

MOISTURIZERS

Moisturizers are used to re-hydrate the skin and remedy minor problems. Problems can be due to numerous variables including allergies, Eczema, Psoriasis, chemical peels, soaps, cleansers, drugs, and even the weather.

Moisturizers now make a lot of claims from erasing wrinkles to preventing skin cancer, but their sole purpose is to relieve dry skin, protect from weather-induced problems, and prevent makeup from being absorbed into the skin during the day. As for preventing wrinkles or skin cancer, they can't. Only a sunscreen can help prevent wrinkles or help skin from getting too much sun exposure by fending off sun damage that causes wrinkles and skin cancer. What a moisturizer does best is make wrinkles less noticeable by plumping up the top layers of the epidermis and filling out fine lines.

First thing to decide is whether you want a cream, lotion or serum. Creams are thicker, while a lotion contains more water. Serums should be thick but fast penetrating. It is a matter of personal preference.

Night creams are richer and thicker and formulated with more lipids and are not to be worn under makeup. A night cream should rehydrate the upper layers of the epidermis by assisting the skin in holding more water.

Acne-prone skin can use a moisturizer if there is dryness, flaking, or irritation from acne control products or medications. We would highly recommend oil-free and fragrance-free products. Also, when outdoors, utilize a moisturizing but grease-less sun block.

We need to look at categories of what products are supposed to accomplish. These can be broken down into the following: occlusives, humectants, stratum corneum modifiers and emollients. A high quality moisturizer should contain ingredients from all four categories but this is most dependent on need or purpose.

The goals of a moisturizer are to increase skin water content, improve skin smoothness, and decrease the symptoms of itching, stinging and burning.

- The water content can be improved by retarding transepidermal water loss while increasing the flux of water from the epidermis to the dermis. The best component for this is petrolatum but it has some negative aspects that must be dealt with to make it more effective and minimize concerns.
- Humectants work best at creating flux from the epidermis to the dermis. This is best accomplished with glycerin in combination with a secondary ingredient (see chart)
- Then the skin must appear smooth and soft. This is accomplished with emollients that fill the gaps between desquamating corneocytes.

Commonly found cosmeceuticals include lactic acid and urea. Urea is unique due to its ability to open up water-binding sites on keratin where it can hydrate dry and even callused skin. Lactic acid which doubles as a moisturizer and minor exfoliator offers superb results since it dissolves the intercellular keratinocytes bridges and encourages desquamation while moisturizing the underlying layers.

Our program of moisturizers is quite varied since the category has many needs. An even broader scope is what each product group can and cannot perform. Therefore, the following should serve as an overview of what products should do for you.

- *Basic*: offers hydration in the simplest manner. Light and oil-free, to moderate and night crème.
- *Nutrients*: super potent natural lipids that moisturize and accelerate the body's ability to heal
- *Eye Treatments*: ability to exfoliate the sensitive area around the eyes, fight dark circles, offer antioxidants and vitamins to eliminating wrinkles.
- *Lipid Recovery*: recommended following Microdermabrasion, deep chemical peels or laser resurfacing where the Stratum Corneum protective barrier has been removed and needs to be rebuilt quickly and efficiently.
- *Cell Renewal*: specific ingredients to help rebuild the dermal layers when over-aggressive treatments or procedures that have been performed too often have dried the skin.

