



mesoestetic[®]
whitening line

Solar radiation, cutaneous aging and genetics are among the principal factors which influence the skin tone and intensity of pigmentation, and can cause unsightly effects through the excessive accumulation of melanin. Also, with the passage of time, the skin tone becomes uneven and localised dark spots appear.



These skins will especially be seeking the following benefits in their daily beauty care:

- Whiten the skin to achieve a uniform and transparent complexion

Apart from:

- Purifying
- Rehydrating
- Protecting the skin against sun damage
- Reducing the signs of aging
- Leaving the skin smooth, supple, and looking radiantly fresh



ultimate W+

Whitening and skin perfecting treatment with [meso]white complex® and the medical expertise of mesoestetic®

Prevents and significantly attenuates the appearance of dark spots and small wrinkles, providing luminosity and softness to the skin.

High-tech technology based on [meso]white complex® biovectors

ultimate
W+

High-tech technology with [meso]white complex® and garden cress

ultimate W+ by mesoestetic® is a cosmeceutical line enriched with [meso]white complex®, an exclusive complex of active substances with a triple action: whitening, protective and antiaging properties.

Its exclusive technology is based on specific release biovectors, that are able to vehicle and release the complex of substances "unchanged" in the cell core, thereby ensuring an unprecedented efficacy.

- **Encapsulates and transport the active substances**
- **Releases the complex of substances "unchanged" to act in the innermost skin.**
- **It mimics the cell membrane increasing its penetration and diffusion levels.**
- **It induces a surface effect thereby improving skin appearance and feel.**

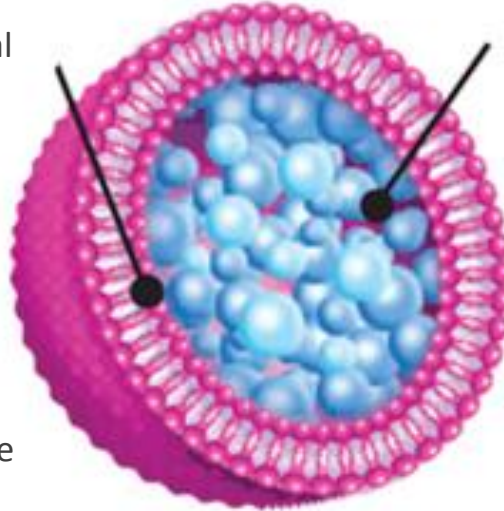
High-tech technology based on [meso]white complex[®] biovectors

ultimate
W⁺

POWERFUL BIOLOGICAL CARRIER

PROTECTIVE LAYER

- The combination of ingredients protects against damage from external elements such as oxygen in the air, light, and the effects of pH in the surrounding environment.
- Improves the power of penetration and vehicling to the deepest layers of the skin (dermis).
- Releases ingredients at the right time and in the proper environment and concentration.



