



WHITE AND BRIGHT

THE HAVA ZINGBOIM SOLUTION



HAVA ZINGBOIM
cosmeceuticals

GENERAL OVERVIEW

WHITE AND BRIGHT is a multi-action cream representing the new and most advanced generation of skin whitening and brightening formulations in the cosmeceutical industry today. Not only does it clarify the appearance of specific pigmentation spots, but it treats the whole skin complexion at a GENETIC LEVEL as well.

It incorporates in **ONE** single product, **FOUR** functions more commonly available in four different products/ treatments to help achieve visible results. If in the past, different and separate skin exfoliation, rejuvenation, melanin inhibition/ brightening, and protection products were needed, the **ONLY** product currently required is Hava Zingboim's White & Bright to achieve **MEDICAL GRADE** results (sun protection required).

Hava Zingboim's P.M.E certified practitioners can now offer an innovative product primarily focusing on brightening and whitening stubborn skin pigmentation spots, as well as treating overall skin complexion in cases of dull, dry, lackluster and uneven skin tone which manifests visible signs of aging.

Different types of pigmentation spots include:

- Age spots (genetic skin aging)
- Sunspots (due to exposure to environmental damages-sun UV rays)
- Melasma (due to hormonal changes, fertility treatments, pregnancy, usage of birth control pills)
- Post acne and post-traumatic spots (as a result of burns, acne, inflammatory reactions, aggressive peeling treatments including skin care devices).

WHAT ARE THE MAJOR THERAPEUTIC SKIN BRIGHTENING SOLUTIONS OFFERED BY THE MEDICAL AND COSMETIC ARENAS TODAY?

Medical Skin Brightening Methods

- **TOPICAL LOTIONS**

Retin- A or other tretinoin-based products and hydroquinone:

These high-performance ingredients can contribute to improvement in skin's overall texture, tone, and clarity. However, these visible results on the skin are often accompanied by several downsides such as:

- Harsh side effects including constant flakiness, redness, and dryness.
- Application is unsuitable for dark skin tones.
- Sun exposure is not recommended during the application period (especially during summer time) to avoid increased skin sensitivity.
- Various countries prohibit the use of hydroquinone, a highly controversial ingredient due to possible side effects.

Cosmetic Skin Brightening Methods

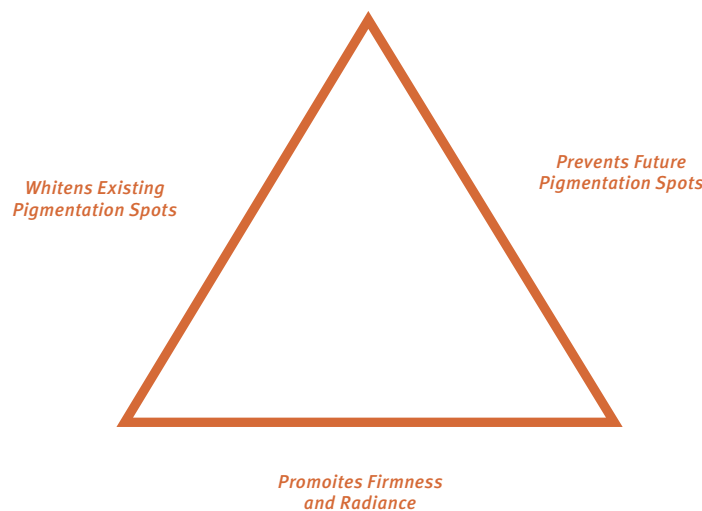
- **TOPICAL CREAMS**

Formulations including kojic acid and arbutin that inhibit melanin productions: Their clarifying results on the skin are usually NOT strongly visible if applied on their own. Other formulations are required to support and intensify their effect (yet still in a limited manner) such as those including exfoliators, skin rejuvenators, and sun protectors.

WHAT IS HAVA ZINGBOIM'S INNOVATIVE AND TRAILBLAZING SOLUTION?

