

# PHYRIS

## PROFINE

Beautifully even porcelain skin –  
simply flawless

New:  
Active White  
Complex



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CS,

Dark Spots  
Gentle correction



Even, fine-pored skin without hyperpigmentation is a global beauty ideal – in Asia the epitome of perfect beauty and also very popular in Europe, very en vogue.



## Even, fine flawless – the perfect porcelain complexion

The wish for an even, flawless skin is not just a modern concept, but is almost as old as mankind itself.

In addition to anti-aging, refining, anti-pigmentation, brightening and whitening are big issues in professional cosmetics. Thanks to new findings, state-of-the-art techniques and astonishing innovations, it has luckily become possible to much more easily fulfill the desire for a porcelain skin.

The PHYRIS laboratories have succeeded in combining the latest active ingredients with an intelligent effect concept:

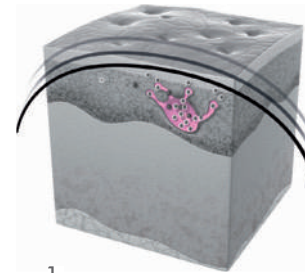
**Active White Complex** is the name of the magic formula that is part of the new range **PROFINE**. Even aging skin is transformed with **PROFINE** as it becomes more even, finer and regains its radiant glow.

### What is Melanin?

Melanins (Greek: mēlas – “black”) are reddish, brown or black pigments that are formed by the enzymatic oxidation of tyrosine and give people their skin, hair or eye color. Melanin is formed in the melanocytes of the skin and the cornea of the eyes.

### How does the Active White Complex work?

An **ACTIVE WHITE COMPLEX** is used in **PROFINE** by PHYRIS. In conjunction with Vitamin C, this ensures that as little melanin is produced as possible, that the melanin is evenly distributed in the bottom skin layers and that the deposition in the top skin layers is inhibited. Vitamin C also lightens the skin.



1.

UV protection results in reduced melanin formation in the melanocytes.



2.

Melanin is evenly distributed in the bottom skin layers.



3.

In addition, it inhibits the deposition in the top skin layers.



4.

Vitamin C additionally lightens the skin.

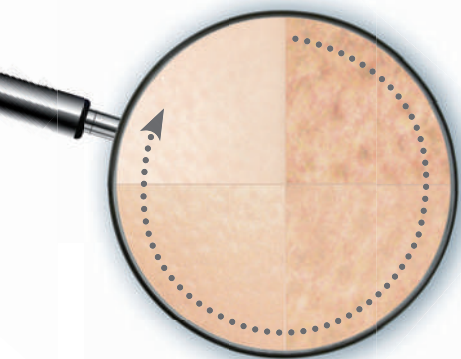
**ACTIVE WHITE COMPLEX –**  
quadruple effect for even skin

## Fine-pored complexion – How can you achieve this?

A large-pored, sallow, rough, scaly or even scarred complexion doesn't look good on anyone's face. That is why the right care is vital. In addition to a customized cleanser, REFINING AHA Depot is the right care for rapidly visible success.

The result: a smoother skin, refined pores and an attractive appearance. The skin looks fresh and healthy.

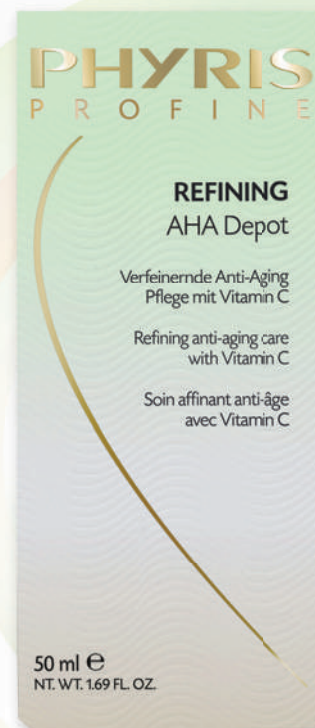
# REFINING



*Cleansing tip:  
large-pored, sallow, scaly  
skin needs regular  
exfoliation.  
We recommend 2 IN 1  
PEELING MASK.*

