



PARACEUTICAL

ESSENTIAL

Binding Aesthetics and Science

NOON Aesthetics TM - Home Care Catalog

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DermShieldTM - High Concentration, No Irritation

About NOON Aesthetics Ltd.

“**NOON**” is an ancient philosophical principle describing the “primordial waters” that are believed to constitute the source of all that exists in the world and the potential inherent goodness in all. This belief is the core of our business, radiating throughout all of our company’s products, technology, processes, partners and more.

Subsequently, at NOON Aesthetics™ - Professional Skin Care, we believe that quality, excellence and professionalism - combined with the industry’s leading innovation and technology - lead to impressive results and excellent skin conditions. With this in mind, we successfully develop and manufacture unique and efficient aesthetics products for skin care - all while ensuring the highest quality throughout the entire process. We offer only the best results for professionals and their patients, alike.

What sets NOON Aesthetics’ products apart is the ability to offer the most effective skin treatment without common side effects, such as irritation, burning, redness and unpleasant sensation. This is due to the additive **DermShield™**, which further enables NOON Aesthetics to develop a paraceutial skin care product line that contains active ingredients at breakthrough high concentration levels. In this context, we triumphantly provide innovative solutions and impressive results for various skin problems, such as skin aging, hyper-pigmentation, sun damage and loss of elasticity, blemishes, seborrhea, and more - without the typical aftermath.

The use of such components comprised of certified top-quality ingredients and an uncompromising adherence to precise concentrations, further enables the company’s clients to enjoy the most promising results available today in the field of skincare. NOON products can only be utilized by a trained professional or under their guidance.



Our Product Line

NOON's product line includes over 40 professional skin care products for use in clinics and for follow up treatment at home.

NOON's products fall into the following categories:

PARACEUTICAL

Products with a therapeutic effect, developed to provide potent and effective treatment for various skin conditions. Products in this category include high concentrations of active ingredients, yet without the typical side effects, such as irritation, burning, redness and unpleasant sensation during use.

ESSENTIAL

Support and retention products with a therapeutic effect that assist and protect the skin from harmful substances that contributes to the appearance of damaged skin, such as air pollution, exposure to sun and UVA & UVB rays, stress, unbalanced diet etc. These products lead to the appearance of a radiant, essential and healthy facial skin.

IN CLINIC

Professional products for in-clinic treatments, such as peels, ampoules and masks.

NOON Product Categories

PARACEUTICAL

- Lacto-10
- Intensive Hydrogel
- LactoCeramide15
- Retinol Charisma:
 - Retinol Charisma Delicate (0.3%)
 - Retinol Charisma Intense (1%)
 - Retinol Charisma Plus (1.6%)
- Double White
- Double Fight
- AcNo Solution
- Azelaic Forte 25
- Vit C Serum 11S
- Reform Eye Cream
- In-Depth Filler Cream
- In-Depth Filler Serum

AMPOULES:

- AcNo Complex
- Lift & Whitening Peptide Complex
- HydroCalming & Vit Complex



ESSENTIAL

- Igloo Moist 24/7
- C-Cleanser Foam
- Cosmo Clear
- Micro-Soft
- Igloo Mask
- MediClay Mask
- TrioLift Mask
- MultiVit Sun Protector
- Brush&Go™ Mineral Powder for Sun Protection





THE INNOVATION: DermShield™ – High Concentration, No Irritation

We believe that everyone deserve a beautiful skin. Therefore we developed our unique DermShield technology that enables us to manufacture the world's best and most effective skin care products.

Our innovative **DermShield™** technology enables NOON Aesthetics™ to develop a paraceutical skin care product line that contains active ingredients at breakthrough high concentration levels without the common side effects, such as irritation, burning, redness and unpleasant sensation.

We provide impressive results for aging skin, hyperpigmentation, sun damage and loss of elasticity, blemishes, acne, seborrhea and other skin concerns.



Lacto-10

PARACEUTICAL

Lacto-10 is a one-of-a-kind cream that hastens skin rejuvenation, while refining skin texture and improving its hue and moisture levels. The additive **DermShield™** with **10% Lactic Acid (pH 3.5)**, allows use of the cream with all skin types, throughout the seasons, and without the typical irritations usually associated with the use of **Alpha Hydroxy Acids (AHA)**. Oil-free, easily absorbed and perfect for all skin types.

Lacto-10:

- Inhibits the formation of wrinkles and fine lines
- Stimulates cell exfoliation and epidermal turnover
- Repairs photo-damage and prevents its accumulation
- Increases skin density and elasticity
- Helps fight discoloration and hyperpigmentation
- Uniquely safe for use all around the eye area
- Harmonizes nicely with other cosmetic preparations or medical ointments



Intensive Hydrogel

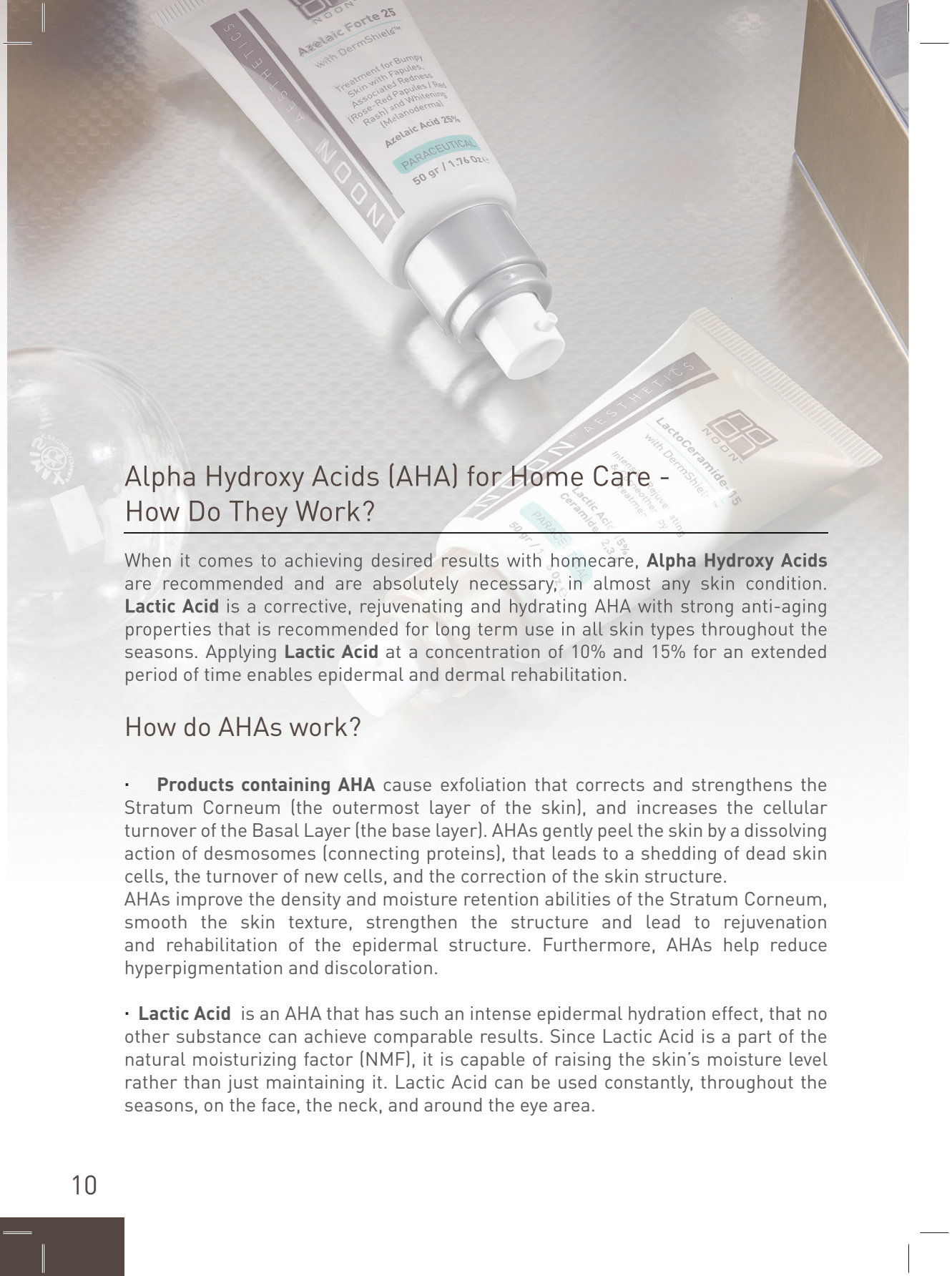
PARACEUTICAL

Intensive Hydrogel is a light balancing emulsion, consisting of **10% Lactic Acid (AHA)** combined with **2% Salicylic Acid (BHA)** and **DermShield™**. It improves the quality of oily/combo skin and provides an intensive treatment, without causing irritations, thanks to the use of **DermShield™**. Intensive Hydrogel has powerful anti-microbial and anti-inflammatory properties, to purify and soothe oily skin.