White and Bright cream has been exclusively formulated to effectively and sustainably:

- **WHITEN, BRIGHTEN AND ILLUMINATE** overall skin complexion.
- **WHITEN, BRIGHTEN AND ILLUMINATE** specific pigmentation spots as needed.
- **INHIBIT** reappearance of pigmentation spots and lackluster/uneven skin tone.
- **EXHIBIT** a wide spectrum of skin whiteners, melanin inhibitors (inhibiting secretion of new melanin and the synthesis of the enzyme responsible for melanin production), antioxidants and biomimetic peptides (fighting the visible symptoms of skin aging).
- **FIGHT AND PREVENT** symptoms like fine lines, wrinkles, dehydration, as well as lack of firmness and elasticity as a unique, boosting added value.



White and Bright cream is completely safe to use:

- Suitable during all year seasons (sun protection product is required).
- Safe to use during pregnancy/lactating periods.
- There are NO side effects or any downtime periods.
- Suitable for all skin types, skin conditions and tones (light and dark).
- Does not cause any skin sensitivity (skin does not become photosensitive).

The accumulative and long lasting result:

Intense skin brightening and whitening effect is achieved alongside a drastic improvement in the appearance of fine lines and wrinkles, as well as in the skin's hydration, elasticity and firmness levels. Critically, these results are achieved without compromising the skin's protective properties.

FORMULA BENEFITS AND UNIQUENESS

- 1. Whitens, brightens and illuminates overall skin complexion while focusing on ALL TYPES of visible pigmentation spots on the skin;**
These skin spots may appear due to excessive exposure to solar radiation (sun spots), hormonal changes, acne blemishes (post acne spots) or natural genetic, biological processes (age spots).
- 2. Inhibits the reappearance of skin pigmentation, lackluster, dull and uneven skin tone;**
 - A wide spectrum of ingredients not only inhibits the production of melanin in melanocytes cells but also inhibits the synthesis of tyrosinase, an enzyme participating in melanin production processes for a more intensified effect.
 - All brightening agents function in a different effective manner and perform in perfect synergy with all other anti-aging agents in this formula.
- 3. Fights and prevents symptoms like fine lines, wrinkles, dehydration, as well as lack of firmness and elasticity boosting unique added value;**
This is achieved thanks to an impressive array of anti-aging ingredients such as biomimetic peptides, antioxidants and intense hydrators that
 - Improves the appearance of fine lines and wrinkles.
 - Encourages muscles relaxation to minimize facial expression lines.
 - Increases skin's firmness and elasticity levels.
 - Increases skin's hydration levels.
 - Strengthens skin's dermal infrastructural network.
 - Reinforces skin's barrier function.

HIGH-PERFORMANCE INGREDIENT

1. Whitening and Brightening Ingredients:

OXOTHIAZOLIDINECARBOXYLIC ACID

- Involved in a unique mechanism that inhibits tyrosinase activity, which is located in melanocytes- specialized cells that produce a pigment called melanin. This enzyme is involved in melanin production in the presence of copper.
- Deprives the presence of copper to disrupt its activity, thus connecting itself to copper and thereby inhibiting tyrosinase's activity.

OCTADECENEDIOIC ACID

- Integrates an innovative ingredient that was originally developed for medical uses.
- It works on tyrosinase enzyme synthesis at a genetic level. This is in order to make

sure that long after the final application of White and Bright cream, melanin production rate will remain slow.

- Helps this formula inhibit DNA transcription at a genetic level to ensure a long-lasting effect.

PHENYLETHYL RESORCINOL

- Introduces a more effective agent than hydroquinone, as it possesses a more “boosting effect.”
- Not only does it break down accumulated melanin more rapidly in melanocytes and inhibit tyrosinase enzyme activity (melanin production), **it inhibits this enzyme synthesis in the first place.**

RESVERATROL

- Inhibits two substances MSH TRP2 to inhibit melanin production processes.
- A highly stable and potent ingredient thanks to a wide spectrum of antioxidants like **vitamin C and sodium metabisulfite**, which was added to prevent oxidation and the dissolvment of resveratrol. **Nano peptide-1** was added as well to boost resveratrol activity.
- A potent antioxidant rooted in red grapes, which reinforces skin’s barrier function and helps maintain its optimal hydration levels.
- Inhibits melanin production, thereby improving the appearance of pigmentation spots and brightening the whole skin complexion.
- Helps neutralize the harmful effects caused by free radicals due to environmental or internal factors (sun, pollution, smoke, internal inflammations, etc.).
- Inhibits the breakdown of dermal infrastructural network fibers (i.e., collagen and elastin) that are responsible for the firmness and elasticity of the skin.

