

# **GOLD MASK**

Anti-Age, Super-moisurizing, Revitalising with Snail Slime and Grape Stems

DEEL- OFF
BEAUTY
MASK

PRODUCT COMPLETELY IN ITALY

# **BLACK MASK**

Purifying, Sebum-regulating

with Propolis, Grapefruit and Sulphur



by IDRA COSMETICI

www.idracosmetici.it

## **GOLD MASK**

## Anti-Age, Super-moisurizing, Revitalising with Snail Slime and Grape Stems

**INDICATIONS:** Peel-off mask, a new concept which forms a film on the face and removes all impurities from the skin, giving it brightness and leaving it clean, smooth and silky.

Contains: Grape Stems, Snail Slime, Vitamins B5, F and E, Moisturising Factor and Collagen.

HOW TO USE: Apply the mask evenly on clean face, being careful not to apply it on the areas around the eyes, leave in for about 30 minutes, and then once the film was formed, gently tear it away from your face starting from the chin to the front. SHAKE BEFORE USE.

**WARNING:** none

PACKAGING: 150 ml - 500 ml

### **ACTIVE INGREDIENTS OF THE PRODUCT:**

**GRAPE STEM CELLS (G-Cell):** G-CELL performs a double-quick anti-radical action on the skin thanks to highly bioavailable active principles synthetized by stem cells. Lab tests show that G-CELL eliminates free radicals quickly and effectively.

G-CELL helps counter harmful radicals developed from both endogenous (stress, smoke, bad nutrition habits, etc...) and exogenous factors (pollution, UV radiations, etc...).

G-CELL effectiveness is maintained in cosmetic formulas, which enjoy improved anti-age action.

**SNAIL SLIME**: produced entirely in Italy by a company audited and certified by Local Health Unit. Snail slime is extracted from "Helix Aspersa" (snail) for food purposes. Said secretions are collected and filtered twice.

#### No dilution/chemical adds are made to the original secretions.

Use for cosmetic purposes: very rich in mucopolysaccarides, Snail slime has a typical viscosity and filmy feel, which enhances skin protection and moisturizing. Its content in glycolic acid (moisturizing agent) and allantoin (restoring/protecting agent) promotes its use in anti-age products aimed at restore and protect the skin from wrinkle formation.

Heliciculture consists of the full biological cycle of snail farming, usually outdoor in uncovered/unprotected fields.

**D-PANTENOL:** (provitamin B5): known for its moisturizing, soothing, calming and antireddening properties.

### **SODIUM HYALURONATE:** found in the epithelial connective tissue.

The ground component of the tissue is a cementing, jelly-like substance containing the structures of collagen and elastin. The main component of this gel is non-collagenous proteins and mucopolysaccarides, hyaluronic acid being the primary of them in the derma, thanks to its high water-holding capacity.

**LIPOSOME VITAMIN E:** by now, vitamin E is renowned as the "Anti-age vitamin" for its capacity to protect cell membranes from free radicals, thereby delaying skin ageing. Its actions is strengthened by adding vitamin E acetate.

**VITAGEN F (VITAMIN F):** VITAGEN F is composed of linoleic, linolenic, and arachidonic acids, allowing regular supply of nutrients to epidermis and related elements. Lack of vitagen results in dry, scaling skin.

**SOLUBLE NATIVE COLLAGEN:** it is a valid help to provide skin with a biological source of moisture.

**UMECTOL (DL GLUTAMIC ACID, GLUCOSE, LACTIC ACID, UREA, PCA)**: jointly known as "hydrating factor", they are basic components of human sebum. Their capacity to penetrate skin easily, they provide effective hydration.

The product contains substances such as urea, carbohydrates, glutamates, glicyne, hydrolised scleroproteins, pyrrolidone carboxylates, lactic acid, which result in a complex similar to what is naturally found in the stratum corneum. UMECTOL enjoys great hydroregulatory, hydroentangling, moistening, and hydrating capacities.

## **HOW TO USE IT:**

- Cleanse by specific Softening Cleansing Milk and specific Tonic
- Scrub your skin
- Apply Gold Mask on completely dry skin and keep it for about 30-40 min
- Remove the mask by lifting it from chin to forehead
- Apply some drops of Toning and Relaxing Synergy on lymphatic ganglia
- Finish treatment by applying some specific Serum and Cream according to the skin type

## **BLACK MASK**

## Purifying, Sebum-regulating with Propolis, Grapefruit and Sulphur

INDICATIONS: Peel-off mask, a new concept which forms a film on the face and removes all impurities from the skin, giving it brightness and leaving it clean, smooth and silky.

