

the new youthful look of the nimue Y:SKIN range!

The time has come to refresh the existing Nimue Youth range as to keep up to date with the market trends. Multi-talented designer Jackie Scala elaborates on this process.

“We decided to introduce a clean white tube and bright colours as to appeal to the target audience with a fresh new look. The icon of the cross is the reverse of the four iconic blocks from the Nimue logo. The different stages of caring for your skin is made simple with Y:SKIN introducing numbering.

The tag line: Know Your Skin, speaks to the age group using this product, encouraging a relationship of everyday skincare from an appropriate age”.

The Nimue Y:SKIN range has been specially formulated for the 10 to 20-year old age group, who may be prone to congestion and acne breakouts. These products contain active ingredients in the right combination, concentration and strength for regulating and maintaining normal skin function. Regular, correct treatment culminates in rapid improvement and restoration of young skins to glowing, naturally healthy skin.



powerful phytoceutical ingredients

One of the most incredible aspects of 21st century living is the myriad of new developments that produce a spectrum of exciting and highly effective plant derived ingredients that deliver optimal results. The modern science behind phytoceuticals provides a tool for revolutionary formulations and creates a new path to a more youthful skin.

Stem Cell Extract (*Malus Domestica* fruit cell culture extract)

A revolutionary technology that protects skin stem cells and combats chronological ageing, the innovative active ingredient protects human skin stem cells from stress, thus decreasing wrinkles and producing younger, fresher-looking skin. These cells from a rare Swiss apple that studies show protect skin stem cells thus promoting self-renewal capacity of the skin. The application of plant cell cultures to maintain the function of skin stem cells is a breakthrough in anti-ageing.

Skin benefits

- Protects longevity of skin stem cells
- Anti wrinkle effect
- Combats chronological ageing
- Preserves youthful look and vitality of skin
- Delays senescence of essential cells



Pichia/Resveratrol Ferment Extract

It is a very specialized yeast cell protein derived from the yeast *Pichia pastoris*. The yeast cells metabolize Resveratrol by fermentation to provide the skin with a potent anti-oxidant effect and reverse the signs of ageing, especially around the crow's feet and naso labial folds drastically. This is a unique fusion technology that delivers far superior results than Resveratrol used on its own.

Skin benefits

- Anti wrinkle effect
- Targets expression lines
- Enhances skin tone
- Skin firming and smoothing
- Promotes collagen synthesis
- Anti-inflammatory effect



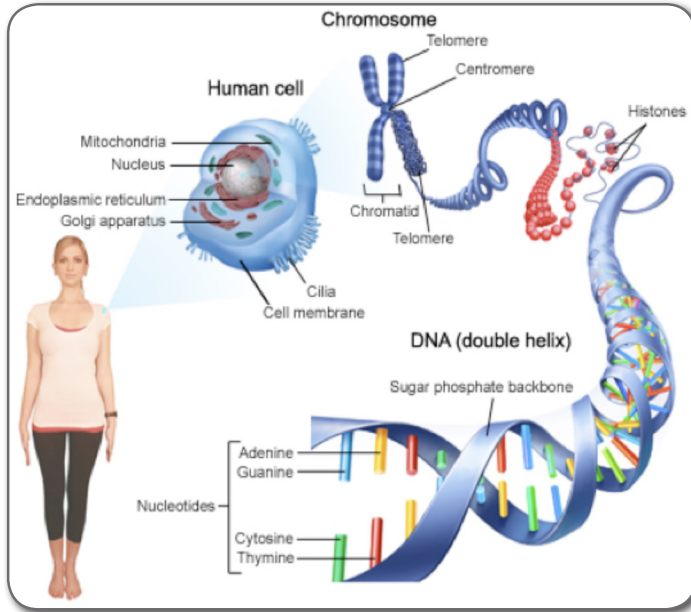
DAY 0



DAY 23



DAY 28



Candle Tree Leaf Extract

A potent anti-oxidant which protects not only the nuclear DNA but the mitochondrial DNA in the skin. The mitochondria of the cell are the powerhouses of the cell so should their DNA be damaged by UVA irradiation the cell will not function properly. However it has been proven that the extract can protect and repair the DNA of the mitochondria thereby keeping the cell performing at optimal levels.

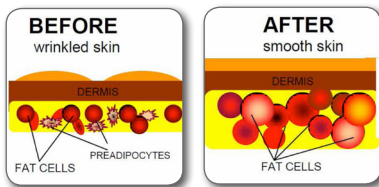
Skin benefits

- It acts on the deep effects of UV radiation on the skin, by reducing the photo-induced damages on DNA.
- Acts on the visible effects of photo ageing through prevention of wrinkle formation after sun exposure

Biophytex

Biophytex is a synergistic complex of 5 plant extracts, rich in flavonoids, amino acids, oligo peptides combined with a yeast extract. Due to its composition this compound improves the problems linked to capillary fragility by decreasing telangiectasis and erythema. It has the following activities:

- Reinforcement of capillary wall
- Anti-couperose
- Soothing
- Anti-irritating



Macelignan

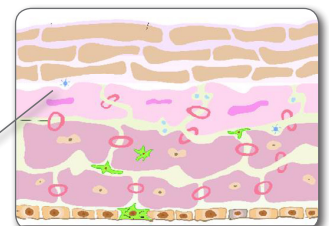
A plant active obtained from nutmeg seeds. Macelignan is a polyphenolic compound with anti-oxidant and anti-inflammatory effects. In skin care it helps to increase adipose tissue and skin replenishment resulting in a plumping effect.

Illuminating complex

Yeast Amino Acids & Tricalcium Phosphate & Morinda Citrifolia Extract creates a radiance and reflects light away from the skin thus reducing the appearance of fine lines and wrinkles.

Illuminating complex

Photo-responsive powders that are activated by UV light or a hand held device light changing aggressive energy into a positive skin treatment



Cell communicating active for firming:

Lactopeptide complex

- For the regeneration of mature skin, reduces the visible signs of skin aging.
- Polypeptides produced naturally in cells
- Essential for cell-cell communication and signaling

Collagen rescue, adaptogens and gene technology

- A Japanese mushroom acts as an adaptogen to stimulate genes that ensure good detoxification of the cell
- Rescues collagen by stimulating new collagens

Mitake mushroom