AZELAIC ACID

- Treats irritated skin, possesses potent anti-inflammatory properties and brightens existing pigmentation spots while improving the appearance of a lackluster tone.
- An organic compound saturated dicarboxylic acid that exists as a white powder found in wheat, rye, and barley. It is produced naturally by malassezia furfur (also known as pityrosporum ovale). The bacterial degradation of nonanoic acid produces azelaic acid.
- Treats rosacea and mild to moderate acne exhibiting inflammatory breakouts by killing the P.acnes bacteria, one of the major causes of inflamed acne.
- Acts as a potent anti-inflammatory agent that reduces inflammatory reactions within the skin and diminishes chronic micro inflammations associated with natural aging processes.
- Prevents the formation of new spots including melasma and post-inflammatory hyperpigmentation. Inhibiting tyrosinase activity and reducing melanin synthesis achieve this effect.

MAGNESIUM ASCORBYL PHOSPHATE

- Offers a stable water-soluble derivative of vitamin C that is non-irritating and more stable than vitamin C.
- Brightens the skin even further, diminishes the appearance of pigmentation spots and strengthens collagen fibers in the dermal layer.
- Exhibits highly potent antioxidant capabilities against the damaging effects of free radicals and diminishes the appearance of fine lines and wrinkles.

2. Ingredients Contributing to an Increase in Skin Smoothness, Firmness, Elasticity and Hydration Levels:

PALMITOYL HEXAPEPTIDE -19

- A biomimetic peptide that encourages muscles relaxation and inhibits their natural contractions, thus dramatically reduces the appearance of wrinkles rooted in repetitive facial expressions.

TETRAPEPTIDE-38

- Promotes the synthesis of collagen 1,2 and 3.
- Promotes the synthesis of fibronectin (a high molecular weight glycoprotein in the extracellular matrix).
- Promotes the production of laminin and natural hyaluronic acid.
- Increases skin flexibility and overall “fullness.”
- Reduces the appearance of fine lines and wrinkles.
- Increases skin’s elasticity and firmness levels.
- Strengthens skin’s dermal infrastructural network.

CAPRYLIC CAPRIC TRIGLYCERIDES

- Composed of small molecular sized fatty acids that once connected with resorcinol’s derivatives, they increase these derivatives’ activities by “lowering” them towards the cells.
- It is thanks to their size that these fatty acids can sink into cells membrane, thus ensuring a smooth and effective penetration of all resorcinol derivatives.
- Offer noticeable silkiness in products and extend their natural shelf life.
- Due to the presence of specific fatty acid esters, unlike in common fractionated coconut oil or other carrier oils, they nurture the skin.
- Are produced by the esterification of glycol with mixtures of caprylic(C:8) and capric (C:10) fatty acids from coconut or palm kernel oils but leave a light, non greasy feeling on the skin.
- Do not cause allergic reactions to the skin and are best suitable for sensitive and/or oily skin.
- Offer highly effective oxidative stability and potent antioxidant protection against the harmful effects of free radicals.

INGREDIENT LIST:

Deionized Water (Aqua), Stearyl Alcohol, Cetyl Alcohol, Ethoxydiglycol, Caprylic/ Capric Triglyceride, Cetearyl Alcohol & Cetearyl Glucoside, Propanediol, Isopropyl Myristate, Diacetyl Boldine & Caprylic/ Capric Triglyceride, Water & Glycerin & Rumex Occidentalis Extract & Ascorbic Acid, Phenylethyl Resorcinol, Oxothiazolidinecarboxylic Acid, Octadecenedioic Acid, Resveratrol, Azelaic acid, Magnesium Ascorbyl Phosphate, Sodium Metabisulfite, Palmitoyl Tetrapeptide – 38, Palmitoyl Hexapeptide -19, Sodium Phytate & Alba Morus Fruit extract, Pentaclethra Maculoba seed oil & Tocopherol, Polysorbate - 20 & Hexylresorcinol & Caprylic Acid & Isopropyl Alcohol & Peg 400 & Caproic Acid & Capric Acid, Tetrahydrodiferuloylmethane, Cetearyl Ethylhexanoate, C 12-15 Alkyl Benzoate, Dimethyl Isosorbide, Sodium Myristyl Sulfate, Niacinamide, Dimethicone, Pterocarpus Marsupium Bark, Phenoxyethanol & Caprylyl Glycol, Water & Dextran & Nonapeptide-1, Water & Glycerin &, Rumex Occidental Extract, Tocopheryl Acetate, Benzophenone – 3, Glyceryl Caprylate, Artocarpus heterophyllus seed Extract & Maltodextrin & Disodium Phosphate & Sodium phosphate, Fragrance, Chlorphenesin, Tetrahydropiperine, Disodium EDTA, Potassium Hydroxide, Citric Acid.

