

# Freshening Face Wash



A herbal face wash comprising of hibiscus, astragalus, bromelain amongst others that supports firming and tightening of skin. A perfect solution for all ages. It invigorates the skin with its refreshing formula.

## MAIN INGREDIENTS AND THEIR ROLES:

*Astragalus membranaceus* - Improves cell turnover, boosts collagen production, reduces inflammation, enhances blood circulation and nourishes skin.

*Passiflora edulis* - Helps brighten and promote collagen growth, boosts skin health and delays signs of aging.

*Lycium barbarum* - Refreshes, revitalizes, evens the skin tone and brightens dull tired skin.

*Rosmarinus officinalis* - Promotes ageless skin, improves skin tone, gives skin a healthy glow, antibacterial properties and lightens blemishes.

*Bromelain* - Exfoliates, rebuilds collagen and reveals an even layer of skin.

## KEY INGREDIENTS

*Astragalus extract, Passion fruit extract, Ginger extract, Gojiberry extract, Hibiscus water extract, Rosemary water extract, Ginseng water extract, Sodium benzoate, Ascorbic acid, Bromelain, Sodium Lauroyl Sarcosinate, Sodium Cocoyl Glycinate, PEG-7 Glyceryl Cocoate, Hydroxypropyl methyl cellulose, Demineralised water and Cucumber melon fragrance.*

**DIRECTIONS OF USE** - Wet hands and face. Dispense a small quantity of face wash onto the palm and work up the lather. Apply on face and neck in circular motion and rinse with water.

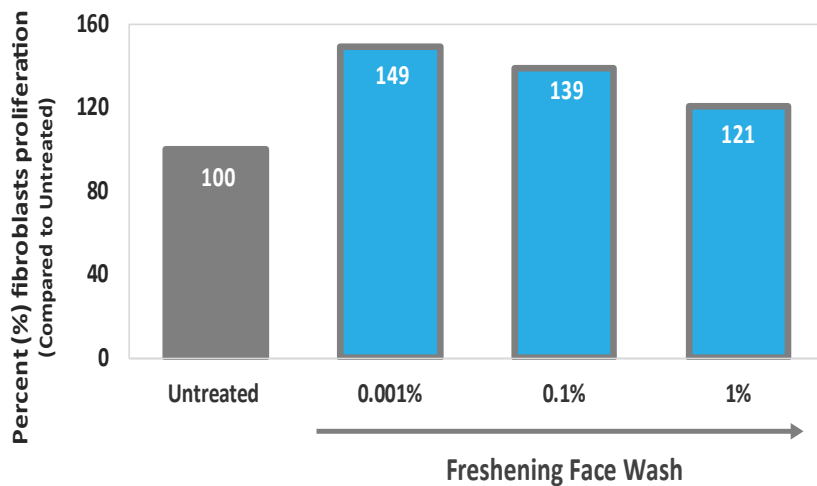
## EFFICACY DATA - IN-VITRO

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

#### Measurement of skin rejuvenating potential by increase in fibroblasts proliferation



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

### Results

- 🌿 Freshening Face Wash increases the proliferation of Human Skin Fibroblasts (HFF-1) by a maximum of 49% as compared to Untreated group.

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