

HYALURONIC ACID

skin.

COLLAGEN

skin **renewal**.

Hyalurónic Acid

(ollagens

**Moisturising** and **plumping**, hyaluronic acid retains up to 1000 times its weight in **water** by forming a gel with

it. This gel immediately fills fine lines for a smoother

These are the **springs** of your skin present mainly in

the dermis. They ensure firmness and elasticity.

there is collagen in the epidermis: collagen 17. It

Recently, Novexpert doctors have discovered that

provides another anti-aging function: to allow balanced

FYI

ROUTINE ★★★★★ FOR GUARANTEED

**ANTI-AGING ACTION!** 

MORNING

Best friends! Hyaluronic acid

hyaluronic acid stimulates the

that make them, fibroblasts.

own corner, they interact.

and collagens do not work in their

For example, low molecular weight

synthesis of collagens by the cells

otherwise the Pro-Collagen Booster will suffice.

Practical idea

Collagen or collagen-stimulating

Collagen molecules are very large, so they cannot penetrate deep into your skin. If a cosmetic treatment contains collagen, it may be **moisturising**, but it

will not go any further. It is better to

ingredients that stimulate the skin's

that they will fulfil their role: adding

own synthesis of collagens, to be sure

Don't be fooled by greenwashing!

choose products with active

ingredients?

firmness.

Vegetable collagen does not exist. It is a chain of amino

acids, but by no means the same structure as the one that

Peeling: the secret

anti-aging weapon

case of sensitive skin.

If you have **sensitive skin**, go directly to

<u>objective of a peeling treatment:</u> To allow a balanced cell renewal by eliminating the clusters of cells that form on the surface.

Peeling ingredients cut the bonds between

cells to **smooth the skin surface**.

**Small precaution:** After a peeling, the deeper (and more fragile) skin cells are more

exposed.

Tip #5, peelings are to be avoided in

Like Novexpert's

pro-collagen

range!

exists in your skin.

that is slowed

down with age.

WHAT ABOUT VEGETABLE COLLAGEN?

**EXPERT BOOSTER SERUM** THE REPULP ANTI-AGING EYE WITH HA CREAM CONTOUR **3,2%** = the equivalent Moisturising & of 40 injections 3-in-1: anti-wrinkle. Plumping. anto-dark circles & in quantity. anti-puffiness. 4 sizes of HA to act A cocktail of HA and collagen boosters. Eye contour smoothed on all layers of skin. in **21 days**. **EVENING** MICELLAR WATER PRO-COLLAGEN THE EXPERT **ANTI-AGING CREAM** WITH BOOSTER HYALURONIC ACID Wrinkles reduced up Deep & long-lasting to **50%** in anti-wrinkle. A care cleanser: 28 days. 2 HA sizes for **Epigenetic** action: moisturising and awakens the gene of **Boost ALL** plumping. collagens youth. (epidermis & dermis). only if you use a night cream,

THAT'S WHY WE RECOMMEND: To do it during To **protect** yourself in To always do a case of sun exposure peeling in the **autumn** and evening spring the next day (clothes, sunscreen, etc.) Practical idea How to choose a good peeling?  $\bigvee$  Most important: peeling active ingredients = fruit acids. Choose effective but non-irritating ones. They are the ones that detach Examples: lactic acid (AHA family) clusters of cells. or gluconolactone (PHA family) Alcohol-free to not dry out the skin. Which also treats the causes of imperfections to prevent the onslaught of imperfections once the cure is over.

t is a **peeling active** ingredient, but it is classified as CMR2,

Don't look any further,

the boxes!

The Peeling Night Cream ticks all

(Novexpert scientists thought of it for you... and for them!).

being **potentially toxic** for reproduction and a **suspected endocrine disruptor** (can upset the hormonal balance). **At** 

AND SALICYLIC ACID?

Novexpert, we do not use it.

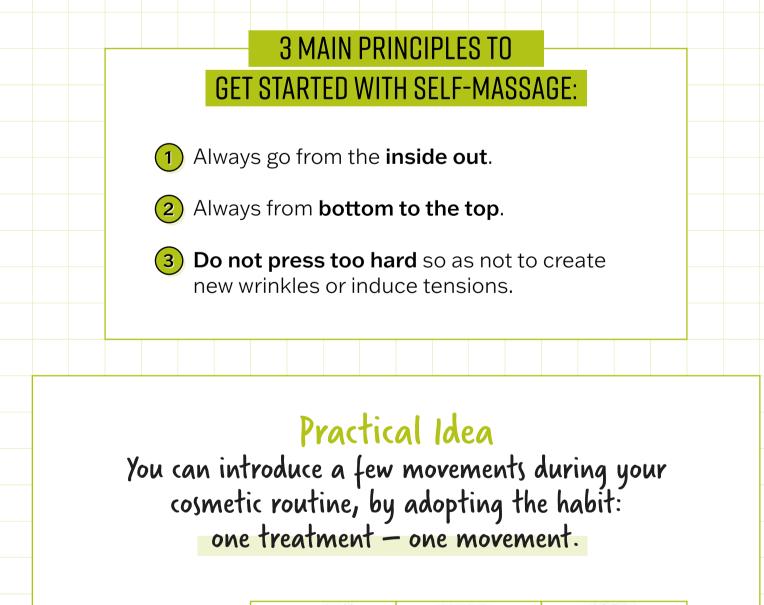
In Asian culture, massages are an integral part of anti-aging care protocols.

Western beauty institutes are gradually adopting these facialist techniques, which have been widely studied during observational studies but still remain largely unexplored during clinical studies.

Benefits associated with facial massages:

Stimulation of facial muscles.
More firmness

Improved microcirculation.
More radiance



WITH THE EYE

**CONTOUR** 

WITH THE

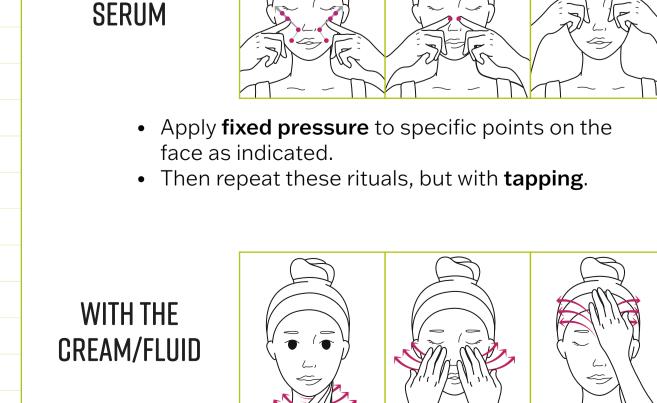
inside out.

inwards.

Boost of cells synthesising

More hydration and volume

collagens and HA.



Pull the skin slightly towards the scalp.

Repeat the movements 5 to 10 times.

Press the bony area above the eye from the

Do the same below the eye from the outside

Perform effleurage according to the illustrations.

Then repeat with more pressing rituals.

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