



Binding Aesthetics and Science

NOON Aesthetics Product Catalog | Home Care

WE BELIEVE
EVERYONE
DESERVE A
BEAUTIFUL
SKIN.



www.nooonaesthetics.com

Product Catalog / Table of Contents



NOON Aesthetics Ltd.	4	Peptide for Anti-Aging Treatment	18
Our Product Line	6	• Lift & Whitening Peptide Complex	19
The INNOVATION: Dermshield™	8	• In-Depth Filler Cream	20
• Lacto-10	9	• In-Depth Filler Serum	21
• Intensive Hydrogel	9	A Comprehensive Acne Treatment	22
Alpha Hydroxy Acids (AHA) for Home Care – How Necessary Are They?	10	• Double Fight	24
The Scientific Secret Behind the Effectiveness of AHA in the Anti-Aging Industry	11	• AcNo Solution	25
• LactoCeramide-15	11	• AcNo Complex	26
How Can You Prevent the Formation or Darkening of Pigmentation Spots?	12	• Azelaic Forte 25	27
• Retinol Charisma	13	• HydroCalming & Vit Complex	28
How do Azelaic Acid and Vitamin C Lighten Pigmentation Spots and What Concentration Is Required?	14	• Igloo Moist 24/7	30
• Double White	15	Cleansers	31
What Are the Benefits of Anti-Oxidants?	16	• C-Cleanser Foam	
• Vit C Serum 11S	17	Masks	32
		• Igloo Mask	
		• MediClay Mask	
		• TrioLift Mask	
		Complex Damages Caused by Solar Radiation	34
		• MultiVit Sun Protector	35
		The Sun Protection Issue	36
		• Mineral Sun Protection Powders	37
		Brush & Go™	



DermShield™ - High Concentration, No Irritation

About NOON Aesthetics Ltd.

“NOON” is an ancient philosophical principle describing the “primordial waters” that are believed to constitute the source of all that exists in the world and the potential inherent goodness in all. This belief is the core of our business, radiating throughout all of our company’s products, technology, processes, partners and more.

Subsequently, at NOON Aesthetics - Professional Skin Care, we believe that quality, excellence and professionalism - combined with the industry’s leading innovation and technology - lead to impressive results and excellent skin conditions. With this in mind, we successfully develop and manufacture unique and efficient aesthetics products for skin care - all while ensuring the highest quality throughout the entire process. We offer only the best results for professionals and their patients, alike.

What sets NOON Aesthetics’ products apart is the ability to offer the most effective skin treatment without common side effects, such as irritation, burning, redness and unpleasant sensation. This is due to the additive **DermShield™**, which further enables NOON Aesthetics to develop a paraceutical skin care product line that contains active ingredients at breakthrough high concentration levels. In this context, we triumphantly provide innovative solutions and impressive results for various skin problems, such as skin aging, hyper-pigmentation, sun damage and loss of elasticity, blemishes, seborrhea, and more - without the typical aftermath.

The use of such components comprised of certified top-quality ingredients and an uncompromising adherence to precise concentrations, further enables the company’s clients to enjoy the most promising results available today in the field of skincare. NOON products can only be utilized by a trained professional or under their guidance.



Our Product Line

NOON's product line includes over 40 professional skin care products for use in clinics and for follow up treatment at home.

NOON's products fall into the following categories:

PARACEUTICAL

Products with a therapeutic effect, developed to provide potent and effective treatment for various skin conditions. Products in this category include high concentrations of active ingredients, yet without the typical side effects, such as irritation, burning, redness and unpleasant sensation during use.

ESSENTIAL

Support and retention products with a therapeutic effect that assist and protect the skin from harmful substances that contributes to the appearance of damaged skin, such as air pollution, exposure to sun and UVA & UVB rays, stress, unbalanced diet etc. These products lead to the appearance of a radiant, essential and healthy facial skin.

IN CLINIC

Professional products for in-clinic treatments, such as peels, ampoules and masks.

NOON Product Categories

PARACEUTICAL

- Lacto-10
- Intensive Hydrogel
- LactoCeramide15
- Retinol Charisma:
 - Retinol Charisma Delicate (0.3%)
 - Retinol Charisma Intense (1%)
 - Retinol Charisma Plus (1.6%)
- Double White
- Double Fight
- AcNo Solution
- Azelaic Forte 25
- Vit C Serum 11S
- In-Depth Filler Cream
- In-Depth Filler Serum

AMPOULES:

- AcNo Complex
- Lift & Whitening Peptide Complex
- HydroCalming & Vit Complex



ESSENTIAL

- Igloo Moist 24/7
- C-Cleanser Foam
- Igloo Mask
- MediClay Mask
- TrioLift Mask
- MultiVit Sun Protector
- Brush&Go™ Mineral Powder for Sun Protection





THE INNOVATION: DermShield™ - High Concentration, No Irritation

We believe that everyone deserve a beautiful skin. Therefore we developed our unique DermShield technology that enables us to manufacture the world's best and most effective skin care products.

Our innovative **DermShield™** technology enables NOON Aesthetics™ to develop a paraceutical skin care product line that contains active ingredients at breakthrough high concentration levels without the common side effects, such as irritation, burning, redness and unpleasant sensation.

We provide impressive results for aging skin, hyperpigmentation, sun damage and loss of elasticity, blemishes, acne, seborrhea and other skin concerns.



Lacto-10

PARACEUTICAL

Lacto-10 is a one-of-a-kind cream that hastens skin rejuvenation, while refining skin texture and improving its hue and moisture levels. The additive **DermShield™** with **10% Lactic Acid (pH 3.5)**, allows use of the cream with all skin types, throughout the seasons, and without the typical irritations usually associated with the use of **Alpha Hydroxy Acids (AHA)**. Oil-free, easily absorbed and perfect for all skin types.

Lacto-10:

- Inhibits the formation of wrinkles and fine lines
- Stimulates cell exfoliation and epidermal turnover
- Repairs photo-damage and prevents its accumulation
- Increases skin density and elasticity
- Helps fight discoloration and hyperpigmentation
- Uniquely safe for use all around the eye area
- Harmonizes nicely with other cosmetic preparations or medical ointments

Intensive Hydrogel

PARACEUTICAL

Intensive Hydrogel is a light balancing emulsion, consisting of **10% Lactic Acid (AHA)** combined with **2% Salicylic Acid (BHA)** and **DermShield™**. It improves the quality of oily/combo skin and provides an intensive treatment, without causing irritations, thanks to the use of **DermShield™**. Intensive Hydrogel has powerful anti-microbial and anti-inflammatory properties, to purify and soothe oily skin.