### REFINING AHA Depot

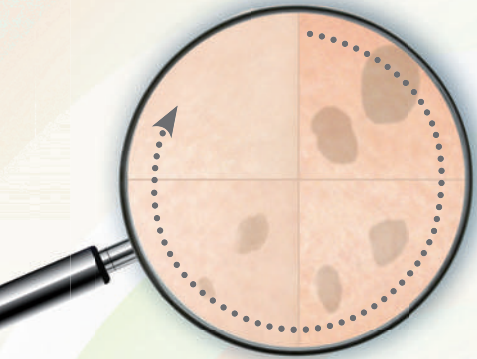
Refines the skin by removing hornifications and restoring the skin's evenness. A gentle exfoliating effect with liposomally encapsulated AHAs (fruit acids) gives the skin a fresh, healthy radiance and also stimulates the formation of new cells. The active ingredient duo of Vitamin C and white water lily protects the skin from free radicals, calms the skin and balances out slight irregularities in the complexion by a gentle lightening process.





## Youthful skin through evenness

Today, we know that pigment disorders are the first signs of skin aging. The more even the skin, the younger it looks. So it's important to avoid skin discolorations and hyperpigmentation. Dark spots, a synonym for pigment spots, freckles or age spots, are very common. They mainly occur in the face, on the hands or the décolleté. Pigment spots are irregularities and have a light brown color. Pigment spots mainly affect older people and women more than men. Many of us find them bothersome. Pigment spots mainly occur in areas that are frequently exposed to the sun.



# ANTI PIGMENT

### IMPORTANT!

- Sun protection as the sensitivity to UV light is increased and the skin's own protection is limited.
- Avoid sun exposure and make sure you use sufficient sun protection.
- It is vital to regularly use an SPF.

### ANTI PIGMENT Total Control

Helps to combat pigment and age spots. An intelligent effect concept of plant and maritime active ingredients positively influences the reduction and formation of "dark spots". Dark melanin deposits can be detected and reduced without lightening the surrounding skin. The result is an even complexion with even pigmentation.

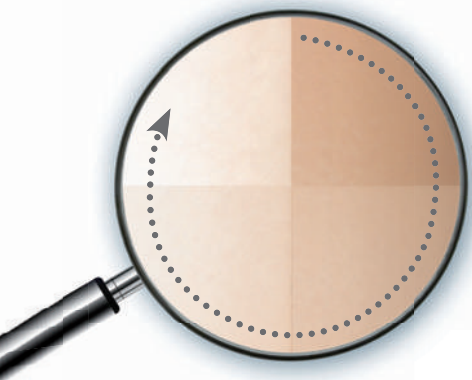


### PIGMENT CORRECTOR Local Effect Concentrate

The highly efficient lightening active ingredient concentrate with Active White Complex already gets to work when melanin is formed and ensures an even distribution in the bottom skin layers. In addition, it inhibits the absorption and deposition of melanin. PIGMENT CORRECTOR can significantly improve the appearance of pigment and age spots within just a few weeks. Used regularly, Vitamin C and white water lily extract support the lightening process and protect against free radicals. The product can be applied locally and to the entire area and is designed to be used as either a treatment or a long-term application.



*Tip:*  
PHYRIS features two effective formulations for the right sun protection: PROTECT SENSITIVE 25 and PROTECT INTENSIVE 50. The soft, waterproof formulations contain modern UVA and UVB filters.



## Favorite color: white?

Elfin, fragile and incredibly even: This describes the skin of beauty icons such as Madonna, Gwyneth Paltrow and Nicole Kidman. Because instead of a deep summer tan, graceful pallor is now en vogue. A snow white skin is not just chic in the cold months. It's good for your health because the less sun the body is exposed to, the slower your skin ages and wrinkles and age spots can be effectively prevented.

# WHITENING

## Whitening products

They're a real hit in Asia and the USA: whitening products result in a radiantly light, even complexion that easily conceals minor sun exposure. Lightening products are also extremely popular in Germany at the moment. Skin is regarded as particularly beautiful if it has an even color that is uninterrupted by pigment spots, freckles or redness. As only a few people naturally have such skin, PHYRIS presents PROFINE – an entire system of professional cosmetic preparations.