Cosmeceutical Actives for Dry Skin

Cosmeceutical	Effects on Skin Physiology	Patient Selection comments
Occlusive		
Petrolatum	Rapidly reduces TEWL (transepidermal water loss) by 99%	Most effective for extremely dry skin, greasy, decreases scaly appearance
Mineral Oil	Reduces TEWL by 40%	Less greasy than petrolatum, does not cause acne
Lanolin	Mimics human sebum	Common cause of allergic contact dermatitis, not used in hypoallergenic formulations
Lanolin Alcohol	Similar to Lanolin, branched molecule provides smooth skin feel	Excellent at smoothing skin surface, common cause of allergic contact dermatitis
Liquid Paraffin	Provides protective film, reduces TEWL	Excellent hand and foot moisturizer for hand dermatitis and dyshidrosis
Carnauba Wax	Provides protective film, thinner than liquid paraffin	Same as liquid paraffin, naturally derived ingredient
Dimethicone	Reduces TEWL without greasy feel	Excellent for acne and sensitive skin patients, hypoallergenic, non-comedogenic
Cyclomethicone	Thicker silicone than Dimethicone	Same as dimethicone
Humectant		
Propylene Glycol	Attracts water from viable epidermis and dermis to stratum corneum	Not good on abraded skin, can cause stinging
Glycerin	Most effective humectant to increase stratum corneum hydration	If used in too high a concentration will create a sticky feeling on skin, especially with high humidity
Hyaluronic Acid	Used as a secondary humectant	May be used to supplement glycerin to decrease stickiness
Panthenol	Vitamin B5 is the most effective vitamin humectant	May be used to supplement other humectants
Sodium PCA	Considered part of natural moisturizing factor for skin	May be used to supplement glycerin to decrease stickiness
Stratum Corneum Modifying		
Ceramides	Naturally present as part of intercellular lipids	Improves skin barrier in atopic dermatitis
Cholesterol	Naturally present as part of intercellular lipids	Should be balanced with free fatty acids and ceramides
Urea	Increases water binding sites on dehydrated keratinocytes	Hydrates calluses and keratin debris
Lactic Acid	Decreases corneocytes adhesion	Enhances desquamation of corneocytes in ichthyosis
Emollient		
Cetyl Stearate	Soothes desquamating corneocytes	Most common emollient, non-greasy skin smoothing effect
Dicaprylyl Maleate	Used to dissolve UV sunscreen in moisturizing formulations	Provides excellent smooth skin feel
C12-15 Alkyl Benzoate	Fills in spaces between desquamating corneocytes	Less waxy feel on skin than paraffin

FAQ

- Do skin creams erase the appearance of wrinkles and fine lines?*
According to Federal Law, cosmetic companies cannot claim that their products may have the ability to change the actual physical appearance of the body or cell structure. This is a drug claim and takes it out of the realm of cosmetics. In effect, this would be distributing a drug without a license, which is a federal crime. Virtually all moisturizers contain Lactic Acid. This is part of the Alpha Hydroxy Acid (AHA) family. However, it is one of the larger molecules in the AHA family and it does not penetrate as well, especially when mixed with emollients.
- Can skin creams eliminate cellulite?*
Cellulite occurs when the skin loses its elasticity or is over-stretched by fat deposits. Stretch marks result from breaks in collagen, part of your skin's natural support tissue. There is no moisturizing "cream" in the world, including "Collagen Creams" that will restore elasticity to your skin.
- How do "Collagen" creams rebuild Collagen?*
This has never been proven. It cannot happen. The base of cream is too heavy to sink into the skin. Most "collagen" is not even in a raw material grade that would be effective to help rebuild natural collagen. The only proven collagen is an injectable from a physician.
- Do I need a separate eye cream?*
YES, eye creams should be a part of the daily face care routine in every age group. Skin around the eyes is the bodies thinnest and contains no sebaceous glands. Consequently, eye creams are made to be more emollient in content yet not leave a residue that will leak into the eye and affect makeup or contact lenses. We recommend patients use a daily eye cream such as our Ionû™ Lite Eye Cream, which is made to be compatible with eye makeup. This cream contains both emollients and humectants, which will minimize fine lines and puffiness. Eye Cream Moisturizers offer hydrating qualities for those difficult and sensitive areas around the eyes. From a very light to a rich blend eye cream, we offer four variations that will best suit your needs.

Products

Basic/Traditional

- Ultra Lite Facial Moisturizer
- Mild Facial Moisturizer
- Intensified Facial Moisturizer

Anti-Aging—Face

- Anti-Aging Boost™ Stem Cell
- Polypeptide Crème (see Antioxidants & Vitamins)
- Pro-C® Lipid Recovery Crème (see Antioxidants & Vitamins)
- Pro-C® Lipid Recovery Serum (see Antioxidants & Vitamins)
- Pro-C® Moisture Max (see Antioxidants & Vitamins)
- Grape Seed Serum (see Antioxidants & Vitamins)

Anti-Aging—Body

- Polypeptide Body Lotion
- Grape Seed Lotion

Eye Crème—Ionû™

- Brite Eye Crème
- Lite Eye Crème
- Tri-Complex Retinol Crème
- Vita Hydrator Crème

Super Nutrients—Face and Body

- E2 Lipid Crème (see Nutrients)
- E2 Serum (see Nutrients)
- E2 Lipid Hand & Body Lotion (see Nutrients)