100% Natural and Eco-responsible Salicylic Acid for the first time in cosmetics! Salicylic Acid is A BHA and an excellent agent for cell exfoliation, with oil balancing and anti-bacterial properties. This formula contains an upgraded, pure and 100% natural ingredient.

Intensive Hydrogel:

- Rejuvenates, lightens and smooths the skin
- Removes greasy appearance and moisturizes perfectly
- Purifies the skin and smooths out blemishes
- For a bright, smooth and radiant look
- Harmonizes nicely with other cosmetic preparations or medical ointment

Alpha Hydroxy Acids (AHA) for Home Care - How Do They Work?

When it comes to achieving desired results with homecare, **Alpha Hydroxy Acids** are recommended and are absolutely necessary, in almost any skin condition. **Lactic Acid** is a corrective, rejuvenating and hydrating AHA with strong anti-aging properties that is recommended for long term use in all skin types throughout the seasons. Applying **Lactic Acid** at a concentration of 10% and 15% for an extended period of time enables epidermal and dermal rehabilitation.

How do AHAs work?

- **Products containing AHA** cause exfoliation that corrects and strengthens the Stratum Corneum (the outermost layer of the skin), and increases the cellular turnover of the Basal Layer (the base layer). AHAs gently peel the skin by a dissolving action of desmosomes (connecting proteins), that leads to a shedding of dead skin cells, the turnover of new cells, and the correction of the skin structure.

AHAs improve the density and moisture retention abilities of the Stratum Corneum, smooth the skin texture, strengthen the structure and lead to rejuvenation and rehabilitation of the epidermal structure. Furthermore, AHAs help reduce hyperpigmentation and discoloration.

- **Lactic Acid** is an AHA that has such an intense epidermal hydration effect, that no other substance can achieve comparable results. Since Lactic Acid is a part of the natural moisturizing factor (NMF), it is capable of raising the skin's moisture level rather than just maintaining it. Lactic Acid can be used constantly, throughout the seasons, on the face, the neck, and around the eye area.

The Scientific Secret Behind the Effectiveness of Alpha Hydroxy Acids (AHA) in the Anti-Aging Industry

Comprehensive analysis of clinical data about the effectiveness of AHA preparations for skin rejuvenation shows that when the concentration of AHA is 4% at pH 3.8, the compound only works as a moisturizer. The scientific reality is that only when the concentration of AHA reaches 10%-15% at pH 3.5, the skin becomes smoother, and biochemical changes associated with skin rejuvenation occur. However, when the concentration of AHA reaches or exceeds 10%, irritation in the form of redness, itching and burning sensation of the skin increases significantly.

How do we at NOON Aesthetics enable daily use of high concentrations of Lactic Acid (15%) at low pH? Thanks to the additive **DermShield™**, we protect even the most sensitive skin while obtaining the results of an effective and potent anti-aging treatment.

LactoCeramide-15

PARACEUTICAL

LactoCeramide-15 is particularly active anti-aging treatment that is based on a combination of **15% Lactic Acid** and Ceramide types 2,3,6. The effective combination of **AHA** and **DermShield™**, allows use of the cream with all skin types, throughout the seasons, and without causing irritation.

Lactic Acid stimulates and rejuvenates the skin, providing significant improvement in skin texture and moisture level. It further reduces blemishes and increases skin density and elasticity.

Ceramides 2,3,6 constitute a perfect copy of the lipids found in the upper layer of the skin and thus help to rectify defects in the Stratum Corneum, forming a healthy layer resistant to damage.

LactoCeramide 15:

- Stimulates skin rejuvenation
- Significantly reduces the appearance of fine lines and wrinkles
- Improves water retention and barrier function of the epidermis
- Increases skin density and elasticity
- Blurs spots and inhibits the development of hyperpigmentation
- Harmonizes nicely with other cosmetic preparations or medical ointment





How Can You Prevent the Formation of Darkening or Hyperpigmentation?

In order to win the battle against the formation and/or darkening of hyperpigmentation, a day & night home care treatment using the following is necessary: **Whitening Agents + Retinoids + Lactic Acid + Sun Protection**. Thus, the secret to the success and the maintenance of hyperpigmentation treatment is the consistent and regular use of the right combination of products, throughout the seasons.

It is important to understand that whitening and corrective processes, thus initial results will be visible within two or three weeks, especially in the case of more mature skin, but more significant results in repairing and strengthening skin structure will be only achieved after several months, as the treatment continues. Therefore, in order to achieve optimal results, consistent use is required. In case of deep and chronic spots, the treatment takes longer, and in order to achieve effective results, the treatment has to be more intensive and be combined with an In-Clinic peel series.

When desired results are achieved, it is important to continue using Whitening Agents regularly and continuously, for maintenance.

Retinol Charisma

PARACEUTICAL

Retinol Charisma is an anti-aging skin booster that rejuvenates, firms, brightens and reduces fine lines. It further refines texture and skin tone. The product is available in three concentrations: **Retinol Charisma Delicate 0.3%**, **Retinol Charisma Intense 1%** and **Retinol Charisma Plus 1.6%** with **DermShield™**.

Retinol Charisma is suitable for all skin types.

The active ingredients used in Retinol Charisma:

Retinol – the strongest “Anti-Aging” corrective ingredient. Retinol smooths skin texture, reduces fine lines, fights Photo-Aging, assists in Whitening, balances sebum secretions, facilitates dermal reconstruction and firms the skin. A regular use of retinoids greatly contributes to the quality of the skin, reverses aging processes and increases skin turnover. An effective treatment of photo-damage requires consistent use of retinoids. The use of Retinol products with the additive **DermShield™** minimizes the sensitivity to sunlight.

Oligopeptide-68 – an innovative and unique Whitening Agent that reduces the appearance of dark spots and skin discoloration.

Leontopodium Alpinum Callus Culture Extract – Leontopodic acid, discovered for the first time in Leontopodium alpinum, has extraordinary antioxidant, radical-scavenging, and epidermal protection properties. It considerably enhances levels of key proteins which help to create and reinforce a protective ‘cellular barrier’ against UV damage and other external stresses.

Methyl Perfluorobutyl Ether (Perfluorocarbon Emulsion) – a potent delivery system for non-ROS oxygen! Clinically shown to be an artificial oxygen to improve tissue oxygenation, so it can act to treat damaged skin and to reverse signs of aging.