100% Natural and Eco-responsible Salicylic Acid for the first time in cosmetics! Salicylic Acid is A BHA and an excellent agent for cell exfoliation, with oil balancing and anti-bacterial properties. This formula contains an upgraded, pure and 100% natural ingredient.

Intensive Hydrogel:

- Rejuvenates, lightens and smooths the skin
- Removes greasy appearance and moisturizes perfectly
- Purifies the skin and smooths out blemishes
- For a bright, smooth and radiant look
- Harmonizes nicely with other cosmetic preparations or medical ointment

The background image shows two cosmetic tubes from the brand NOON. The tube on the left is white with a grey cap and is labeled 'Azelaic Forte 25' and 'PARACETICAL'. The tube on the right is white with a white cap and is labeled 'Lactoceramide-15' and 'PARACETICAL'. Both tubes are lying on a reflective, metallic surface. A small glass dish is partially visible on the left side.

Alpha Hydroxy Acids (AHA) for Home Care - How Do They Work?

When it comes to achieving desired results with homecare, **Alpha Hydroxy Acids** are recommended and are absolutely necessary, in almost any skin condition. **Lactic Acid** is a corrective, rejuvenating and hydrating AHA with strong anti-aging properties that is recommended for long term use in all skin types throughout the seasons. Applying **Lactic Acid** at a concentration of 10% and 15% for an extended period of time enables epidermal and dermal rehabilitation.

How do AHAs work?

- **Products containing AHA** cause exfoliation that corrects and strengthens the Stratum Corneum (the outermost layer of the skin), and increases the cellular turnover of the Basal Layer (the base layer). AHAs gently peel the skin by a dissolving action of desmosomes (connecting proteins), that leads to a shedding of dead skin cells, the turnover of new cells, and the correction of the skin structure.

AHAs improve the density and moisture retention abilities of the Stratum Corneum, smooth the skin texture, strengthen the structure and lead to rejuvenation and rehabilitation of the epidermal structure. Furthermore, AHAs help reduce hyperpigmentation and discoloration.

- **Lactic Acid** is an AHA that has such an intense epidermal hydration effect, that no other substance can achieve comparable results. Since Lactic Acid is a part of the natural moisturizing factor (NMF), it is capable of raising the skin's moisture level rather than just maintaining it. Lactic Acid can be used constantly, throughout the seasons, on the face, the neck, and around the eye area.

The Scientific Secret Behind the Effectiveness of Alpha Hydroxy Acids (AHA) in the Anti-Aging Industry

Comprehensive analysis of clinical data about the effectiveness of AHA preparations for skin rejuvenation shows that when the concentration of AHA is 4% at pH 3.8, the compound only works as a moisturizer. The scientific reality is that only when the concentration of AHA reaches 10%-15% at pH 3.5, the skin becomes smoother, and biochemical changes associated with skin rejuvenation occur. However, when the concentration of AHA reaches or exceeds 10%, irritation in the form of redness, itching and burning sensation of the skin increases significantly.

How do we at NOON Aesthetics enable daily use of high concentrations of Lactic Acid (15%) at low pH? Thanks to the additive **DermShield™**, we protect even the most sensitive skin while obtaining the results of an effective and potent anti-aging treatment.



LactoCeramide-15

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LactoCeramide-15 is particularly active anti-aging treatment that is based on a combination of **15% Lactic Acid** and Ceramide types 2,3,6. The effective combination of **AHA** and **DermShield™**, allows use of the cream with all skin types, throughout the seasons, and without causing irritation.

Lactic Acid stimulates and rejuvenates the skin, providing significant improvement in skin texture and moisture level. It further reduces blemishes and increases skin density and elasticity.

Ceramides 2,3,6 constitute a perfect copy of the lipids found in the upper layer of the skin and thus help to rectify defects in the Stratum Corneum, forming a healthy layer resistant to damage.

LactoCeramide 15:

- Stimulates skin rejuvenation
- Significantly reduces the appearance of fine lines and wrinkles
- Improves water retention and barrier function of the epidermis
- Increases skin density and elasticity
- Blurs spots and inhibits the development of hyperpigmentation
- Harmonizes nicely with other cosmetic preparations or medical ointment



How Can You Prevent the Formation of Darkening or Hyperpigmentation?

In order to win the battle against the formation and/or darkening of hyperpigmentation, a day & night home care treatment using the following is necessary: **Whitening Agents + Retinoids + Lactic Acid + Sun Protection**. Thus, the secret to the success and the maintenance of hyperpigmentation treatment is the consistent and regular use of the right combination of products, throughout the seasons.

It is important to understand that whitening and corrective processes, thus initial results will be visible within two or three weeks, especially in the case of more mature skin, but more significant results in repairing and strengthening skin structure will be only achieved after several months, as the treatment continues. Therefore, in order to achieve optimal results, consistent use is required.

In case of deep and chronic spots, the treatment takes longer, and in order to achieve effective results, the treatment has to be more intensive and be combined with an In-Clinic peel series.

When desired results are achieved, it is important to continue using Whitening Agents regularly and continuously, for maintenance.



Retinol Charisma

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Retinol Charisma is an anti-aging skin booster that rejuvenates, firms, brightens and reduces fine lines. It further refines texture and skin tone. The product is available in three concentrations: **Retinol Charisma Delicate 0.3%**, **Retinol Charisma Intense 1%** and **Retinol Charisma Plus 1.6%** with **DermShield™**.

Retinol Charisma is suitable for all skin types.

The active ingredients used in Retinol Charisma:

Retinol – the strongest “Anti-Aging” corrective ingredient. Retinol smooths skin texture, reduces fine lines, fights Photo-Aging, assists in Whitening, balances sebum secretions, facilitates dermal reconstruction and firms the skin. A regular use of retinoids greatly contributes to the quality of the skin, reverses aging processes and increases skin turnover. An effective treatment of photo-damage requires consistent use of retinoids. The use of Retinol products with the additive **DermShield™** minimizes the sensitivity to sunlight.

Oligopeptide-68 – an innovative and unique Whitening Agent that reduces the appearance of dark spots and skin discoloration.

Leontopodium Alpinum Callus Culture Extract – Leontopodic acid, discovered for the first time in *Leontopodium alpinum*, has extraordinary antioxidant, radical-scavenging, and epidermal protection properties. It considerably enhances levels of key proteins which help to create and reinforce a protective ‘cellular barrier’ against UV damage and other external stresses.

Methyl Perfluorobutyl Ether (Perfluorocarbon Emulsion) – a potent delivery system for non-ROS oxygen! Clinically shown to be an artificial oxygen to improve tissue oxygenation, so it can act to treat damaged skin and to reverse signs of aging.

How Do Alpha-Arbutin, Azelaic Acid and Vit C Whiten Pigmentation Spots? What Concentrations Are Necessary?

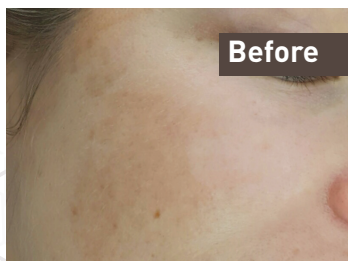
The process of treating hyperpigmentation spots, or a “whitening treatment” requires a day & night use of whitening agents and, specific ingredients that have an inhibiting effect on one or more of the processes that allow melanin to be produced and distributed in the skin. Thus, whitening and lightening agents are sometimes referred to as “Melanin Inhibitors”.

In a concentration of **5% Alfa-Arbutin** there is a melanin inhibitor that is able to inhibit tyrosinase activity (the enzyme that produces melanin) in all hyperpigmentation disorders, and is safe to use constantly, throughout the seasons, during pregnancy and breast-feeding, and is very recommended also in darker skin types.

