



Lotion P50 PIGM 400

Fights against pigment irregularities

In 1970, Yvan Allouche, Philippe Allouche's father, created the first range of exfoliating P50 lotions for daily skin care.

The P50 lotions speed up the epidermis natural exfoliating process and the reconstruction of the epidermal shield. A fortified epidermis can then completely fulfill its protective functions and enhance the skin's potential to regenerate itself. P50, our most famous and coveted product, is the cornerstone of Biologique Recherche skin care treatment. All Biologique Recherche skin care treatments, whether administered at home or in a Beauty institute, start with the «P50 ritual»



PIGMENTED AND DULL SKIN INSTANTS[®]

Irregular & Dull Complexion

With the age, the cells renewal process slows down, the balance of the skin is degraded. The skin complexion becomes dull, without radiance. It presents impurities and gives the impression to be older than in reality because of its lack of suppleness.

That is why it is essential to boost the exfoliation, a natural phenomenon where the epidermis is getting rid of its dead cells.

Hyperpigmentation

The melanin is a molecule produced by melanocytes in the epidermis. It gives the skin color and assures a protection against UV rays. Hyperpigmentation is caused by a melanin excess in the skin. The sun stays its main cause, indeed 63% of the pigmented spots are due to the UV rays.

Over the years and under the influence of various factors like genetic predispositions, hormonal imbalances or external environmental factors, the process of pigment synthesis is disrupted. The pigments pileup, it leads to the apparition of pigmented spots and a non-uniform skin.

THE BIOLOGIQUE RECHERCHE SOLUTION

After 40 years of reflection and experience Biologique Recherche innovates and completes the iconic Lotions P50 range with the new Lotion P50 PIGM 400 to provide a customized solution to pigmented and dull Skin Instants.

Lotion P50 PIGM 400 is an exfoliating and lightening lotion that is ideal for dull complexions with hyperpigmentation marks. It promotes the reconditioning of the epidermis and helps regulate melanin synthesis while respecting and protecting the skin. This is a complete solution to reveal skin that is luminous and radiant with an even and lightened complexion.

Lotion P50 PIGM 400 thereby couples the benefits of Lotion P50 while acting on pigmentation marks and lightening the skin. The skin is brightened and even.

Actions*

- Enhances epidermal renewal
- Inhibits melanin synthesis
- Balances pH on the skin's surface
- Improves the efficacy of the other Biologique Recherche products used after and prepare the skin to receive the application of the PIGM 400 products range

Results*

- Unifies and brightens the complexion
- Lightens the skin, reduces the size of pigmentation marks and prevents them from appearing
- Improves the strength and quality of the epidermis

**According to a 28-day usage test conducted by an independent testing center under dermatological control of 20 subjects aged 18 to 65.*

AN EXCLUSIVE COMBINATION OF ACTIVE INGREDIENTS

- **Exfoliating platform:** The complex Poly-Alpha-Beta-Hydroxy Acids boosted in AHA and associated to an Australian Finger Lime Extract
- **Purifying platform:** Magnesium Chloride combines with Meadowsweet Extract
- **Lightening and anti-spots platform:** Extract of Palmaria Palmata (red alga)
- **Antioxidant platform:** Extract of Wasabi combines with Vitamins B3

USAGE RECOMMENDATIONS

Carefully remove makeup from the face and neck with the fluid suitable to your Skin Instants.

During the first week of use, soak a pre-dampened cotton pad with Lotion P50 PIGM 400 and apply to the face, neck and décolleté without rubbing.

The following days, soak a dry cotton pad with Lotion P50 PIGM 400.

PRECAUTIONS FOR USE

Do not use on children younger than age 3, on scratched or irritated skin or during retinoic acid treatment. Avoid contact with the eyes and eye contour. Avoid immediate exposure to the sun after product application. External use only.

FORMATS AVAILABLE

Samples: 1.5 ml perforated ampoules

Retail formats: 50 ml, 150 ml and 250 ml bottles

Professional format: 500 ml bottle

ABOUT BIOLOGIQUE RECHERCHE

For over 40 years Biologique Recherche's unique methodology has built a strong reputation for astounding effectiveness based on a clinical approach to skincare, delivering immediate and long lasting results.

Combined with highly customized protocols and meticulous procedures which recondition the epidermis, Biologique Recherche's extensive range of skincare products are highly concentrated in botanical, marine and biological active ingredients that are cold formulated in its own laboratory in France.

Biologique Recherche is the partner of choice in over 70 countries for exclusive medical spas and day spas in addition to the world's premiere luxury hotel spas.