



Sérum Biosensible

**Procuring an immediate and long lasting solution
to reactive and sensitive Skin Instants®**

The reactive and sensitive Skin Instants®

Sixty eight percent of women report to have sensitive skin.

Sensitive skin reacts to aggressions more quickly and with greater intensity: its physiological balance is fragile.

All types of skin may be concerned by a bout of sensitivity. Sensitive skin becomes easily subject to redness and irritation. This is characterized by sensations of discomfort, pulling and overheating. The skin has exaggerated reactions to internal (stress, fatigue, disease, hormonal upheavals) and/or external (sun, wind, cold, pollution, invasive medical and beauty procedures) aggressions; hence the term of reactive skin.

This type of sensitivity, which may be temporary, is a telling symptom of dysfunction and imbalance. It must be seen as a warning sign.

Deficiency in the hydrolipidic barrier, compromised micro-circulation and weakened epidermis are simultaneously the causes and the consequences of the skin's hyper-reactivity when the cutaneous tolerance threshold declines.

Suffering from insufficient natural protection, sensitive skin types require made-to-measure treatments.

The Biologique Recherche solution:

In order to address the specific problems of reactive Skin Instants®, Biologique Recherche has launched Sérum Biosensible: a treatment serum formulated without artificial fragrances and made from cellular kiwi water, enriched with compounds with proven high tolerance levels. A concentrate of soothing, anti-inflammatory, moisturizing and protective ingredients designed to restore an impaired epidermal tolerance threshold.

Firmly based on the concept of protecting the epidermal system, this product's formula helps lastingly reduce the signs associated with cutaneous sensitivity.

The serum comes in a take-anywhere self-dispenser bottle that can be used at any time of the day.



A formula with a high concentration (61.35%) of active ingredients

Sérum Biosensible is enriched in moisturizing active ingredients, plating agents and soothing extracts that strengthen the skin and help reduce its sensitivity.

Its high content in very different active principles immediately and lastingly improves the different dermo-epidermal mechanisms that are part of inflammatory reactions.

This serum delivers the immediate solution to acutely stressed Skin Instants. It can also be used for everyday care, as a vector of soothing and moisturizing action in weakened skin types, both inherently and due to stress (UV irritants, medical surgery or medical beauty procedures).

It procures a sensation of comfort and relief in case of reactive Skin Instants®.

Actions:

- Reduces cutaneous sensitivity
- Soothes the skin
- Rebalances the skin
- Calms pulling sensations

Results:

- The physiological balance of sensitive skin is respected
- Weakened skin is made stronger
- A sensation of comfort and serenity is restored
- A rapidly and maximally absorbed formula that leaves no oily film residue.

Soothing active ingredients: Rhamnose-rich polysaccharides, Kudzu Extract, Lipopeptides and Witch Hazel Extract.

Moisturizing active ingredients: Kiwi Water, Hyaluronic Acid and Sugar Derivatives.

Protective active ingredients: Mimosa Extract, Cranberry Extract, Curcuma Extract, Canadian Hemlock and White Tea Extracts.

Directions for use at home and the salon:

Salon use:

The serum can be used as essential treatment with other Biologique Recherche product, or for immediate benefits in case of inflammation.

Home use:

Apply before the recommended cream. Use on clean skin, morning and evening, dispensing 4 to 5 drops of serum to the entire face, neck and décolleté and gently stroking with upward motions. Repeat application throughout the length of an entire epidermal renewal cycle (about 28 days). Continue using through another cycle should symptoms persist, then stop treatment for at least one epidermal cycle.

Versions:

Retail version: 15 ml self-dispenser bottle

Professional version: 125 ml bottle

Availability for sale

November 2010