



# VITAMIN FORZA C

REVITALIZING FACE MASK



## RADIANT AND RENEWED SKIN

Lendan broadens its **VITAMIN FORZA C** beauty product range with a new product for professional use.

The new **revitalizing face mask** was created with the aim of maximizing the illuminating and rejuvenating effect of the range on the skin.

**BOOSTS CELLULAR RENEWAL**

**MOISTURIZING AND EXFOLIATING ACTION**



## REVITALIZING FACE MASK

A professional mask with a silky and delicate texture, formulated with multivitamin lipospheres with triple antioxidant power (vitamins A, C and E) and ferulic acid. This combination produces a powerful anti-aging effect. Its composition, with fruit extract acids, boosts the mask's renewing and gently exfoliating action, allowing the skin to recover its tone, luminosity and firmness.

**How to use:** Apply to skin and massage using a gentle circular motion. Leave to work for 5 to 10 minutes then remove any excess product. Rinse off with water. Product application is not recommended more than twice a week.

- **vitACE Complex**
- **Ferulic acid**



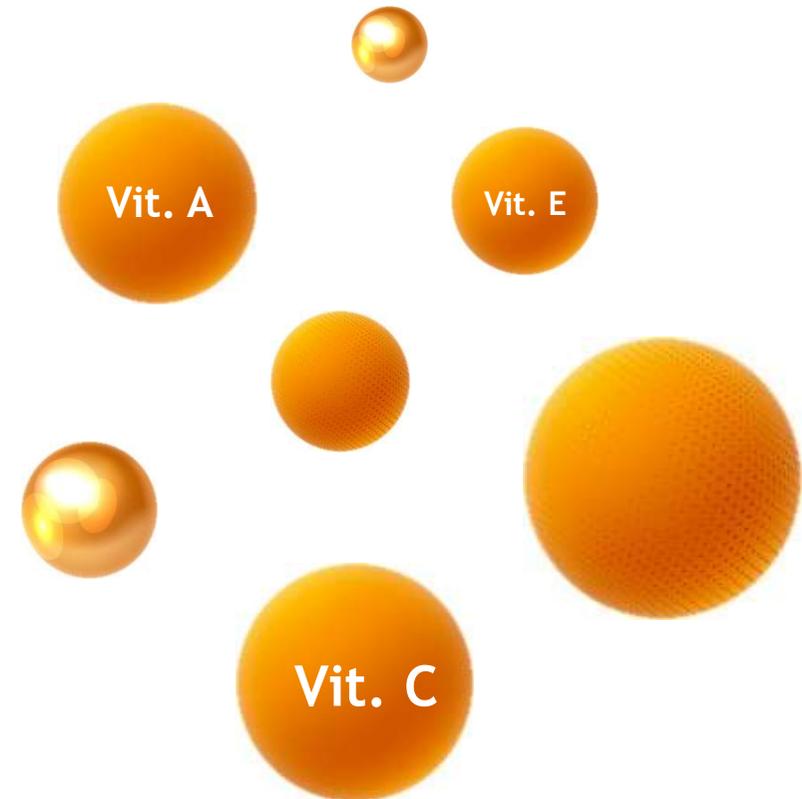
200 ml  
1234006

## VitACE Complex

Vitamin complex ( $\leq 15\%$ ) with high antioxidant power preserved by lipospheres which encapsulate the concentrate of vitamins A, C and E, keeping them intact before their direct liberation on the skin. Together with ferulic acid they have a highly effective anti-aging and antioxidant effect which results in **visibly more moisturized, renewed and protected skin.**

## What are lipospheres?

They are visible spheres within the mask's composition, which keep the vitamins in the formula intact ready to liberate them at the ideal moment and so prevent any type of deterioration. With the application massage, the spheres merge into the skin, freeing the vitamins contained within without leaving any trace of their structure.