How Do Alpha-Arbutin, Azelaic Acid and Vit C Whiten Pigmentation Spots? What Concentrations Are Necessary?

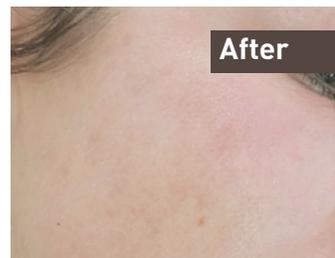
The process of treating hyperpigmentation spots, or a “whitening treatment” requires a day & night use of whitening agents and, specific ingredients that have an inhibiting effect on one or more of the processes that allow melanin to be produced and distributed in the skin. Thus, whitening and lightening agents are sometimes referred to as “Melanin Inhibitors”.

In a concentration of **5% Alfa-Arbutin** there is a melanin inhibitor that is able to inhibit tyrosinase activity (the enzyme that produces melanin) in all hyperpigmentation disorders, and is safe to use constantly, throughout the seasons, during pregnancy and breast-feeding, and is very recommended also in darker skin types.

A concentration of at least **10% Vit C** will have a whitening effect as a tyrosinase inhibitor. In vit C Serum 11S, Ascorbyl Tetra Iso-Plamitate (6%) and Ascorbyl Glucoside (5%) are the two derivatives of Vitamin C being used. These derivatives are advanced and stable (11% Stable) and have a special lightening quality. This concentration of Vit C provides comprehensive skin whitening and lightening, absorbs free radicals in both the epidermis and dermis, improves the production and amount of collagen fibers, inhibits the activity of two types of collagen-damaging enzymes, protects against DNA damage caused by UV radiation and strengthens blood vessel walls.

In a concentration of **20%** (and up), **Azelaic Acid** is able to reduce the production of the brown pigment melanin by inhibiting its production process (acts as a tyrosinase inhibitor). Azelaic Acid has a unique attribute – it specifically affects areas that produce excess pigmentation and does not whiten areas with normal melanin production. In addition to whitening, Azelaic Acid has other anti-aging attributes – skin renewal, rehabilitation, resuscitation and general maintenance. It also acts as an anti-inflammatory and anti-bacterial agent in skin prone to acne and will lighten/prevent brown “Post Acne” marks that often develop in darker skin types. Azelaic Acid meets scientific criteria for the perfect medication: it is particularly effective on the one hand, and completely safe on the other hand. It is safe for dark skin, while pregnant, while breast-feeding, and during the summer!

BEFORE
& AFTER



Double White

PARACEUTICAL

Double White includes a combination of **Vit C Serum 11S** (11% Derived Stable Vitamin C), **Azelaic 20** (Azelaic Acid 20% + Alpha Arbutin 5%). This powerful blend of whitening agents helps reduce discoloration, evens out skin tone and protects the skin structure from free radicals. The additive **DermShield™** allows use of the cream without the usual side effects (E.g. Stinging, burning and itching).

The active whitening and lightening ingredients used in Double White:

A: 5% Ascorbyl Glucoside is a **natural Water-Soluble Vitamin C** (Ascorbic Acid) stabilized with glucose. This combination allows the benefits of Vitamin C to be achieved conveniently and effectively. Ascorbyl Glucoside prevents pigmentation of the skin by suppressing melanin synthesis in melanocytes. In addition, it has the ability to reduce the amount of pre-existing melanin, resulting in a lighter pigmentation of the skin. A comprehensive skin lightening solution is used not only for whitening but also for brightening dull looking skin and reversing the effects of aging. Ascorbyl Glucoside is a hydrophilic anti-oxidant, which works in the epidermis.

A: 6% Ascorbyl Tetraisopalmitate is an **Oil-Soluble Vitamin C Derivative**. It promotes collagen synthesis and inhibits lipid peroxidation and skin aging. Due to its defensive properties, Ascorbyl Tetraisopalmitate protects the cellular DNA from the damage caused by UVB radiation. It is stable at high temperatures and has good solubility in oils. Ascorbyl Tetraisopalmitate is a lipophilic anti-oxidant which works in the dermis.

B: 20% Azelaic Acid, a particularly high concentration, in combination with **DermShield™** that ensures intensive lightening without typical irritation associated with the use of Azelaic Acid. Provides skin exfoliation and regeneration.

B: 5% Alpha-Arbutin - one of the most stable and effective whitening ingredients available for promoting lighter, more even tone for all skin types that acts as a remarkable facilitator in the quest for brighter skin.





What Are the Benefits of Anti-Oxidants?

Accumulation of damages in the skin

The term “free radical” may not concern you, but it should. Without delving too deep into the “free radical theory of aging”, it is important to understand what “free radicals” do. Free radicals are unstable molecular sections that are a major source of harm to all living organisms and tissues in the human body.

Free radicals have what is called a “reactive” molecular structure, instantly attacking and damaging living tissue. Damage is accumulated over the years (“the skin remembers”) and hastens the aging process. This process is associated with the formation of skin spots, solar keratosis, loose skin, inflexibility, wrinkles and fine lines. This process is also the scientific reason for the harmful effects of smoking and UV radiation on skin aging and pigmentation appearance (photo-aging). In fact, these are the same factors that are accumulated in the deep layer of the skin (dermis), which are directly responsible for aging skin processes by damaging the protein network of the dermal matrix (damage to collagen and elastin fibers).

Preventive Anti-aging

Many patients experience premature aging of the skin in the areas exposed to the sun, such as the face, neck, hands and décolleté. To prevent and delay this, anti-oxidants should be used regularly from the early 20’s and throughout the years for maintenance. Powerful anti-oxidants included in NOON products repair existing damage, prevent future damages, protect the skin and keep it healthy and young.

Vit C Serum 11S

PARACEUTICAL

Vit C Serum 11S contains a high concentration of Stable Vitamin C derivatives. This innovative anti-aging formula provides deep skin layer permeability. The concentration of 11% Vitamin C (stable derivatives) allows powerful brightening abilities, while fighting free radicals and strengthening blood capillaries. **Vit C Serum 11S** improves the production of collagen fibers and increases the concentration of type NB1RGB fibroblasts (cells that build the Dermal Matrix). It drastically inhibits the activity of two collagen-dissolving enzymes (MMP-2 and MMP-9).

