

CHOLLEY Phytocell Whitintense Serum is a Super Premium skin whitening product with the most advanced and the highest quality ingredients known for this purpose. It is safe, reliable, and extremely effective. **CHOLLEY Phytocell Whitintense Serum** also takes advantage of the regenerative power of the **IC-RAMP®** Technology to boost the strength of the skin.

Stem Cells, Skin Regeneration, and IC-RAMP® Technology

Skin cells are in constant communication with one another. For instance, when the skin is cut, cells at all layers (epidermis, dermis, and hypodermis) get involved to prevent infection and heal the damage. Intercellular communication also involves regenerative processes. As an example exfoliation of dead epidermal cells triggers production of new cells at the basal (germinating) layer of the skin.

IC-RAMP® stands for **Inter Cellular Regenerative Relay, Resonance, and Amplification**. It takes advantage of the same mechanism that skin uses to heal itself after a cut or an abrasion.

IC-RAMP® Technology utilizes intercellular communication to regenerate the skin. Based on the latest innovations in Swiss biotechnology, **IC-RAMP®** takes advantage of the capacity of special phyto stem cells to trigger release of **Connective Tissue Growth Factor (CTGF)** by the keratinocytes of the epidermis. It reaches deep into the dermis layer to boost production of new connective tissue by fibroblast cells. The dermis layer is where the most notable signs of aging – lines and wrinkles – develop as skin matures. CTGF binds with special receptors on fibroblasts to set off the production of new collagen, elastin, and hyaluronic acid that constitute the Extra Cellular Matrix (ECM) or the biological supports structure of the skin.

Skin Colour & Pigmentation

Skin colour is determined by 3 elements:

- Keratin of the epidermis with a yellow – gray tone
- Blood with a pink – red tone
- Melanin with a brown tone

Melanin is a pigment produced by special cells called melanocytes. Its function is to protect the skin from harmful UV radiations. Darker skin and age spots contain more melanin. Production of melanin is triggered by **Melanin Stimulating Hormones (MSH)** which bind to melanocytes. The brown color of melanin is caused by the tyrosinase process as the pigment matures.

Performance characteristics & active ingredients

CHOLLEY Phytocell Whitintense Serum performs important dermatological functions as follows:

- **Intense skin whitening action**
ALPHA-ARBUTIN, LEPIDIUM SATIVUM SPROUT EXTRACT
- **Stimulates cellular metabolism**
CROCUS CHRYSANTUS BULB EXTRACT, INOSITOL
- **Protective antioxidant action**
ETHYLHEXYL METHOXYCINNAMATE, ASCORBYL PALMITATE
- **Hydrating and skin conditioning action**
HYDROLYZED GLYCOSAMINOGLYCANS, SORBITOL, GLYCERIN
ALLANTOIN, UREA, LECITHIN
- **Latest conservation technology with no parabens**

Ingredients:

AQUA, ETHYLHEXYL PALMITATE, CAPRYLIC/CAPRIC TRIGLYCERIDE, GLYCERIN, ETHYLHEXYL METHOXYCINNAMATE, HYDROXYPROPYL STARCH PHOSPHATE, PEG-6 STEARATE, ALPHA-ARBUTIN, SORBITOL, BENZYL ALCOHOL, GLYCOL STEARATE, PEG-32 STEARATE, SCLEROTIUM GUM, ACACIA SENEGAL GUM, PARFUM, HYDROLYZED GLYCOSAMINOGLYCANS, DEHYDROACETIC ACID, PENTAERYTHRITYL TETRA-DI-T-BUTYL HYDROXYHYDROCINNAMATE, INOSITOL, UREA, ALLANTOIN, ASCORBYL PALMITATE, LECITHIN, PHENOXYETHANOL, LEPIDIUM SATIVUM SPROUT EXTRACT, CROCUS CHRYSANTUS BULB EXTRACT.

Packaging:

Available in retail version



CHOLLEY
Phytocell Whitintense Serum

Ref. 1004V
50 ml

Why stem cells?

Adult stem cells play an important role as a repair system for living organisms. They are responsible for replenishing dying cells and regenerating damaged tissues. Skin stem cells are located in the basal layer of the epidermis, where they constitute 2-7% of the cell population. Skin stem cells have a limited life span and they are affected by environmental stress factors. As the skin ages the number and the efficiency of its stem cells diminish. To slow the aging process stem cells have to be protected and fortified. Fortunately, human stem cells exhibit epigenetic factors similar to those of some special plants. Hence these phyto stem cells can be used to supply vital nutrients (metabolites) to human stem cells and improve their health, strength, and longevity.

Unique skin whitening properties

CHOLLEY Phytocell Whitintense Serum achieves its exceptional performance via two very special ingredients, i.e. Alpha Arbutin and Lepidium Sativum sprout extract. They set off two different but complementary biological processes to inhibit production and maturation of melanin as follows:

- Lepidium Sativum sprout extract blocks the hormonal side of melanin production cycle. It inhabits the binding of α -MSH on the melanocytes to prevent formation of melanin pigments.
- α -Arbutin is the most effective known inhibitor of tyrosinase process, which is essential for maturation of the melanin pigment. α -Arbutin is more effective and far safer than other skin whitening ingredient such as kojic acid or hydroquinone. It is also up to 9 times more effective than common β -Arbutin.

The combined effect of these two exceptional ingredients drastically lowers the melanin content of the skin for fast and outstanding results. This fact is verified by an independent scientific test conducted in March of 2014 that confirmed the efficacy of **CHOLLEY Phytocell Whitintense Serum** in reducing synthesis of melanin by up to 50%. It also demonstrated the biocompatibility and the capacity of the product to stimulate cell metabolism of by over 16%.

Recommended use

For best results, in the morning and at night, after complete cleansing of face, neck, and décolleté apply **CHOLLEY Phytocell Whitintense Serum** to the entire area with a light massage. During the day for UV protection follow the application of the product with **CHOLLEY Alpine Solar Defense** SPF 50 as a sun screen.