

What is the Purpose of CHOLLEY Products?

CHOLLEY Products are the result of constant evolution of our Anti-aging Phyto Products. These products have a long and successful history attested by satisfaction of the clients and their loyalty to the brand. They have been constantly updated and improved to incorporate new technologies and evolving tastes in texture and perfumes.

CHOLLEY Products provide excellent solutions for problems:

- Skin aging and loss of firmness
- Age-spots and brightening of the skin
- Skin hydration, regeneration, and protection

CHOLLEY Products are clinically tested and serve as the backbone of an effective anti-aging program for home use. They deliver the best value in high quality Swiss Cosmetics for discriminating clients that demand outstanding results.

What is CHOLLEY Anti-Aging Phyto Mask?

CHOLLEY Anti-Aging Phyto Mask is a unique anti-aging product with a fascinating history and extraordinary results. It is based on a time-honored natural Persian recipe that has passed from generation to generation. Originating in the towering Zagros Mountains of western Iran, this extraordinary recipe has evolved over centuries to protect and fortify the skin against the harsh mountain climate, marked by cold dry winds and exposure to high altitude UV radiations. Travelers to that region were always amazed by the youthful beauty and vitality of the skin of the inhabitants.

CHOLLEY Anti-Aging Phyto Mask is the modern descendent of this wonderful natural recipe. It is a powerful hydrating, anti-aging, and brightening treatment enhanced to the highest standards of Swiss Cosmetic Technology that:

- Improves skin's oxygenation by stimulating capillary circulation
- Plumps up the skin by boosting its hydration to reduce lines and wrinkles
- Brightens the skin with a natural exfoliating action for a glowing smooth appearance
- Gives the skin a more even appearance with diminished age spots
- Stimulates production of new collagen and elastin fibers for a stronger tighter skin

How CHOLLEY Anti-Aging Phyto Mask works?

CHOLLEY Anti-Aging Phyto Mask is a phytobiological mix of select plants, nutrients, antioxidants, and vitamins with impressive anti-aging and skin brightening properties. It stimulates skin's capillary circulation to improve oxygenation and nourishment of tissues for greater strength, firmness, and radiance.

The gentle exfoliating action of the mask removes dead cells and impurities for a silky smooth and polished epidermis. It also accelerates cellular regeneration for a more uniform and well-hydrated skin.

Ingredients:

CHOLLEY Phyto Mask

Ref. 700S

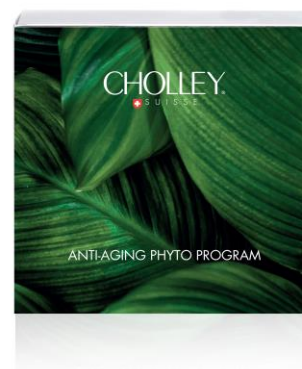
AVENA SATIVA (OAT) KERNEL FLOUR, SECALE CEREALE (RYE) SEED FLOUR, TRITICUM VULGARE (WHEAT) STARCH, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF POWDER, ALTHAEA OFFICINALIS ROOT, LAVANDULA ANGUSTIFOLIA (LAVENDER) FLOWER POWDER, MENTHA ARVENSIS (MINT) POWDER, ORIGANUM VULGARE (OREGANO) LEAF, ALOE BARBADENSIS LEAF POWDER, CUMINUM CYMINUM (CUMIN) SEED POWDER, OCIMUM BASILICUM (BASIL) LEAF POWDER, CAMELLIA SINENSIS LEAF POWDER, ASCORBIC ACID, TOCOPHERYL ACETATE (VIT. E), RIBOFLAVIN (VIT. B2), CALCIUM PANTOTHENATE (VIT. B5), PYRIDOXINE HCL (VIT. B6), BIOTIN