The active ingredients used in Vit C Serum 11S:

Ascorbyl Tetraisoalmitate (6%) is an Oil-Soluble Vitamin C Derivative. It is designed to protect and rejuvenate photo-aged skin and promotes collagen synthesis, inhibits lipid peroxidation and skin aging (anti-oxidant). Due to its defensive properties, Ascorbyl Tetraisoalmitate protects DNA from the damage caused by UV irradiation. It is stable at high temperatures and has good dermal permeability.

Ascorbyl Glucoside (5%) is a natural water-soluble Vitamin C Derivative stabilized with glucose, that allows the benefits of Vitamin C to be used conveniently and effectively. Ascorbyl Glucoside prevents pigmentation of the skin by suppressing melanin synthesis in melanocytes. It also has the ability to change the color of pre-existing melanin, resulting in a lighter pigmentation of the skin. A comprehensive skin lightening solution is used not only for whitening but also for brightening dull looking skin and reversing the effects of aging.

Plankton Extract, an extract from *Scenedesmus sahel*, a phytoplankton (micro-algae) - A micro-organism with morphological & pigmentary resistance to irradiation, that protects the skin from extreme temperatures.



Peptides for Anti-Aging Treatment

Skin aging is a natural genetically programmed process. Many external factors also influence skin aging significantly: smoking, lifestyle and nutrition, stress, environmental factors, ultraviolet radiation, multiple diseases and more.

Regardless of what factors play a role as triggers in skin aging processes, aging occurs in the skin according to the same scenario: a change in the number of functioning cells, a decrease in their activity, a change in the composition and structure of intercellular matrix and more. For example, at the age of 55, the amount of peptides is reduced by a factor of 10 in comparison with the age of 20. The use of peptides in anti-aging skincare products stimulates mechanisms that are oppressed with age.

The term “peptides-matrikines” refers to peptides released as a result of the breakdown of proteins-macromolecules of the extracellular matrix (collagen, elastin, laminin and other proteins) into peptides, with the participation of the MMP enzyme (Matrix Metallo Proteinases). Matrikines are naturally formed from the matrix proteins to signal fibroblasts in order to begin the process of new protein synthesis. This process occurs in the skin in a rhythmic manner, thus avoiding the accumulation of damaged proteins and mechanical damage to the skin that leads to the destruction of proteins.



Lift & Whitening Peptide Complex

ESSENTIAL

Lift & Whitening Peptide Complex is an effective and highly concentrated blend of peptides used to achieve a noticeable effect in skin firmness and whitening.

- Benefits of Lift & Whitening Peptide Complex:
- Activates multiple rebuilding pathways in the dermis
- Significantly reduces wrinkles' depth
- Improves the skin's moisture levels and turgor
- Enhances the skin's nutrition levels and elasticity
- Provides skin whitening effect

The active ingredients in Lift & Whitening Peptide Complex:

Palmitoyl Tripeptide-38 (Matrixyl Synthe'6™) - This formula contains an extremely high concentration of Matrixyl Synthe'6 and is considered a firming booster. A Matrikine Mimetic Peptide that stimulates wrinkle filling by synthesis of 6 major structural components of the dermis. Provides building material by stimulating the synthesis of six major molecules - hyaluronic acid, collagen I, III and IV, laminins and fibronectin, significantly firming the skin and filling wrinkles.

Cyclotetrapeptide-24 Aminocyclohexane Carboxylate - a unique cyclic structure that counteracts wrinkles and fine lines. Its unique design as an intelligent and selective peptide mimics the natural processes of skin communication and repair.

Oligopeptide-68 - innovative and unique whitening agent that reduces the appearance of dark spots and skin discoloration.

Swertia Chirata Extract - an ingredient made from Indian Gentian leaves. Activates adipose-derived stem cells, promotes the production of keratinocyte growth factors, capable of stimulating keratinocyte proliferation to self-regenerate thin epidermis and to improve the look of wrinkled skin. Provides improvement in the appearance of vertical wrinkles and a reduction in the appearance of lip contour wrinkles.

Sodium Hyaluronate - a high molecular weight hyaluronic acid with very high purity that provides deep hydration. Sodium Hyaluronate's strong hygroscopic properties allow for retention of water at the surface of the skin, playing the role of water reservoir.

Sodium PCA - a natural component of NMF (Natural Moisturizing Factor). Sodium PCA is extremely water absorbent and can hold several times its weight in water, thus helping to reduce loss of moisture through evaporation (trans epidermal water loss).

In-Depth Filler Cream

ESSENTIAL

Functioning as a wrinkle filler, **In-Depth Filler Cream**, with the combined power of multiple age-defying ingredients, is proven to reduce the appearance of wrinkles. **In-Depth Filler Cream** evens out and relieves the skin, as well as leaving it deeply hydrated, elastic and toned.

The active ingredients used in In-Depth Filler Cream:

- **Palmitoyl Hexapeptide-14** – a matrikine-mimetic peptide with anti-aging activity. It activates multiple rebuilding pathways including: collagen biosynthesis, fibroblast proliferation and inhibition of destructive matrix metalloproteinases. Visible results can be seen in the reduction of fine lines and wrinkles along with an improvement in the skin's elasticity.
- **Palmitoyl Tripeptide-38 (MATRIXYL synthe'6TM)** - a matrikine-mimetic peptide, which stimulates the synthesis of 6 matrix molecules and helps fill wrinkles.
- **Palmitoyl Isoleucine** - an essential amino acid known for its ability to support tissue repair. Acts as a lipofiller by stimulating the functionality of the adipocytes, and prevents them aging into MAD cells. Increases the dynamic interactions between the fibroblasts and the Dermal Matrix. Anti-oxidant action.
- **Alteromonas Ferment Extract** – an excellent hydrating agent. Alteromonas Ferment Extract restores Hyaluronic Acid secretion in aged skin cells, stimulates lipid synthesis, supports the dermo-epidermal junction and induces filaggrin expression in the skin. Helps maintain an optimal skin barrier function and has excellent hydrating properties due to its action on natural moisturizing factors and lipids synthesis has a positive impact on the skin barrier function, by inducing lipid synthesis
- **Swertia Chirata Extract** - an innovative ingredient made from Indian Gentian leaves that has been formulated to help rejuvenate and thicken the skin. It has been shown to reduce the appearance of vertical wrinkles around the lip area, as well as lipstick migration by 50% in as little as 28 days!
- **Sodium Hyaluronate** – a high molecular weight hyaluronic acid with very high purity that provides deep hydration. Sodium Hyaluronate's strong hygroscopic properties allow for retention of water at the surface of the skin, playing the role of water reservoir.



