

# KaliLight

FUNCTIONALIZED HYDROXYAPATITE

## >> MULTI-FUNCTIONAL LIGHTENER FOR ASIAN BEAUTY

### FUNCTIONALIZED HYDROXYAPATITE: LIGHTENING/WHITENING & SKIN SPOTS REDUCTION

**Kalilight** is a mineral specialty obtained through an **exclusive production method**, composed of **Hydroxyapatite** functionalized with glutathione and cysteine.

Developed specifically to meet Asian beauty culture standards, Kalilight works with an innovative mechanism implying a **smart and time-controlled release of lightening actives** in the deeper layers of the skin, with multiple synergistic benefits:

- Smart release of glutathione and cysteine, to promote dark melanin (eumelanin) production decrease and increased production of bright melanin (phaeomelanin).
- Combined skin spot reduction, skin complexion evening and whitening/lightening action
- Oil control through innovative sebum adsorption properties
- Immediate matte effect, anti-wrinkle and elasticity enhancing

## >> POSITIONING

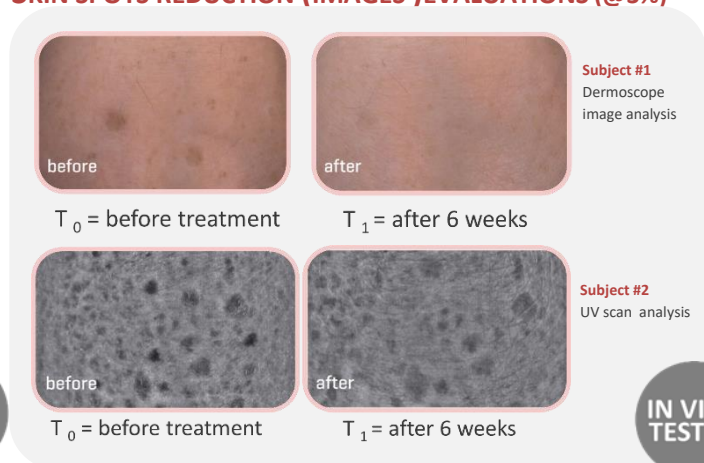
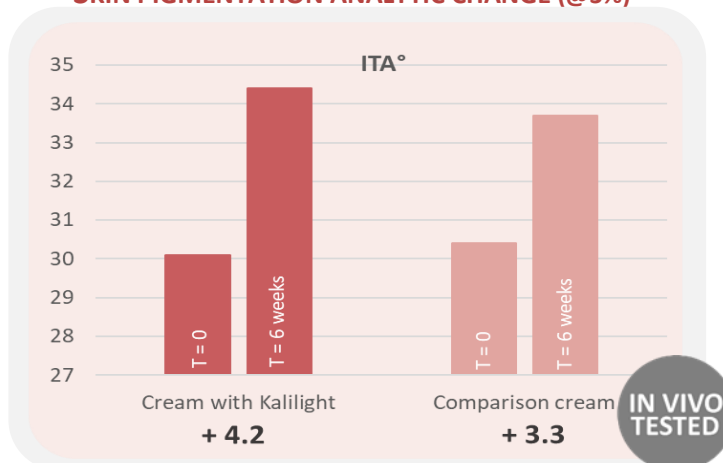
### FUNCTIONAL AND TECHNOLOGY HIGHLIGHTS

- **Whitening raw material of the year award in China**
- **Lightening and skin spots reduction**
- **Oil control through sebum fatty acids and triglycerides adsorption**
- **Soft-focus and MATTE effect**
- **Flawless finish**
- **Anti-wrinkle and elasticity enhancer, in vivo tested**
- **Complex derived from physiological actives, high tolerability, no side effects**



### SKIN PIGMENTATION ANALYTIC CHANGE (@3%)

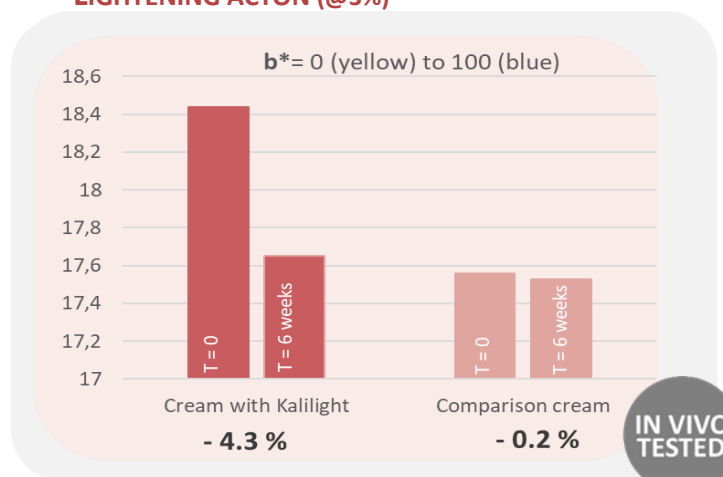
### SKIN SPOTS REDUCTION (IMAGES) EVALUATIONS (@3%)



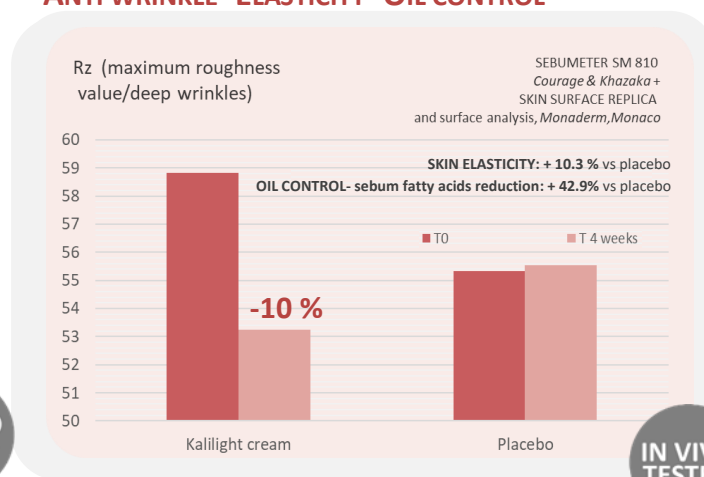
K. reduces skin pigmentation significantly better than a comparison cream (ITA° variation increase by **27.3%**). Tested on 20 subjects in 6 weeks.

K. shows evident skin spots reduction; above, two examples carried on different subjects; images analyzed by Dermoscopy and UV scan.

### LIGHTENING ACTON (@3%)



### ANTI WRINKLE- ELASTICITY- OIL CONTROL



K. increases skin lightening better than the comparison cream, by showing higher b\* variation (*graph.*) and a comparable L\* score.

K. promotes anti-wrinkle action, skin elasticity enhance and oil control reduction better than placebo.

## >> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
6.0 ÷ 8.0	2.0 ÷ 5.0	All products in skin care and make up areas (emulsion, stick and powdery form)	Mineral, biotechnology, synthetic	<b>Predisperse in water</b> by slow addition under stirring and add the dispersion in cold process to the emulsion made.

[ INCI NAME : hydroxyapatite, glutathione, cysteine ]