

GENOSYS MULTI VITA RADIANCE SERUM



MULTI VITA RADIANCE SERUM

Concept

GENOSYS MULTI VITA RADIANCE SERUM helps even skin tone, revive skin's natural brightness and radiance with multi vitamins and patented melanin care complex, MELAZERO®.



[NET WT. 30ml]

- Powerful antioxidant effect with rich vitamins
- Brightens dull skin and even skin tone
- Prevents hyperpigmentation with patented melanin care complex, MELAZERO®
- Panthenol-rich formula gives skin a natural glow

MULTI VITA RADIANCE SERUM

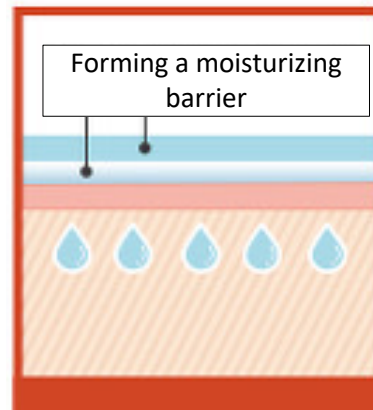
Panthenol-rich Formula

GENOSYS MULTI VITA RADIANCE SERUM gives skin a natural glow by forming a moisturizing barrier thanks to panthenol-rich formula.

* The color of the serum is the natural color of ingredients and no artificial pigment is added.