Specialty

- Hi Potency Body Lotion DS



Product Information - Moisturizers

Ultra Lite Facial Moisturizer

Indications

- To re-hydrate skin for oily, acne-prone, and very sensitive skin conditions

Key Features

- Fragrance-free
- Oil-free
- Very sheer and lightweight
- Excellent for makeup base
- Use alone or with makeup
- Can be used by Retin-A® and Accutane® patients
- Can be used day or night

Directions

- Gently cleanse the skin thoroughly
- Gently massage into slightly damp or moist skin

Caution

- For external use only
- Keep out of reach of small children
- Avoid contact with the eyes
- If irritation develops, discontinue use

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
2.5 oz/70.9 gm	62001	Plastic Jar	6.1-7.0	18 months
16.0 oz/453.6 gm	62006			

CATEGORY: Moisturizer PRODUCT: Ultra Lite Facial Moisturizer						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
	✓	✓	✓	✓	✓	✓
Face	Approximately 90 day supply.					

Ingredients

Water, Propylene Glycol, Myristal Myristate, PEG-8 Distearate, Glyceryl Stearate, PEG 40 Stearate, Cetyl Alcohol, Carbomer 940, Triethanolamine, PEG-100 Stearate, Hydroxyethylcellulose, Sorbitan Stearate, Diazolidinyl Urea, Methylparaben, Propylparaben, and Tetrasodium EDTA



Mild Facial Moisturizer

Indications

- To hydrate the skin for normal, combination and oily skin types.

Key Features

- For normal to oily skin types
- May be used alone or under makeup
- Fragrance-free
- Sheer and lightweight
- For added moisture but without adding oils, may be layered. See instructions

Directions

- Cleanse face and neck
- Apply thoroughly to slightly damp skin
- May be used 2 - 3 times daily, as needed
- Offers barrier protection in extremely cold, hot, humid, and dry conditions
- To layer
 - Cleanse face and neck
 - Apply thoroughly to slightly damp skin. Allow to dry for 3-5 minutes
 - Apply another layer
 - May be used 2 - 3 times daily, as needed

Caution

- For external use only
- Keep out of reach of small children
- Avoid contact with the eyes
- If irritation develops, discontinue use

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
2.5 oz/70.9 gm	62100	Plastic Jar	5.9-6.9	24 months
16.0 oz/453.6 gm	62106			

CATEGORY: Moisturizer PRODUCT: Mild Facial Moisturizer						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
	✓	✓	✓	✓	✓	
Face	Approximately 90 day supply.					

Ingredients

Water, Isopropyl Palmitate, Propylene Glycol, Triethanolamine, Cetyl Alcohol, Glyceryl Stearate, Dimethicone, PEG-40 Stearate, Sorbitan Stearate, Sodium PCA, Carbomer 940, Diazolidinyl Urea, Methylparaben, Propylparaben, and Tetrasodium EDTA.



Intensified Facial Moisturizer

Indications

- To help soften and re-hydrate dry, mature skin.

Key Features

- Re-hydrates upper layers of the epidermis.
- Acts as a humectant to help retain more moisture.
- Repeated use will help the skin look and feel smoother and softer.
- Works well for mature skin needing enriched moisturizers.
- Excellent as a night cream.

Directions

- Cleanse face and neck with a gentle to mild cleanser
- Apply to damp or slightly moist skin.
- May be used day or night, without makeup.

Caution

- For external use only.
- Keep out of reach of small children.
- Does not work well with makeup
- Avoid contact with the eyes.
- If irritation develops, discontinue use.

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
2.5 oz/70.9 gm	61150	Plastic Jar	7.4-7.8	18 months
16.0 oz/453.6 gm	61002			

CATEGORY: Moisturizer PRODUCT: Intensified Facial Moisturizer						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
		✓				
Face	Approximately 90 day supply.					

Ingredients

Water, Isopropyl Palmitate, Glyceryl Stearate, Stearic Acid, Propylene Glycol, Dimethicone, Cetyl Alcohol, Triethanolamine, PEG-100 Stearate, Myristal Myristate, Carbomer 940, Diazolidinyl Urea, Methylparaben, Propylparaben, and Tetrasodium EDTA.