APPLICATION

As directed by Hava Zingboim's certified P.M.E practitioner and according to skin condition:

1. To achieve overall skin brightening and whitening effect:

- During the first two months apply twice a day morning and evening on the entire dry and clean skin to achieve optimal results.
 - Evening -Follow by your Hava Zingboim's moisturizer after 15-20 min.
 - Morning- Follow by Hava Zingboim's sun care product.
- After the first two months combine with your other skin care products as indicated in the Q&A format.

2. To treat specific pigmentation spots:

Apply twice a day morning and evening on the spots areas only. Skin should be dry and clean. Follow with your skincare regimen as usual and sun protecting product in the morning.

3. It is recommended to combine application of the brightening mask once or twice a week on dry and clean skin.

Note: It is not recommended to apply **WHITE & BRIGHT CREAM** with Retin -A and/ or skin exfoliators (such as AHA/BHA) at the same time, due to the required contradicting pH levels. It is recommended to alternate applications in the evenings as needed.

BEFORE / AFTER PHOTOS

Photographs provided by cosmeticians and clients.

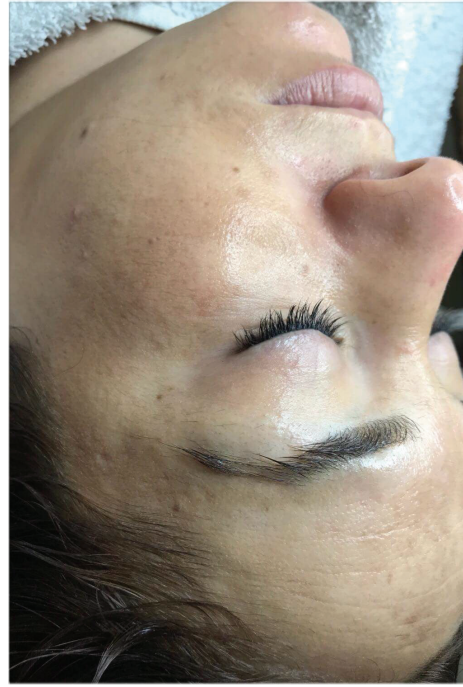
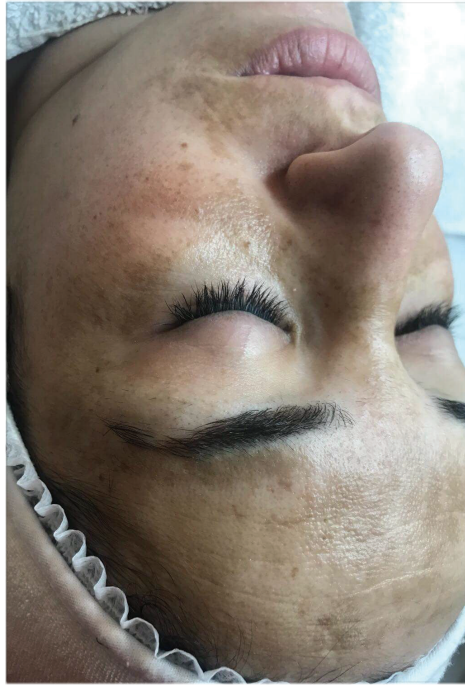


Hormonal pigmentation: 4 years old, started treatment 1.5 months post last birth.
Applied White and Bright cream for three weeks twice daily: morning and evening.



Combination of PIH and excessive sun exposure

Applied White and Bright cream for 1.5 months. During the first month applied twice daily morning and evening, during the last two weeks applied once daily.



Combination of hormonal pigmentation and excessive sun exposure
Applied White and Bright cream for one month twice daily: morning and evening.



Hormonal pigmentation, breastfeeding, 16 months post birth.
Applied White and Bright cream for one month twice daily: morning and evening.

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