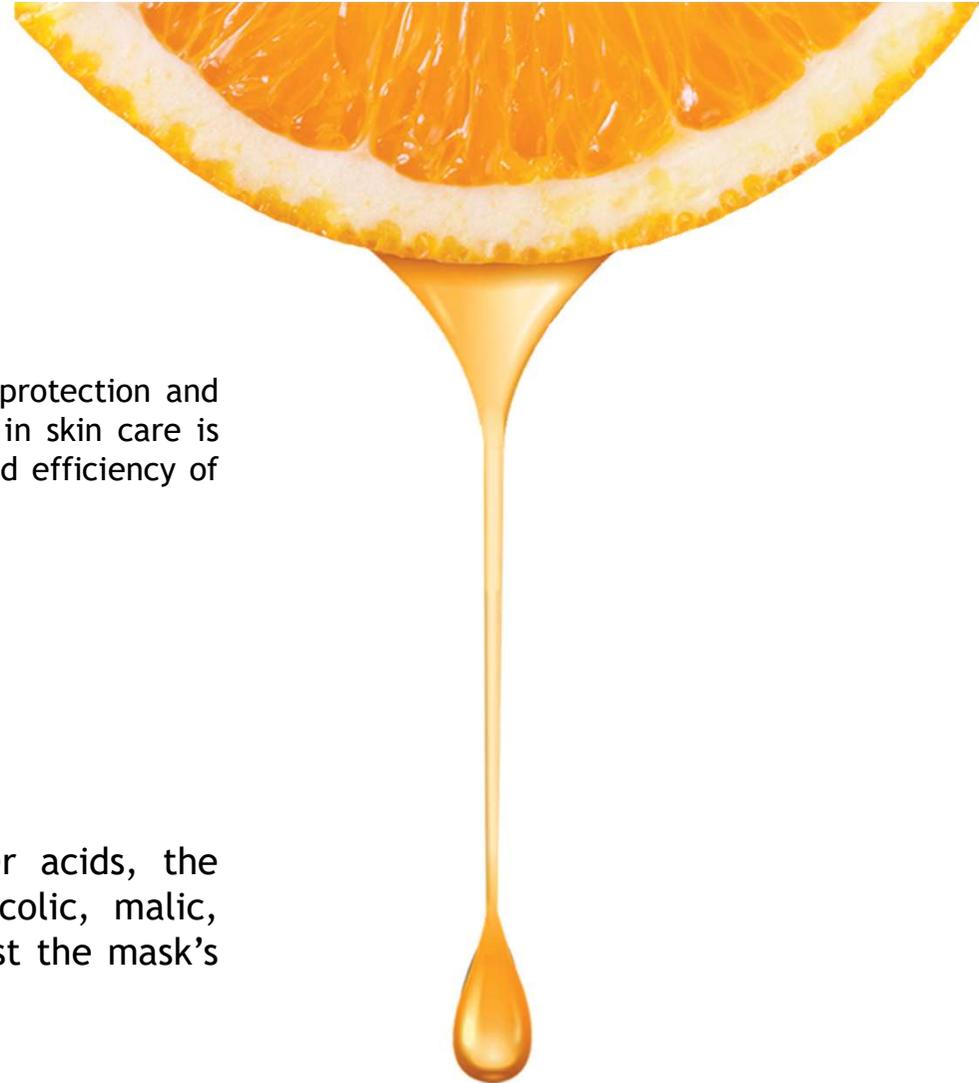
## FERULIC ACID

Ferulic acid is a powerful antioxidant responsible for the protection and self-preservation of plants such as rice or orange. Its use in skin care is new, with its topical application improving the stability and efficiency of other antioxidants like vitamins C and E.

**Multiplies the efficiency of other antioxidants**

## AHAs - FRUIT ACIDS

As well as ferulic acid, this mask contains other acids, the majority of which are fruit extracts such as glycolic, malic, citric, tartaric and lactic acid, which together boost the mask's renewing and gently exfoliating action.