EXCLUSIVE COMBINATION OF ACTIVE SUBSTANCES

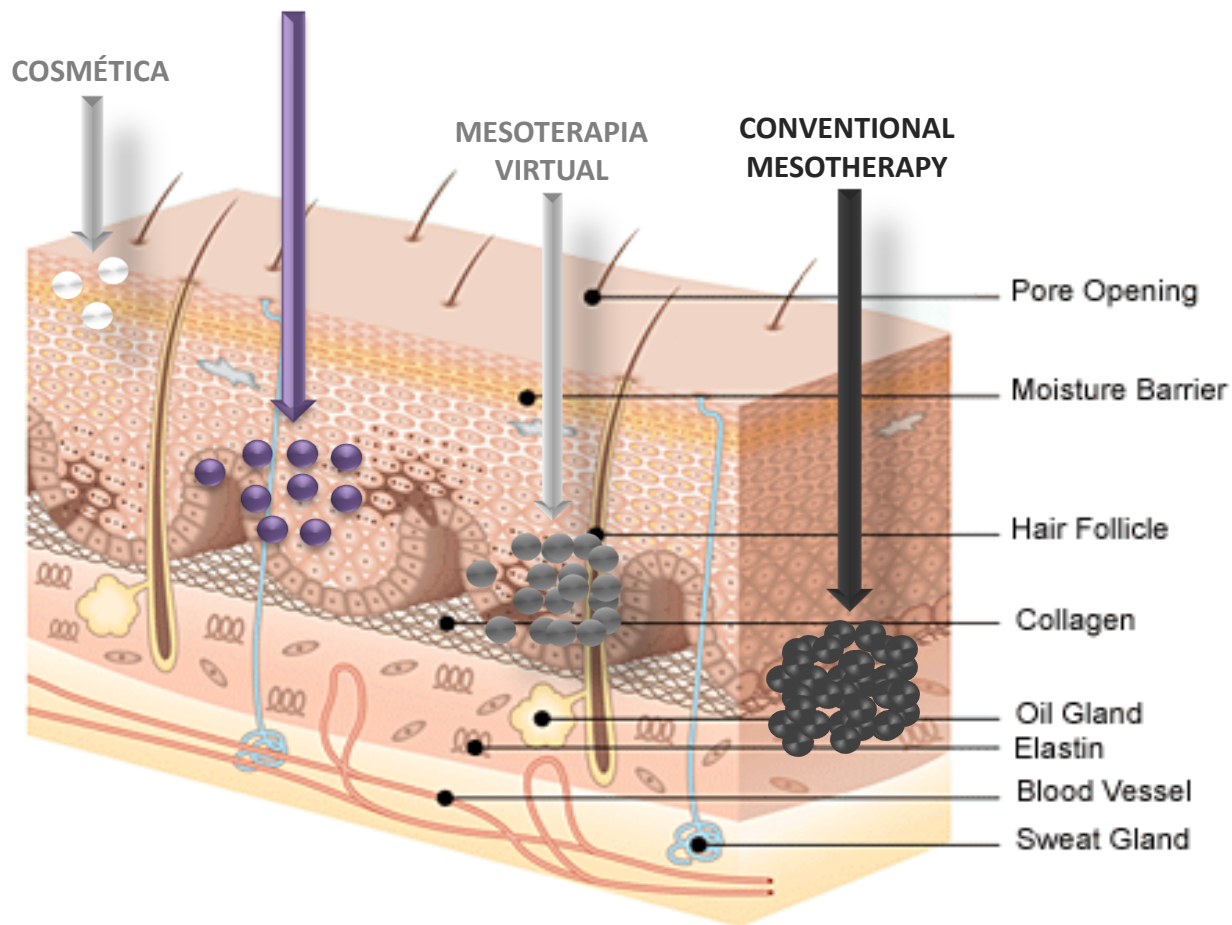
- A selection of various **lightening** active ingredients with proven effectiveness inhibits the synthesis of melanin by intervening in different stages of its production and transfer, thus achieving a complementary and synergistic action that enhances its effectiveness. Among its active ingredients are **nicotinamide, arbutin** and **kojic acid**.

RESULTS

- greater effectiveness
- higher concentration of active ingredients
- higher tolerance to surroundings
- long-lasting action

High-tech technology based on [meso]white complex® biovectors

- mesoestetic** • HIGH CONCENTRATION OF ACTIVE SUBSTANCES IN THE PROPER ENVIRONMENT
- [MESO]WHITE COMPLEX BIOVECTORS** • NON-INVASIVE
- PAINLESS



High-tech technology based on [meso]white complex® biovectors

ultimate
W+

Properties of [meso]white complex®

PREVENTIVE AND PROTECTIVE

- Strong antioxidant action.
- Provides protection from UV rays and pollution.