CHOLLEY Phyto Emulsion

Ref. 702

AQUA, ISODECYL CITRATE, C12-20 ACID PEG-8 ESTER, NIACINAMIDE, GLYCERIN, HYDROXYPROPYL STARCH PHOSPHATE, DIMETHICONE, BENZYL ALCOHOL, PROPYLENE GLYCOL, PPG-25-LAURETH-25, GLYCYRRHIZA GLABRA ROOT EXTRACT, PARFUM, SCLEROTIUM GUM, ARCTOSTAPHYLOS UVA URSI LEAF EXTRACT, DEHYDROACETIC ACID, ALPHA-ISOMETHYL IONONE, TOCOPHEROL, HEXYL CINNAMAL, COUMARIN, CALENDULA OFFICINALIS FLOWER EXTRACT, GERANIOL, CITRONELLOL, RETINYL PALMITATE, SODIUM HYDROXIDE, LINALOOL, ARACHIS HYPOGAEA OIL, CINNAMYL ALCOHOL, BENZYL SALICYLATE, EUGENOL, ISOEUGENOL.

Packaging:



Kit of 8 professional treatments

CHOLLEY Phyto Mask 8 sachets (4 g) & CHOLLEY Phyto Emulsion 125 ml

CHOLLEY Anti-Aging Phyto Mask is suitable for all skin types. It is delivered as a dry powder with no preservatives in a sterilized single-use sachet for optimal conservation. It is mixed with **CHOLLEY Phyto Emulsion** at the moment of application for readily visible anti-aging, skin brightening, and hydrating results.

When should CHOLLEY Anti-Aging Phyto Mask be used?

CHOLLEY Anti-Aging Phyto Mask is an exceptional product for treatment of:

- Dry mature skin
- Skin that lacks oxygenation and appears dull or tired-looking
- Skin affected by age spots, dark patches, or melasma
- Skin affected by acne scars
- As a beauty treatment to give the skin renewed grace and radiance

Recommended Age Group

Suitable for all age groups.

How to use CHOLLEY Anti-Aging Phyto Mask?

CHOLLEY Anti-Aging Phyto Mask can be used 1 or 2 times a week for a beautifully revitalized skin.

The recommended standard procedure is as follows:

1. Thoroughly cleanse the skin with **BIOREGENE** (mixed & dry skins) or **BIOCLEAN Lait** (oily skin).
2. Tone the skin with **BIOREGENE** (mixed & dry skins) or **BIOCLEAN Lotion** (oily skin).
3. Place the contents of one **CHOLLEY Anti-Aging Phyto Mask** sachet into a small mixing bowl.
4. Add about 10 to 15 ml of **CHOLLEY Phyto Emulsion** to the powder to obtain a smooth creamy mask.
5. Apply the mask uniformly on face, neck, and décolleté.
6. Leave the mask on for 15 to 20 minutes. Rinse with lukewarm water and pat dry the skin with a soft towel.
7. Finish the treatment by applying **CHOLLEY Phyto Emulsion** as a hydrating cream on face, neck, and décolleté.
8. For UV protection during the day, finish the treatment by application of **CHOLLEY Alpine Solar Defense - SPF 50**.

What is CHOLLEY Phyto Emulsion?

CHOLLEY Phyto Emulsion is an outstanding hydrating and brightening fluid cream for face with anti-aging qualities. With a 5% concentration of Niacinamide (vitamin B3), it is very effective in reduction of melanin for a brighter skin, fading of age-spots, and treatment of dark patches and melasma.

The advanced liquid crystals technology used in **CHOLLEY Phyto Emulsion** delivers an elegant texture that covers the skin in a layered moisture barrier for lasting hydration with a luxurious soft feel. As a result, it helps plump the skin to visibly diminish fine lines and wrinkles.

CHOLLEY Phyto Emulsion is an outstanding multifaceted that is especially recommended for mixed or dry skins. It can be used as a day and night cream all year long. It is suitable in a wide variety of environments as a hydrating and brightening anti-aging cream.



What CHOLLEY Phyto Emulsion contains?

