?

Subtilisin (serine endopeptidase) which is a protein-digesting enzyme effectively breaks the bond of the weakened desmosomes on the surface of the epidermis. By freeing these bonds, the cells flake off from the stratum corneum producing a smoother skin surface and allowing better penetration of active ingredients of skin creams to penetrate the skin.



KEY INGREDIENTS	BENEFITS
Subtilisin	A protein-digesting enzyme that effectively breaks the bond of weakened dead cells on the surface of the skin.
Cucumis (Cucumber) Sativus	Credited with moisture-binding, moisture regulating, soothing, tightening, anti-itching, refreshing, softening, healing and anti-inflammatory properties. It contains amino acids and organic acids that are claimed to strengthen the skin's acid mantle.
Camellia (Green Tea) oleifera	a powerful antioxidant due to its catechin content, it is also known to be an anti-bacterial, anti-inflammatory, and a stimulant. When applied topically, it can also reduce skin swelling.
Hamamelis (Witch Hazel) Virginiana	It is credited with anti-inflammatory, astringent, and wound-healing properties. In addition, anti-free radical activity is now associated with witch hazel, thereby helping counter the damaging effects of UVA, while acting as an absorber of both UVA and UVB.
Glycerin	a humectants used in moisturizers. It is water-binding and able to draw and absorb water from the air. Some of its associated skin benefits are attributed to its ability to facilitate enzymatic reactions in the skin, promoting corneocyte desquamation.

## COSMETIC COMPOSITION

Refined white foam mousse

## PAO



18M

## NET WEIGHT

60 ml / 2.03 fl oz

## APPLICATION / METHOD OF USE

Apply a golf ball size amount of foam on the (dry) face and neck, massaging in a circular motion for about 1 minute even after the mousse disappears. Rinse with water.

## PRECAUTION

Use should be limited to skin type and sensitivity. Clients with high sebaceous output could use once a week, while a client with sensitive skin, once a month.

## IMPORTANT INFORMATION

Depending on client's frequency of use and skin type, some clients will experience visible dead skin cells come to surface. Other clients will not experience the same. It is not the product that is not effective, it is simply the state of the skin condition.

## COMPLEMENTARY PRODUCT(S)

2 in 1 Cleansing Gel, as daily cleansing solution

## TARGET MARKET

Product can be used by general public, to assist in the maintenance care of acne vulgaris and Make-up Artists in preparation of the skin cleanliness.

## CUSTOMER SERVICE

Beauty Distribution. [www.beautyd.ca](http://www.beautyd.ca)

1.888.502.7285