

## Platinum Brightening Cream®

Platinum Brightening Cream® is an effective product for use on areas of hyperpigmentation and for dry dehydrated skin. Vitamins C and Vitamin E offer antioxidant benefits, and sodium hyaluronate acts as a humectant to reduce trans-epidermal water loss and help improve barrier functions.

### **Skin Type:**

Dry, Photo damaged skin

### **How to Use:**

#### **Professional Use:**

Apply Platinum Brightening Cream® in areas with dark color or to the entire face as needed. Use with all traditional facials for brightening and to even out skin tone.

#### **Home Use:**

Apply to areas of dark color, on the face, neck, and décolleté. Follow with SHADE SPF 30 for day; and as final step at night.

### **bt-ceuticals• Home Care Regimen**

<b>Step</b>	<b>Normal Skin</b>	<b>Dry/Dehydrated</b>
1	CLEANSE	CLEANSE hydrating
2	EXFOLIATE	EXFOLIATE
3	TONE	AQUAFUSE brightening or ACCELERATE brightening
4	SERUM	Platinum Peptide Serum
5	CREAM	Platinum Brightening Cream
6	Platinum RESTORE eye cream	Platinum RESTORE eye cream
7	SHADE SPF 30	SHADE SPF 30

### **Ingredients:**

Aqua (Water), Carthamus Tinctorius (Safflower) Seed Oil, Glycerin, Caprylic/Capric Triglyceride, Dimethicone, Trioctylododecyl Citrate, Stearic Acid, PPG-12/SMDI Copolymer, Cetearyl Alcohol, Alpha-Arbutin, Palmaria Palmata Extract, Palmitoyl Tripeptide-38, Phytosteryl Isostearate, Lactic Acid, Sodium Lactate, Hydroxypropyl Cyclodextrin, Ceteareth-20, Glyceryl Stearate, PEG-100 Stearate, Tocopherol, Sodium Hyaluronate, Ascorbyl Palmitate, Ascorbic Acid, Magnesium Aluminum Silicate, Steareth-2, Xanthan Gum, Propanediol, PEG-8, Phenoxyethanol, Potassium Hydroxide, Ethylhexylglycerin, Citric Acid

### **Quick Selling Tips:**

- For use on dry, dehydrated, hyperpigmented skin
- Contains sodium hyaluronate which is excellent for hydration
- Contains alpha-arbutin and palmaria palmata extract for brightening and to even skin tone out
- Can be layered with other brightening products such as Aquafuse brightening and Accelerate brightening