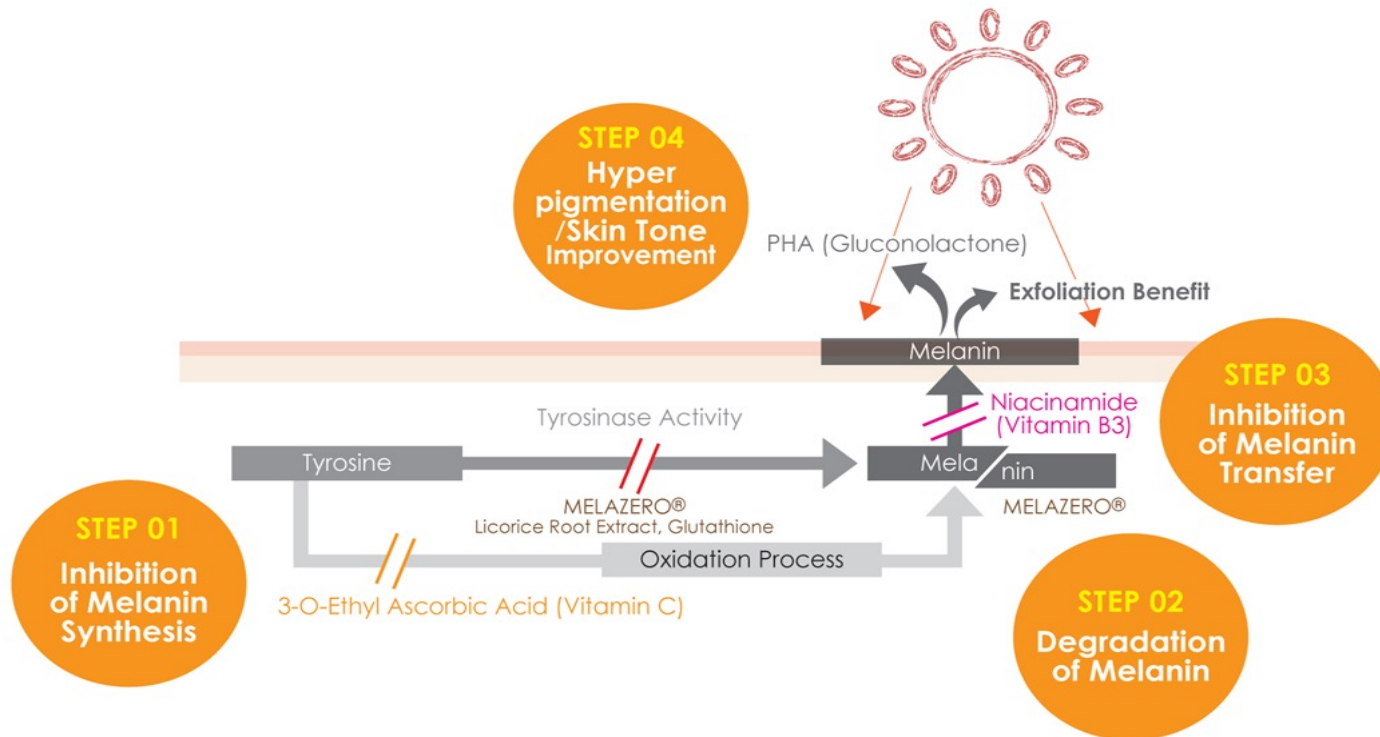
► Glowing effect by Panthenol



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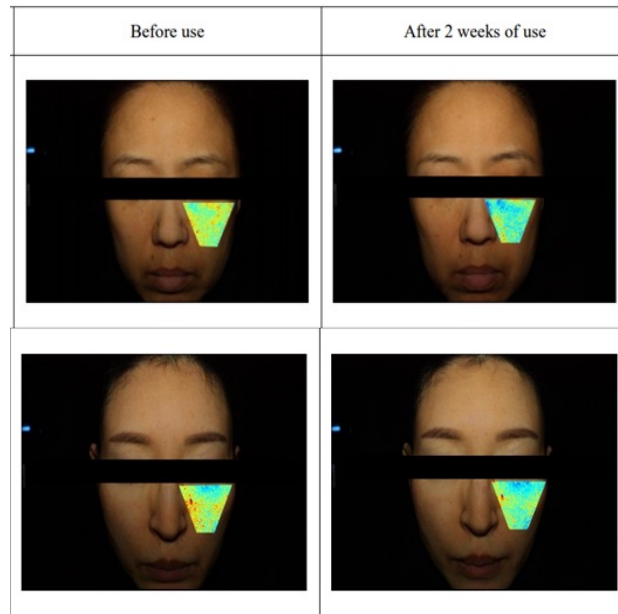
Mechanism

4 STEP Melanin Care

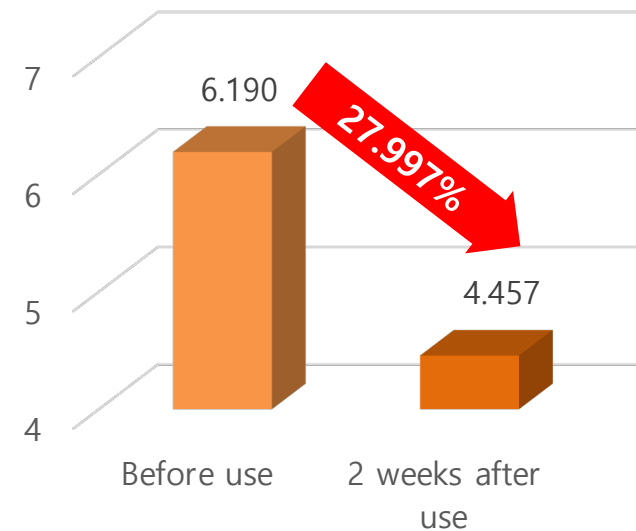


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Clinical Trial – Improvement of Skin Surface Melanin



* Red indicated more pigmentation and blue indicates less pigmentation.

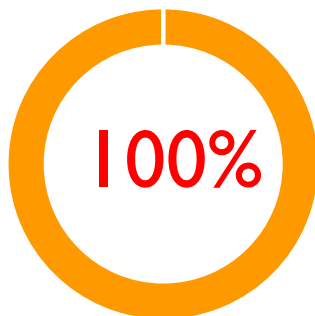


- ▶ GENOSYS MULTI VITA RADIANCE SERUM helps to improve skin surface melanin after 2 weeks of use.

