

# Freshening Face and Body Scrub



A herbal scrub comprising of passion fruit, gojiberry, bromelain amongst others helps to slough away dead skin cells, energizes the tired skin and gives skin a refreshed appearance.

## MAIN INGREDIENTS AND THEIR ROLES:

*Rosmarinus officinalis* - Help to soothe, reduce swelling and puffiness of the skin

*Panax ginseng* - Effectively increases the collagen production, firms and tones the skin.

*Passiflora edulis* - Acts as an antioxidant, exfoliates and nourishes the skin.

*Lycium barbarum* - Helps to hydrate the skin and improve the skin's tone and color.

*Bromelain* - Exfoliates the skin and has antimicrobial properties.

## KEY INGREDIENTS

*Hibiscus water extract, Rosemary water extract, Ginseng water extract, Passion fruit extract, Gojiberry extract, Ginger extract, Bromelain, Menthol, Ascorbic acid, Cocoamidopropyl betaine, sodium benzoate, Phenethyl alcohol, Caprylyl alcohol, Tocopheryl acetate, Glycerin, D-Panthenol, Sodium acrylate/ Sodium acryloyldimethyl taurate co-polymer, Red beads, Demineralized water and Cucumber melon fragrance.*

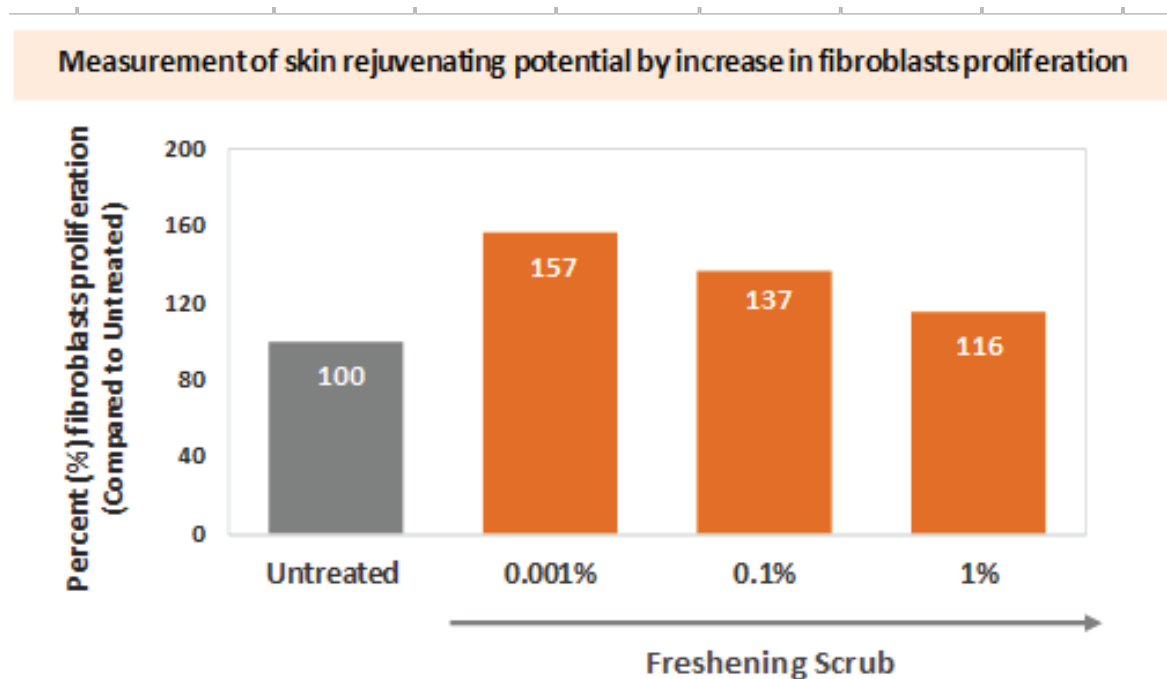
**DIRECTIONS OF USE** - Take an adequate amount onto your palms. Apply liberally on face and body. Scrub gently. Wash off with water.

## EFFICACY DATA - IN-VITRO

Fibroblasts are responsible for maintaining the skin health by secreting skin moisturizing factors. These factors make the skin soft, supple and glowing. Increase in the proliferation (number) of fibroblasts reflects the skin-freshening and rejuvenating potential.

### Efficacy Claims -

- Improves the skin health
- Reduces appearance of fine lines and wrinkles



Results obtained in vitro. Data demonstrates % Cell proliferation compared to Untreated group normalised to 100%.

### Results

- 🌿 Freshening Scrub increases the proliferation of Human Skin Fibroblasts (HFF-1) by a maximum of 57% as compared to Untreated group.

These results substantiate the skin-freshening and rejuvenating properties of Freshening Scrub.