

TREND EDITION



LATEST TECHNOLOGIES OFFER INNOVATIVE RAW MATERIALS



PRODUCT	REFERENCE NUMBER RETAIL	CONTENT RETAIL	REFERENCE NUMBER WHOLESALE	CONTENT WHOLESALE
Detox Cream	2910	50 ml	2910P	200 ml
Detox Formula	2930	50 ml	2930P	200 ml

JANSSEN COSMETICS has dealt intensively with the process of the natural skin function. We know that a perfect cell metabolism ensures vital energy and lends the skin youthful freshness and a smooth appearance.

The process involved in taking on energy in the cell is very complex and, unfortunately, also susceptible to disturbances. Free radicals, which result in damage to proteins and lipids, are constantly incurred even under normal living conditions. They have to be constantly disposed of to ensure that the cell remains functional. Our increasingly hectic, modern lifestyle and increased UV stress are overtaxing the natural cell cleansing system. Deposits occur in the cells. This affects all of the body's organs. The skin is especially affected by this, as deposits are particularly clearly visible here. Irrespective of age, the skin is lacking in freshness and radiance. It ages prematurely and age spots become visible.

JANSSEN COSMETICS has developed special care with a detoxification effect. Based on a scientifically founded concept, the innovative care formulation supports the skin's cellular cleansing systems. Skin Detox reduces the visibility of age spots and restores the skin cells' fresh vitality. All skin types benefit from this: they take on a fresher radiance and a healthy appearance.

THE HEALTHY CELL METABOLISM

The cell metabolism within the cells does not run on its own. All nutritional elements (amino acids, sugar, glycerine and fatty acids) are only digested by the cells and converted into cell energy with the aid of enzymes.

Enzymes are proteins consisting of a variety of individual amino acids. The protein synthesis process is very complex and, unfortunately, also somewhat susceptible to disturbances. Protein structures which are unable to function may occur. These have to be disposed of to prevent the occurrence of deposits (cell waste products).

THE WASTE PRODUCT REMOVAL PROCESS

Under normal conditions, the disposal of nonfunctional proteins is optimally regulated: the proteasomes are responsible for this. They regulate the metabolism by disposing of harmful enzymes and making space for the enzymes which are currently required. They therefore prevent the cells from choking on their own waste products.

If the body is exposed to high levels of stress, however, harmful proteins additionally occur and must also be disposed of by the proteasomes.

As the No. 1 cause of damage, for example, UV radiation causes protein and membrane lipid oxidation due to a particularly sharp increase in reactive oxygen species (free radicals).

Chemical substances (e.g. tobacco smoke) and an increased cell temperature (e.g. fever) are further causes of damage. In all of these cases, the natural cell cleansing system is placed under great strain.

SPECIAL KIND OF DISPOSAL PROCESS

The damage caused by free radicals is not merely restricted to a cell's enzymes. The membrane lipids are also affected and lose their ability to function. Consequently, they also have to be disposed of along with the damaged proteins. However, disposal of the damaged membranes cannot be undertaken by the proteasomes as they are much too large.

Another disposal process now comes into play: autophagia (Greek: to eat one's own flesh).

Autophagia is responsible for the disposal of large waste substances: hollow membrane spheres enclose the damaged cell deposits and process them to form new energy.

AGE SPOTS

A number of metabolic functions decline as we age. This also affects the waste product removal process. Over the years, the volume of metabolic residues which accumulates is more than the cellular detoxification systems can dispose of. Increased deposits occur. This also includes lipofuscin, a mixture of lipids and proteins. Lipofuscin reveals its presence through flecks with dark outlines on the skin. And these are known as age spots.

THE DUAL SOLUTION PRINCIPLE: SKIN DETOX

All in all, increased cell deposits (waste products) inhibit the cells' vitality and cause them to age prematurely. Timely and preventative care is particularly important for all skin types to prevent this from occurring in the first place.

Skin Detox from JANSSEN COSMETICS stimulates the cellular detoxification systems and restores fresh vitality to each skin cell. Age spots appear less visible and the youthful radiance is retained.

Skin Detox supports the natural skin functions by

1. **avoiding cell waste products** (oxidized proteins and membranes) and
2. **recycling cell waste products** (breakdown and recycling of protein and membrane residues)

THE ACTIVE DETOXIFICATION SUBSTANCES

1. **Natural antioxidants for avoiding cell waste products:**

Vitamin C to protect the proteins from oxidation

Vitamin E to protect the lipid membranes from oxidation

2. **Biotechnological active substances for recycling cell waste products:**

Avocado peptide increases cell detoxification by 43%*

Yeast extract with polysaccharide α -glucan lends the impression of smoother skin in 88% of cases**

* Result of an in vitro study

** Result of an in vivo study on 17 female volunteers

A HEALTHY LIFESTYLE

Skin Detox cares for the skin, leaving it looking particularly beautiful when the natural metabolism is supported in breaking down waste products. A detoxification cure can therefore become a standard part of a healthy lifestyle, particularly during periods of high stress.