## MARINE COLLAGEN

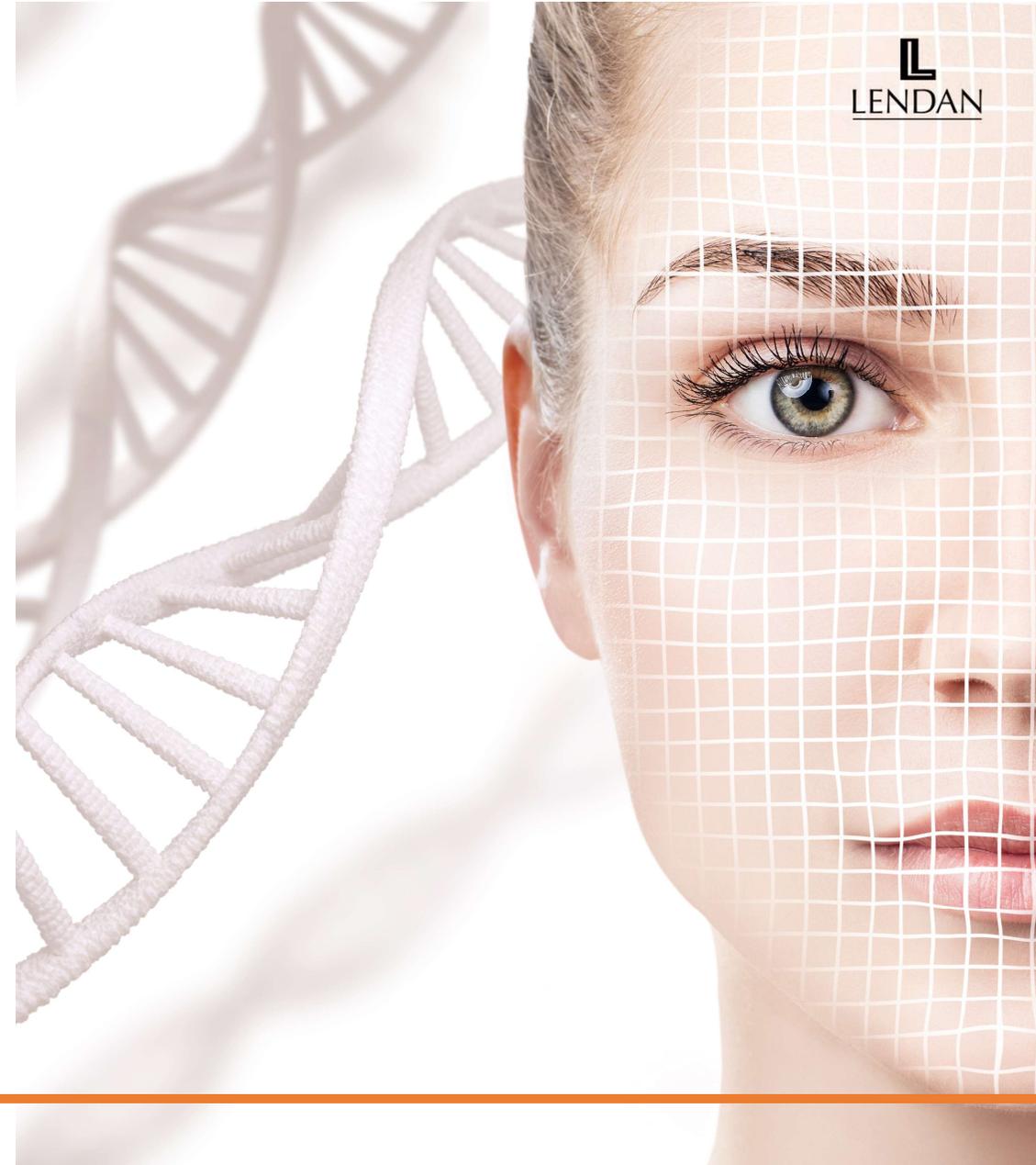
Collagen is one of the proteins responsible for the skin's firmness and resistance. Marine collagen is an alternative to the porcine or bovine collagens often used, and supplements the collagen lost naturally with age, helping to boost the skin's firmness and elasticity.

### FIRMNESS AND RESISTANCE

Helps to regenerate the dermis and restore consistency to the skin's tissues.

### HYDRATION

The skin is moisturized and revitalized.



## CONCENTRÉ D'ORANGE

Like all of the products in the **Vitamin Forza C** range, the revitalizing face mask also contains **Concentré d'Orange** which boasts all of the vitamins and minerals found in oranges. This concentrate is extracted by a natural and careful process, to guarantee the maximum content and effectiveness of its active ingredients.

These components regenerate, stimulate, protect and provide the skin with an energizing boost. They also stimulate its natural defenses and slow the aging process.

**The extraction process guarantees its natural Vitamin C content**



## MOISTURIZING BOOST

**Betaine** contained in its formula gives the skin a moisturizing boost. This ingredient is obtained from beet sugars and is capable of retaining various moisture particles within its molecules, allowing us to combat skin dryness, as well as protect the skin from environmental stress.

**Glycerin** boosts the effects of the betaine thanks to its natural attraction to water. It helps us retain skin moisture and keep skin hydrated for longer.