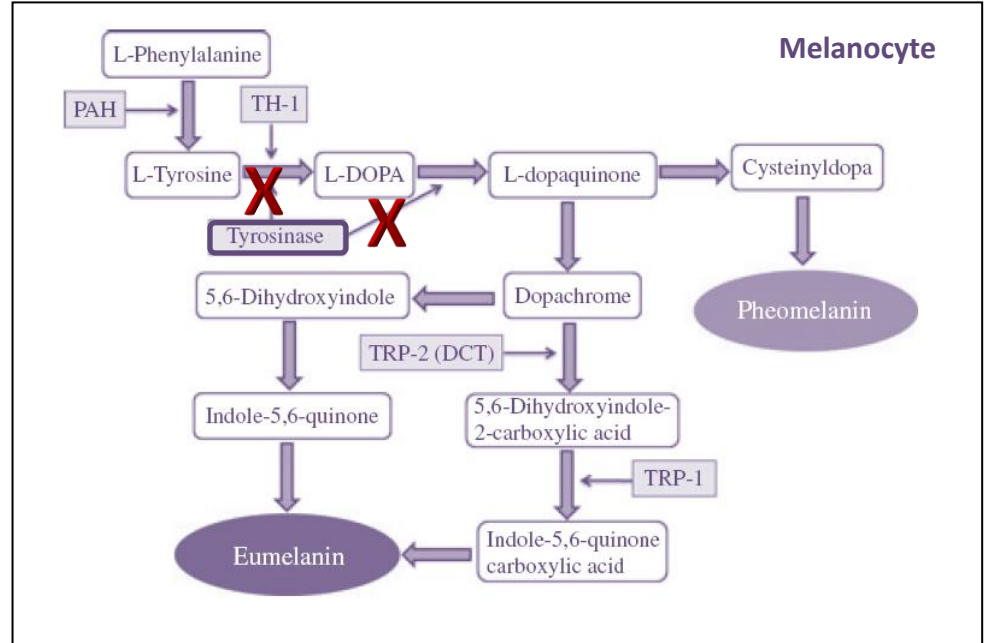
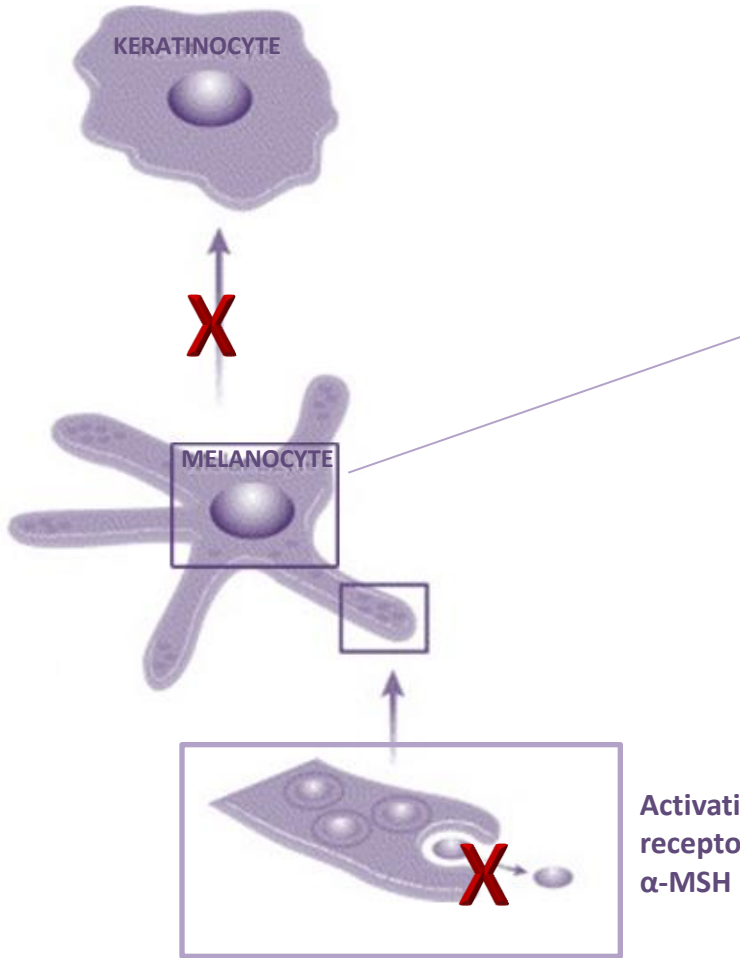
ANTIAGING AND MOISTURISING

- Reduces wrinkles and fine lines.
- Minimises pore size.
- Improves the skin's natural barrier function.

WHITENING AND ILLUMINATING

- Inhibits tyrosinase and α -MSH, both involved in the melanin synthesis process.
- Evens out and lightens skin tone, reducing the appearance of dark spots.
- Reduces the effects of external aggressions.
- Stimulates cell renewal.

ACTION of [meso]white complex® and GARDEN CRESS



Home care treatments

ultimate
W+

ultimate W+

whitening solution by mesoestetic®



Hygiene



Intensive treatment



Treatment +
sun protection

ultimate W+

whitening solution
by mesoestetic®



hygiene

ultimate W⁺ - whitening foam //

ultimate W⁺

whitening foam //

Creamy foam. Deeply detoxifies and illuminates skin tone.

