

Face Whitening/Brightening Treatment



The new complete system
for the treatment of hyperchromias
skin melanic.

Suitable for all skin phototypes, **V Bianco** is
able to block the formation of hypochromias
and speed cell turnover,
removing spots
already present.

Spot treatment



V Bianco is a topical treatment able to remove melanic spots and, at the same time, promote a strong antiaging effect.

A complete system that allows to eliminate the most common skin imperfections related to hyperpigmentation and, thanks to the active ingredients that compose it, promote an effective and fast skin regeneration

Combined effect

The treatment carried out with **V Bianco**, thanks to the effectiveness of its components applied in a diversified way, determines a double action

Short-term action
skin chemoexfoliation
with anti-aging effects

Long-term action
elimination of melanic
spots at all skin levels

Double action



Melanogenesis is a combined mechanism of physical, biochemical and morphological factors, with which the skin protects itself from the action of sun radiations and other physical agents (smog, dust, etc.).

The production of melanin in the melanocyte acts as a photoprotective barrier:

- **Protects the skin from photo-aging and photo-carcinogenesis**
 - **Protects DNA from solar radiations**

The raw material for the production of melanin is the amino acid tyrosine.

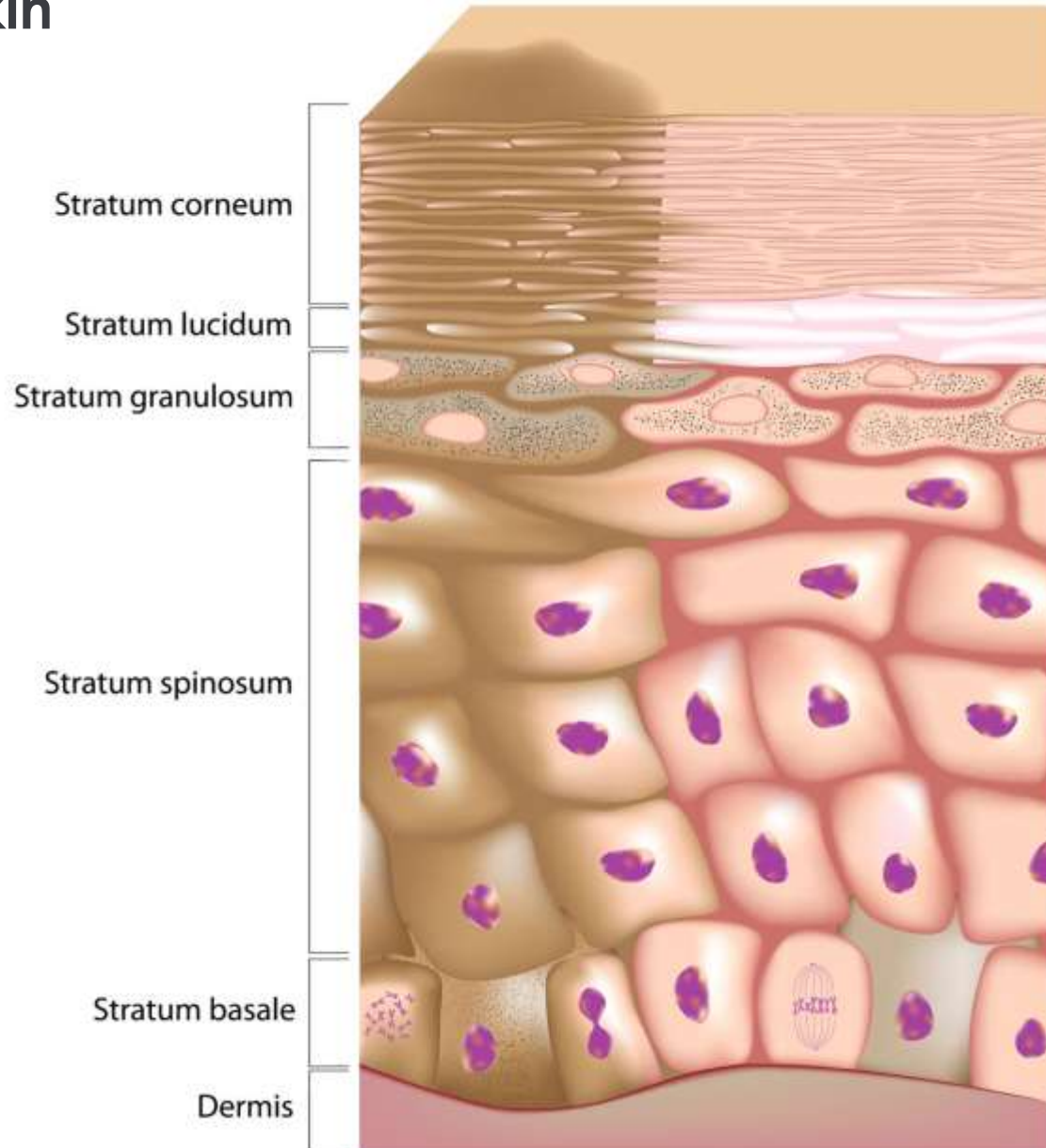
Tyrosinase (key enzyme in melanogenesis), together with Copper, in the presence of oxygen and tyrosine, begins an oxidation process by transforming tyrosine into DOPA (Dihydroxyphenylalanine) which, in turn, becomes DOPAquinone. DOPAquinone, depending on the race, skin genetics and different skin areas, becomes eumelanin or pheomelanin..