A concentration of at least **10% Vit C** will have a whitening effect as a tyrosinase inhibitor. In vit C Serum 11S, Ascorbyl Tetra Iso-Plamitate (6%) and Ascorbyl Glucoside (5%) are the two derivatives of Vitamin C being used. These derivatives are advanced and stable (11% Stable) and have a special lightening quality. This concentration of Vit C provides comprehensive skin whitening and lightening, absorbs free radicals in both the epidermis and dermis, improves the production and amount of collagen fibers, inhibits the activity of two types of collagen-damaging enzymes, protects against DNA damage caused by UV radiation and strengthens blood vessel walls.

In a concentration of **20% (and up), Azelaic Acid** is able to reduce the production of the brown pigment melanin by inhibiting its production process (acts as a tyrosinase inhibitor). Azelaic Acid has a unique attribute – it specifically affects areas that produce excess pigmentation and does not whiten areas with normal melanin production. In addition to whitening, Azelaic Acid has other anti-aging attributes – skin renewal, rehabilitation, resuscitation and general maintenance. It also acts as an anti-inflammatory and anti-bacterial agent in skin prone to acne and will lighten\prevent brown “Post Acne” marks that often develop in darker skin types. Azelaic Acid meets scientific criteria for the perfect medication: it is particularly effective on the one hand, and completely safe on the other hand. It is safe for dark skin, while pregnant, while breast-feeding, and during the summer!

BEFORE
& AFTER



Double White

PARACEUTICAL

Double White includes a combination of **Vit C Serum 11S** (11% Derived Stable Vitamin C), **Azelaic 20** (Azelaic Acid 20% + Alpha Arbutin 5%). This powerful blend of whitening agents helps reduce discoloration, evens out skin tone and protects the skin structure from free radicals. The additive **DermShield™** allows use of the cream without the usual side effects (E.g. Stinging, burning and itching).

The active whitening and lightening ingredients used in Double White:

A: 5% Ascorbyl Glucoside is a **natural Water-Soluble Vitamin C** (Ascorbic Acid) stabilized with glucose. This combination allows the benefits of Vitamin C to be achieved conveniently and effectively. Ascorbyl Glucoside prevents pigmentation of the skin by suppressing melanin synthesis in melanocytes. In addition, it has the ability to reduce the amount of pre-existing melanin, resulting in a lighter pigmentation of the skin. A comprehensive skin lightening solution is used not only for whitening but also for brightening dull looking skin and reversing the effects of aging. Ascorbyl Glucoside is a hydrophilic anti-oxidant, which works in the epidermis.

A: 6% Ascorbyl Tetraisopalmitate is an **Oil-Soluble Vitamin C Derivative**. It promotes collagen synthesis and inhibits lipid peroxidation and skin aging. Due to its defensive properties, Ascorbyl Tetraisopalmitate protects the cellular DNA from the damage caused by UVB radiation. It is stable at high temperatures and has good solubility in oils. Ascorbyl Tetraisopalmitate is a lipophilic anti-oxidant which works in the dermis.

B: 20% Azelaic Acid, a particularly high concentration, in combination with **DermShield™** that ensures intensive lightening without typical irritation associated with the use of Azelaic Acid. Provides skin exfoliation and regeneration.

B: 5% Alpha-Arbutin - one of the most stable and effective whitening ingredients available for promoting lighter, more even tone for all skin types that acts as a remarkable facilitator in the quest for brighter skin.





What Are the Benefits of Anti-Oxidants?

Accumulation of damages in the skin

The term “free radical” may not concern you, but it should. Without delving too deep into the “free radical theory of aging”, it is important to understand what “free radicals” do. Free radicals are unstable molecular sections that are a major source of harm to all living organisms and tissues in the human body.

Free radicals have what is called a “reactive” molecular structure, instantly attacking and damaging living tissue. Damage is accumulated over the years (“the skin remembers”) and hastens the aging process. This process is associated with the formation of skin spots, solar keratosis, loose skin, inflexibility, wrinkles and fine lines. This process is also the scientific reason for the harmful effects of smoking and UV radiation on skin aging and pigmentation appearance (photo-aging). In fact, these are the same factors that are accumulated in the deep layer of the skin (dermis), which are directly responsible for aging skin processes by damaging the protein network of the dermal matrix (damage to collagen and elastin fibers).

Preventive Anti-aging

Many patients experience premature aging of the skin in the areas exposed to the sun, such as the face, neck, hands and décolleté. To prevent and delay this, anti-oxidants should be used regularly from the early 20’s and throughout the years for maintenance. Powerful anti-oxidants included in NOON products repair existing damage, prevent future damages, protect the skin and keep it healthy and young.

Vit C Serum 11S

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Vit C Serum 11S contains a high concentration of Stable Vitamin C derivatives. This innovative anti-aging formula provides deep skin layer permeability. The concentration of 11% Vitamin C (stable derivatives) allows powerful brightening abilities, while fighting free radicals and strengthening blood capillaries. **Vit C Serum 11S** improves the production of collagen fibers and increases the concentration of type NB1RGB fibroblasts (cells that build the Dermal Matrix). It drastically inhibits the activity of two collagen-dissolving enzymes (MMP-2 and MMP-9).

The active ingredients used in Vit C Serum 11S:

Ascorbyl Tetraisopalmitate (6%) is an Oil-Soluble Vitamin C Derivative. It is designed to protect and rejuvenate photo-aged skin and promotes collagen synthesis, inhibits lipid peroxidation and skin aging (anti-oxidant). Due to its defensive properties, Ascorbyl Tetraisopalmitate protects DNA from the damage caused by UV irradiation. It is stable at high temperatures and has good dermal permeability.

Ascorbyl Glucoside (5%) is a natural water-soluble Vitamin C Derivative stabilized with glucose, that allows the benefits of Vitamin C to be used conveniently and effectively. Ascorbyl Glucoside prevents pigmentation of the skin by suppressing melanin synthesis in melanocytes. It also has the ability to change the color of pre-existing melanin, resulting in a lighter pigmentation of the skin. A comprehensive skin lightening solution is used not only for whitening but also for brightening dull looking skin and reversing the effects of aging.

Plankton Extract, an extract from *Scenedesmus sahel*, a phytoplankton (micro-algae) - A micro-organism with morphological & pigmentary resistance to irradiation, that protects the skin from extreme temperatures.



Peptides for Anti-Aging Treatment

Skin aging is a natural genetically programmed process. Many external factors also influence skin aging significantly: smoking, lifestyle and nutrition, stress, environmental factors, ultraviolet radiation, multiple diseases and more.

Regardless of what factors play a role as triggers in skin aging processes, aging occurs in the skin according to the same scenario: a change in the number of functioning cells, a decrease in their activity, a change in the composition and structure of intercellular matrix and more. For example, at the age of 55, the amount of peptides is reduced by a factor of 10 in comparison with the age of 20. The use of peptides in anti-aging skincare products stimulates mechanisms that are oppressed with age.

The term “peptides-matrikines” refers to peptides released as a result of the breakdown of proteins-macromolecules of the extracellular matrix (collagen, elastin, laminin and other proteins) into peptides, with the participation of the MMP enzyme (Matrix Metallo Proteinases). Matrikines are naturally formed from the matrix proteins to signal fibroblasts in order to begin the process of new protein synthesis. This process occurs in the skin in a rhythmic manner, thus avoiding the accumulation of damaged proteins and mechanical damage to the skin that leads to the destruction of proteins.



Lift & Whitening Peptide Complex

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Lift & Whitening Peptide Complex is an effective and highly concentrated blend of peptides used to achieve a noticeable effect in skin firmness and whitening.

- Benefits of Lift & Whitening Peptide Complex:
- Activates multiple rebuilding pathways in the dermis
- Significantly reduces wrinkles' depth
- Improves the skin's moisture levels and turgor
- Enhances the skin's nutrition levels and elasticity
- Provides skin whitening effect

The active ingredients in Lift & Whitening Peptide Complex:

Palmitoyl Tripeptide-38 (Matrixyl Synthe'6™) - This formula contains an extremely high concentration of Matrixyl Synthe'6 and is considered a firming booster. A Matrikine Mimetic Peptide that stimulates wrinkle filling by synthesis of 6 major structural components of the dermis. Provides building material by stimulating the synthesis of six major molecules - hyaluronic acid, collagen I, III and IV, laminins and fibronectin, significantly firming the skin and filling wrinkles.