Product Information - Moisturizers

Anti-Aging Boost™ w/Swiss Apple
Stem Cell Facial Crème

Indications

- This elegant plant-derived facial crème offers excellent anti-wrinkling effects and combats chronological skin aging by utilizing peptides that restore all aspects of the skin’s structural integrity
- Improves the longevity and health of aging skin cells
- BOOST will offer synergy when used with other anti-aging skincare treatments (Glycolic Acid, Retinol, and prescription strength Vitamin A)

Key Features

- The ability to replace instead of simply repairing damaged skin cells is more of a possibility with the advancement in plant stem cell technology
- Stem-cell rich botanicals are known to inhibit inflammation and combat destructive free radical injury that leads to photo-aging

Directions

- Cleanse face and allow to dry
- Apply your anti-aging treatment (Glycolic Acid, Retinol, prescription Vitamin A) and allow to dry for up to 5 minutes
- Apply Anti-Aging Boost™ thinly and evenly to face and neck areas
- Can be used both day and night
- May be used on all skin types as both a moisturizer and/or and anti-aging product

Caution

- Keep out of reach of small children
- Do not store in an area of high heat or in direct sunlight
- If ingested, please contact your local poison control center
- If irritation occurs please stop use for three (3) days, and then begin again using less product. If irritation persists, discontinue use

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
2.5 oz/70.9 gm	96002	Plastic Jar	6.5 – 7.2	24 months
4.0 oz/113.4 gm	96004			
16.0 oz/453.6 gm	96008			

CATEGORY: Moisturizer PRODUCT: Anti-Aging Boost™ Stem Cell						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
	✓	✓	✓	✓	✓	✓
Face	Approximately 90 day supply.					

Ingredients

Water, Helianthus Annuus (Sunflower) Seed Oil, Glyceryl Stearate SE, Cetearyl Alcohol, Squalane, Ceteareth-20, Malus Domestica Fruit Cell Culture Extract, Glycerin, Polyacrylamide, Sodium PCA, Sodium Hyaluronate, Arnica Montana Flower Extract, Humulus Lupulus (Hops) Extract, Equisetum Hyemale Extract, Pinus Strobus Cone Extract, Citrus Limon (Lemon Bioflavonoids) Peel Extract, Rosmarinus Officinalis (Rosemary) Extract, Cyclopentasiloxane, C13-14 Isoparaffin, Cyclotetrasiloxane, Laureth-7, Cetyl Esters Wax, Cetyl Alcohol, PEG-7 Glyceryl Cocoate, Polysorbate 20, Dimethiconol, Lecithin, Propylene Glycol, Phenoxyethanol, Caprylyl Glycol, Potassium Sorbate, Hexylene Glycol, Triethanolamine, Xanthan Gum, Carbomer

Ionû™ Brite Eye Crème

Causes for Discoloration or Dark Circles

It is due to a combination of thin skin, the color of blood in veins running through the skin and the occasional leakage of blood pigment into the thin, fragile skin directly beneath the eyes. When you see a person with pale skin caused by illness or exhaustion, the circles become even more obvious due to contrasting skin tones.

- Genetics
- Free radical damage from sun exposure
- Seasonal allergies may darken the area. Fluid accumulation stretches the skin, making it more translucent.
- Pregnancy may cause the pigment to be deposited under the eyes. This disappears after delivery
- Makeup application causes squinting, which creates more abuse to the area
- Poor sleep cycles
- Repeated friction such as pulling on the skin to insert contact lenses. Repeated friction can also cause hyper-pigmentation. Dry eyes and the rubbing factor are also conducive to this problem.

Indications

- To lighten and eliminate discoloration and dark circles under the eyes
- To condition and improve the appearance of skin that does not heal well or bruises easily
- To nourish the surrounding tissue and fight free radical damage

Key Features

- Excellent for pre- and post-operative treatment
- Unique delivery system combining Emu Oil, Vitamin E and Arnica 2%.
- Deep penetrating
- High levels of Arnica Montana. Known for its calming, soothing, hyper-anemic healing and anti-phlogistic properties. It also activates blood flow to the skin
- Emu Oil has tremendous moisturizing capabilities. It is also a transport of bioactive elements into the skin and appears to accelerate the body's ability to heal itself. It is listed by the Australian TGR (Therapeutic Goods Register), a government agency similar to our FDA, as an active ingredient and an active substance
- Emu Oil contains Oleic and Linolenic essential fatty acids to nourish the skin. Gamma-Linolenic Acid, an essential fatty acid, enhances the skin's barrier protective system.
- Vitamin E (USP) is a well-known healing agent and antioxidant. This also creates a synergistic effect between Arnica Montana and Emu Oil
- Helps to heal existing damage and protect the skin from further damage
- Superior, elegant emollient with excellent stability
- Grease-less. Non-toxic. Fragrance-free
- Great for people who have:
 - o Blepharoplasty (eyelid tuck)
 - o Rhytidectomy (facelift)
 - o Rhinoplasty (nasal reconstruction)
 - o Sclerotherapy (spider veins, facial)
 - o Tumescant Liposuction (fat removal)
 - o Telangiectasis (dilation of capillaries)
 - o Varicose tissue (broken capillaries)
 - o Diabetes

