



**ABSOLUTE MOIST**  
5% HYALURONIC ACID  
Replenishes and  
moisturises the skin

P R O F E S S I O N A L  
**SKINBOOSTER**  
SERUMS

SEE THE DIFFERENCE

Manufactured entirely in Switzerland  
Be Ceuticals **ISO 13485**



# ABSOLUTE MOIST

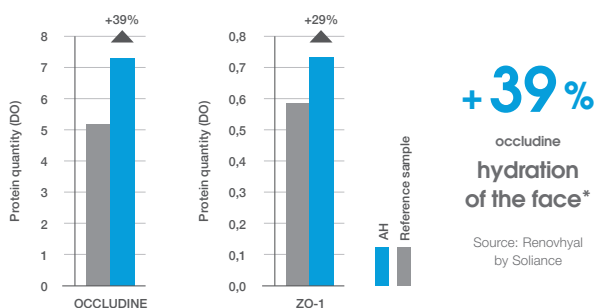
## 5% HYALURONIC ACID

Replenishes and moisturises the skin

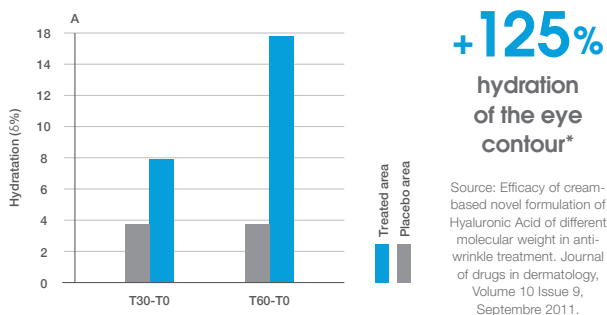
PREVENT

### ACTIONS OF HYALURONIC ACID

#### ACTION OF HA ON HYDRATION OF THE EPIDERMIS



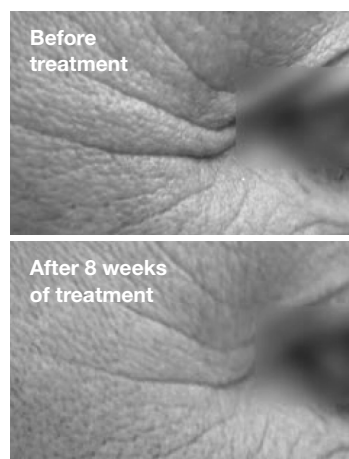
#### ACTION OF HA ON HYDRATION OF THE EYE CONTOUR



- Better cellular cohesion
- Decrease of the insensitve water loss
- Establishment of a natural and functional barrier

### ACTIONS OF HA. COMBINED WITH PEPTIDES

#### ACTION OF PEPTIDES + HA ON WRINKLES

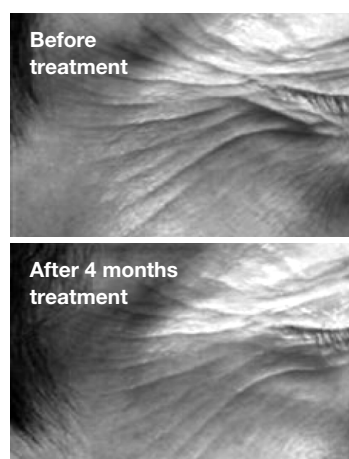


**-68%**  
of mean wrinkles\*

Source: Efficacy of cream-based novel formulation of Hyaluronic Acid of different molecular weight in anti-wrinkle treatment. Journal of drugs in dermatology, Volume 10 Issue 9, Septembre 2011.

#### ACTION OF PEPTIDES ON WRINKLES

Stimulation of the 'matrix' layers in the skin, primarily collagen and fibronectin.



**-46%**  
of deep wrinkles\*

\* Superficial layers of the epidermis.

# ABSOLUTE REPAIR

## 1% CERAMIDES

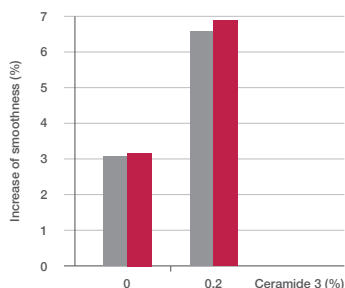
Regenerates damaged skin / Post skin intervention

REPAIR

### ACTIONS OF CERAMIDE

#### ACTION OF CERAMIDE ON SMOOTHNESS

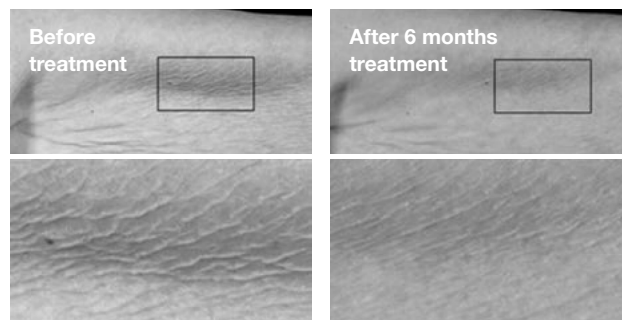
Effect of Ceramide 3 on skin smoothness after a 14 days application period.