Cyclotetrapeptide-24 Aminocyclohexane Carboxylate - a unique cyclic structure that counteracts wrinkles and fine lines. Its unique design as an intelligent and selective peptide mimics the natural processes of skin communication and repair.

Oligopeptide-68 - innovative and unique whitening agent that reduces the appearance of dark spots and skin discoloration.

Swertia Chirata Extract - an ingredient made from Indian Gentian leaves. Activates adipose-derived stem cells, promotes the production of keratinocyte growth factors, capable of stimulating keratinocyte proliferation to self-regenerate thin epidermis and to improve the look of wrinkled skin. Provides improvement in the appearance of vertical wrinkles and a reduction in the appearance of lip contour wrinkles.

Sodium Hyaluronate - a high molecular weight hyaluronic acid with very high purity that provides deep hydration. Sodium Hyaluronate's strong hygroscopic properties allow for retention of water at the surface of the skin, playing the role of water reservoir.

Sodium PCA - a natural component of NMF (Natural Moisturizing Factor). Sodium PCA is extremely water absorbent and can hold several times its weight in water, thus helping to reduce loss of moisture through evaporation (trans epidermal water loss).

Reform Eye Cream

PARACEUTICAL

Reform Eye Cream - 5 effects in 1 formula, Reform Eye Cream is a combination of various active ingredients.

Reform Eye fights puffiness of the eye area and helps to lighten dark circles. It also fights oxidative free radicals in the depth of the skin. Furthermore, It helps to reduce the appearance and depth of wrinkles and also helps to reduce muscle contraction and to soften expression lines.

DermShield™ protects the skin from irritation and allows daily use in highly active ingredients

The active ingredients:

- **Palmitoyl Tripeptide-5** – A signaling Biomimetic Peptide that stimulates collagen production and healthy tissue growth in the dermis
- **Dipeptide Diaminobutyryl Benzylamide Diacetate** - A Neuro-Peptide derived from snake venom (synthetic). Softens expression lines, by relaxing the small muscles around the eye
- **Trisodium Ascorbyl Palmitate Phosphate (APP)** – a stable Vit C. derivative with deep penetration abilities. A powerful antioxidant that helps to reduce inflammation and hyperpigmentation. It also penetrates through to the dermis, to protects from photoaging and to promote collagen synthesis
- **Ascophyllum Nodosum Extract, Asparagopsis Armata Extract** - An algae Complex with the unique ability to affect microcapillary dilation, integrity, and formation, and thus to reduce puffiness, as well as the appearance of dark circles
- **Caffeine, Coffea Arabica, Lecithin** - Active Caffeine Complex that helps to reduce the appearance of dark circles by draining excess fluids
- **Cocos Nucifera (Coconut) Oil** - 100% Organic Cold-Pressed Virgin Coconut Oil to retain moisture, natural vitamin K, and antioxidant properties

- **Chamomilla Recutita Flower Water** - Chamomile is well known to relieve and soothe irritated skin. It also eliminates signs of fatigue around the eye contour – Chamomile water is 45% of the Reform eye formula
- **Panthenol** - keeps the skin moist and supple, relieves irritation and redness
- **Dunaliella Salina Extract** - Energizes and protects mitochondria and stimulates epidermal renewal
- **Sodium Hyaluronate** - High molecular Hyaluronic acid has Excellent moisturizing, anti-wrinkle, and firming effects
- **Tocopheryl Acetate** - Vit E is a known and Powerful antioxidant



In-Depth Filler Cream

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Functioning as a wrinkle filler, **In-Depth Filler Cream**, with the combined power of multiple age-defying ingredients, is proven to reduce the appearance of wrinkles. **In-Depth Filler Cream** evens out and relieves the skin, as well as leaving it deeply hydrated, elastic and toned.

The active ingredients used in In-Depth Filler Cream:

- **Palmitoyl Hexapeptide-14** – a matrikine-mimetic peptide with anti-aging activity. It activates multiple rebuilding pathways including: collagen biosynthesis, fibroblast proliferation and inhibition of destructive matrix metalloproteinases. Visible results can be seen in the reduction of fine lines and wrinkles along with an improvement in the skin's elasticity.
- **Palmitoyl Tripeptide-38 (MATRIXYL synthe'6TM)** - a matrikine-mimetic peptide, which stimulates the synthesis of 6 matrix molecules and helps fill wrinkles.
- **Palmitoyl Isoleucine** - an essential amino acid known for its ability to support tissue repair. Acts as a lipofiller by stimulating the functionality of the adipocytes, and prevents them aging into MAD cells. Increases the dynamic interactions between the fibroblasts and the Dermal Matrix. Anti-oxidant action.
- **Alteromonas Ferment Extract** – an excellent hydrating agent. Alteromonas Ferment Extract restores Hyaluronic Acid secretion in aged skin cells, stimulates lipid synthesis, supports the dermo-epidermal junction and induces filaggrin expression in the skin. Helps maintain an optimal skin barrier function and has excellent hydrating properties due to its action on natural moisturizing factors and lipids synthesis has a positive impact on the skin barrier function, by inducing lipid synthesis
- **Swertia Chirata Extract** - an innovative ingredient made from Indian Gentian leaves that has been formulated to help rejuvenate and thicken the skin. It has been shown to reduce the appearance of vertical wrinkles around the lip area, as well as lipstick migration by 50% in as little as 28 days!
- **Sodium Hyaluronate** – a high molecular weight hyaluronic acid with very high purity that provides deep hydration. Sodium Hyaluronate's strong hygroscopic properties allow for retention of water at the surface of the skin, playing the role of water reservoir.



In-Depth Filler Serum

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In-Depth Filler Serum is a highly effective anti-wrinkle treatment. It improves skin density, firmness and elasticity, while providing hydration and radiance to the skin. Very suitable for supporting dermal building processes in conjunction with dermal stimulation procedures (aesthetic treatments such as Peels, Micro-needling, RF, Lasers).

The active ingredients used in In-Depth Filler Serum:

- **MG6P** – Containing Methylglucoside-6-phosphate (MG6P), the amino acids proline and lysine and an addition of copper ions, to improve ECM fiber synthesis. MC6P is a new source of bio-energy for fibroblasts that reactivate collagens and elastin production. Proline and Lysine are essential amino- acids which are needed for collagen and elastin synthesis, and Copper is the Lysyl-Oxidase co-factor.
- **Tetradecyl Aminobutyroylvalylaminobutyric Urea Trifluoroacetate (TAUT)** - a tri-peptide boosting hyaluronic acid production leading to a visible re-modelling effect and firmer skin.
- **Xylinum (Black Tea) Ferment** - a product of the fermentation of sweet black tea that provides a protective action of the ECM. Xylinum Black Tea Ferment decreases glycation of Elastin fibers and thus improving skin softness.
- **Sodium Hyaluronate** – a high molecular weight hyaluronic acid with very high purity that provides deep hydration. Sodium Hyaluronate's strong hygroscopic properties allow for retention of water at the surface of the skin, playing the role of water reservoir.
- **Arnica montana Flower Extract** – An anti-inflammatory and a soothing agent. Arnica assists in relaxing pain and swelling associated with skin ablation.
- **Sodium PCA** – a natural component of NMF (Natural Moisturizing Factor). Sodium PCA is considered a natural humectant due to the fact that it is extremely water absorbent and can hold several times its weight in water, thus helping to reduce loss of moisture through evaporation (TEWL).