Directions

- Apply a thin and even layer, the size of a small pea for each eye that covers the affected area.
- Do not use on broken or abraded skin.
- If using a skin bleaching agent or lightener, discontinue the lightener. Do not resume usage of the lightener for at least 14 days following complete healing.
- After application during the day, apply a broad-spectrum sunscreen.
- *Dark Circles:* Apply around the peri-orbital socket. Use in lieu of a moisturizer or an eye crème. Allow drying. Apply sunscreen, apply makeup.
- *Cosmetic Surgery:* Use pre- and post-operative under the direction of a physician. Do not apply directly to sutures.
- *Prophylactic and Pre-Op:* Use twice daily to help condition the skin. Use the crème at least two weeks prior to a procedure or activity to minimize and prevent further bruising.
- *Post-operative:* An excellent vehicle to treat common bruising following surgery. Use twice daily. You may use this in conjunction with our E2 Serum for its anti-inflammatory benefits and reduction of scar tissue.



Product Information - Moisturizers

Caution

- For topical use only. Avoid direct contact with eyes and mucous membranes.
- Keep away from small children.
- If irritation develops, discontinue use
- Store at room temperature. Do not expose to excessive heat.

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
0.5 oz/14.2 gm	62052	Plastic Jar	7.4-7.9	12 months

CATEGORY: Moisturizer PRODUCT: Ionu™ Brite Eye Crème						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
	✓	✓	✓	✓	✓	✓
Face	Approximately a four month supply.					

Ingredients

Deionized Water, Arnica Montana Oil, PEG-100 Stearate, Emu Oil, Tocopheryl Acetate USP, Mineral Oil, Propylene Glycol, Cetyl Alcohol, Hybrid Sunflower Oil, Stearic Acid, Borageamidopropyl Phosphatidyl PG-Dimonium Chloride, Cyclomethicone, Japanese Green Tea Extract, Triethanolmine, Diazolidinyl Urea, Methylparaben, and Propylparaben.



Product Information - Moisturizers

Ionu™ Lite Eye Crème
AHA/Glycolic Acid

Indications

- To relieve visible signs of dry skin.
- To refine lines and improve the tone and texture of skin around the eyes.
- To refine crow's feet.

Key Features

- Fragrance-free.
- Compatible with eye makeup.
- Refines fine lines around the eyes.
- Purified glycolic acid.
- 1% glycolic concentration to minimize irritation around the eye.
- Recommended for all age groups.
- Hydrates sensitive skin in the peri-orbital socket.
- Designed for all skin types.

Directions

- Gently blend a small amount of cream into dry areas around the eye.
- If applying makeup, allow 5 minutes to allow eye cream to set.
- Apply sunscreen (SPF 15 or 20 with UVA and UVB protection) daily for best daytime results. Sunscreen should be applied at least 30 minutes prior to getting into sunlight for optimum effect.
- May be applied twice daily.

Caution

- For external use only.
- Keep out of reach of small children.
- If irritation develops, discontinue use.

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
0.5 oz/14.2 gm	2240	Plastic Jar	4.1	6 months

CATEGORY: Moisturizer PRODUCT: Ionu™ Lite Eye Crème						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
		✓	✓	✓	✓	✓
Face	Approximately a four month supply.					