If the following tips are observed, the body's cell detoxification process is supported, helping it to take on new energy:

- Regularly drink **plenty of water** or detoxifying herbal teas
- Eat plenty of **fruit and vegetables**
- Regular **exercise**
- Say not to recreational drugs such as e.g. tobacco smoke and excessive alcohol consumption

A healthy lifestyle and professional treatment in a beauty salon are the foundations for a vital metabolism and a radiantly beautiful skin profile.

TREND EDITION

- Prevents oxidative cell damage
- Stimulates the cellular detoxification systems
- Reduces age spots
- Gives each skin cell fresh vitality
- Leaves the complexion looking smooth, youthful and radiant
- Rich texture

RET.
50 ml
Ref.
2910

WHL.S.
200 ml
Ref.
2910P



☰ Detox Cream

FOR A VITAL AND REVIVED SKIN PROFILE

A tired and pale complexion is often a sign of environmentally-related stress symptoms. No wonder, because increased accumulations of metabolic waste products (e.g. oxidative proteins and lipids) are inadequately broken down and cause the skin to age prematurely. So-called age spots are a further indication of this.

Detox Cream supports the skin's detoxification mechanisms and therefore provides entirely new stimuli. The highly effective active substances in this completely new care cream stimulate the cells' native detoxification systems and prevent oxidative cell damage. The lipid content of 31% cares for skin which tends to be dry, leaving it smooth, beautiful and youthfully fresh.

Detox Cream contains two innovative active substances: a yeast extract, rich in polysaccharide α -glucan and a highly-active peptide from avocado pulp. Both active substances verifiably promote the level of cellular activity when deposits have to be broken down and rendered harmless.

A mixture of vitamin C isopalmitate and vitamin E acetate is used to inactivate free radicals. These proven vitamins penetrate the skin in this stabilized form. There, they become active and protect the skin cells against oxidation. The cells remain more vital and reveal this by living for longer.

Detox Cream cares for the skin, leaving it looking beautiful: even after just a short period of application, the complexion takes on increased freshness and vitality. Age spots are reduced and the skin becomes visibly smoother.



Home care application

Apply Detox Cream onto the cleansed skin of the face and neckline in the morning and/or evening.

Tip: Can also be used as night care in addition to the rapidly absorbed Detox Formula lotion.

Note: Face Guard Advanced effectively protects the skin against UV radiation and preventatively combats premature skin aging. Simply apply the extremely light lotion beneath Detox Cream during the day.



TREND EDITION

RET.
50 ml
Ref.
2930

WHL.S.
200 ml
Ref.
2930P



- Prevents oxidative cell damage
- Stimulates the cellular detoxification systems
- Reduces age spots
- Gives each skin cell fresh vitality
- Leaves the complexion looking smooth, youthful and radiant
- Light texture
- Matting effect
- Ideal foundation for make-up

Detox Formula

FOR A VITAL AND REVIVED SKIN PROFILE

A tired and pale complexion is often a sign of environmentally-related stress symptoms. No wonder, because increased accumulations of metabolic waste products (e.g. oxidative proteins and lipids) are inadequately broken down and cause the skin to age prematurely. So-called age spots are a further indication of this.

Detox Formula supports the skin's detoxification mechanisms and therefore provides entirely new stimuli. The highly effective active substances in this completely new care lotion stimulate the cells' native detoxification systems and prevent oxidative cell damage. The low lipid content of 17% cares for skin which tends to be oily, leaving it smooth, beautiful and youthfully fresh.

Detox Emulsion contains two innovative active substances: a yeast extract, rich in polysaccharide α -glucan and a highly-active peptide from avocado pulp. Both active substances verifiably promote the level of cellular activity when deposits have to be broken down and rendered harmless.

A mixture of vitamin C isopalmitate and vitamin E acetate is used to inactivate free radicals. These proven vitamins penetrate the skin in this stabilized form. There, they become active and protect the skin cells against oxidation. The cells remain more vital and reveal this by living for longer.

Detox Emulsion cares for the skin, leaving it looking beautiful: even after just a short period of application, the complexion takes on increased freshness and vitality. Age spots are reduced and the skin becomes visibly smoother.



Home care application

Apply Detox Formula onto the cleansed skin of the face and neckline in the morning and/or evening.