Cleanses and purifies the skin in depth, effectively removing the remains of makeup and eliminating dead cells and impurities. Contains glycolic acid and lactic acid which have a mild keratolytic, renovating and sebo-regulating action. Its creamy texture becomes a soft rich foam which is easy to rinse off, leaving the skin moisturised, fresh and luminous.

Active substances:

Aloe Vera: calming, moisturising and whitening properties.

Glycolic + lactic acid: renewing properties.

Method of use: Apply morning and night. Take a small amount in the palm of the hand, moisten it with water and work it into an agreeable foam. Massage gently into the face with circular movements and rinse with plenty of water.

100 ml – 3.38 fl. oz.



ultimate W⁺ - whitening toning lotion //ultimate
W⁺

whitening toning lotion //

Balancing gel. Brings out the skin's inner glow.

Tonic clarifying lotion, mattifying and regulating, to complete the makeup removal and optimise the effectiveness of treatments applied afterwards. Frees the skin of impurities and leaves it perfectly clean and matt. Stimulates natural regeneration and unifies the skin tone. The gel texture gives an immediate sensation of comfort and freshness. Does not contain alcohol.

Active substances:

Aloe Vera: calming, moisturising and whitening properties.

Niacinamide: whitening action – inhibits the transfer of the melanosomes to the surrounding keratinocytes .

Allantoin: accelerate cell regeneration

Method of use: Use morning and night after facial cleansing with ultimate W⁺ whitening foam. Apply with a cotton pad and spread smoothly over the face.

200 ml – 6.76 fl. oz.



ultimate W+

whitening solution
by mesoestetic®



Intensive treatment

ultimate W⁺ - whitening cream //ultimate
W⁺

whitening cream //

Whitening cream for a translucent and even complexion

Whitening effect cream specially formulated to smooth out the skin tone progressively reducing spot coloration and increasing luminosity, while also preventing the appearance of fine wrinkles and expression lines. The association of [meso]white complex[®] and garden cress (*Lepidium sativum*) allows melanogenesis to be regulated, limiting the formation of melanin by inhibiting tyrosinase and α -MSH. The tone of the complexion becomes more even, the skin visibly clearer and more radiant.

Other active substances:

Ascorbyl Glucoside: antioxidant - whitening – brightening – firming.

Method of use: Apply morning and night on face, neck and décolleté with light massage until fully absorbed. Continue with the application of the skin perfecting cream ultimate W⁺ BB cream SPF50 - PA+++.

50 ml – 1.69 fl. oz.



ultimate W⁺ - whitening spot eraser //ultimate
W⁺

whitening spot eraser //

Targeted action on age and dark spots

Ultra-concentrated treatment with whitening effect recommended for local action on hyperpigmentation of face, neck, décolleté and hands. The [meso] white complex[®] combined with glycolic acid attenuates the intensity and size and progressively eliminates dark spots. At the same time it has a keratolytic action which helps to stimulate cellular renewal, smoothing out the skin tone and preventing the appearance of further excess pigmentation. The format with an applicator allows accurate distribution of the product.

Other active substances:

Garden Cress: antioxydant - whitening- antiaging

Glycolic acid: promotes cell renewal – increases collagen and elastin production.

Retinol: antiaging – antiwrinkles.

Method of use: Press lightly to release the product and apply morning and night, directly on the area to treat, with gentle circular massage until totally absorbed.

15 ml – 0.51 fl. oz.



ultimate W⁺ - whitening essence //ultimate
W⁺

whitening essence //

Intensive serum. Brightens the skin and reduces dark spots

Intensive serum with whitening and antioxidant action. Prevents and significantly attenuates the appearance of dark spots and small wrinkles, unifying the skin tone. The [meso]white complex® combined with garden cress (Lepidium sativum) effectively inhibits tyrosinase and limits the transfer of melanin to the upper layers of the skin, thus assisting in correcting irregularities in pigmentation. Its ultra-light texture leaves the skin perfectly matt and with a silky feel, the spots fade away, the complexion progressively recovers homogeneity and optimum luminosity.