In-Depth Filler Serum

ESSENTIAL

In-Depth Filler Serum is a highly effective anti-wrinkle treatment. It improves skin density, firmness and elasticity, while providing hydration and radiance to the skin. Very suitable for supporting dermal building processes in conjunction with dermal stimulation procedures (aesthetic treatments such as Peels, Micro-needling, RF, Lasers).

The active ingredients used in In-Depth Filler Serum:

- **MG6P** – Containing Methylglucoside-6-phosphate (MG6P), the amino acids proline and lysine and an addition of copper ions, to improve ECM fiber synthesis. MC6P is a new source of bio-energy for fibroblasts that reactivate collagens and elastin production. Proline and Lysine are essential amino- acids which are needed for collagen and elastin synthesis, and Copper is the Lysyl-Oxidase co-factor.
- **Tetradecyl Aminobutyrylvalylaminobutyric Urea Trifluoroacetate (TAUT)** - a tri-peptide boosting hyaluronic acid production leading to a visible re-modelling effect and firmer skin.
- **Xylinum (Black Tea) Ferment** - a product of the fermentation of sweet black tea that provides a protective action of the ECM. Xylinum Black Tea Ferment decreases glycation of Elastin fibers and thus improving skin softness.
- **Sodium Hyaluronate** – a high molecular weight hyaluronic acid with very high purity that provides deep hydration. Sodium Hyaluronate's strong hygroscopic properties allow for retention of water at the surface of the skin, playing the role of water reservoir.
- **Arnica montana Flower Extract** – An anti-inflammatory and a soothing agent. Arnica assists in relaxing pain and swelling associated with skin ablation.
- **Sodium PCA** – a natural component of NMF (Natural Moisturizing Factor). Sodium PCA is considered a natural humectant due to the fact that it is extremely water absorbent and can hold several times its weight in water, thus helping to reduce loss of moisture through evaporation (TEWL).



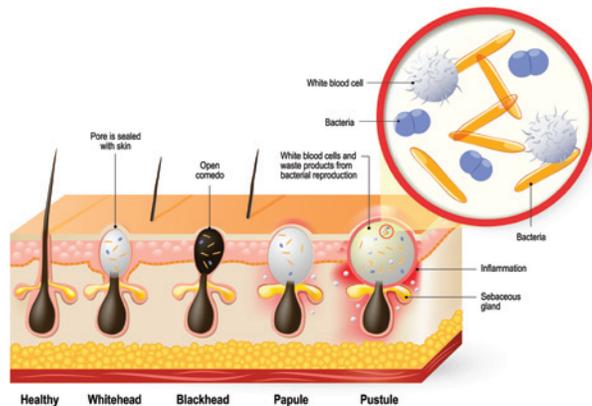
A Comprehensive Acne Treatment

Acne is a chronic multi-factor infectious disease of the sebaceous glands. The chronic disease requires consistent treatment as long as the disease is active. There are five causes leading to the development of Acne:

- Excessive discharge of the sebaceous glands (and over-growth of some glands)
- Excessive (hyper) keratosis in the hair follicle channels
- Changes in the skin pH (less acidic)
- Bacterial infection caused by P. acne (and later Staphylococcus Spp. + Streptococcus Spp.)
- Development of inflammation (heat, redness, swelling)

In each condition of Acne, several or all of the factors may occur. For example, when excessive discharge of the sebaceous glands and changes in sebum structure are combined with hyper-keratosis (clogging of dead skin cells), Acne Comedonica develops. This condition does not have any active bacterial infection. When the third factor is added, and the pH level of the skin changes and becomes less acidic (and thus less protected from pathogens), a P. acne bacterial infection develops, followed by the formation of papules and pustules (in more severe cases the infection may involve secondary infection bacteria such as Staph Spp. + Sterp Spp. As well). While the skin is healing itself, blood vessels dilate and White Blood Cells stream to the infected area to fight bacteria. Thus, inflammation develops and local pain is present.

In order to treat this condition, it is necessary to take all the factors into account, and constantly use the right combination of home care ingredients over time, to fight all symptoms of Acne, combined with a specific in-clinic session routine.



Two NOON products, **AcNo Solution** and **Double Fight**, include the necessary ingredients for comprehensive home treatment.

Product:	Active ingredient:	Cause of Acne:
AcNo Solution	4% Niacinamide	Excessive discharge of the sebaceous glands
Double Fight	10%-15% Lactic Acid, 2% Salicylic Acid & Azelaic Acid	Excessive keratosis Infection in pH
Double Fight AcNo Solution	20% Azelaic Acid, 2% Salicylic Acid, 4% Niacinamide, Methyl Perfluorobutyl Ether (Perfluorocarbon Emulsion) Oligopeptide-10	Bacterial infection
AcNo Solution Double Fight	A Complex of Botanical Extracts	Inflammation

Brown post-acne spots may begin to appear as a result of Acne (a type of Post Inflammatory Hyper-Pigmentation). Double Fight contains 2 skin lightening ingredients, 5% Alpha-Arbutin and 20% Azelaic Acid, that efficiently lighten post-acne spots and prevent new brown marks from forming at active lesions! For the success of skin lightening process, it is necessary to fully protect oneself from exposure to the sun and always renew your SPF throughout the day.



Double Fight

PARACEUTICAL

Double Fight includes a combination of two products: **A: Intensive Hydrogel** (10% Lactic Acid + 2% Salicylic Acid) and **B: Azelaic 20** (Azelaic Acid 20% + 5% Alpha-Arbutin), both containing **DermShield™**. The added **DermShield™** protects the skin from the usual irritation caused by acids, and allows a daily and intensive long-term use, throughout the seasons, and is designed and recommended for dark skin types. This highly active combination of ingredients significantly improves the quality and texture of problematic skin, decreases inflammation, and intensively treats excess of bacteria.

Double Fight is therefore suitable to treat many skin conditions, by correcting imperfections, improving skin texture, decreasing redness (inflammation common in Acne and Seborrhea), and to significantly decrease symptoms like comedons (blackheads), papules and pustules (pimples). Double Fight also contains whitening ingredients that treat (and prevent) post-Acne hyperpigmentation.