Contains: Propolis extracts, Rosemary, Grapefruit, Moisturising Factor and Sulphur.

**HOW TO USE**: Apply the mask evenly on clean face, being careful not to apply it on the areas around the eyes, leave in for about 30 minutes, and then once the film was formed, gently tear it away from your face starting from the chin to the front. **SHAKE BEFORE USE**.

**WARNING:** none

PACKAGING: 150 ml - 500 ml

### **ACTIVE INGREDIENTS OF THE PRODUCT:**

**PROPOLIS GLYCERIC EXTRACT:** is a brownish mass with high contents in flavonoids, commonly known for their anti-microbial action.

This is why PROPOLIS EXTRACT is particularly recommended for impure skins.

**ROSEMARY EXTRACT:** it is extracted from rosemary leaves and flowers for its capacity to cause peripheral vasodilation, in addition to purifying and stimulating the skin.

**ACTIVE LIQUID SULPHUR:** when employed liquid or ventilated, sulphur is particularly indicated in the care of impure, comedonal skins.

GRAPEFRUIT GLYCERIC EXTRACT: it has a purifying, anti-microbial effect.

**UMECTOL (DL GLUTAMIC ACID, GLUCOSE, LACTIC ACID, UREA, PCA)**: jointly known as "hydrating factor", they are basic components of human sebum. Their capacity to penetrate skin easily, they provide effective hydration.

The product contains substances such as urea, carbohydrates, glutamates, glicyne, hydrolised scleroproteins, pyrrolidone carboxylates, lactic acid, which result in a complex similar to what is naturally found in the stratum corneum. UMECTOL enjoys great hydroregulatory, hydroentangling, moistening, and hydrating capacities.

**GLYCERINE (VEGETAL GLYCEROL):** its moistening and filming power helps keep the skin hydrated, for a soft feel.

### **HOW TO USE IT:**

- Cleanse by specific Softening Cleansing Milk and specific Tonic
- Scrub your skin
- Apply Black Mask on completely dry skin and keep it for about 30-40 min
- Remove the mask by lifting it from chin to forehead
- Apply some drops of Purifying and Decongest Synergy on lymphatic ganglia
- Finish treatment by applying some specific Serum and Cream according to the skin type

INGREDIENTS: Aqua, Polyvinyl Alcohol, Glycerin, Ci 77499, Pvp/Va Copolymer, Propylene Glycol, Peg-40 Hydrogenated Castor Oil, Rosmarinus Officinalis Extract, Sulfurized Tea-Ricinoleate, Citrus Grandis Extract, Propolis Cera Extract, Urea, Pca, Triticum Vulgare Oil, Polisorbate 80, Dl-Glutamic Acid, Glucose, Lactic Acid, Peg-35 Castor Oil, Sodium Dehydroacetate, Tetrasodium Glutamate Diacetate, Phenethyl Alcohol, Caprylyl Glycol, Profumo, Ci 16255, Ci 42051.

#### **PARABEN FREE**

INGREDIENTS: Aqua, Polyvinyl Alcohol, Glycerin, Pvp/Va Copolymer, Ci 77019 Ci 77891 Ci 77491, Peg-40 Hydrogenated Castor Oil, Sodium Hyaluronate, Snail Secretion Filtrate, Vitis Vinifera Fruit Meristem Cell Culture, Tocopheryl Acetate, Arachidonic Acid, Triticum Vulgare Oil, Soluble Collagen, DI-Glutamic Acid, Glucose, Lactic Acid, Urea, Pca, Panthenol, Linoleic Acid, Linolenic Acid, Phenethyl Alcohol, Caprylyl Glycol, Profumo, Tetrasodium Glutamate Diacetate, Sodium Dehydroacetate, Polysorbate 20, Linalool, Alpha Isomethyl Ionone, Citronellol, Hydroxycitronellal, Geraniol, Citral, Lecithyn, Coumarin, Amyl Cinnamal, Limonene, Cinnamyl Alcohol, Ci 19140.