Tip: Ideal foundation for make-up.

The rapidly absorbed lotion is a wonderful day care product. The richer Detox Cream can additionally be applied during the night.

Note: Face Guard Advanced effectively protects the skin against UV radiation and preventatively combats premature skin aging. Simply apply the extremely light lotion beneath Detox Formula during the day.





ACTIVE SUBSTANCES

- **Avocado peptide***: Recycles cell waste products to form new energy; proteasome activity is verifiably increased; cell toxin cleavage and the transformation of these into elements for healthy new proteins are stimulated
- **Yeast extract with polysaccharide α -glucan****: Verifiably increases autophagia activity to break down cell waste products; reduces the enrichment of the protein membrane complex lipofuscin, thereby reducing age spots; increases light reflection and leaves the skin looking smooth with fresher radiance
- **Vitamin E acetate**: Oil soluble vitamin E in stabilized form; penetrates readily into the skin and serves as a radical scavenger; particularly protects lipid membranes from oxidation; preventative cell protection against premature skin aging
- **Vitamin C isopalmitate**: Water soluble vitamin C in stabilized form; penetrates readily into the skin and serves as a radical scavenger; particularly protects proteins against oxidative skin damage
- **Long- and short-chain hyaluronic acid**: Extremely moisturizing and moisture-retaining; high moisture binding capacity
- **Genuine Japanese silk**: Possesses a structure related to that of the skin; rapidly absorbed; protects against dryness; leaves the skin supple and soft
- **Saccharide isomerate**: Moisture retention substance obtained from natural sugars; is firmly bound to the skin's keratin and leads to optimal skin moisturization thanks to its very good moisture-binding capacity
- **Isostearyl-isostearate**: Shortened to ISIS, emollient based on replenishable raw plant materials; improves the cohesion of the lipids in the horny layer (Stratum corneum) and reduces the skin's trans-epidermal water loss
- **Fine polyamide powder** (in Detox Formula only): Porous, round spheres; microfine; absorbs surplus sebum and has a matting effect on the skin surface

EFFECTIVENESS STUDIES

* AVOCADO PEPTIDE

In vitro Studies:

In comparison with younger cells, aged human fibroblasts (connective tissue cells) reveal a significant reduction in proteasome activity. Treatment with 0.005% avocado peptide over a period of 105 minutes leads to a significant increase in proteasome activity.

- **Increase in proteasome activity: + 43%**

Incorrectly synthesized, incorrectly folded or worn and no longer required enzymes in the cells are broken down into smaller, recyclable fractions.

Cell detoxification is increased by 43% and therefore almost regains the activity level of young human fibroblasts.

** YEAST EXTRACT WITH POLYSACCHARIDE α -GLUCAN

In vitro study on human keratinocytes and fibroblasts:

1. **Increase in autophagia: + 19 %**
2. **Reduced enrichment of the protein membrane complex lipofuscin: - 35%**

In vivo study:

Placebo-controlled study on 19 female volunteers (average age 47 years), Cream with 3% yeast extract, application 2x daily, clearly measurable results after just 14 days:

Change in cell waste products:

Reduced content of damaged proteins: - 14%
Reduced content of damaged lipids: - 23%

Change in skin color:

Pink color content (indicative of young skin): + 11%
Olive-colored content (indicative of older skin): - 8%

Change in skin radiance:

Light reflection: + 8%
Transparency: + 9%

Placebo-controlled study on 17 female volunteers. 4-week period of application

Cream with 3% yeast extract, application 2x daily.

Result of self-assessment by the female volunteers:

Less visible age spots: 59% of female volunteers
Smother skin: 88% of female volunteers

The differences versus the placebo are highly significant.

SKIN APPLETS



PROFESSIONAL SKIN CARE IN THE BEAUTY SALON

SKIN DETOX treatment

Supports the cellular detoxification systems of all skin types.

Prevents oxidative cell damage and reduces the visibility of liver spots.

For optimum treatment and accompaniment during waste product removal cures.

TREATMENT SEQUENCE

PRODUCTS

Cleansing / refreshing

- Brightening Face Cleanser
- Brightening Face Freshener

Eye care

(depending on skin sensitivity, optionally as protective care prior to the peeling)

- Rich Eye Contour Cream

Deep cleansing/peeling

- Brightening Exfoliator

Extra cleansing (if required)

- Normalizing Skin Complex

Active substance concentrate

(*penetration accelerator*)

- Detox Fluid

Massage

- Detox Cream

Mask

- Brightening Mask

UV protection

- Face Guard Advanced

Conclusion - eye area

- Rich Eye Contour Cream

Day protection

- Detox Formula *or*
- Detox Cream