The active ingredients used in Double Fight:

A: Intensive Hydrogel: 10% Lactic Acid (AHA) + 2% Salicylic Acid (BHA), both of which have an exfoliating (peeling) effect, to smoothen skin texture and hasten the healing of blemishes. Both acids regulate pH levels and thus decrease the bacterial load. Salicylic Acid has significant anti-bacterial and anti-inflammatory properties which are ideal to purify and soothe problematic skin. This formula contains 100% Natural Salicylic Acid, for increased tolerability and efficiency.

B: 20% Azelaic Acid is a well-known anti-bacterial agent that fights all kinds of bacteria that are involved in the development of papules and pustules (pimples). It is mostly effective over time, due to the fact that bacteria are not able to become resistant to it! After long periods of effective use its efficiency even exceeds antibiotic preparations. In addition, it reduces the concentration of the hormone responsible for oil secretion from the skin. It also acts as an exfoliating agent that helps skin rejuvenation, improves the texture and helps with healing of post-Acne marks and lightening of hyperpigmentation.

B: 5% Alpha Arbutin is a skin lightener that treats the brown-purple post-acne marks, and prevents development of hyperpigmentation in healing lesions.

Note! – The success of the treatment requires perseverance. The longer the product is used the more efficient it is. When used regularly, the skin heal faster, and with the time fewer pimples develop.



AcNo Solution

PARACEUTICAL

AcNo Solution is a concentrated and effective mixture used to treat problematic and irritated skin by reducing pathogenic bacterial load, sebum production and inflammation (redness and irritation).

The active ingredients used in AcNo Solution:

- **4% Niacinamide** - a pro-vitamin that significantly reduces sebum excretion. It has potent anti-inflammatory and anti-bacterial properties that could offer a potential treatment option without the risk of bacterial resistance or side effects.
- **30% Perfluorocarbon Emulsion** – a carrier agent that releases oxygen into the tissues. Anaerobic bacteria such as P. acne proliferate in skin with under-oxygenated conditions such as clogged pores. Creating an oxygenized environment is ideal in fighting Acne, an anaerobic bacteria.
- **Oligopeptide-10** – A patented antimicrobial peptide that Exhibits excellent activity against the P. acne bacterium, and can replace antibiotics in long term acne treatment.
- **Avena Sativa Extract** – “wild oats” in Latin. It fights inflammation by reducing levels of inflammatory cytokines, which are chemicals of the immune system.



AcNo Complex

PARACEUTICAL

AcNo Complex is a concentrated and effective mixture of anti-inflammatory agents, used to treat irritated and problematic skin and to regulate casual sebum production.

- Benefits of AcNo Complex:
- Decreases redness and blemishes
- Reduces sebum production
- Decreases bacterial proliferation
- Hydrates, soothes

The active ingredients used in AcNo Complex:

- **6% Niacinamide** – an ingredient that significantly reduces sebum excretion and has potent anti-inflammatory and anti-bacterial properties.
- **Dipotassium Glycyrrhizate** – An anti-inflammatory agent isolated from licorice root. Studies have shown it to help reduce the redness and irritation commonly associated with various skin conditions such as Acne, Rosacea, Psoriasis and some types of Dermatitis.
- **Oligopeptide-10**– A patented antimicrobial peptide that exhibits excellent activity against the P. acne bacterium, and can replace antibiotics in long term acne treatment.
- **Botanical Extract's Complex (Oryza Sativa Bran Extract, Boswellia Serrata Extract)** – Fights Inflammation.
- **Sodium PCA** – a natural component of NMF (Natural Moisturizing Factor) - A hydrating agent.



Azelaic Forte 25

PARACEUTICAL

Azelaic Forte 25 provides treatment for a variety of skin conditions, due to its' anti-bacterial, anti-inflammatory and whitening abilities, combined with skin exfoliation and regeneration.

Suitable to treat bumpy skin with papules and associated redness (Rose-Red Papules / Red Rash). Reduces the excess of bacteria significantly reducing inflammation. An effective preservative treatment for people suffering from bumps and lesions and associated with Rosecea.

Effectively treats discoloration (Melanoderma), and is suitable as a long-term use skin lightener (Solar Lentigo, Melasma, PIH, Post-Acne), throughout the seasons.

The active ingredients used in Azelaic Forte 25:

- **25% Azelaic Acid** – an anti-inflammatory, anti-bacterial and exfoliating agent used to clear the bumps, lesions, and swelling caused by Acne and Rosacea. Used as a skin lightener that is considered safe and uniquely suitable for treating darker skin types on a year-round regime, since it does not cause skin photo-sensitivity, and since it selectively whitens only hyper-pigmentation spots and does not affect normally pigmented skin. It treats and prevents post-inflammatory hyper-pigmentation, that usually appears on Acne lesions in patients with skin photo types IV- VI (Fitzpatrick classification for dark skin). The added **DermShield™** allows to use this extremely high and unique concentration of Azelaic acid, without the usual irritation.
- **5% Alpha-Arbutin** – an extremely powerful whitening agent that inhibits the function and activity of Tyrosinase, an oxidizing enzyme that is responsible for the production of melanin. Effective in treating hyperpigmentation in all skin types. Alpha-Arbutin is a natural plant derivative of Hydroquinone, that doesn't have any risks or side effects during long term use.



HydroCalming & Vit Complex

PARACEUTICAL

HydroCalming & Vit Complex is a concentrated and effective blend of effective moisturizing factors, herbal extracts and vitamins.

Benefits of HydroCalming & Vit Complex:

- Improves the skin's moisture levels
- Increases the skin's turgor
- Nourishes the skin with essential vitamins
- Moisturises and calms the skin during a peel series

The active ingredients in HydroCalming & Vit Complex:

- **Sodium Hyaluronate** – a high molecular weight hyaluronic acid with very high purity that provides deep hydration. Sodium Hyaluronate's strong hygroscopic properties allow for retention of water at the surface of the skin, playing the role of water reservoir.
- **Alteromonas Ferment Extract** – an excellent hydrating agent. Alteromonas Ferment Extract restores Hyaluronic Acid secretion in aged skin cells, stimulates lipid synthesis, supports the dermo-epidermal junction and induces filaggrin expression in the skin.
- **Aphanizomenon Flos-aquae Extract** – a fresh water unicellular blue-green algae (cyanophyta) rich in phycocyanin (PC), a photosynthetic pigment with anti-oxidant and anti-inflammatory properties that acts like a natural retinoid, smoothing the skin without unwanted side effects. It helps maintain skin hydration and liberates natural moisturizing factors.