Ingredients

Water, Caprylic/Capric Triglyceride, Butylene Glycol, Isopropyl Palmitate, Glycolic Acid, Stearic Acid, Dimethicone, Glyceryl Stearate, PEG-100 Stearate, Petrolatum, Sorbitan Stearate, Cholesterol, Cetyl Alcohol, Hydrogenated Castor Oil, Lanolin Alcohol, Ammonium Hydroxide, Xanthan Gum, Magnesium Aluminum Silicate, Diazolidinyl Urea, Methylparaben, Propylparaben, Tetrasodium EDTA, Cedarwood Oil, Lavender Oil, and Lemon Oil

Ionû™ Tri Complex Retinol Eye Crème w/Vitamins A, C, E

Physiology of the Skin

- Vitamin A is sensitive to UVA & UVB radiation. *Ultra Violet radiation will cause a significant decrease in the skin’s vitamin content*
- Lab studies reveal that cells supplemented with Vitamin A can return to a more normal stage. This is called ‘*skin normalization*’
- It is believed that pre-cancerous squamous and basal cells normalize through a reaction of Vitamin A and your DNA material within the cells

Indications

- To normalize skin functions, which are essential for normal epidermal cell development and maintenance
- To prevent degenerative changes which take place with accelerated aging of the skin
- To improve moisture and protect the skin from further environmental damage

Key Features

- Stimulates epidermal cell development. Impedes accelerated aging of the skin by normalizing the tissue
- Improves exfoliation, tone and texture. Use on uneven skin tone and discoloration
- Reduces deep lines and creases, while smoothing and softening the tissue
- Eliminates dark circles and restores normal texture. Excellent for puffy eyes
- Restores delicate eye area to an extraordinarily youthful appearance
- Quickly driven into the skin after addition of a mask treatment
- 5% combination of Retinol with the addition of Retinyl Palmitate. Accelerates antioxidant activity
- May be used in conjunction with Glycolic Acid products
- Advanced silicone matrix technology allows this product to be resistant to the oxidation of Vitamin A (both Retinol and Retinyl Palmitate)

Directions

- Apply a small amount under each eye after cleansing
- Gently massage and pat with fingertips until absorbed. Do not rub into the skin
- Day: Once dry, follow with sunscreen and then makeup. Night: Cleanse and add Retinol Eye Crème.

Caution

- External use only. Avoid direct contact with the eyes. Keep out of reach of small children
- If irritation lasts for more than two days, discontinue use for a few days and then try again
- Keep away from direct sunlight. Do not freeze or store near very cold areas

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
0.5 oz/14.2 gm	92401	Plastic Jar	7.5	18 months

CATEGORY: Moisturizer PRODUCT: Ionû™ Tri-Complex Retinol Eye Crème						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
	✓	✓	✓	✓	✓	✓
Face	Approximately a four month supply.					

Ingredients

Deionized Water, Phospholipids and Retinyl Palmitate USP, Retinol, Glyceryl Stearate SE, Glycerin USP, Squalane, D-Alpha Tocopherol Acetate USP, Cyclomethicone, Dimethiconol, Octyl Cocoate, Soybean Oil, Lecithin, Glycolipids, Cetyl Esters Wax, Hybrid Sunflower Seed Oil, Emulsifying Wax NF, Cetyl Alcohol, Borageamidopropyl Phosphatidyl PG-Dimonium Chloride, Isopropyl Myristate, Ubiquinone, Triethanolamine, Polysorbate 20, Dimethicone, Carbomer, Grapefruit Seed Extract, and Diazolidinyl Urea.

Ionū™ Vita Hydrator Eye Crème w/Vitamins A, C & E

Indications

- To add moisture and nutrients to sun damaged tissue.
- To improve puffiness and calm the skin from inflammation.
- To fight oxidation and improve free radical damage.

Key Features

- A light and elegant eye crème
- Antioxidant activity to fight radical damage
- Vitamin A improves thin and sensitive tissue
- Vitamin C fights free radical damage and is an anti-inflammatory agent
- Vitamin E fights free radical damage. Works synergistically to enhance other ingredients
- Contains three extremely potent humectants (Squalane, Glycerin and Panthenol)
- Softens the skin leaving it silky smooth
- Improves tone and texture, while soothing the skin
- Grape Seed Extract is a powerful antioxidant
- Good for all skin types
- Animal cruelty-free

Directions

- Apply a small amount into under eye areas.
- Allow drying before applying makeup.
- Use day or night. May be used twice daily

Caution

- External uses only.
- If irritation develops, discontinue use.

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
0.5 oz/14.2 gm	62040	Plastic Jar	N/A	12 months

CATEGORY: Moisturizer PRODUCT: Ionū™ Vita Hydrator Eye Crème						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
	✓	✓	✓	✓	✓	✓
Face	Approximately a four month supply.					