CHOLLEY Phyto Emulsion contains a rich mix of active ingredients:

- **Skin brightening and anti-pigmenting action for a luminous and even skin**
Niacinamide (Vat. B3), Glycyrrhiza Glabra (Licorice) Root Extract, Arctostaphylos Uva Ursi (Bearberry) Leaf Extract
- **Boosts skin barrier function for greater strength, resistance, and hydration**
Niacinamide (Vat. B3), Calendula (Marigold) Officinalis Extract, Glycerin
- **Intense hydrating action through a Liquid Crystal layered moisture barrier**
C12-20 Acid-PEG-8 Ester, Hydroxypropyl Starch Phosphate, Sclerotium Gum
- **Powerful antioxidant & anti-aging action**
Niacinamide (Vat. B3), Tocopherol (Vit. E), Retinyl Palmitate (Vit. A)
- **Soothing and skin-softening (emollient)**
Calendula (Marigold) Officinalis Extract, Isodecyl Citrate

When should CHOLLEY Phyto Emulsion be used?

CHOLLEY Phyto Emulsion is an outstanding and versatile product for:

- Intense skin hydration by reinforcing its barrier function to minimize Trans-Epidermal Water Loss (TEWL)
- Brightening of the skin by reducing excess melanin
- Treatment of age spots, dark patches, and melasma for a luminous and more uniform complexion
- Anti-aging treatment for a smooth, soft skin, and more resilient skin
- Treatment of dehydrated and mature skins, particularly in case of couperose and rosacea.

Recommended Age Group

Suitable for all age groups.

How to use CHOLLEY Phyto Emulsion?

In the morning and at night, after cleansing the skin apply **CHOLLEY Phyto Emulsion** to face, neck, and décolleté with a light massage. Pay special attention to the areas affected by age spots or dark patches.

For an enhanced brightening action, combine the use of **CHOLLEY Phyto Emulsion** with **CHOLLEY C Factor**, which is rich in vitamin C. This combination is particularly beneficial in case of:

- Mature skin with age spots
- Dry sensitive skin
- Rosacea
- Acne rosacea

For UV protection during the day, follow the application of the product with **CHOLLEY Alpine Solar Defense - SPF 50**.

Niacinamide (Vitamin B3)



IMPORTANT TO KNOW

Niacinamide is a water-soluble form of Vitamin B3. It is a gentle ingredient that is well tolerated by even very delicate skins. At the same time, it is a powerful and versatile biological factor that is used for a variety of skin problems as follows:

1. **Niacinamide** reinforces skin's barrier function by stimulating the natural synthesis of ceramides. Ceramides are waxy compounds produced by the skin to maintain cohesion between the cells for a strong and compact skin. This cohesion improves the capacity of the skin to retain moisture.
2. **Niacinamide** helps breakdown excess melanin, which is the natural pigment responsible for the brownish tinge of the skin. The non-aggressive nature of **Niacinamide** makes it an excellent choice in treatment of age spots, dark patches, uneven skin after UV exposure, and post pregnancy stains (Melasma). It gives the skin a brighter and revitalized appearance.
3. One of the major benefits of **Niacinamide** is regulation of sebum production. Improved hydration of skin prevents excess production of sebum by sebaceous glands in order to compensate for lack of moisture in the epidermis. For this reason, **Niacinamide** is a valuable ingredient in treatment of oily skin.
4. **Niacinamide** is also an important antioxidant. It helps protect the skin against oxidation caused by free radicals. Numerous external and internal factors can release free radicals, for example, exposure to solar radiations, polluted urban environments, smoking, lack of sufficient sleep or a healthy diet, etc. Skin as the largest body organ is constantly exposed to the aggression of free radicals that can cause tissue damage and accelerate the aging process. **Niacinamide** is an excellent ingredient in combating oxidative stress.
5. By improving skin's barrier function, **Niacinamide** helps boost its strength and its capacity to resist irritants in the environment, and its healing process. For this reason, it is an indispensable ingredient in treatment of sensitive skin, couperose, and rosacea.