- **Dipotassium Glycyrrhizinate** – a natural extract of the liquorice root. It is highly suitable as an anti-irritant. Due to its sebum regulating properties, Dipotassium Glycyrrhizinate inhibits excessive release of skin lipids through sebaceous glands.
- **Arnica Montana Flower Extract** – an extract of the flowerheads of the Arnica plant. The Arnica plant has a long history as a medicinal flower throughout Europe. Many names that were associated with it over the years, such as "the flower of angels" and "the energy flower", attest to the plant's tremendous healing properties. Plant derived formulations are used as antioxidants and inhibitors of pro-inflammatory cytokines to treat inflammatory -related disorders.
- **Sodium PCA** – a natural component of NMF (Natural Moisturizing Factor). Sodium PCA is considered a natural humectant due to the fact that it is extremely water absorbent and can hold several times its weight in water, thus helping to reduce loss of moisture through evaporation (trans-epidermal water loss).



Igloo Moist 24/7

ESSENTIAL

Igloo Moist 24/7 provides calming and anti-inflammatory abilities through a combination of powerful soothing agents. It is suitable to use day and night as a universal light moisturizer, and is ideal for sensitive or irritated skin. Based on an advanced cooling technology, the cream produces a soothing and cooling effect, while moisturizing and calming the skin, improving elasticity and firmness, and delaying the appearance of aging signs. **Igloo Moist 24/7** is also excellent for supporting and moisturizing problematic skin. It is suitable for all age groups.

The active ingredients used in Igloo Moist 24/7:

- **Avena sativa (Oat) Extract** - Avena sativa can soothe, smooth, and nourish the skin. Oat Extract is recommended for all skin types, and especially for sensitive skin and for dry and flaky skin.
- **Palmitoyl Tetrapeptide 7** - an effective peptide that enables better tolerance of the skin to sun exposure, pollution and chemical irritants, by regulating baseline secretion of IL-6 (Interleukin-6), a cytokine that affects inflammation, regulates cell growth, gene activation, proliferation and survival. IL-6 that is linked to natural aging and aging induced by UV (photodamage). Thus, Palmitoyl Tetrapeptide 7 also protects the skin against premature aging and slows its effects.
- **Sodium Hyaluronate** - hyaluronic acid with very high purity that provides deep hydration. Sodium Hyaluronate's strong hygroscopic properties allow for retention of water, playing the role of water reservoir.
- **MET & Menthyl PCA & Lactamide MEA** - a combination of cooling ingredients that activates TRMP8 receptors and induce a nerve impulse of cooling sensation.



CLEANSERS

C-Cleanser Foam

ESSENTIAL

A deep cleansing formula, **C-Cleanser Foam** removes excess oils and clears surface impurities for pure, soft and supple skin. Does not contain SLS.

The active ingredients used in C-Cleanser Foam:

- **Ascorbyl Tetraisopalmitate** - an Oil-Soluble Vitamin C Derivative. Works as a powerful antioxidant and whitening agent, with both anti- acne and anti-aging capabilities.
- **Medxtract Chamomile Distilled** - the floral water of flowers of Chamomilla Recutita, produced by distillation. It is a gentle soothing hydrosol used to refresh and calm the skin.



MASKS



TrioLift Mask

ESSENTIAL

TrioLift Mask is an advanced anti-aging formula that immediately lifts the skin. It provides a quick anti-wrinkle effect, while hydrating, smoothing and soothing the skin. **Younger looking skin only 5 minutes after application!**

The active ingredients used in TrioLift Mask:

- **Acetyl Dipeptide -1 Cetyl Ester** – a “peptide of gentleness”, it is the first cosmetic active ingredient that acts as a switch messenger for gentleness and comfort. It stimulates the release of pro-endorphins, providing an exhilarating effect on the skin, and inhibits muscle contractions responsible for the appearance of expression wrinkles.
- **Hydrolysed Sesam Protein PG - propyl methylsilanediol** – a new generation smoothing agent. Thanks to the incorporation of the new “tightening” agent the skin is smoothed and lifted in a blink of an eye. More than simply a tightening agent with an immediate action, this agent also provides the skin with real hydration.
- **Allantoin** – an active skin protector. Naturally encourages the skins healing process.
- **Shea Butter** – concentration of natural vitamins and fatty acids that makes it incredibly nourishing and moisturizing for skin.

Igloo Mask

ESSENTIAL

Igloo Mask soothes, hydrates and cools the skin, providing a long lasting freshness effect. It tightens and restores damaged skin for a smooth and youthful look.

The active ingredients used in Igloo Mask:

- **MET & Menthyl PCA & Lactamide MEA** – a combination of cooling ingredients that activates TRMP8 receptors and induce a cooling sensation.
- **Xylitol** – a 3D Hydration Hydraconcept, Hyaluronic Acid booster.
- **Arnica Montana Flower Extract** – has a great soothing effect and tremendous healing properties.
- **Coffee Arabica (Coffee) Seed Extract** – promotes blood circulation and leads to healthy and energised skin, effectively reducing the swelling of tissues and de-puffing areas of the skin.

MediClay Mask

ESSENTIAL

MediClay Mask is a purifying mask for treatment of oily/problematic skin. MediClay Mask disinfects, soothes redness, fights “break outs” and reduces bacterial proliferation.

The active ingredients used in MediClay Mask:

- **Oleanolic Acid** – A powerful inhibitor of cellular inflammatory processes and is a major protector of cells against oxidative stress. It inhibits 5- reductase to fight hyperseborrhoea and to reduce testosterone influence on acne prone skin.
- **Nordihydroguaiaretic Acid (NDGA)** – a cell growth regulator that inhibits hyperkeratosis and inflammation. It helps to control bacterial growth.
- **Propolis Extract** – speeds up the wound healing process due to its antibacterial and Anti-inflammatory properties.
- **Salvia Officinalis Extract** – prevents the occurrence of skin infections.
- **Allantoin** – smothers and heals the imperfections.
- **Eucalyptus Leaf Oil** – treats skin infections.
- **Sulfur** – kills bacteria and draws out oil, which in turn reduces build-up in pores.