**+107%**  
of smoothness

Source: Application of Skin-Identical Ceramide 3 for Enhanced Skin Moisturization and Smoothness: Latest Results. Ute Wollenweber\* and Dr. Mike Farwick, EURO COSMETICS-Special Issue 2006.

### ACTIONS OF RETINOL

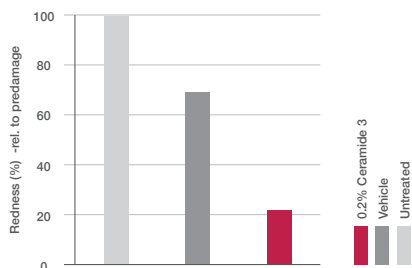


**-43%\***  
of roughness

Source: University of Michigan Health System. <http://www.med.umich.edu>

#### ACTION OF CERAMIDE ON IRRITATION

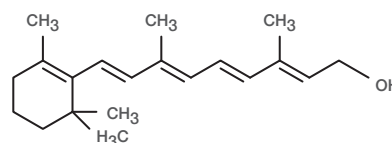
Protecting effect of Ceramide 3 against surfactant-induced dermatitis.



**-88%\***  
of skin redness

- Increases the fibroblast growth
- Increases collagen synthesis
- Reduces signs of erythema and irritation unlike tretinoin
- Less transepidermal water loss, less erythema and scaling than retinoic acid
- Inhibits UV induction of MMP (matrix metalloproteinase)
- Stimulates collagen synthesis in photoaged skin aging
- Produces significant improvement in fine wrinkles after 12 weeks treatment
- Reduces the MMP (matrix metalloproteinase), collagenase expression

- Improves fine lines
- Reduces significantly Transepidermal Water Loss
- Decrease the skin irritation represented by the redness
- Increases the hydration and smoothes the skin



Chemical structure of retinol.

# SEE THE DIFFERENCE

# VELVET EYES ADVANCED BOOSTER

## 2% TO 3% COLLAGEN

Nourishes depressed skin / Intensive multi-level action

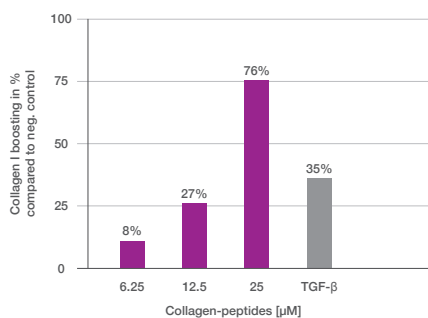
REPAIR

PREVENT

## ACTIONS OF COLLAGEN

### IN VITRO EFFICACY

Stimulation of collagen I synthesis in human fibroblasts compared to a negative control. TGF- $\beta$  (0.4 nM) was used as a positive control.

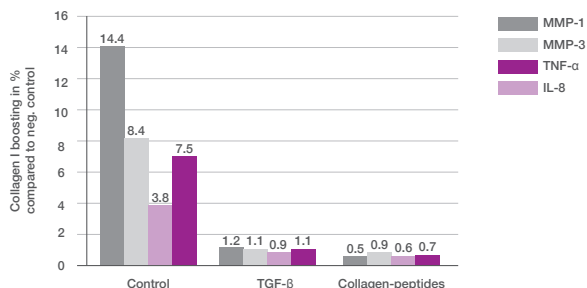


**+76%**  
collagen  
synthesis

Collagen-peptides shows a strong boosting effect on collagen synthesis in a dose-dependent manner.

### ACTION OF COLLAGEN PEPTIDES ON IRRITATION

The expression of cytokines and MMPs after chemically-induced (PMA) stress (24 h) in normal human keratinocytes (NHK). The fold increase in fluorescence intensity is compared to control cells (=1.00).



Collagen-peptides treated cells show no stress related formation of collagen degrading enzymes (in particular MMP's) and cytokines. Collagen degradation is reduced.

Skin-aging leads to break down the collagen synthesis and provokes fine lines that become more visible into deep wrinkles.