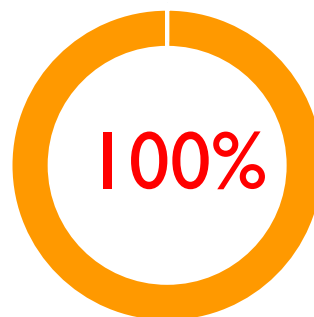
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Product Satisfaction Survey

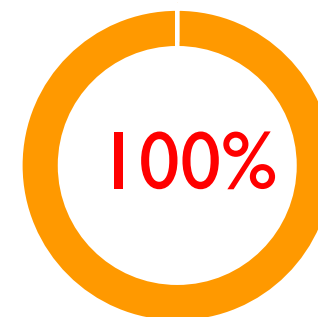
Skin tone has become even.



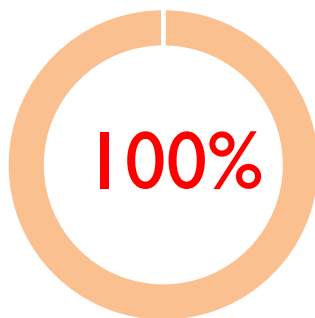
There was no dryness or inner tightness.



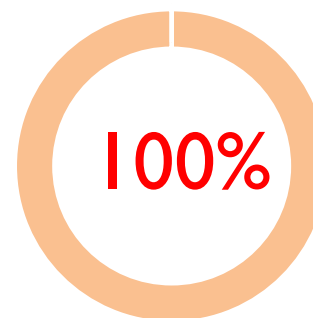
No irritation was felt on the skin



Satisfaction with product efficacy



Satisfaction with overall product use



* Test subjects: 21 adult women aged 20 to 59
(Positive response including moderate)

MULTI VITA RADIANCE SERUM

How to use



After cleansing prepare skin with a toner. Apply the product on the face and gently pat with fingers.

Apply the product on the face and gently massage.

- Store in a dry and cool place far from any source of heat, humidity, light and high temperature. We recommend keeping it in the refrigerator.
- If you use it in the morning or daytime, apply sunscreen over it.
- As it contains active vitamins, you may feel stinging sensation. Apply a small amount of the product when using it at first time and take time to adjust to it. But if irritation continues, stop using the product.



GENOSYS MULTI VITA RADIANCE SERUM

KEY INGREDIENTS



MULTI VITA RADIANCE SERUM

Key Ingredients

3-O-Ethyl Ascorbic Acid
12 Vitamin Complex
Niacinamide
Glutathione

**Melanin care by
antioxidant effect**

Eriobotrya Japonica Leaf Extract
Mentha Viridis (Spearmint) Extract

**Melanin Care
by melanosome autophagy**

Panthenol
6 anti-inflammatory herbal extracts
4 anti-inflammatory active ingredients