The melanic system

Skin Pigmentation

Types of spots on the skin

- Pigmented nevus
- Solar lentigos that tend from yellow to brown
- Dark-colored senile lentigos, due to age
- Melasma or chloasma gravidarum, large dark spots that appear on the forehead and cheeks during pregnancy
- Seborrheic cheratoses
- Spots linked to specific conditions and/or pathologies (ex: hormonal imbalances, thyroid disorders, mycosis).



- Sun
- Age
- hormonal dysfunctions / imbalances (e.g. pregnancy)
- Photosensitive drugs
- Photosensitizing substances (perfumes)
- Smog
- Very dry air



Causes of dark spots on the skin

V BIANCO

PURE WHITENING SYSTEM

The ultimate
solution for
hyperpigmentation
problems



A cosmetic system designed to reduce melanic spots, improve skin brightness and rejuvenate the skin thanks to the synergistic action of specific active ingredients with a targeted action.



Pharmaceutical active ingredients used synergistically in a cosmetic system.



Star Ingredient Tranexamic acid

Tranexamic acid.

It's an active ingredient that controls bleeding. One of the latest works concerns the use of **tranexamic acid at 5%**. Through the interaction of the plasminogen-plasmin system, its **lightening activity** has been demonstrated both after topical and systemic use; **reduces melanogenesis** and, therefore, the formation of spots. The study in question also shows the effectiveness of tranexamic acid in the disappearance of spots, especially **in light and medium phototypes**, less in dark ones.



Star Ingredient Biomimetic Glutathione

Glutathione has powerful antioxidant properties. The anti-free radical effect of glutathione blocks the induction of tyrosinase activity caused by peroxides. Glutathione has been shown to eliminate reactive oxygen species induced by ultraviolet radiation generated in epidermal cells. A recent study on subjects affected by melasma found significantly higher levels of glutathione-peroxidase enzyme in these latter than in control ones, confirming the role of oxidative stress in melasma.

Glutathione as a skin whitening agent

Star Ingredient
Sym Radiance
Resorcinol



The anti-spot innovation of **resorcinol**, a revisited molecule with a more lipophilic structure able to penetrate the skin faster and with a zero irritative profile.

V BIANCO

PURE WHITENING SYSTEM



Our System is unique and effective because it not only uses innovative ingredients, but also associates the synergistic action of *standard* ingredients such as acids, minerals and peptides, appropriately conveyed with a unique methodology.

**Star
Ingredients**

W BIANCO
PURE WHITENING SYSTEM

**Classic
Ingredients**

**Conveyance
system**

The multi-component system is composed as follows:

- **Radiance Solution** to be used with **Roller Tip equipped with micro-needles**, with a carrier action.
- A **WhitePaste** rich in active ingredients
- A post-treatment **Amber Serum**
- A home-use hypo-pigmenting gel **V Bianco Home**



Active ingredients conveyed in a targeted way thanks to the action of the Roller Tip to act on the causes of the problem

Radiance Solution

- Tranexamic acid microspheres
- Biomimetic Glutathione
- Sym Radiance resorcinol
- Flashwhite microsphere
- Glycolic acid




A blend of ingredients selected to immediately whiten blemishes and brighten the skin

A mask with a pasty structure to adhere perfectly to the skin and act in depth

WhitePaste

- Linear Tranexamic Acid, Salicylic Acid, Kojic Acid and Glycolic Acid
- Zeolite and titanium dioxide
- Azeloglycine
- Genowhite



A double whitening and antiaging effect, acids to increase cell turnover and active ingredients chosen for their anti-melanic action

A fast-absorption serum to be applied only on hyperchromic areas

Amber Serum

- Ferulic acid and phloretin
- Genowhite
- Oligopeptide 68
- Castanea Polifenolic
- GlyceSoothing



An amber serum rich in antioxidants with a soothing effect, to block melanogenesis and protect skin

A gel for home use to be used daily to obtain a whitening and illuminating effect

V Bianco Home

- Sym Radiance
Resorcinol
- Oligopeptide 68
- Lipo C vitamin
- Protection factor



To obtain a long-lasting whitening effect, it is important to continue the treatment at home as well

Protocol

The treatment must be performed every 15-20 days respecting the physiological re-epithelialization of the skin.

The treatment should be performed 5 times, applying the home-use product every day.

Visible results

- Skin renewal and structural improvement starting from the 2nd week of treatment.
- Attenuation, decrease or disappearance of melanic spots starting from one month of treatment.
- Reduction of skin imperfections such as acne scars, wrinkles, uneven skin texture.
- Stimulation of capillary circulation and neoangiogenesis.
- Pink-colored, radiant and rejuvenated skin.



Before and after 4 sessions



Before and after 4 sessions



Before, immediately after 1 session and before the 3 sessions



Before, immediately after 1 session and before the 3 sessions



Thank you for your
kind attention!

VM