Pictures taken before and after clinical study:



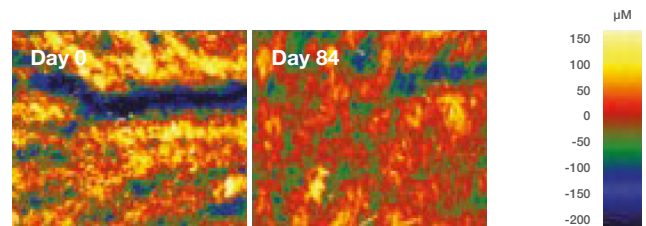
**-51%**  
of fine  
wrinkles

Source:  
DermScan - France

Visible improvements with 2.5% Collagen-peptides.

### IN VIVO EFFICACY

3D skin relief, skin topography indicated by different colours using Primos<sup>®</sup> technique. Use level: 2.5% Collagen-peptides.



Deep wrinkles are significantly reduced within 3 months; the overall skin appearance is improved.



INCI: Palmitoyl Tripeptide-5.

# L-ASCORBIC ACID

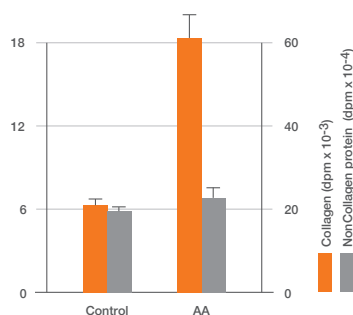
5% TO 25%

Maximum anti-oxidant protection / A complete range to repair your skin

REPAIR

## ACTIONS OF L-ASCORBIC ACID

### REGULATION OF L-AA. ON COLLAGEN PRODUCTION



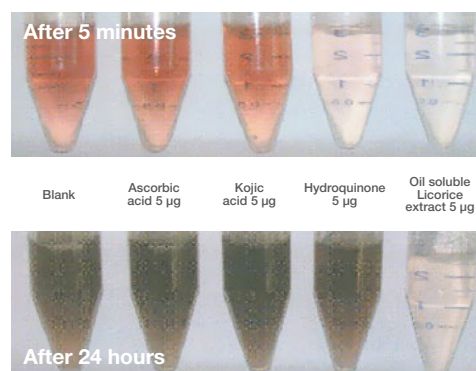
**+192%**  
collagen stimulation

Source: Stimulation of Collagen Gene Expression by Ascorbic Acid in Cultured Human Fibroblasts A ROLE FOR LIPID PEROXIDATION? Vol. 266, No. 28, Issue of October 5, pp. 16957-16962, 1989.

## ACTIONS OF LICORICE

### ACTION OF LICORICE ON TYROSINASE INHIBITION

Tyrosinase activity inhibition.

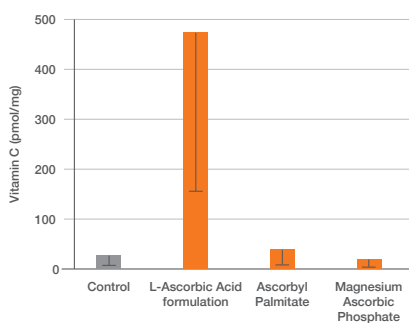


**24h**  
inhibition proven efficacy

Source: Oil soluble licorice extract, Sochibios.

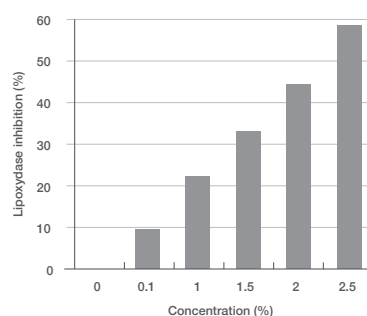
### ACTION OF L-AA. ON PROTECTION FROM FREE RADICALS

L-Ascorbic Acid protects the skin from UVB and UVA induced damages.



**L-A.A**  
is the highest antioxidant protection

### ACTION OF LICORICE ON FREE RADICALS



From

**0,1%**  
Dependant dosis action

Source: BIO-OSLP; Sochibios.

- Regulates the collagen production
- Protects from free radicals
- Protects from the inflammation - Regenerates Vit. E

- Inhibits tyrosine's activity
- Protects from free radicals
- Reduces and regulates pigmentation disorders

OUR ASCORBIC ACID IS TRANSLUCIDE. YOUR SKIN REMAINS INOXIDABLE



Manufactured entirely in Switzerland  
Be Ceuticals ISO 13485

THE HIGHEST LEVEL OF ANTI-OXYDANT

# L-ASCORBIC ACID

MAKE YOUR SKIN YOUNGER

REPAIR



## WONDERFUL SKIN

25% L-ASCORBIC ACID

The anti-aging power of premium vitamin C

Vitamin C is a powerful anti-oxidant that neutralizes the free radicals that cause oxidative stress to skin. Is the most effective way to prevent and delay the signs of biological skin aging.

