

# FIRMIN UP 40

## Face Cream

Anti-Aging  
Firming Compensatory



### Segment

**HOME SKIN CARE:** Cream.  
Code D13, Vol. Airless 50 ml.

### Product structure

High-quality cream, it absorbs quickly and does not contain parabens. It contains allergen-free fragrance.

### Product characteristics

**FIRMIN UP 40:** Specific bioceutic delivering strong effect special functional ingredients being the the result of complex biotechnological processes give the product special properties thanks to which the product can reduce the functional deficit caused by hormonal changes that occur with time. It promotes the anabolic and regenerative mechanisms.

### Benefits

- Improves skin density and plasticity.
- Improves skin tonicity and skin color uniformity.
- Anti-wrinkle structural action.
- Protects against free radicals, MMPs increase and Glycation.
- Redefined facial features.
- Maintains skin moisture.

COMPENSATES THE HORMONE DEFICIENCY occurring ESPECIALLY IN MENOPAUSE.

### Active substances

**GENISTEIN:** Inhibits the protein tyrosine kinase and interrupts the consequential bio-chemical cascade signals. This action prevents collagen degradation and reduction of new collagen production. Genistein as an estrogen receptor agonist improves skin anabolic mechanisms.

**CARNOSINE+SILYBUM MARIANUM:** Stops oxidative damage, blocks glycation reactions by inhibiting the RCS, counteracts the formation of protein cross-links.

**BIOMIMETIC TETRAPEPTIDE:** Improves skin elasticity and resilience. It protects the elastic fibers by inhibiting elastase and stimulates the synthesis of type I collagen.

**UVA-UVB SOLAR FILTERS MIX:** Selected medium SPF filters with high photostability and skin tolerance, guarantee complete protection against UVA UVB.