

VITA B3
CONCENTRATED SOLUTION

SIGNIFICANTLY REDUCES THE APPEARANCE OF SKIN SPOTS



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THE ANTI-PIGMENTATION-SPOT CONCENTRATE

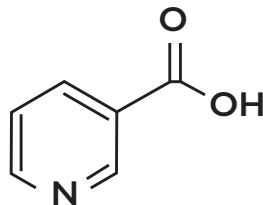
VIE COLLECTION intensifies its medi-exclusive expertise on hyperpigmentation, dark spots and uneven skin tone with VITA B3 Concentrated Solution. VITA B3 targets the phenomenon of hyperpigmentation characterized by the appearance of dark spots and a lack of complexion uniformity. Trigger factors such as repeated sun exposure, pregnancy, the use of photosensitizing products or drugs and natural skin aging are the cause of excessive pigmentation of the skin.

Result: the natural color of the skin intensifies; the complexion becomes less transparent, dark spots appear due to a strong accumulation of cells heavily loaded with melanin.

VIE COLLECTION presents a new treatment procedure: VITA B3 Concentrated Solution for a visible depigmentation action on the complexion and dark spots, the 3rd most common aesthetic issue for women after wrinkles and sagging skin.

A DUO OF ADVANCED ACTIVE INGREDIENTS AGAINST SKIN SPOTS

I VITAMIN B3 / NIACINAMIDE



Vitamin B3 is synthesized by the body and helps the proper physiological functioning of our body.

Its functions are essentially based on its coenzyme activity in the body. Vitamin B3 plays the role of precursor of two important coenzymes: NAD (Nicotinamide Adenine Dinucleoside) and NADP (Nicotinamide Adenine Dinucleoside Phosphate). These are involved in over 200 essential enzymatic functions in the body.

Vitamin B3 is a cross-cutting active ingredient: radiance, sun protection, restoration of the barrier function, soothing, anti-wrinkle and hydration. Vitamin B3 is also a powerful inhibitor of the transfer of melanin from melanosomes to keratinocytes, which makes it a true ally against pigmentation spots.

In summary, vitamin B3:

- Improves skin luminosity and reduces pigmentation spots by slowing down the transfer of melanin from melanocytes to keratinocytes.
- Reinforces the barrier function of the skin by stimulating the synthesis of lipids in the cornea layer. The epidermis is thus restructured, the skin preserves its moisture, and its texture is improved.

RESULTS:

The complexion is uniform, the skin is more luminous and the skin barrier is reinforced.

I TRX

Objective: fight against dark spots induced by cellular stress.

Pigmentation spots are often present on older and sun-exposed skin, resulting from an excessive accumulation of cellular stress. Indeed, recent studies have demonstrated the key role of cellular stress in the formation of dark spots. Two intrinsic factors have been identified in the activation of melanogenesis:

- **POMC protein** (pro-opiomelanocortin): a cellular stress molecule triggered by UV exposure and which is involved in melanin production.
- **Substance P**: an epidermal neuropeptide triggered during cellular stress and which is involved in the transfer of melanin.

TRX, a high-tech depigmentation agent which specifically targets the appearance of dark spots associated with cellular stress by inhibiting the synthesis and export of melanin.

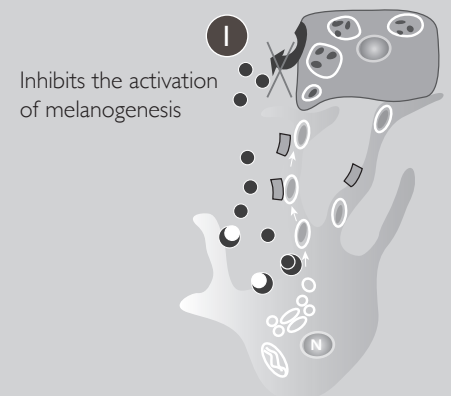
I HOW IT WORKS

TRX acts on the expression of POMC pro

- 1 Activated by cellular stress, POMC protein increases the secretion of the alpha-MSH hormone by the keratinocytes, which stimulates the production of melanin.

TRX inhibits the expression of POMC protein:

→ Activation of melanogenesis is thus stopped and melanin production is slowed down.