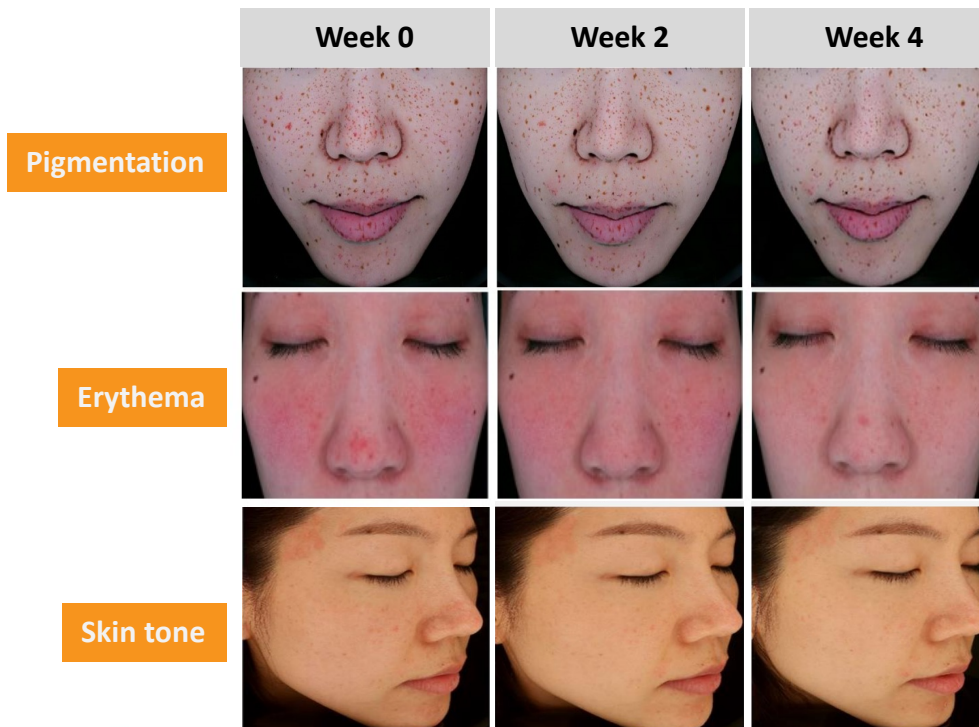
Anti-inflammation



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MELAZERO®

- Patented for inhibiting melanin production and promoting melanin decomposition
- Complex of Eriobotrya Japonica(Loquat) Leaf Extract, Mentha Viridis (Spearmint) Extract, Propanediol, 1,2-Hexanediol
- Clinical data

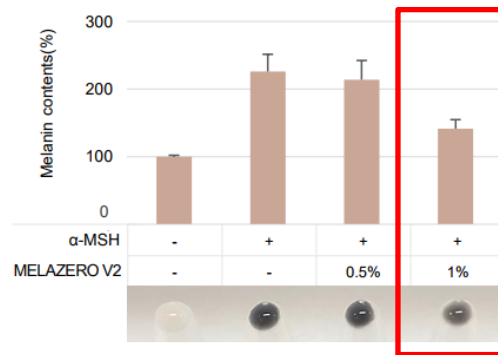


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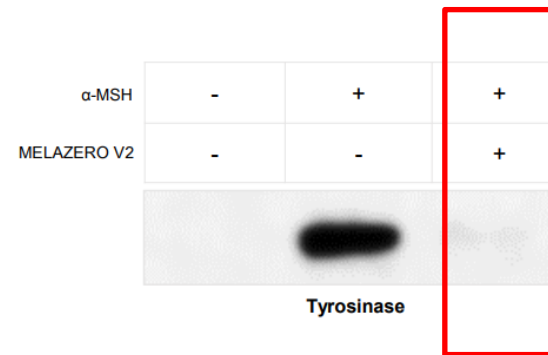
MELAZERO®

- Mechanism

- › MELAZERO® helps inhibit the melanin production by α -MSH by reducing the tyrosinase expression.



MELAZERO® effectively inhibited the melanin production by α -MSH.



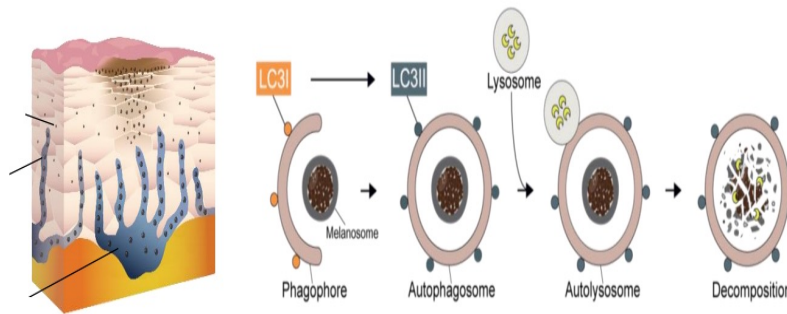
MELAZERO® markedly reduced the tyrosinase expression.

