

# Charcoal Face pack

This herbal charcoal face pack is a unique blend of caffeine, activated charcoal, black clay, amongst others. It gives a thorough cleansing of the face, pulls out dirt, bacteria and excess oil. It also helps in achieving a flawless skin complexion. This face pack is suitable for all skin types.

## MAIN INGREDIENTS AND THEIR ROLES:

*Activated charcoal* - Pulls out bacteria, toxins, dirt and oil from the skin leaving the skin clean and smooth.

*Caffeine* - Stimulates blood flow, helps diminish acne, temporarily tightens skin and reduces dark circles.

*Citrus sinensis* - Increases collagen production and plumps, smoothens, and brightens the complexion.

*Black clay* - Eliminates the acne, narrow the pores, and brightens the skin complexion.



## KEY INGREDIENTS

*Multhani mitti, Sodium alginate, Black clay, Light pink clay, Activated charcoal, Coffee seed oil, Caffeine, Coffee powder, Orange oil, Ascorbic acid, Disodium Ethylenediaminetetraacetic acid, Zinc oxide and fragrance.*

**DIRECTIONS OF USE** - Cleanse face with warm water. Dissolve the powder in small amount of water/rose water/milk. Apply the face pack gently on face and neck. Enjoy the mask for 20-30 mins. Remove the mask and gently massage the remaining essence on the skin for better absorption. Gently wipe the face and neck after massage.

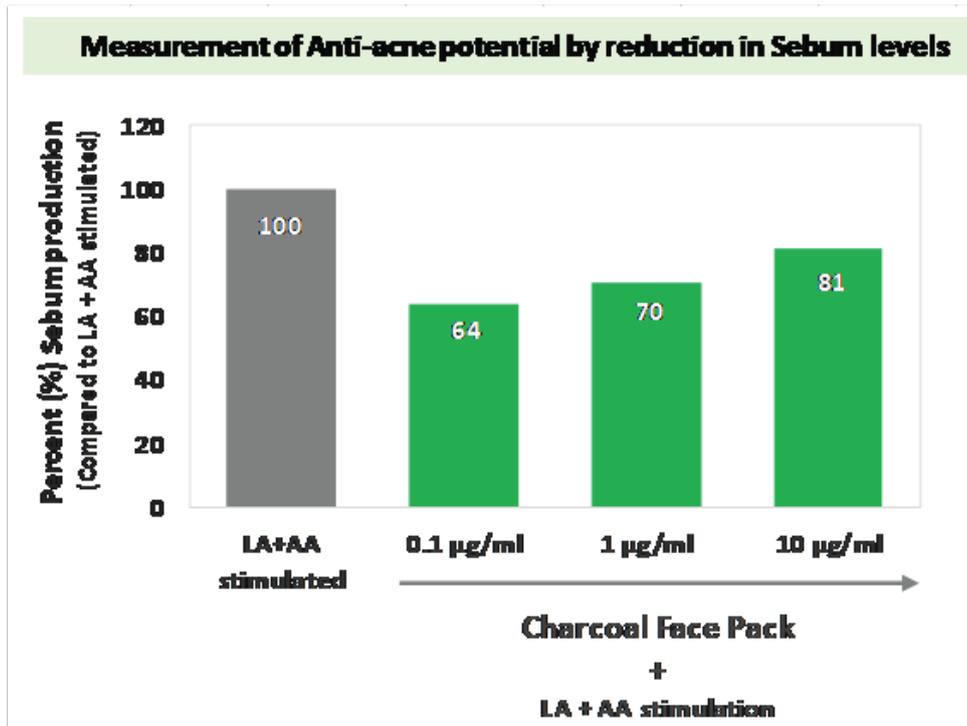
## EFFICACY DATA - IN-VITRO

Acne is a common skin condition caused by inflammation of the sebaceous glands that produce sebum/oil. Excess synthesis of sebum or oil acts as a catalyst for the series of events that result in acne.

Inhibition of sebum synthesis suggests sebostatic and hence anti-acne potential.

### Efficacy Claims

- Anti-acne
- Prevents oily skin, clogged pores, and acne



Results obtained in vitro. Data demonstrates % Sebum levels compared to Linoleic Acid (LA) and Arachidonic Acid (AA) stimulated group normalised to 100%

### Results

- 🌿 Charcoal Face Pack inhibits the synthesis of sebum in human sebocytes by a maximum of 36% as compared to LA+AA stimulated group.

These results substantiate the anti-acne properties of Charcoal Face Pack.