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NEW

WiQO RESTRUCTURING VITAMIN CREAM

FOR HOME USE

ANTI-OXIDANT

ANTI-AGING

ANTI-WRINKLE

WiQO®
cosmeceuticals

RESTRUCTURING VITAMIN CREAM
ANTI-AGING
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face, neck, décolleté, hands

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WiQO®
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Restructuring Vitamin Cream

The **WiQo Restructuring Vitamin Cream** was tested on human skin models *in vitro* and on volunteer subjects *in vivo*, and has shown the following results:

- **Significant improvement of wrinkles** in the skin
- **Significant reduction of the number of pores** and of their overall volume
- **Remarkable anti-oxidant activity**

HYDROXYPINACOLONE RETINOATE

Cosmetics containing VITAMIN A (retinol) help smooth fine wrinkles by toning the skin, but to be effective they need to contain retinol at a high percentage because it is 20 times less potent than retinoic acid, the active metabolite whose use is not allowed in cosmetics in the EU.

The cosmetic industry therefore uses various precursors of retinoic acid (retinoids), such as its esters, which must be metabolised by cells in various steps in order to act on specific receptors.

The **WiQo Restructuring Vitamin Cream** contains a retinoid called **Hydroxypinacolone Retinoate**, that acts with efficacy directly on receptors, without the need for being modified. Its effects are comparable to those of retinoic acid, without its irritating effects.

Hydroxypinacolone retinoate, in hydro- and lipo-compatible solvent, is a substance with several advantages:

- causes **less irritation** than the well-known retinol, **with higher efficacy**
- has **more anti-aging properties on spots and superficial wrinkles**, tested on face and hands and documented through clinical and instrumental evaluations
- **improves skin texture and smoothness, reduces scaling** and leaves the skin **more luminous**
- remains **more stable** in cosmetic preparations
- non comedogenic

VITAMIN C

The other active principle in this product is **VITAMIN C (ascorbic acid)**, which has notorious **anti-oxidant, brightening and repairing properties**. Its powerful anti-oxidant action is expressed through a scavenger effect (it literally works as a “garbage collector” for oxygen’s reactive species) and the regeneration of alpha-tocopherol (vitamin E), based on its oxidised form.

However, vitamin C is unstable, i.e. it tends to oxidise rapidly. In cosmetics, this often results in a change of colour, an indication of its degradation.

In the **WiQo Restructuring Vitamin Cream**, the ascorbic acid in high concentration (18.8%) is not available in a water-based solution, but in anhydrous suspension that **prevents its oxidation** and therefore **ensures its stability**.

INSTRUCTIONS FOR USE

The **WiQo Restructuring Vitamin Cream** must be applied once a day on the face, neck, décolleté and hands, on its own or in an association with other home use products of the WiQo line.

Use for three months, discontinue for three months and then resume the cycle.

INGREDIENTS: DIMETHICONE, POLYSILICONE-11, ASCORBIC ACID, DIMETHYL ISOSORBIDE, SQUALANE, HYDROXYPINACOLONE RETINOATE, SILICA DIMETHICONE Silylate, TOCOPHERYL ACETATE, UBIQUINONE.



WiQo RESTRUCTURING VITAMIN CREAM

A new cosmetic formulation for home use, containing **Hydroxypinacolone Retinoate** and **Vitamin C** to fight the signs of time on the skin.

BEFORE AND AFTER

Visible image

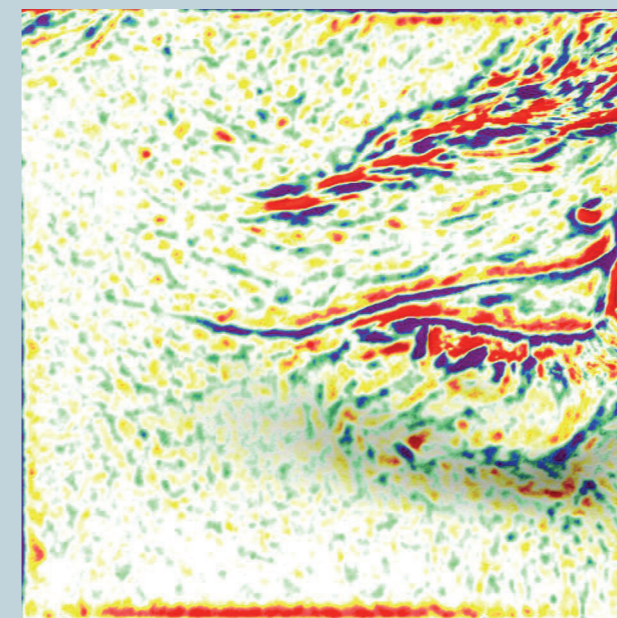


Before

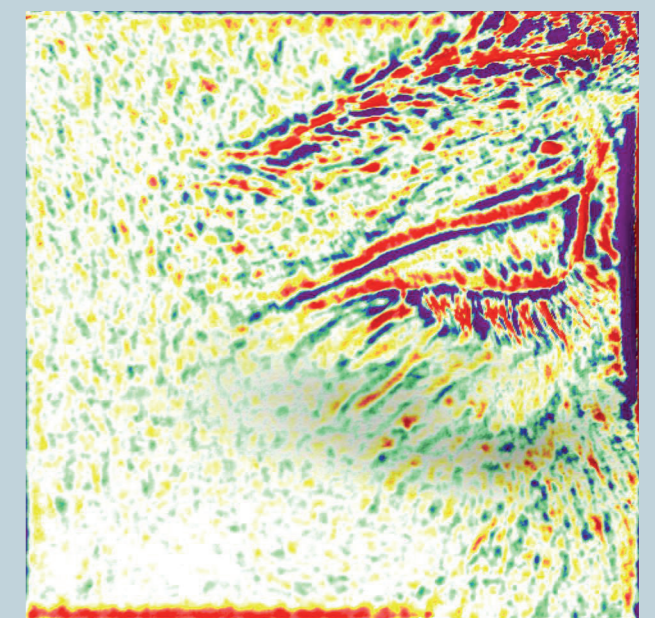


After 4 weeks

Image with measurement of the depth of wrinkles using Antera 3D®



Before



After 4 weeks