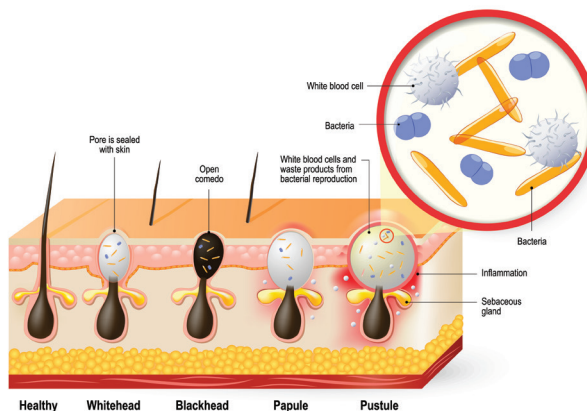
A Comprehensive Acne Treatment

Acne is a chronic multi-factor infectious disease of the sebaceous glands. The chronic disease requires consistent treatment as long as the disease is active. There are five causes leading to the development of Acne:

- Excessive discharge of the sebaceous glands (and over-growth of some glands)
- Excessive (hyper) keratosis in the hair follicle channels
- Changes in the skin pH (less acidic)
- Bacterial infection caused by *P. acne* (and later *Staphylococcus* Spp. + *Streptococcus* Spp.)
- Development of inflammation (heat, redness, swelling)

In each condition of Acne, several or all of the factors may occur. For example, when excessive discharge of the sebaceous glands and changes in sebum structure are combined with hyper-keratosis (clogging of dead skin cells), Acne Comedonica develops. This condition does not have any active bacterial infection. When the third factor is added, and the pH level of the skin changes and becomes less acidic (and thus less protected from pathogens), a *P. acne* bacterial infection develops, followed by the formation of papules and pustules (in more severe cases the infection may involve secondary infection bacteria such as *Staph* Spp. + *Sterp* Spp. As well). While the skin is healing itself, blood vessels dilate and White Blood Cells stream to the infected area to fight bacteria. Thus, inflammation develops and local pain is present.

In order to treat this condition, it is necessary to take all the factors into account, and constantly use the right combination of home care ingredients over time, to fight all symptoms of Acne, combined with a specific in-clinic session routine.



Two NOON products, **AcNo Solution** and **Double Fight**, include the necessary ingredients for comprehensive home treatment.

Product:	Active ingredient:	Cause of Acne:
AcNo Solution	4% Niacinamide	Excessive discharge of the sebaceous glands
Double Fight	10%-15% Lactic Acid, 2% Salicylic Acid & Azelaic Acid	Excessive keratosis Infection in pH
Double Fight AcNo Solution	20% Azelaic Acid, 2% Salicylic Acid, 4% Niacinamide, Methyl Perfluorobutyl Ether (Perfluocarbon Emulsion) Oligopeptide-10	Bacterial infection
AcNo Solution Double Fight	A Complex of Botanical Extracts	Inflammation

Brown post-acne spots may begin to appear as a result of Acne (a type of Post Inflammatory Hyper-Pigmentation). Double Fight contains 2 skin lightening ingredients, 5% Alpha-Arbutin and 20% Azelaic Acid, that efficiently lighten post-acne spots and prevent new brown marks from forming at active lesions! For the success of skin lightening process, it is necessary to fully protect oneself from exposure to the sun and always renew your SPF throughout the day.



Before



After



Before



After

Double Fight

PARACEUTICAL

Double Fight includes a combination of two products: **A: Intensive Hydrogel** (10% Lactic Acid + 2% Salicylic Acid) and **B: Azelaic 20** (Azelaic Acid 20% + 5% Alpha-Arbutin), both containing **DermShield™**. The added **DermShield™** protects the skin from the usual irritation caused by acids, and allows a daily and intensive long-term use, throughout the seasons, and is designed and recommended for dark skin types. This highly active combination of ingredients significantly improves the quality and texture of problematic skin, decreases inflammation, and intensively treats excess of bacteria.

Double Fight is therefore suitable to treat many skin conditions, by correcting imperfections, improving skin texture, decreasing redness (inflammation common in Acne and Seborrhea), and to significantly decrease symptoms like comedons (blackheads), papules and pustules (pimples). Double Fight also contains whitening ingredients that treat (and prevent) post-Acne hyperpigmentation.

The active ingredients used in Double Fight:

A: Intensive Hydrogel: 10% Lactic Acid (AHA) + 2% Salicylic Acid (BHA), both of which have an exfoliating (peeling) effect, to smoothen skin texture and hasten the healing of blemishes. Both acids regulate pH levels and thus decrease the bacterial load. Salicylic Acid has significant anti-bacterial and anti-inflammatory properties which are ideal to purify and soothe problematic skin. This formula contains 100% Natural Salicylic Acid, for increased tolerability and efficiency.

B: 20% Azelaic Acid is a well-known anti -bacterial agent that fights all kinds of bacteria that are involved in the development of papules and pustules (pimples). It is mostly effective over time, due to the fact that bacteria are not able to become resistant to it! After long periods of effective use its efficiency even exceeds antibiotic preparations. In addition, it reduces the concentration of the hormone responsible for oil secretion from the skin. It also acts as an exfoliating agent that helps skin rejuvenation, improves the texture and helps with healing of post-Acne marks and lightening of hyperpigmentation.

B: 5% Alpha Arbutin is a skin lightener that treats the brown-purple post-acne marks, and prevents development of hyperpigmentation in healing lesions.

Note! – The success of the treatment requires perseverance. The longer the product is used the more efficient it is. When used regularly, the skin heal faster, and with the time fewer pimples develop.



AcNo Solution

PARACEUTICAL

AcNo Solution is a concentrated and effective mixture used to treat problematic and irritated skin by reducing pathogenic bacterial load, sebum production and inflammation (redness and irritation).

The active ingredients used in AcNo Solution:

- **4% Niacinamide** - a pro-vitamin that significantly reduces sebum excretion. It has potent anti-inflammatory and anti-bacterial properties that could offer a potential treatment option without the risk of bacterial resistance or side effects.
- **30% Perfluorocarbon Emulsion** - a carrier agent that releases oxygen into the tissues. Anaerobic bacteria such as *P. acne* proliferate in skin with under-oxygenated conditions such as clogged pores. Creating an oxygenized environment is ideal in fighting Acne, an anaerobic bacteria.
- **Oligopeptide-10** - A patented antimicrobial peptide that Exhibits excellent activity against the *P. acne* bacterium, and can replace antibiotics in long term acne treatment.
- **Avena Sativa Extract** - “wild oats” in Latin. It fights inflammation by reducing levels of inflammatory cytokines, which are chemicals of the immune system.



AcNo Complex

PARACEUTICAL

AcNo Complex is a concentrated and effective mixture of anti-inflammatory agents, used to treat irritated and problematic skin and to regulate casual sebum production.

- Benefits of AcNo Complex:
- Decreases redness and blemishes
- Reduces sebum production
- Decreases bacterial proliferation
- Hydrates, soothes

The active ingredients used in AcNo Complex:

- **6% Niacinamide** – an ingredient that significantly reduces sebum excretion and has potent anti- inflammatory and anti-bacterial properties.
- **Dipotassium Glycyrrhizate** – An anti-inflammatory agent isolated from licorice root. Studies have shown it to help reduce the redness and irritation commonly associated with various skin conditions such as Acne, Rosacea, Psoriasis and some types of Dermatitis.
- **Oligopeptide-10**– A patented antimicrobial peptide that exhibits excellent activity against the P. acne bacterium, and can replace antibiotics in long term acne treatment.
- **Botanical Extract's Complex (Oryza Sativa Bran Extract, Bosswellia Serrata Extract)** – Fights Inflammation.
- **Sodium PCA** – a natural component of NMF (Natural Moisturizing Factor) - A hydrating agent.



Azelaic Forte 25

PARACEUTICAL

Azelaic Forte 25 provides treatment for a variety of skin conditions, due to its' anti-bacterial, anti-inflammatory and whitening abilities, combined with skin exfoliation and regeneration.

Suitable to treat bumpy skin with papules and associated redness (Rose-Red Papules / Red Rash). Reduces the excess of bacteria significantly reducing inflammation. An effective preservative treatment for people suffering from bumps and lesions and associated with Rosecea.

Effectively treats discoloration (Melanoderma), and is suitable as a long-term use skin lightener (Solar Lentigo, Melasma, PIH, Post-Acne), throughout the seasons.

The active ingredients used in Azelaic Forte 25:

- **25% Azelaic Acid** – an anti-inflammatory, anti-bacterial and exfoliating agent used to clear the bumps, lesions, and swelling caused by Acne and/or Rosacea. Used as a skin lightener that is considered safe and uniquely suitable for treating darker skin types on a year-round regime, since it does not cause skin photo-sensitivity, and since it selectively whitens only hyper-pigmentation spots and does not affect normally pigmented skin. It treats and prevents post-inflammatory hyper-pigmentation, that usually appears on Acne lesions in patients with skin photo types IV- VI (Fitzpatrick classification for dark skin). The added **DermShield™** allows to use this extremely high and unique concentration of Azelaic acid, without the usual irritation.
- **5% Alpha-Arbutin** – an extremely powerful whitening agent that inhibits the function and activity of Tyrosinase, an oxidizing enzyme that is responsible for the production of melanin. Effective in treating hyperpigmentation in all skin types. Alpha-Arbutin is a natural plant derivative of Hydroquinone, that doesn't have any risks or side effects during long term use.