Other active substances:

Aloe Vera : moisturising - whitening - calming.

*Method of use: Apply morning and night to face, neck and décolleté with gentle circular massage until the product is fully absorbed. Continue with the application of the whitening cream *ultimate W+ whitening cream*.*

30 ml – 1.01 fl. oz.



ultimate

W+

whitening solution
by mesoestetic®



Treatment + sun protection

ultimate W⁺ - whitening BB cream //

ultimate

W⁺

BB cream //

What is a BB cream?

BLEMISH BALM or anti-spot balm

**Origin:**

Initially developed in Germany to treat and protect skin after surgery or laser treatment, BB creams have a strong anti-inflammatory and protective action.

Because they give full coverage and contain skin whitening agents, the creams quickly became a hit in Asia, especially in Korea and Japan.

Only recently have they become popular in the West.

Multi-Action Product:

The best facial treatment with the advantages of a makeup product:

- Hydrates
- Brings instant radiance
- Corrects skin imperfections
- Gives perfect coverage
- Creates a natural-looking finish
- Evens out skin tone
- Protects against UV rays
- Reduces wrinkles and blemishes

ultimate W⁺ - BB cream //ultimate
W⁺

BB cream //

Skin perfecting cream + UV shield | SPF50 – PA+++

ultimate W+ BB cream is a multi-action cream which combines the moisturising and high protection power of a treatment product with the perfecting properties of a makeup base, unifying and illuminating the skin tone instantly and naturally. It guarantees maximum, homogeneous and constant photo-protection against UVA and UVB rays, due to its antioxidant agents and its combination of physical and chemical filters (SPF50 / PA+++). It attenuates skin spots and imperfections as well as preventing and combating the appearance of wrinkles and expression lines. Available in 2 tones and designed to adapt to any skin tone.

Other active substances:

Phospholipids: protects from external aggressions - prevents water loss.

Tocopherol : anti-oxidant.

Method of use: Apply every day after the normal treatment cream. Extend with the fingertips or a small sponge, from the centre of the face and outwards, spreading the product evenly.

50 ml – 1.69 fl. oz.



LIGHT



MEDIUM



Application protocol

ultimate
W+**1 – CLEANSE****ultimate W+ whitening foam**

Apply morning and night. Take a small amount in the palm of the hand, moisten it with water and work it into an agreeable foam.

Massage gently into the face with circular movements and rinse with plenty of water.

**2 – TONE****ultimate W+ whitening toning lotion**

Use morning and night after facial cleansing with ultimate W+ whitening foam.

Apply with a cotton pad and spread smoothly over the face.

**3 – INTENSIVE TREATMENT****ultimate W+ whitening serum**

Apply morning and night to face, neck and décolleté with gentle circular massage until the product is fully absorbed. Continue with the application of the whitening cream ultimate W+ whitening cream.

**4 –24H CREAM****ultimate W+ whitening cream**

Apply morning and night on face, neck and décolleté with light massage until fully absorbed. Continue with the application of the skin perfecting cream ultimate W+ BB cream SPF50 - PA+++.

**5 – SPECIFIC AREAS****ultimate W+ whitening spot eraser**

Press lightly to release the product and apply morning and night, directly on the area to treat, with gentle circular massage until totally absorbed.

**6 – PERFECTING TREATMENT****ultimate W+ BB cream | SPF50**

Apply every day after the normal treatment cream. Extend with the fingertips or a small sponge, from the centre of the face and outwards, spreading the product evenly.



LIGHT



MEDIUM

Merchandising material

ultimate
W+

Window
Display A1



A4 product card



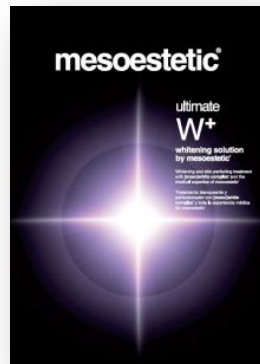
Consumer leaflet



Counter
glorifier



Glorifier
card



+

Testers

WHITENING CREAM
BB CREAM – LIGHT
BB CREAM – MEDIUM



Samples

MINI-SIZE WHITENING CREAM
SACHET WHITENING CREAM
SACHET SPOT ERASER





mesoestetic[®]
whitening line