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MELAZERO®

- Mechanism

› MELAZERO® promotes melanin decomposition by melanosome autophagy. Autophagy is a body's way of cleaning out damaged cells, in order to regenerate newer and healthier cells.



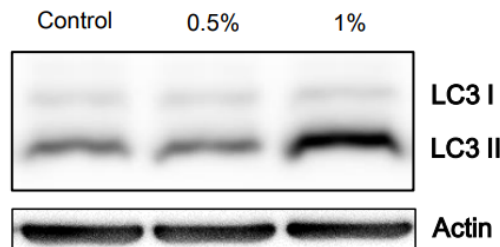
[Melanosome autophagy]

Step 1. The phagophore begins to wrap around the unnecessary melanosome.

Step 2. When the phagophore is converted to an autophagosome, LC3I is converted to LC3II.

Step 3. Autophagosome combines with lysosome containing degrading enzyme to become autolysosome.

Step 4. Lysosome degrading enzyme completely degrades melanosome.

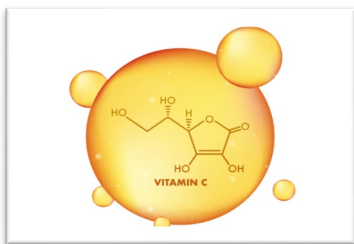


[LC3 conversion assay]

An increase in LC3II indicates activation of autophagy.

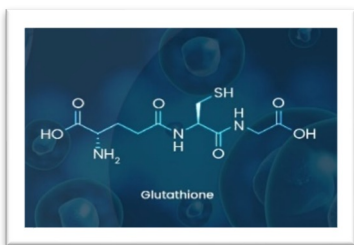
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3-O-Ethyl Ascorbic Acid



- One of the most stable and less irritating derivative of pure vitamin C
- Powerful antioxidant
 - Inhibits melanogenesis by inhibiting the oxidation process where tyrosine is oxidized to melanin.
- It promotes collagen synthesis.

Glutathione



- Powerful antioxidant
 - It helps brighten and even skin by blocking the tyrosinase activity.

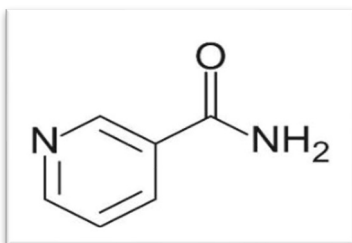
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Multi Vita 12 Complex



- Vitamin A, B1, B3, B5, B6, B9, B12, C, E, F, H, K
- It improves skin tone, dark circles and redness.
- It promotes collagen synthesis.
- It protects skin from oxidative stress.
- It soothes and moisturizes the skin.

Niacinamide



- Vitamin B3
- It decreases hyperpigmentation, age spots and melasma by inhibiting the transfer of the melanosomes to the surrounding keratinocytes.
- It protects skin from free radicals and prevents oxidative stress.

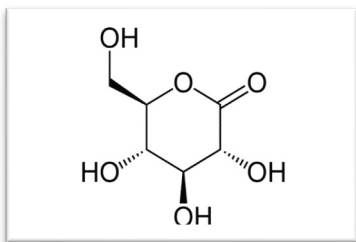
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Panthenol



- Provitamin B5
- It provides deep penetrating moisture to skin.
- It reduces itching and inflammation of skin.

Gluconolactone



- PHA (Poly-Hydroxy Acid)
- It improves skin tone and texture by dissolving dead skin cells.
- It hydrates skin by attracting water to the skin.
- Good for all skin types, particularly for sensitive skin as it can't penetrate very deeply into skin due to its large molecule size.

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Glycyrrhiza Uralensis (Licorice) Root Extract



Rich in Flavonoids (glabridin, liquiritin, licochalcone), Saponin (Glycyrrhizin)

- It inhibits melanogenesis by inhibiting tyrosinase activity.
- It provides anti-inflammatory effect
- It neutralizes free radicals.