HydroCalming & Vit Complex

PARACEUTICAL

HydroCalming & Vit Complex is a concentrated and effective blend of effective moisturizing factors, herbal extracts and vitamins.

Benefits of HydroCalming & Vit Complex:

- Improves the skin's moisture levels
- Increases the skin's turgor
- Nourishes the skin with essential vitamins
- Moisturises and calms the skin during a peel series

The active ingredients in HydroCalming & Vit Complex:

- **Sodium Hyaluronate** – a high molecular weight hyaluronic acid with very high purity that provides deep hydration. Sodium Hyaluronate's strong hygroscopic properties allow for retention of water at the surface of the skin, playing the role of water reservoir.
- **Alteromonas Ferment Extract** – an excellent hydrating agent. Alteromonas Ferment Extract restores Hyaluronic Acid secretion in aged skin cells, stimulates lipid synthesis, supports the dermo-epidermal junction and induces filaggrin expression in the skin.
- **Aphanizomenon Flos-aquae Extract** – a fresh water unicellular blue-green algae (cyanophyta) rich in phycocyanin (PC), a photosynthetic pigment with anti-oxidant and anti-inflammatory properties that acts like a natural retinoid, smoothing the skin without unwanted side effects. It helps maintain skin hydration and liberates natural moisturizing factors.



- **Dipotassium Glycyrrhizinate** – a natural extract of the liquorice root. It is highly suitable as an anti-irritant. Due to its sebum regulating properties, Dipotassium Glycyrrhizinate inhibits excessive release of skin lipids through sebaceous glands.
- **Arnica Montana Flower Extract** – an extract of the flowerheads of the Arnica plant. The Arnica plant has a long history as a medicinal flower throughout Europe. Many names that were associated with it over the years, such as “the flower of angels” and “the energy flower”, attest to the plant’s tremendous healing properties. Plant derived formulations are used as antioxidants and inhibitors of pro-inflammatory cytokines to treat inflammatory –related disorders.
- **Sodium PCA** – a natural component of NMF (Natural Moisturizing Factor). Sodium PCA is considered a natural humectant due to the fact that it is extremely water absorbent and can hold several times its weight in water, thus helping to reduce loss of moisture through evaporation (trans-epidermal water loss).



Igloo Moist 24/7

ESSENTIAL

Igloo Moist 24/7 provides calming and anti-inflammatory abilities through a combination of powerful soothing agents. It is suitable to use day and night as a universal light moisturizer, and is ideal for sensitive or irritated skin. Based on an advanced cooling technology, the cream produces a soothing and cooling effect, while moisturizing and calming the skin, improving elasticity and firmness, and delaying the appearance of aging signs. **Igloo Moist 24/7** is also excellent for supporting and moisturizing problematic skin. It is suitable for all age groups.

The active ingredients used in Igloo Moist 24/7:

- **Avena sativa (Oat) Extract** - Avena sativa can soothe, smooth, and nourish the skin. Oat Extract is recommended for all skin types, and especially for sensitive skin and for dry and flaky skin.
- **Palmitoyl Tetrapeptide 7-** an effective peptide that enables better tolerance of the skin to sun exposure, pollution and chemical irritants, by regulating baseline secretion of IL-6 (Interleukin-6), a cytokine that affects inflammation, regulates cell growth, gene activation, proliferation and survival. IL-6 that is linked to natural aging and aging induced by UV (photodamage). Thus, Palmitoyl Tetrapeptide 7 also protects the skin against premature aging and slows its effects.
- **Sodium Hyaluronate** - hyaluronic acid with very high purity that provides deep hydration. Sodium Hyaluronate's strong hygroscopic properties allow for retention of water, playing the role of water reservoir.
- **MET & Menthyl PCA & Lactamide MEA** - a combination of cooling ingredients that activates TRMP8 receptors and induce a nerve impulse of cooling sensation.



CLEANSERS

C-Cleanser Foam

ESSENTIAL

A deep cleansing formula, **C-Cleanser Foam** removes excess oils and clears surface impurities for pure, soft and supple skin. Does not contain SLS.

The active ingredients used in C-Cleanser Foam:

- **Ascorbyl Tetraisopalmitate** - an Oil-Soluble Vitamin C Derivative. Works as a powerful antioxidant and whitening agent, with both anti- acne and anti-aging capabilities.
- **Medxtract Chamomile Distilled** - the floral water of flowers of Chamomilla Recutita, produced by distillation. It is a gentle soothing hydrosol used to refresh and calm the skin.



Cosmo Clear

ESSENTIAL

CosmoClear A purifying gel cleanser containing alpha and beta hydroxy acids. Formulated with pH 4.0, it is especially recommended to control acne-prone skin types. Lowering the pH levels also prepares the skin and strengthens the effect of other acid products. CosmoClear has excellent cleansing and degreasing properties, and is mild to the skin thanks to a complex of moisturizing components and Chamomile. **DermShield™** helps to protect sensitive skin from the usual irritation caused by acids.

Active ingredients:

- **AHAs (Glycolic acid, Lactic acid)** - Control the pH levels of the skin and help in rejuvenation
- **Gaultheria Procumbens (Wintergreen) leaf extract**- natural BHA (Salicylic Acid) – anti-inflammatory, antibacterial, keratolytic
- **Sodium PCA, Sodium Lactate, Amino Acids**- A highly effective moisturizer complex with NMF components (Natural Moisturizing Factor)
- **Chamomilla Recutita Flower Water**- Relieves irritated skin and redness and Provides hydration and balance to dry skin



Micro-Soft

ESSENTIAL

Micro-Soft - a very soft cleanser formulated specifically to protect dry skin. This cleanser does not contain SLS and does not foam at all. It was formulated to truly guard the natural oils of the upper skin. It is a unique crystal clear and very gentle microemulsion containing both water and oil in a single phase, easily rinses off without oily residue, leaving a very soft sensation. The advanced micro-emulsion formula is the most efficient in removing longwear make-up, and Micro-soft is very safe and highly recommended for the eye area.

Active ingredients:

- **Lavandula Angustifolia Flower Water** - Lavender water is known to calm and balance the skin
- **Macadamia Ternifolia Seed Oil (Organic)** - rich in palmitoleic acid that is essential for healthy skin function and is an excellent moisturizer that provides a silky feeling
- **Squalene** - 100% plant-based emollient derived from plant sugars that prevents moisture loss while restoring the skin's elasticity and flexibility
- **Bambusa Vulgaris Shoot Extract, Nelumbo Nucifera Extract, Nymphaea Alba Root Extract** - a synergistic complex of three extracts: White Lotus, Indian Lotus, and Bamboo, to provide optimal skin nutrition and for decreasing erythema (soothing activity)



MASKS



TrioLift Mask

ESSENTIAL

TrioLift Mask is an advanced anti-aging formula that immediately lifts the skin. It provides a quick anti-wrinkle effect, while hydrating, smoothing and soothing the skin. **Younger looking skin only 5 minutes after application!**

The active ingredients used in TrioLift Mask:

- **Acetyl Dipeptide -1 Cetyl Ester** – a “peptide of gentleness”, it is the first cosmetic active ingredient that acts as a switch messenger for gentleness and comfort. It stimulates the release of pro-endorphins, providing an exhilarating effect on the skin, and inhibits muscle contractions responsible for the appearance of expression wrinkles.
- **Hydrolysed Sesam Protein PG - propyl methylsilanediol** - a new generation smoothing agent. Thanks to the incorporation of the new “tightening” agent the skin is smoothed and lifted in a blink of an eye. More than simply a tightening agent with an immediate action, this agent also provides the skin with real hydration.
- **Allantoin** – an active skin protector. Naturally encourages the skins healing process.
- **Shea Butter** – concentration of natural vitamins and fatty acids that makes it incredibly nourishing and moisturizing for skin.