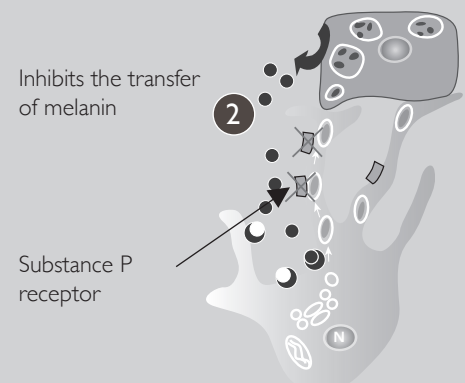


2 TRX acts on the synthesis of the Substance P receptor

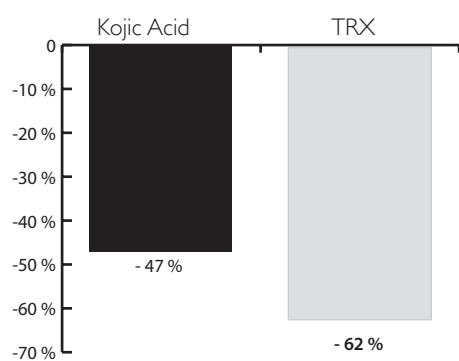
Activated by cellular stress, Substance P is released in excess and binds to its receptor on the surface of the melanocyte dendrites, thus activating the transfer of melanin.

TRX limits the synthesis of the Substance P receptor:

→ The transfer of melanin from the melanocytes to the keratinocytes is reduced.

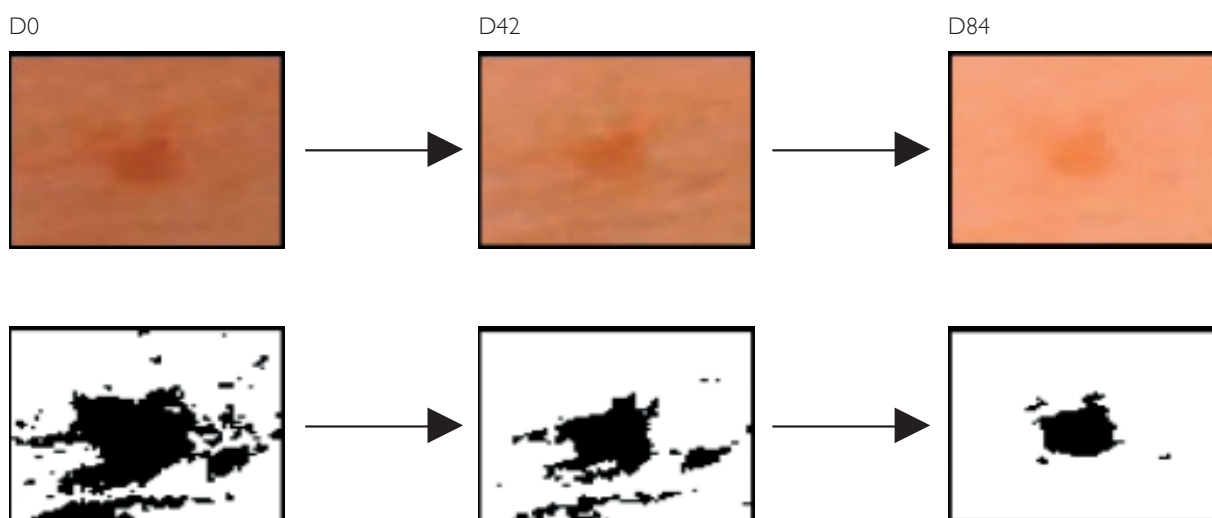


I PROVEN MELANIN-REDUCING EFFICACY*



- With TRX, the amount of melanin released is reduced by **62 %**

I TARGETED ACTION ON DARK SPOTS**



- Increases their brightness by up to **+ 5.2%**
- Lightens their pigmentation by up to **+ 61%**
- Reduces their surface area by up to **61%**

RESULTS:

Skin tone is more homogeneous with fewer spots

* In vivo test on the ingredient

** In vitro test on the ingredient.

A RECORD EFFECTIVENESS ON THE COMPLEXION AND SKIN SPOTS

From the first application*:

> PERFECT COMPLEXION

For a anti-dull complexion: **100%**
The complexion is brightened: **100%**
The complexion is homogeneous: **100%**

> REDUCED SKIN SPOTS

Skin tone is more homogeneous: **100%**
Spots are less visible: **100%**

*Satisfaction test under dermatological control on 22 volunteers during a MELA BRIGHT treatment, evaluation by beauticians after the application of VITA B3 Concentrated Solution.

A SUPERCHARGED FORMULA

THE CONCENTRATED SOLUTION

This slightly gelified aqueous solution, with a 10% concentration of vitamin B3, penetrates instantly into the skin. VITA B3 can be used between seasons or as a vitamin treatment course to give dull complexions that lack uniformity an instant glow.

PROFESSIONAL SAFEGUARDS

Its fragrance-free formula is suitable for all skin types and leaves a soft, non-tacky finish.



REFERENCES

Retail size: 15 ml pump-dispenser - 700395

Tester: 15 ml pump-dispenser - 700395T

Professionnal: 30 ml pump-dispenser (20 treatments) - 700397

VIE COLLECTION

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