Macadamia Ternifolia Seed Oil

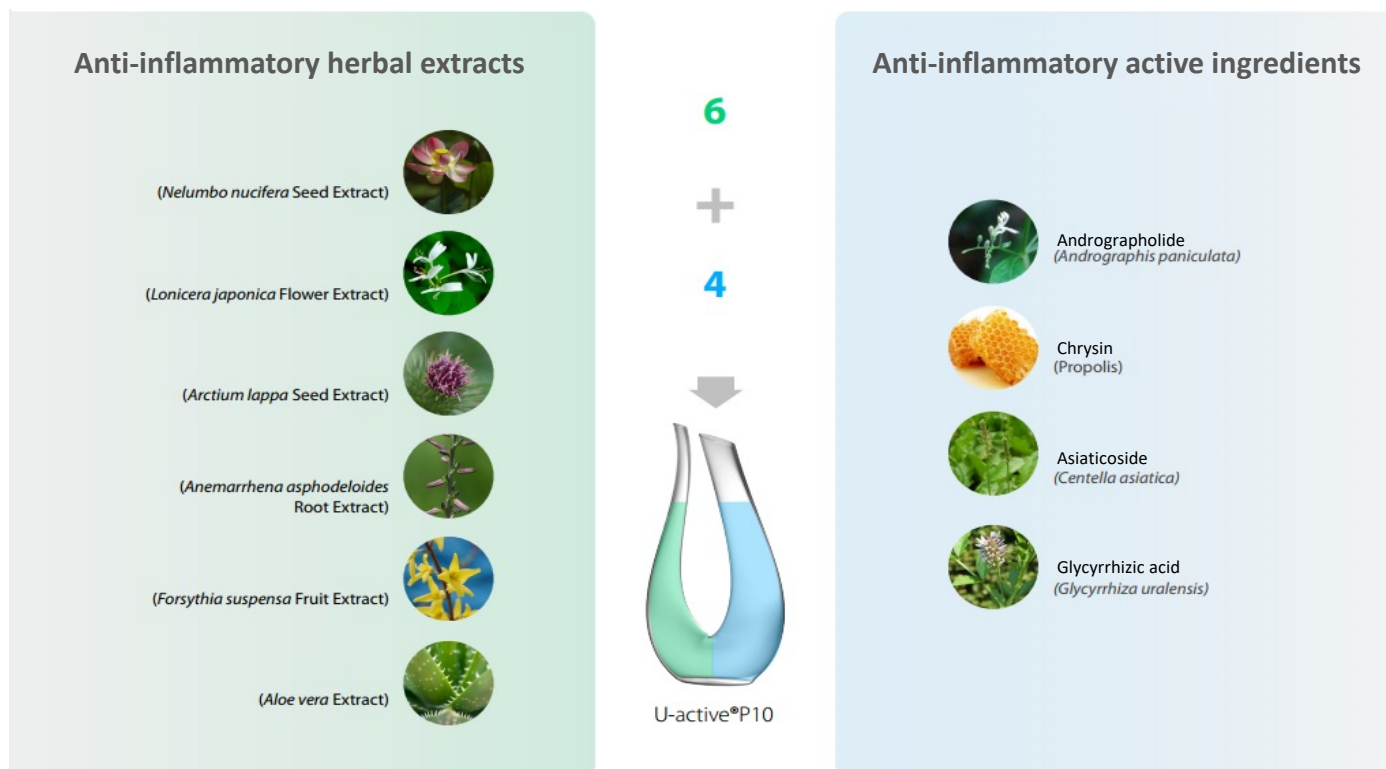


- Very similar to the naturally occurring sebum of the skin → an innate affinity with the epidermis
- Rich in phytosterols, flavonoids, antioxidants and essential fatty acids (omega 6, 7, 9)
- It fights free radicals that cause oxidative damages.
- It soothes skin and promotes wound healing.
- It creates a natural protective barrier.
- It hydrates skin.

MULTI VITA RADIANCE SERUM

U-active®P10

- Complex of anti-inflammatory herbs



Thank You