Igloo Mask

ESSENTIAL

Igloo Mask soothes, hydrates and cools the skin, providing a long lasting freshness effect. It tightens and restores damaged skin for a smooth and youthful look.

The active ingredients used in Igloo Mask:

- **MET & Menthyl PCA & Lactamide MEA** - a combination of cooling ingredients that activates TRMP8 receptors and induce a cooling sensation.
- **Xylitol** - a 3D Hydration Hydraconcept, Hyaluronic Acid booster.
- **Arnica Montana Flower Extract** - has a great soothing effect and tremendous healing properties.
- **Coffee Arabica (Coffee) Seed Extract** - promotes blood circulation and leads to healthy and energised skin, effectively reducing the swelling of tissues and de-puffing areas of the skin.

MediClay Mask

ESSENTIAL

MediClay Mask is a purifying mask for treatment of oily/problematic skin. MediClay Mask disinfects, soothes redness, fights “break outs” and reduces bacterial proliferation.

The active ingredients used in MediClay Mask:

- **Oleanolic Acid** - A powerful inhibitor of cellular inflammatory processes and is a major protector of cells against oxidative stress. It inhibits 5- α reductase to fight hyperseborrhoea and to reduce testosterone influence on acne prone skin.
- **Nordihydroguaiaretic Acid (NDGA)** - a cell growth regulator that inhibits hyperkeratosis and inflammation. It helps to control bacterial growth.
- **Propolis Extract** - speeds up the wound healing process due to its antibacterial and Anti-inflammatory properties.
- **Salvia Officinalis Extract** - prevents the occurrence of skin infections.
- **Allantoin** - smothers and heals the imperfections.
- **Eucalyptus Leaf Oil** - treats skin infections.
- **Sulfur** - kills bacteria and draws out oil, which in turn reduces build-up in pores.

Complex Damages Caused by Solar Radiation

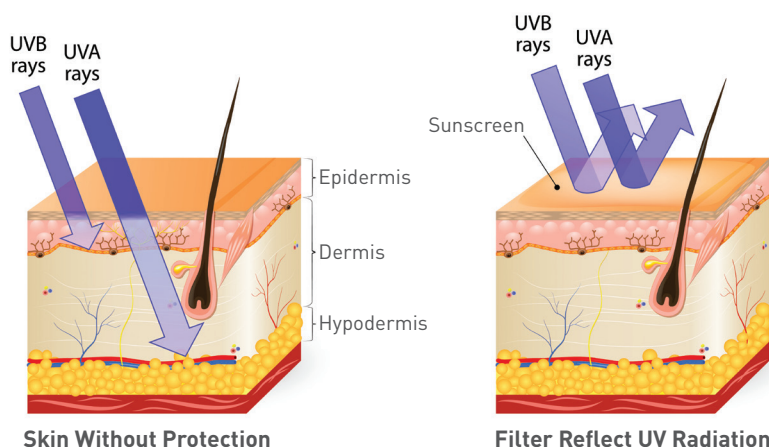
The long-term damage caused by UV (Ultra-Violet) radiation is well known, but less is still known about the damage caused by HEV (High-Energy Visible Light, coming from screens and lamps) and IR (Infra-Red, or heat) radiations that also contribute to the . Providing a wide range of protection is essential for the success of hyperpigmentation and anti-aging treatment processes!

Solar radiation creates micro-traumas that affect the structure and function of skin cells. Fair skin will usually develop spots associated with changes cell and tissue structure (development of Solar Keratosis, Lentiginous), whereas in darker skin types that are prone to hyperpigmentation, some areas become darker chronically (Melasma), even with casual sun exposure.

Many people use the words sunscreen and sunblock interchangeably, but they are two entirely different forms of sun protection. Sunscreen is the more commonly used type of sun protectant. It filters or screens the sun's ultraviolet (UVA\UVB) rays. Sunscreen filters are organic chemical components that penetrate the skin and are able to absorb the UV radiation. But, while capturing the radiation, they may also release harmful free radicals that can interact with the skin. A sunblock, on the other hand, reflects the sun's UV rays from the skin, blocking the rays from penetrating the skin, without interacting with it. A sunblock is an inorganic physical component that starts working the moment you put it on.

In order to maintain a high SPF and to cover UVA \UVB \IR and HEV radiation spectrums, a blend of sunscreen and sunblock is needed to ensure full and effective protection. In addition, sun protection should be reapplied throughout the day.

MultiVit Sun Protector contains the precise combination of UV protection components, together with HEV and IR protection, which provide a comprehensive solution from solar radiation damages. Reapplying sun protection becomes easy with **Brush&Go™**.



MultiVit Sun Protector

SPF 30

UVA

IR

ESSENTIAL

MultiVit Sun Protector is the new generation of Anti-Aging Photoprotection. Containing a combination of a Nano Sunblock with an Encapsulated UV Filter, Ectoine and Vitamins B, C & E. MultiVit Sun Protector successfully protects the skin from UVA/UVB, HEV & IR rays, which induce photodamage and hyperpigmentation in different ways.

Benefits of MultiVit Sun Protector:

- Protects against UVA/UVB/HEV/IR rays and free radicals
- Increases cell resistance in conditions of temperature stress
- Improves skin hydration
- Prevents matrix macromolecules damage

MultiVit Sun Protector contains:

- **Titanium Dioxides (Nano)** – an innovative Nano particle formulation of an advanced physical sunblock that acts against UVA, UVB, HEV and infra-red rays to give even the most demanding skin complete sun protection. Titanium Dioxide (Nano) provides high protection against photo-aging, while wrinkle formation is minimized and irregular pigmentation is prevented.
- **Encapsulated UV Pearls** – an encapsulated U.V chemical sunscreen that Filters UVA\UVB radiation without causing any side effects and providing a broad range of protection. The transparent capsule allows sun protection while the UV filter is prevented from coming into direct contact with the skin's surface. Being encapsulated, the UV filter will not interact with the skin, protecting it from any side-effects Like allergies. Encapsulated UV Pearls are resistant to release under temperature stress.
- **Ectoine** - A multi- talented cosmetic ingredient Found in the cell membrane of a Halophile Micro-organism H. elongate (an extremophile surviving in very extreme environments). Ectoine protects from skin damage induced by UVA radiation, stimulates and accelerates the (over) expression of heat-shock-proteins, acts as a soothing active ingredient by down-regulating pro- inflammatory signals in human keratinocytes. Ectoine also prevents the reduction of Langerhans' cells in UV-irradiated human skin and provides stabilization of skin moisture due to a water binding capacity to minimize water loss in dry or atopic skin.
- **Vitamin B (Niacinamide)** – provides vital nutrition for the skin, and helping to reduce discoloration and hyperpigmentation by slowing down the transfer of melanosomes (grains of Melanin) from the melanocytes (Melanin producing cells) to the keratinocytes (epidermal cells).
- **Vitamins C, E** - act as anti-oxidants that prevent UV\HEV\IR induced free-radical from damaging the skin.





Reapplying Sun Protection Throughout the Day

Even the most reliable high-quality sunscreen product will not fully protect us for more than two hours, if we consider the real efficiency that the protective ingredients have against all radiation spectrums that damage our skin. Thus, reapplying is a must, but it can sometimes be challenging for some people.

To fully address this issue, it is important to understand that a high SPF doesn't really provide FULL sun protection for a long time. Sun Protection Factor (SPF) only describes the duration of protection against UVB rays, which cause the skin to become red and then burn. SPF does not indicate the duration of UVA protection, which is essentially the same for all sun products – only about two hours. UVA radiation is associated with complex and deep hyperpigmentation disorders, the formation of harmful free radicals that damage collagen, and causes skin aging and skin cancers. UVA rays are the long, and are able to penetrate glass (while driving) and even clouds on a gray day! So, in fact, in order to be fully protected from the sun, it is important to reapply sun protection at least every two hours and throughout the seasons.

In fact, we have to remember, that when we apply protection in the morning and then go outside later in the day, we are no longer protected and are vulnerable to solar damages. Some women who realize this can sometimes feel helpless since most sunscreen creams cannot be reapplied over makeup. As a result, reapplying is forgotten, hyperpigmentation spots get darker, and the skin continues to gain sun damage. There is obviously no point in spending time and money repairing any kind of damage when the skin is not effectively protected in the first place

NOON Aesthetics' Sun Protection (sunblock) Mineral Powder can be applied anywhere and anytime, even over makeup! The transparent mineral powder protects against UVA \ UVB and IR rays, conveniently packed in a container with a brush.