## WHITENING Triple Effect

This lightening, light and oil-free formulation helps you to get closer to the beauty ideal of a porcelain complexion. The Active White Complex already gets to work when melanin is formed. It can prevent melanin from getting transported further into the skin and inhibit the concentrated absorption and deposition of melanin.

This triple function supports a lighter complexion with a fine porcelain radiance. Used regularly, WHITENING effectively lightens and supports the removal of pigment disorders and irregularities of the skin. Vitamin C and white water lily extract protect against free radicals and delay the resulting skin aging. The result is a silky fine, light and even complexion.

## BRIGHTENING Total Result Mask

The lightening and balancing care mask moisturizes and supports the skin's own protection mechanisms. Here too the Active White Complex comes in useful and makes it easier for you to fulfill your desire for a lightened skin with a porcelain complexion. The mask can be used as a supportive treatment for pigment or age spots, as well as to gently lighten the skin. In addition, it has a wonderfully balancing effect on irregularities, which results in a fine and youthful complexion. The mask does not contain any fruit acids.

*Tip:  
If you have particularly  
sensitive skin, it is recommended  
to additionally apply the  
strengthening and balancing  
SENSISOMI.*







## Choose between a rapid facial scrub and a pampering mask

In addition to the right care preparation, the pre-treatment of the skin is just as important as the subsequent UV protection. That is why the PHYRIS product developers have designed a special exfoliating product to prepare the skin.

### 2 IN 1 PEELING MASK Instant Effect

A facial scrub and exfoliating mask in one – with a 2 in 1 formulation. The mask's fruit acids refine the complexion, provide a smooth skin relief and also stimulate the formation of new cells. An algae high-tech active ingredient moisturizes and provides a convincing antioxidative effect. The complexion looks lightened and is significantly more radiant.

*Tip:  
Skin Optimizer is also suitable for an enchanting evening make-up as the perfect finish, enabling you to shine without looking oily.*

### SKIN OPTIMIZER

Minor irregularities and shadows are erased in a flash. The skin looks visibly lighter and silky soft. The pleasant and highly tolerated powder reduces annoying oily shine and gives the skin a fine and harmonious complexion.

### PROTECT SENSITIVE 25 and PROTECT INTENSIVE 50

PHYRIS has two waterproof products containing modern UVA and UVB filters. They support the skin's natural functions and, thanks to their highly effective DNA cell protection, prevent sun-induced, premature skin damage.

What is the right care for me?

		REFINING	ANTI PIGMENT	WHITENING
	<b>Complexion</b>	Large-pored, sallow, grey skin, or skin with poor circulation	Pigment spots, age spots	Skin to be lightened
	<b>PHASE 1</b> Exfoliation	• 2 IN 1 PEELING MASK	• 2 IN 1 PEELING MASK	• 2 IN 1 PEELING MASK
	<b>PHASE 2</b> Activation	• SOMI	• SOMI	• SOMI
	<b>PHASE 3</b> Care	• REFINING AHA Depot	• ANTI PIGMENT Total Effect • PIGMENT CORRECTOR Local Effect Concentrate	• WHITENING Triple Effect • PIGMENT CORRECTOR Local Effect Concentrate
	Mask	• BRIGHTENING Total Result Mask	• BRIGHTENING Total Result Mask	• BRIGHTENING Total Result Mask
	Finish	• SKIN OPTIMIZER	• SKIN OPTIMIZER	• SKIN OPTIMIZER
	Protection	• PROTECT SENSITIVE 25 or • PROTECT INTENSIVE 50	• PROTECT SENSITIVE 25 or • PROTECT INTENSIVE 50	• PROTECT SENSITIVE 25 or • PROTECT INTENSIVE 50
	<b>Insider tip</b>	Skin Optimizer gives you an even skin in a flash.	To achieve a very rapid effect, we recommend partial application of PIGMENT CORRECTOR. In this way you can locally target dark spots.	To achieve a faster result, we recommend applying BRIGHTENING MASK two to three times a week to cleansed skin and allow to take effect for 15 to 20 minutes.