

ECO DEFENSE

DR HOWARD Murad (dermatologist, chief executive officer and founder of Murad Inc.) has been disarming free radicals for years using the multi-tasking antioxidant Vitamin C. Now, Dr Murad reintroduces the Environmental Shield Vitamin C Regimen as an anti-ageing product that offers antioxidant effectiveness. Scientifically proven to decrease fine lines by 17% after three weeks, the power of Vitamin C works instantly on every layer of the skin.

"This therapy is effective due to the intense formula which contains 30% pure L-Ascorbic Acid, the highest percentage of Vitamin C available for home use," explains Dr Murad.

Immediacy is what distinguishes this therapy, both in the method of application and in the instantly visible effects, namely to reverse photodamage and hydrate the skin. Vitamin C is not stable in water, and therefore water-based Vitamin C products usually turn brown, diminishing its effectiveness.

"The effects are most visible when used on environmentally-damaged skin with hyper-discolouration and fine lines," says Dr Murad. "However, sun-damage is present long before any brown spots or crinkling may be seen.

The first step toward maintaining beautiful skin is to prevent damage, which in the simplest terms means to protect yourself against UVA/UVB and free radicals with sunscreen daily. The second step is to begin repairing whatever damage is already done, as early in life as possible. Vitamin C in this powerful, concentrated infusion is a breakthrough in stimulating the synthesis of collagen for firmer, more resilient skin."

The Environmental Shield Vitamin C Regimen consists of:

■ **Essential-C Cleanser**
Neutralises environmental aggressors, restores moisture and prepares skin for repair. It removes impurities and potential irritants and binds moisture to the skin. Antioxidant Vitamins A, C and E neutralise free radicals and other environmental aggressors while Phospholipids bind moisture to the skin. Additional ingredients like Mandarin orange, Basil and Grapefruit impart a fresh, clean scent.

■ **Essential-C Toner**
To balance environmentally stressed skin, this patented formula contains orange and cone-flower extracts to gently condition dehydrated skin. Additional ingredients include Witch Hazel

to tighten pores without drying skin, a complex of amino acids to provide the building blocks for healthy skin, Sodium PCA to prevent skin from drying.

■ **Essential-C Daily Renewal Complex**
This anti-ageing formula is clinically proven to decrease fine lines by 17% after one application and reduce the signs of photo damage by 46% in four weeks. Essential-C Daily Renewal Complex delivers a maximum dose of Vitamin C to protect and repair skin.

The anti-ageing effects of Vitamin C are amplified by the patented Skin Repair System to improve skin elasticity, stimulate collagen synthesis, improve skin clarity and provide powerful antioxidant protection. Additional ingredients include Vitamin C and Retinol to lighten discoloration and restore clarity, Retinyl Palmitate exfoliates to reveal younger-looking skin, and Vitamin E to boost antioxidant value.

■ **Essential-C Day Moisture SPF 15**
Increased Vitamin C and SPF in Essential-C Day Moisture SPF 15 provide powerful protection against environmental damage.



With Environmental Shield Vitamin C Regimen, the signs of premature aging will diminish and your skin will be healthier and more hydrated.

The Skin Repair System help improve radiance, firmness and elasticity of the skin. Additional ingredients include Phospholipids and conditioners for optimal hydration for environmentally stressed skin, and Ectoin that helps preserve hydration optimise the skin's appearance and barrier function by reducing transepidermal water loss.

■ **Essential-C Eye Cream SPF 15**
The Skin Repair System helps stimulate collagen synthesis to

help restore the delicate eye area. Ingredients like caffeine and Tiger's Herb increase elasticity and firm skin, while light diffusers soften the appearance of fine lines and dark circles.

Other ingredients such as Shorea Stenoptera Butter deliver intense hydration while preventing moisture loss, and sunscreens protect against damaging UV rays.

For details, visit www.cnbeauty.com.my, or call Infoline 1-300-88-8826 or e-mail info@cnbeauty.com.my.



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Unisense signature **Cellulysis Elimination Therapy** uses a combination of low frequency ultrasound and roller suction cupping technique to help treat cellulites. It restores skin elasticity and firmness and reshapes the body with significant reduction of orange peel skin within three sessions*.

*Result vary depending on individual

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