



What is PM_{2.5}

PM_{2.5} is particulate matter with a diameter less than .0025mm. It is also known as fine particulate matter or fine particles. These tiny particles and droplets hang in the air and clump to form smog when levels are too high. They don't penetrate the skin but influence surface barrier functions.

PM_{2.5} Causes

- Irritation
- Skin Reactivity
- Signs of Aging Skin
- Dryness
- Uneven Tone
- Dull Skin

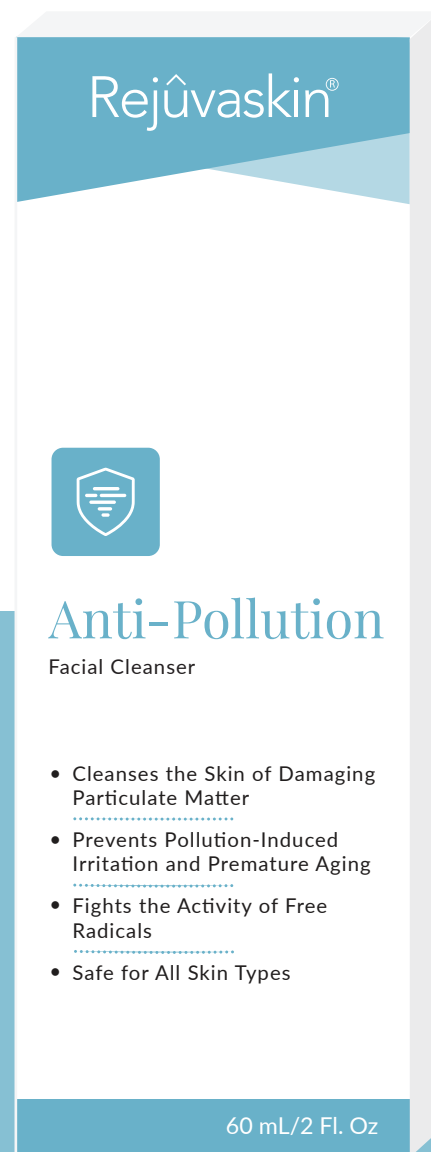
Biomimetic Shield Against Urban Population & Smog

Multi-Protection Against Pollution

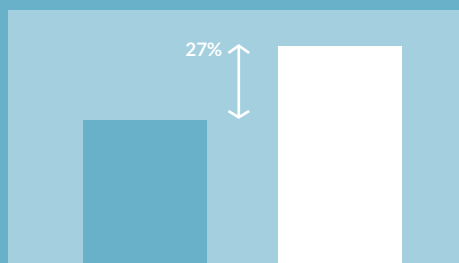
Reduced skin adhesion of PM_{2.5} - chelates heavy metals - fights free radicals activity - decreases hydrocarbon and heavy metal-induced damages

Customer Benefits

Protects and cleans skin immediately - fast action in 7 days only - purifies asphyxiated, dull and devitalized skin - provides luminous and healthy looking skin - prevents pollution-induced irritation and premature aging



Cleansing Action



The Anti-Pollution Cleanser forms a mesh able to entrap PM_{2.5} and remove it from the skin surface to prevent and reduce pollution-induced damage.



Untreated Skin Before Cleansing Action with Key Ingredient



Skin Cleansed with Cleansing Formula Containing Key Ingredient