Brush&Go™

Mineral Sun Protection Powders SPF 50

ESSENTIAL

Brush&Go™ contains translucent mineral powders for immediate optimal protection against harmful UVA/UVB and IR rays and helps prevent sun damage such as sunburns & pigmentation disorders.

Brush&Go™: for oily/problematic skin also contains anti-bacterial ingredients for oily and problematic skin.

Benefits of Brush&Go™:

- Can be used by women, men and children (over the age of 6 months)
- Made from 100% natural minerals
- Easy to use anytime and anywhere (and also over make-up)
- Matte Finish
- Talc Free Not sensitive to heat (can be left in a car).

Brush&Go™ contains enough powder for over 300 applications!

Titanium Dioxide sunblock in the **Brush&Go™** formula has the function of shielding from UVA / UVB and IR rays. The powder acts as “micro mirrors” reflecting the sun rays. Suitable for dry skin and excellent for oily skin as an immediate mineral powder sunblock. It acts as the perfect solution to reapply sun protection throughout the day.

Dead Sea Minerals combined in the powder formulation detoxify and soften the skin, neutralize free radicals, and promote hydration.

The additional active ingredients used in **Brush&Go™** for oily & problematic skin:

- **Tea Tree Oil** - volatile essential oil derived mainly from the Australian native plant *Melaleuca alternifolia*. Employed largely for its antimicrobial properties, Tea Tree Oil is used to treat cutaneous infections.
- **Eucalyptus Leaf Essential Oil** - volatile essential oil with anti-microbial and anti-septic effects. It is a strong suppressor of pro-inflammatory cytokines, and is suitable for long term treatment of inflammation.
- **Silver (Ag)** - the anti-bacterial activity of silver has long been known and is used in a variety of applications. There are widely documented uses of silver to the treatment of burns and water disinfection.



STARTER KITS



NOON Aesthetics™ Starter Kits - The Key to Building A Patient Trust in Product Efficacy

Following in-clinic treatment, patients might not always stick to their home care regimen or change their habits of using one product over another. Since a daily home care regimen plays a major role in the success of skincare treatments, **NOON™ Starter Kits are designed to help patients stay on top of their regimen, ensuring satisfying results over time.**

NOON™ Starter Kits are meant to treat different skin types & conditions. To complement professional In-Clinic treatments, each kit provides a 3-4 week home care regimen. That way, patients are able to experience firsthand results which will most likely lead to full-size product usage in the future.

It's a win-win for both professionals and patients.

* The treatment is safe for all Fitzpatrick Skin Types, without irritation or Photosensitivity.

NOON™ Experience Starter Kit

This kit was designed to introduce NOON Aesthetics™ product portfolio for younger patients with non-oily skin. It includes products with active ingredients to promote skin hydration and inhibit the aging process.

The kit Includes:

- **HydroCalming & Vit Complex** - Increases the skin's turgor, maintaining an optimal skin barrier function, inducing lipid synthesis, rapidly improves skin hydration
- **Vit C Serum 11S** - Functions as Melanin Inhibitor, penetrates through to the Dermis to neutralize free radicals, increases collagen production, Strengthens the capillaries walls, Inhibits the activity of two collagen dissolving enzymes (MMP-2 and MMP-9)
- **IglooMoist 24/7** - Light texture moisturizer, suits all skin types, ideal for sensitive and irritated skin, Bio-mimetic peptide for anti-aging, anti-Inflammatory, Soothing (Oats + Arnica extracts) and provides a Cooling effect
- **C-Cleanser Foam** - Removes excess oils, clears Surface impurities, Vit C neutralizes free radicals in municipal water, Prepares skin for active ingredients
- **Lacto-10** - Smooths the skin surface by desquamation, stimulates epidermal turnover and Renewal, corrects epidermal structure and helps fight photo-damage, significantly increases moisture levels, uniquely safe to use around the eye area



STARTER KITS

Acne Treatment Starter Kit



This kit includes products with active ingredients tailored to specifically treat skin concerns associated with Oily, Acne-Prone Skin Types. This highly efficacious kit not only prepares the skin for professional in-clinic treatments, but also paves the way to reducing oily and acne-prone skin concerns such as inflammation and excess sebum production, while at the same time reducing the bacterial load that causes breakouts.

The kit Includes:

- **C-Cleanser Foam** - Removes excess oils, clears Surface impurities, Vit C neutralizes free radicals in municipal water, Prepares skin for active ingredients
- **AcNo Complex Ampoule** - Controls sebum production, anti-inflammatory, reduces redness and irritation, rehabilitating
- **AcNo Solution** - Reduces bacterial load, controls sebum production, anti-inflammatory
- **Igloo Moist 24/7** - Light texture moisturizer, suits all skin types, ideal for sensitive and irritated skin, Bio-mimetic peptide for anti-aging, anti-Inflammatory, Soothing [Oats + Arnica extracts] and provides a Cooling effect
- **Intensive HydroGel** - Improving texture, reducing black heads formation, pH balancer, anti-Bacterial, blemish control
- **Azelaic 20**- Anti-Bacterial, reduces inflammation, whitening post-acne, dark spots, exfoliates/Clarifies

Anti-Aging Treatment Starter Kit



This kit includes products with active ingredients tailored to treat the effects associated with skin aging. The Anti-aging treatment aims to stimulate skin rejuvenation, firm the skin and even out the skin tone. It also helps strengthen the skin's barrier and increase the skin's elasticity and moisture levels. Ultimately, the treatment aims to reduce the depth of existing wrinkles, and the appearance of new ones.

The kit Includes:

- **Lift & Whitening Peptide Complex** - Bio-mimetic peptides activates dermal rebuilding pathways, firming effect, reduces wrinkle depth, whitening boost provided by specific Peptide, increases moisture levels, Enhances elasticity
- **In-Depth Filler Serum** - Reduces the appearance of fine lines and wrinkles, stimulates and supports Collagen Production, protects from Elastin damage, includes regulatory peptide for Hyaluronic acid production, improves skin density
- **In-Depth Filler Cream** - Reduces the Appearance of Fine Lines and Wrinkles, Acts as a Lipofiller, Restores Hydration in Aged Skin Cells, Increases Skin Barrier Function
- **Retinol Charisma 0.3%** - Rejuvenating, firms and brightens, refines Skin Texture, combats Photoaging, balances Sebum Secretions
- **LactoCeramide-15** - Stimulates cell turnover while providing powerful rejuvenation, improves texture and skin tone, reduces the appearance of Fine Lines and Wrinkles, improves water retention and moisture levels

STARTER KITS

Brightening Treatment Starter Kit



This kit Contains products with active lightening ingredients that are tailored to treat environmental, hormonal, and genetic pigmentation. This brightening treatment inhibits the production of melanin in the cells, fights free radicals consistently, relieves inflammation and reduces the overall stress and irritation caused by melanocyte stress.

The kit Includes:

- **Lift & Whitening Peptide Complex** - Bio-mimetic peptides activates dermal rebuilding pathways, firming effect, reduces wrinkle depth, whitening boost provided by specific Peptide, increases moisture levels, Enhances elasticity
- **Vit C Serum 11S** - Functions as Melanin Inhibitor, penetrates through to the Dermis to neutralize free radicals, increases collagen production, Strengthens the capillaries walls, Inhibits the activity of two collagen dissolving enzymes (MMP-2 and MMP-9)
- **MultiVit Sun Protector** - Sunblock SPF30 UVB + UVA, IR + HEV (blue light), hypoallergenic (encapsulated filter + Nano Titanium Dioxide), protects from temperature stress, improves skin hydration, antioxidants Vit C & E (protect from free radicals), vit B3 (supports brightening)
- **Retinol Charisma 0.3%** - Rejuvenating, firms and brightens, refines Skin Texture, combats Photoaging, balances Sebum Secretions
- **Lacto-10** - Smooths the skin surface by desquamation, stimulates epidermal turnover and Renewal, corrects epidermal structure and helps fight photo-damage, significantly increases moisture levels, uniquely safe to use around the eye area
- **Azelaic 20** - Anti-Bacterial, reduces inflammation, whitening post-acne, dark spots, exfoliates/Clarifies