

# Clean Skin **Healthy** Skin

Johara<sup>®</sup> PhytoBright™ Whitening Cleanser is a gentle purifying cleanser that effectively removes impurities and reduces excess oil while protecting skin's vital moisture. Refines skin texture to uncover beautiful clarity and glow.



## 4 Key powerful

**PhytoBright™ ingredients** that are inspired by ayurveda, perfected by modern science

The gentle Cleanser contains exclusive Sabinsa patented gentle phytonutrient botanical extracts called the PhytoBright™ Complex. Each of the ingredients have been evaluated for their skin lightening properties and modern beauty science using *in vitro* techniques and clinical trials.



### SabiWhite®\*

This colour free curcumin slows down melanogenesis (formation of melanin) by inhibiting the action of tyrosinase, an enzyme that participates in melanin formation.

Offers topical antioxidant protection. The free radical scavenging activity of SabiWhite®\* was found to be far superior to other popular ingredients used in cosmetic formulations.



### Licorice

Licorice contains glabridin, a unique molecule which is known for its skin lightening properties by inhibiting tyrosinase.

Licorice possesses potent and effective anti-inflammatory and antioxidant properties to give smooth glowing skin.



### pTeroWhite®\*

Pterostilbene rich Indian kino extract is known to have a powerful antioxidant activity that lightens skin tone.

Valuable adjunct to sun care and after sun care by playing an important role in the protection against damaging UV rays and melanogenesis inhibition.



### Cosmoperine®\*

A “Dermal Penetration Enhancer” that helps better absorption of all the PhytoBright™ nutrients and actives.

Cosmoperine®\* is also safe since it shows no signs of dermal or ocular irritation.

## Additional Ingredients in Whitening Cleanser



**Lemon peel extract:** Rich source of citrus flavonoids having strong antimicrobial and antioxidant properties. Also known to provide skin whitening benefits.



**Papaya extract:** Papaya extract contains Papain, an enzyme which eliminates the dead cells thus acting as a natural exfoliate.

### Directions:

Wash your face twice daily to remove dirt, debris, makeup, dead skin cells and accumulated oils.

Apply a small amount of cleanser on wet skin. Massage gently onto face and neck. Rinse thoroughly. Use morning and evening.

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Cosmoperine®: US6,849,645, JP4098985, GB2380675 • SabiWhite®: US6,653,327, AU2006235807, EP1171144, EP1328263, NZ514884 • pTeroWhite®: US7,253,324

- ✓ Alcohol Free
- ✓ Paraben Free
- ✓ Sulphate Free
- ✓ Synthetic Dye Free
- ✓ Formaldehyde Free
- ✓ Formulated for all skin types
- ✓ Recommended by Dermatologists
- ✓ Tested for hypoallergenicity and skin irritation