**Aloe Vera 10X:** Aloe Vera was already used by the Ancient Egyptians because of its multiple benefits. In this mask we have maximized its effect by using it to make up over 50% of the formula. The most notable properties of Aloe Vera are:

- Enormous capacity for deep skin hydration when applied externally
- To slow the production of free radicals
- Regenerating action: stimulates the growth of new epidermal cells
- Decongestive and soothing action. Combats irritations and redness



## OXIDATIVE AGING

Aging is a gradual process that is a natural part of life.

We live in an oxygen-based medium and we can't live without it. Oxidation is a natural human function that's essential to life. However, uncontrolled or excessive oxidation is a problem that over time can become a degenerative process generated by the dreaded **FREE RADICALS**. An excess of these unstable molecules can produce serious cellular damage and cause the appearance of **premature aging**.

- Increased skin dehydration.

- The appearance of the first expression lines, wrinkles and sun spots

- Dull and matt skin tone

- Cutis that's flaccid and rough and lacking in firmness



## THE BENEFITS OF VITAMIN C

Antioxidants are the most effective protection against the dreaded free radicals.

**Vitamin C** is well known for its extraordinary properties.

- **ANTIOXIDANT:** ascorbic acid is a very powerful antioxidant capable of neutralizing the majority of free radicals.
- **PHOTOPROTECTOR:** prevents the damage caused by solar radiation.
- **STIMULATES COLLAGEN SYNTHESIS:** it's capable of stimulating both the production and regulation of collagen.
- **DEPIGMENTER:** vitamin C inhibits tyrosine, an enzyme which participates in skin pigmentation. It improves and unifies tone to improve brightness.



## MAIN ACTIVES COMMON TO THE VITAMIN FORZA C RANGE

### Concentré d'Orange

It contains all of the vitamins and minerals of the Orange, obtained in a natural and careful manner to guarantee the maximum effectiveness and concentration of its active ingredients.

### Vitamin E

This powerful anti-free radical active is boosted by its association with Vitamin C.

### Activated ceramides

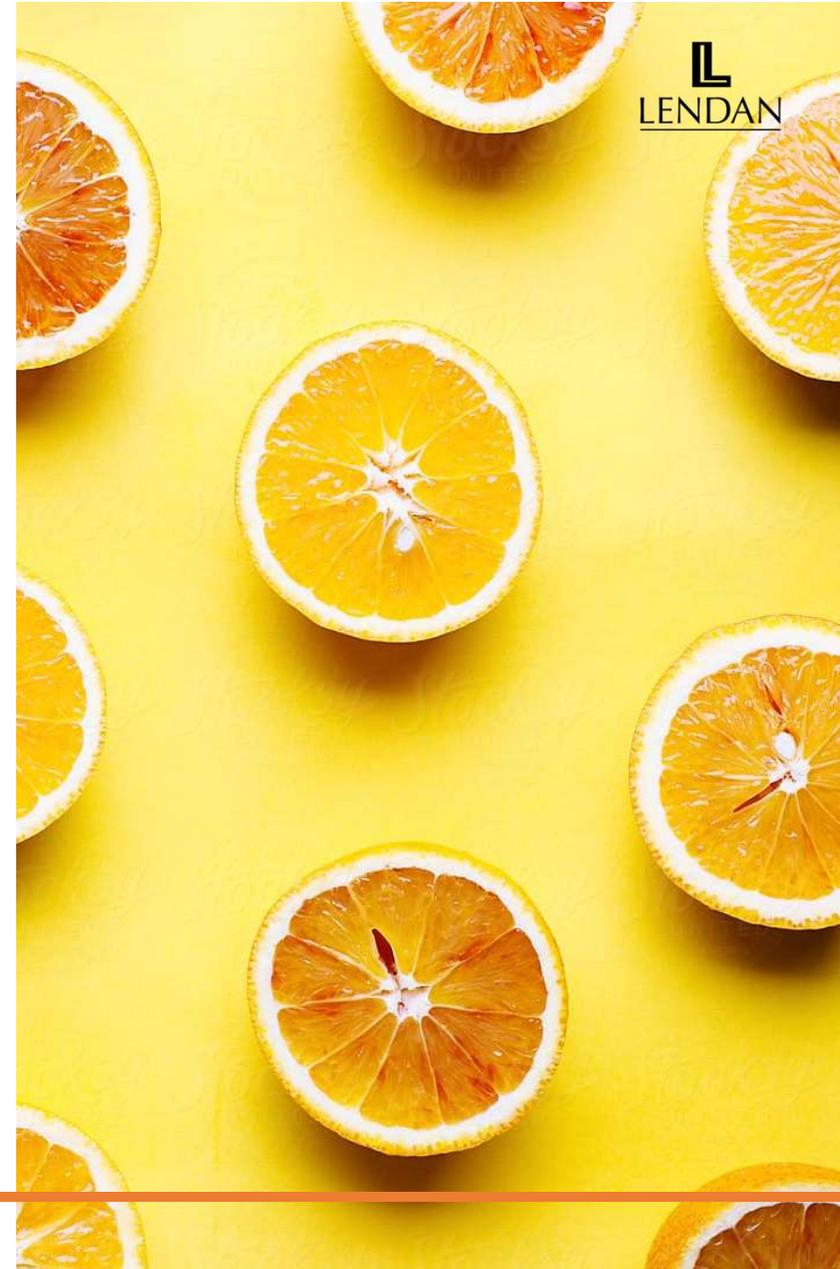
The application of ceramides on skin boosts the moisture retention capacity of the epidermis providing immediate hydration of all the skin's tissues, given that they make up the intercellular cement (union) of the epidermis' most superficial layers.

