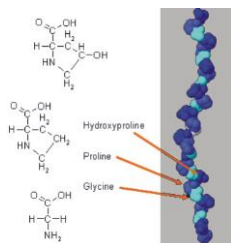
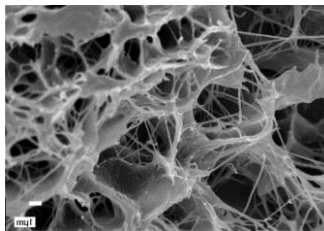


Collagen is the most important component of the human skin. In medicine, it is used to control bleeding (hemostasis), as a dermal substitute, and as a wound sponge. Collagen has a fundamental role in maintaining the structure and flexibility of the skin. It supports the skin from below by forming a sponge-like structure (biomatrix) of fibers. The spaces within this biomatrix are filled with the interstitial fluid -- consisting of water, salts, proteins, and hyaluronic acid -- to form the connective tissue. As skin ages, the collagen fibers weaken and the entire biomatrix loses its strength, becoming less elastic with visible signs of aging -- lines, wrinkles, sagging skin, etc.



A Strand of Collagen fiber



Structure of Collagen & Elastin Fibers

CHOLLEY Lifting Program is a high-performance firming and anti-aging treatment specifically developed to restore the strength and resilience of the collagen biomatrix. It employs **CHOLLEY Lifting Collagen Mask**, an easy-to-use peel-off mask that does not

require any subsequent cleaning. Ideal for anti-aging treatments of mature skin, **CHOLLEY Lifting Program** delivers astounding results by visibly reducing lines and wrinkles, and by saturating the skin with moisture for a



longer lasting lifting/firming effect. **CHOLLEY Lifting Collagen Mask** is made up of structurally intact, highly effective, pure collagen. It has a spongy biomatrix structure, capable of rapidly and effectively restoring skin's natural resilience and softness. While most cosmetics products contain denatured collagen (hydrolyzed collagen), **CHOLLEY Lifting Collagen Mask** is composed of native collagen. The complete preservation of the native collagen structure is achieved by using a sophisticated process of extraction, purification, and freeze-drying to create a natural biomatrix. During the process, water is gently removed from the raw materials resulting in an anhydrous product that does not require any preservatives.

Performance characteristics & active ingredients

CHOLLEY Lifting Program performs important dermatological functions as follows:

- **Intense lifting and firming action**

COLLAGEN, HYDROLYZED GLYCOSAMINOGLYCANS (HYALURONIC ACID), ARCTOSTAPHYLOS UVA URSI LEAF EXTRACT

- **Fortifying and toning action**

ASPARTIC ACID, CALCIUM PANTOTHENATE (VIT. B5), GLUTAMIC ACID, GLYCINE, NIACINAMIDE (VIT. B3), PYRIDOXINE HCL (VIT. B6), ZINC SULFATE

- **Protective and softening action**

SORBITOL, GLYCERIN, ALLANTOIN, ASPARTIC ACID, UREA, HYDROGENATED POLYISOBUTENE

Ingredients: (Lifting Solution)

Ref. 721-A

AQUA, PROPYLENE GLYCOL, SORBITOL, PHENOXYETHANOL, HYDROXYETHYLCELLULOSE, SODIUM BENZOATE, HYDROLYZED GLYCOSAMINOGLYCANS, PHENETHYL ALCOHOL, SALICYLIC ACID, GLYCERIN, UREA, CALCIUM PANTOTHENATE, NIACINAMIDE, INOSITOL, GLYCINE, OLIGOPEPTIDE-5, ARCTOSTAPHYLOS UVA URSI LEAF EXTRACT, ALLANTOIN, RIBOFLAVIN, PYRIDOXINE HCl, ZINC SULFATE, POTASSIUM CHLORIDE, CALENDULA OFFICINALIS FLOWER EXTRACT, EQUISETUM ARVENSE EXTRACT, TILIA CORDATA FLOWER EXTRACT, PARFUM, GLUTAMIC ACID, ASPARTIC ACID, ALANINE, LYSINE HYDROCHLORIDE, HEXYL CINNAMAL, RUTIN, LIMONENE

(Lifting Collagen Mask)

Ref. 721-B

COLLAGEN, HYDROGENATED POLYISOBUTENE, PPG-15 STEARYL ETHER, PEG-40 SORBITAN PEROLEATE.

Packaging:

Available in professional version



CHOLLEY Lifting Program

Ref. 721K

Kit of 5 professional treatments

Lifting Solution

5 x Monodose Bottles - 50 ml

Lifting Collagen Mask

5 x Monodose Masks