

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 does it contain?

CHOLLEY Phyto Emulsion contains a rich mix of active ingredients:

- **Skin brightening and anti-pigmenting action for a luminous and even skin**
Niacinamide (Vit. B3), Glycyrrhiza Glabra (Licorice) Root Extract, Arctostaphylos Uva Ursi (Bearberry) Leaf Extract
- **Boosts skin barrier function for greater strength, resistance, and hydration**
Niacinamide (Vit. B3), Calendula (Marygold) 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 (Vit. B3), Tocopherol (Vit. E), Retinyl Palmitate (Vit. A)
- **Soothing and skin-softening (emollient)**
Calendula (Marygold) Officinalis Extract, Isodecyl Citrate

When should it be used?

CHOLLEY Phyto Emulsion is an outstanding and versatile product for:

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

Recommended Age Group

Suitable for all age groups.

Ingredients:

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:

Available in retail version



CHOLLEY Phyto Emulsion

Ref. 702V
125 ml

How to use it?

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 and 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 indispensable ingredient in treatment of sensitive skin, couperose, and rosacea.