



# Dewsoft Premia

Advanced Moisturizing Lotion

### INGREDIENTS:

Purified water, Aloe vera, Glycerin, Triglycerides medium-chain, Non-ionic PEG-8 Beeswax, Propylene Glycol Dipelargonate, Aqueous extract of Beech tree bud, Saccharide Isomerate (Active) Aqua, Citric Acid, Sodium Citrate, Triglycerides C10-18, Cetyl Alcohol (and) Ceteth-20 (and) Steareth-20, Octyldodecyl Myristate, Polydimethylsiloxane, Acacia decurrens/Jojoba/Sunflower Seed Wax/polyglyceryl-3 esters, Phenoxyethanol (and) Ethylhexylglycerin, Honey, Acrylamide/Sodium Acryloyldimethyltaurate copolymer & Isohexadecane & polysorbate 80, Wheat germ oil, OxyneX ST, Glyceryl Palmistostearate, Timiron Synwhite 40, Hydroxypropyltrimonium Hyaluronate, Tea tree oil, Fragrance.

### Understanding the Basics of Skin:

- Skin is the body's largest organ.
- The top layer of skin is called the epidermis. It protects the underlying skin layers from the outside environment.
- The layer between the epidermis and the hypodermis is the dermis. It contains cells that provide strength, support, and flexibility to the skin.
- The last layer of the skin is the hypodermis. It contains the fat cells or adipose tissue that insulates the body and helps it conserve heat.
- Sebaceous glands, which are present in dermis, produce the oil (sebum), which protects skin from dryness. The oil from the sebaceous glands also helps to soften hair and it kills bacteria that get in the skin's pores.
- Sweat glands, which are present in dermis secrete sweat that contains water, sodium, and small amounts of body waste (urea, ammonia, and creatinine). Sweat glands help in regulating the body temperature.

### Functions of the Skin

- First line of defense

- Protection from dehydration, pathogens and injury
- Regulates body temperature

### DESCRIPTION:

#### Aloe Vera

Aloe Vera is a natural product that is now a day frequently used in the field of cosmetology. Aloe Vera comprises of more than seventy-five effective components, which includes the twenty amino acids and the eight essential amino acids indispensable for the human body. Besides these, they also contain certain enzymes effective for metabolic health, essential vitamins, minerals, poly-saccharides that render immune-stimulating properties along with its magical healing touch. The substances in Aloe Vera such as Salicylic Acid, Saponins and Sterols provide its analgesic, anti-inflammatory and antiseptic properties.

#### Tea tree oil

Tea Tree Oil is the essential oil obtained by steam distillation of the foliage and terminal branchlets of *Melaleuca alternifolia*, *Melaleuca linariifolia* and *Melaleuca dissitiflora* as well as other species of *Melaleuca*. Tea Tree Oil from *Melaleuca alternifolia* contains various mono- and sesquiterpenes as well as aromatic compounds. The cyclic terpenes, terpinene-4-ol and  $\alpha$ -terpineol, were shown to affect skin integrity.

#### Wheat germ oil

Wheatgerm Oil is clear light brown oil that has been extracted from the Germ of the wheat grain (*Triticum durum*). This oil is one of the richest sources of Vitamin E, as well as Vitamin A and D. It's also high in Octacosanol, a waxy substance that is found in vegetable oils. It has been established that octacosanol is an excellent physical enhancing agent. Wheatgerm Oil can be taken as a dietary supplement or can be used externally. The high source of Vitamin E works as a natural preservative, making it great carrier oil as it prolongs shelf life. It is useful for external applications by providing soothing and healing effects on the skin. It helps to heal skin problems like eczema, stretch marks or dry skin.

#### Beech tree bud

Aqueous extract of the beech tree bud is

used to minimize the appearance of wrinkles, aging and to give the skin a healthier look. The targeted activities of aqueous extract of the beech tree bud at the epidermis level are

- It Increase of the oxygen uptake and protein synthesis of keratinocytes,
- Improvement of cutaneous moisturization,
- Significant reduction of skin micro relief.

#### Honey

Honey is produced by bees (*Apis mellifera*) from the nectar of plants. Honey components (sugars, aminoacids, and lactic acid) may behave as humectants and also enhance humectant properties in a formulation.

Honey is a hygroscopic sugary matrix with antibacterial; its antibacterial properties are attributed both to high osmolality and the liberation of hydrogen peroxide, but may vary with the source. Honey is used in treatment of pimples or Acne based on its antibacterial properties.

Honey is having antifungal, nurturing and moisturizing properties for the skin.

#### Hydroxypropyltrimonium Hyaluronate

Skin's surface is normally electrically charged negative while Hydroxypropyltrimonium Hyaluronate is charged positive. Hydroxypropyltrimonium Hyaluronate is considered to adhere to the skin by means of ionic bond and not washed off but remained on the skin and moistened it which provides moist feeling, fresh, smooth and penetrate naturally without clammy feeling.

#### Benefits of using Dewsoft Premia lotion:

- Dewsoft premia lotion keeps skin moisturized for 48 hours.
- It contains natural ingredients that ensure longer hydration.
- It is Paraben free.
- The use of Dewsoft premia lotion delivers anti-aging benefits.
- It helps in reduction of fine lines & wrinkles.

#### USES:

For the treatment of dry skin conditions, ichthyosis, atopic dermatitis, eczema, dry scaly skin (including that associated with psoriasis), pruritus, nappy rash, pigmentation, acne scars, melasmas,

maintaining the skin integrity, skin irritation, ageing, wrinkles, post-acne scars, post-pimple scars, other skin stains. It is also used for soothing and healing effects of the skin.

#### CONTRAINDICATION:

Hypersensitivity to any of the ingredients.

#### WARNINGS AND PRECAUTIONS:

For external use only

Keep away from eyes and mucous membranes. In case of any accidental contact, eyes should be thoroughly washed with water. Mild burning / stinging might occur. If there is severe discomfort, discontinue use. The immediate use of soaps and detergents should be avoided after application of the lotion.

#### DIRECTION FOR USE:

For external use only

Shake well before use

Apply a thin film gently on the affected skin area as often as necessary (three to four times daily or as required). Use regularly to get the most benefit from it, especially after bathing or showering and between washing, while the skin is still damp. If topical corticosteroids are being used as well, moisturizing lotion should be applied after the steroid.

#### EXPIRY DATE:

Do not use later than the date of expiry.

#### STORAGE:

Store at temperature below 25°C

Do not freeze

Keep out of reach of children

#### PRESENTATION:

Dewsoft Premia advanced moisturizing lotion is available as 50 ml of pack.



MARKETED BY:

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|-------------------|----------------------|------------------------|------------------|----------------------|------|-----------|------|
| PRODUCT NAME :    | DEWSOFT PREMIALOTION | COUNTRY : Domestic     | LOCATION : Akums | SUPERSEDES A/W NO. : |      |           |      |
| ITEM / PACK :     | Insert Front / Back  | NO. OF COLORS: 4       | REMARK :         |                      |      |           |      |
| DESIGN STYLE :    | -                    | SUBSTRATE :            |                  |                      |      |           |      |
| CODE :            | 8063087              | CMYK                   | Activities       | Department           | Name | Signature | Date |
| DIMENSIONS (MM) : | 90 x 150 mm          | Prepared By Pkg.Dev    |                  |                      |      |           |      |
| ART WORK SIZE :   | -                    | Reviewed By Pkg.Dev    |                  |                      |      |           |      |
| DATE :            | 18-01-2017           | Approved By CR Quality |                  |                      |      |           |      |

This colour proof is not colour binding. Follow Pantone shade reference for actual colour matching.