### Marine collagen

Produces a short and long term moisturizing effect to improve skin elasticity and firmness.

### Sun Filter

Protects from the damaging effects of the sun and its radiation on the skin (except the intensive vial treatment and revitalizing mask).



## NOURISHING SKIN CREAM

Nourishing, regenerating and anti-wrinkle cream for photo-aged, dull and dry skin. Thanks to its **nutri-C+ complex** based on Concentré d'Orange and boosted by a powerful duo of nourishing actives.

**Wild rose oil** and **Shea Butter** prevent the formation of wrinkles and improve the skin's tone and flexibility.

**Main active agents:** Vitamin C, Concentré d'Orange, Vitamin E, Activated ceramides, Marine Collagen, SPF15.

**Wild Rose Oil:** regenerating properties.

**Shea butter:** emollient, moisturizing and healing.



50 ml. 1234005

## REGENERATING MOISTURIZING CREAM FLUID

A light and orange-scented cream with a silky feel and matt effect that protects, regenerates and repairs the skin on an everyday basis. Its D-panthenol and AHA fatty esters create a moisturizing effect boosted by activated ceramides which increase the skin's moisture retention capacity.

Suitable for all skin types.

**Main active ingredients:** Vitamin C, Concentré d'Orange, Vitamin E, Activated ceramides, Marine collagen, SPF15.

**D-panthenol:** provitamin B-5, with moisturizing and nourishing effect.

**AHA fatty esters:** of plant origin with moisturizing and emollient effect.



30 ml. **1234010**  
50 ml. **1234003**  
200 ml. **1234004**

## INTENSIVE REPAIR TREATMENT

Contains a high concentration of **Vitamin C (10%)** which swiftly revitalizes, moisturizes and firms the skin. It also has a powerful regenerating effect thanks to **Wild Rose Oil**, which makes it an excellent antiaging and intensive repair treatment. Its continued application over a 15 day period reactivates the skin's vital functions during times of increased stress and fatigue.

Suitable for all types of skin, especially those in need of a boost to restore tone, brightness and radiance.

**This vial is filled under very special conditions** to ensure that it does not contain any oxygen. This prevents oxidation of the Vitamin C during storage, preventing the loss of its properties and effectiveness.

**Active ingredients:** ascorbic acid, wild rose oil.



12 x 2 ml **1234002**



## VITAMIN FORZA C INTENSIVE PROGRAM

The natural power of Vitamin C regenerates, stimulates, protects and improves the skin. A global repair treatment that restores tone, glow and firmness. The aim is to achieve greater cellular respiration and skin oxygenation.

### 1 Preparation and cleansing.

#### a. Eyes and lips:

⌚ **Prebiotic micellar water:** shake first to mix the product. Use cotton discs or similar to apply. Remove make up by smoothing the cotton disc from eyelash root to tips. Do not rinse off.