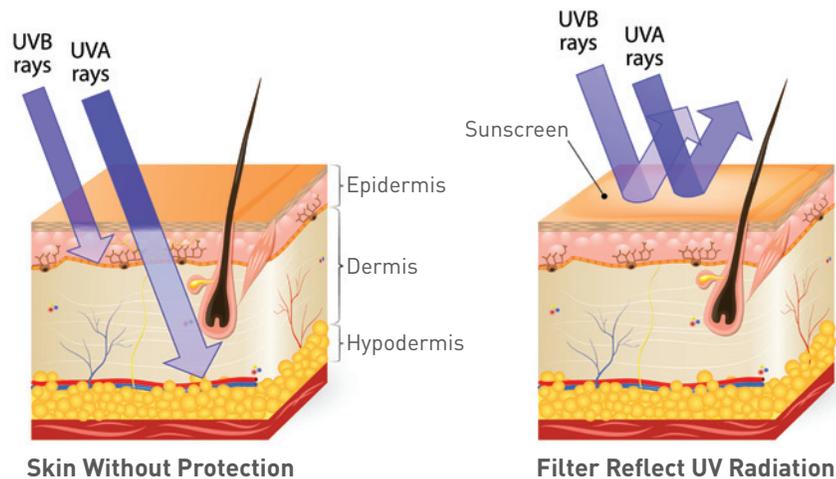
Complex Damages Caused by Solar Radiation

The long-term damage that UV radiation causes to the skin is well known, but what is less known is the damage caused by IR (Infra-Red) radiation (heat radiation). When the skin is heated, it creates micro-traumas that affect the structure and function of skin cells. Fair skin will react with changes associated with structure (development of solar keratosis and lentiginous), whereas in dark skin that is prone to pigmentation, the pigmentation area will heat up more (like black clothes in the sun), and the heat will cause the spot to darken.

Only recently, scientists discovered micro-organisms that live in thermal water (70°C), and studied how cells are not destroyed in this heat. Research revealed the existence of a specific ferment, which prevents the development of micro-traumas and protects the cells and the dermal matrix proteins from damage.

Using a biotechnological processes, scientists were able to produce this ferment, which can now be added to day creams and protect the skin for many hours from the effects of heat.

MultiVit Sun Protector contains the precise combination of UV protection components, which together provide comprehensive protection from solar radiation.



MultiVit Sun Protector

SPF 30 UVA IR ESSENTIAL

MultiVit Sun Protector is the new generation of Anti-Aging Photoprotection with Encapsulated UV Filter and Vitamins B, C, E. MultiVit Sun Protector successfully protects the skin from UVA/UVB & IR rays, which induce skin damage in different ways.

Benefits of MultiVit Sun Protector:

- Protects against UVA/UVB/IR/Visible Light rays and free radicals
- Increases cell resistance in conditions of temperature stress
- Improves skin hydration
- Prevents matrix macromolecules damage

MultiVit Sun Protector contains:

- **Encapsulated UV Pearls** – “sunglasses” for the skin. Provide skin protection while the UV filter is prevented from coming into direct contact with the skin’s surface. Encapsulated UV Pearls are resistant to release under temperature stress.
- **Titanium Dioxides (Nano)** – an advanced sun protector. Acts against UVA, UVB, visible light and infra-red rays to give even the most demanding skin complete sun protection and the most beautiful glow. Titanium Dioxides (Nano) provides high protection against photo-aging, while wrinkle formation is minimized and irregular pigmentation softened.
- **Ectoin** - a multi-talented ingredient, which reduces the formation of sunburn cells & the damage provoked by UVA-irradiation. It also acts as a “moisture reservoir” to minimize water loss in dry or atopic skin.
- **Vitamins C, E** - act as anti-oxidants.
- **Niacinamide** - A whitening assistant, inhibits the transfer of ,melanosomes from melanocytes to Keratinocytes. Occurs as a component of a variety of biological systems and specifically the vitamin B3 complex



The Sun Protection Issue

Even the most reliable high quality sunscreen products protect us for up to two hours, which means that when we apply cream in the morning and then go out in the afternoon, we are no longer protected and are vulnerable to sun damage. Even women who realize this feel helpless because sunscreen cannot be reapplied over makeup. As a result, pigmentation spots get darker, and the skin continues to sustain sun damage. There is obviously no point in spending time and money repairing this damage when the skin is not effectively protected in the first place.

NOON Aesthetics' Sun Protection Mineral Powder can be applied anywhere and anytime, even over makeup! The transparent mineral powder protects against all spectrum rays (UVA and UVB), conveniently packed in a container with a brush.

Sun Protection Factor (SPF) only describes the duration of protection against UVB rays, which cause the skin to redden and burn, but does not indicate the duration of UVA protection, which is essentially the same for all creams – only about two hours. For this reason it is important to make sure that the sunscreen protects against UVA rays and to reapply sunscreen at least every two hours. UVA radiation is associated with complex pigmentation disorders, creates free radicals, damages collagen, and causes skin aging and skin cancers.

Skin protection is equally important in winter as well, especially in sunny countries. UVA rays are the most dangerous to skin health and penetrate not only glass, but clouds as well.

Brush&Go™ Mineral Sun Protection Powders SPF 30

ESSENTIAL

Brush&Go™ contains translucent mineral powders for immediate optimal protection against harmful UVA/UVB and IR rays and helps prevent sun damage such as sunburns & pigmentation disorders.

Brush&Go™: for oily/problematic skin also contains anti-bacterial ingredients for oily and problematic skin.

Benefits of Brush&Go™:

- Can be used by women, men and children (over the age of 6 months)
- Made from 100% natural minerals
- Easy to use anytime and anywhere
- Matte Finish
- Talc Free
- Not sensitive to heat (can be left in a car).

Brush&Go™ contains enough powder for over 300 applications! The combination of **Zinc Oxide** and **Titanium Dioxide** in the **Brush&Go™** formula has the function of shielding from UVA / UVB and IR rays contained in sunlight. The powder acts as “micro mirrors” reflecting sun rays. **Dead Sea Minerals** release pro-aging free radicals, hydrate, detoxify and soften skin, thereby promoting youthfulness.

The additional active ingredients used in **Brush&Go™** for oily & problematic skin:

- **Tea Tree Oil** - volatile essential oil derived mainly from the Australian native plant *Melaleuca Alternifolia*. Employed largely for its antimicrobial properties, Tea Tree Oil is incorporated as the active ingredient in many topical formulations used to treat cutaneous infections.
- **Eucalyptus Leaf Essential Oil** - volatile essential oil with anti-microbial and anti-septic effects. It is a strong suppressor of cytokines that is suitable for long term treatment of inflammation.
- **Silver** - the anti-bacterial activity of silver has long been known and is used in a variety of applications. The most widely documented uses are prophylactic treatment of burns and water disinfection.





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