#### b. Cleanse the skin with:

⌚ **Prebiotic cleansing milk:** smooth over the skin then work in to remove any makeup and/or impurities then remove with a damp towel or rinse of with water.

2 **Renew and revitalize:** remove excess dead skin cells with the Revitalizing Face Mask. Apply a small amount onto the skin. Moisten with water then leave to work for a maximum of 10 minutes. Rinse off with water.

3 ⌚ **Equilibrate and prepare:** apply a prebiotic treatment mask. With the help of a brush smooth a thin layer over the décolletage, neck and face. Leave to work for around 10 minutes, then remove excess to continue the treatment.

**Manual activation:** Revitalizing face massage. Use an invigorating massage to activate blood circulation and revitalize the skin.

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5 **Intensive repair phase:** Intensive repair treatment. Smooth the contents of one vial over skin until fully absorbed.

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6 **Boost and moisturize:** Apply the regenerating moisturizing cream fluid. Finalize the treatment with the application of Vitamin Forza C Regenerating Moisturizing Cream Fluid mixed with a few drops of the Essential Reload Prebiotic Booster.

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## FAQ

### **Can the revitalizing face mask be used daily?**

No. We recommend applying no more than twice a week.

### **What is the VitACE Complex?**

It's a vitamin complex with high antioxidant power, conserved within lipospheres to keep them intact until their liberation on the skin. It contains the most bioactive form of Vitamin A (Retinyl Palmitate) and Vitamin C (Ascorbyl Palmitate) which, combined with Vitamin E create a powerful antiaging compound (renewal, improved protection, moisturization and firmness with reduced irritation).

### **Is the active marine collagen the same as porcine or bovine collagen?**

Yes. They act on skin in the same way. The only difference is in their origin.

### **What benefits does Vitamin C have for our skin?**

It provides a large quantity of antioxidants which neutralize free radicals, prevent damage from solar radiation, stimulate collagen synthesis and also improve and unify skin tone.

### **Can the Vitamin Forza C and Essential Reload ranges be combined?**

Yes. There are no drawbacks. In fact, we've created some application protocols which combine both of these skin care lines.

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## FAQ

### Can Vitamin C be used in facial skin care as a cosmetic?

Yes, and it's necessary if we want our skin to look good. Vitamin C applied topically is capable of acting directly on the skin's external layer, where Vitamin C would be unable to reach through other means.

### If we use sun protection, do we also need to use Vitamin C?

Yes. Sun protectors don't block all of the free radicals produced by UV exposure, responsible for photo-aging. Combining with vitamin C boosts its antioxidant and photo-protective function.

### Is it safe to use Vitamin C on skin?

The use of Vitamin C on skin is safe, even for extended periods of time. It won't stain the skin. In concentrations of 5% to 15% it's considered a depigmenting substance. In fact, it allows the improvement and unification of skin tone and boosts glow.

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## FAQ

### **Which is the perfect age to begin using Vitamin C?**

Normally, at around 25-30 years of age when the first signs of aging begin to appear. On young skin, it will depend on lifestyle factors, such as contamination or smoking. On mature skin it's ideal to deal with sun spots and to slow the skin aging process.

### **Can it be used on all skin types?**

Yes. All of the products from the Vitamin Forza C range can be used on all skin types, although caution should be used with the vial treatment, its pure acid form with a low pH may irritate sensitive skin.

### **Is the use of Vitamin C compatible with electro-aesthetics?**

Yes, both electroporation and iontophoresis have been used to improve the dermal penetration of Vitamin C. The application of these products on the skin surface following microdermabrasion and photoaging increases penetration by up to 20 times.

### **Why is the use of Vitamin C recommended for smokers?**

Clinical studies show that smokers have low levels of Vitamin C and their skin appears devitalized, dull, with poor tone and/or aged. The application of vitamin C counteracts the negative effects of this lack, restoring vitality and energy.

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## FAQ

### Which is the best way to use Vitamin C?

- Creams are ideal for application and best used in the morning, allowing them to act as a shield protecting from daily damage and boosting brightness.
- The mask: used once a week to renew and repair skin.
- The vials: have an intensive treatment effect, and are ideal for use as an intensive initial treatment or even under makeup to boost brightness.

\*\*The vials and masks, because of their acidic composition, have a gently exfoliating effect on the skin which may cause sensitization, therefore use is recommended in the evening. If applied during the day it's important to apply after creams or makeup with an SPF.

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