Ingredients

Purified Water, Squalane (from olives), Isopropyl Palmitate, Jojoba Oil, Glycerin, BIS-Diglyceryl Caprylate/ Caprate/ Isostearate/ Stearate/ Hydroxystearate Adipate, Petrolatum, Phenyl Trimethicone, Ubiquinone, PEG-100 Stearate, Glyceryl Stearate, Locust Bean Gum/Hydrolyzed Casein, Algae Extract/Butylene Glycol, Hydrogenated Castor Oil, PEG-20 Methyl Glucose Sesquisteate, DEA Cetyl Phosphate, Cetyl Alcohol, Cholesterol, Sorbitan Stearate, Sodium Hyaluronate, PEG-40 Stearate, Lanolin Alcohol, Magnesium Aluminum Silicate, Tocopherol Acetate, Ascorbyl Methylsilanol Pectinate, Panthenol, Hydroxyethylcellulose, Diazolidinyl Urea, Aloe Powder, Retinyl Palmitate, Methylparaben, Simethicone, Orange Oil, Grape Seed Extract, Propylparaben, Tetrasodium EDTA, DMDM Hydantoin, Iodopropynyl Butylcarbamate and BHT.



Hi Potency Body Lotion DS

Indications

- This is a potent AHA moisture recovery system.
- To relieve symptoms of severely dry skin.
- To improve rough texture and flaking.
- To soften and moisturize skin.

Key Features

- Contains 5% Urea to moisturize your skin.
- Contains 8% Alpha Hydroxy/Lactic Acid to refine fine lines and smooth the skin's texture.
- Acts as a humectant to assist skin in holding more water.
- Will soften keratin making the skin soft, more pliable and attractive (effective in dry climates).
- Contains proven ingredients to moisturize skin.
- Natural extracts to soothe the skin.

Directions

- Apply to all dry areas of the body morning and night.
- Wait five minutes after bathing to apply. A slight, transient tingling may occur if applied while pores are still relaxed.
- Offers barrier protection in extremely cold, hot, humid, and dry conditions.

Caution

- For external use only.
- Keep out of reach of small children.
- Avoid contact with the eyes.
- If irritation develops, discontinue use.

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
8.0 oz/236.6 ml	60010	Evolution Bottle w/Pump	4.2	24 months

CATEGORY: Moisturizer PRODUCT: Hi Potency Body Lotion DS						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
	✓	✓	✓	✓		
Body	Supply lasts depending on frequency of usage.					

Ingredients

Water, Lactic Acid, Urea, Isopropyl Palmitate, Caprylic/Capric Triglyceride, Ammonium Lactate, Propylene Glycol, PEG-40 Stearate, DEA-Cetyl Phosphate, Petrolatum, Isopropyl Lanolate, Lanolin Alcohols, Cholesterol, Glyceryl Stearate, Sorbitan Stearate, Cetyl Alcohol, Dimethicone, Magnesium Aluminum Silicate, Xanthan Gum, Diazolidinyl Urea, Sorbic Acid, Tetrasodium EDTA, and Fragrance.

FAQ**Ionû™ Brite Eye Crème**

Q. *Can this be used more than twice a day?*

A. Yes. But there is no additional benefit.

Q. *How long before results are seen?*

A. Everyone is different and every circumstance will be different. Minor bruising should be gone within a few days. Common skin disorders may take a few weeks to show improvement. Dark circles around the eyes should be gone within four weeks

Q. *Can this product be used on open wounds?*

A. No. Arnica Montana can seriously irritate open or abraded skin.

Q. *What happens if this product is ingested?*

A. Arnica can cause severe illness. Consult a physician.

Q. *Is this product comedogenic?*

A. No. It contains numerous oils, a number of which have been referred to as comedogenic. However, we utilize pharmaceutical grade and highly purified ingredients, which work significantly better than the typical cosmetic grade ingredients. Mineral Oil, which is commonly considered to cause acne, is one of the best lubricants you can use. The key is simply normal and proper cleansing of the skin.

Q. *Who should not use this product?*

A. Virtually anyone can use this product. However, children under the age of 6 months should not use this item. They can utilize our E2 Serum, instead. No one should use this item on open, cut or abraded skin.

Ionû™ Vita Hydrator Eye Crème

Q. *A patient has allergies causing puffiness around the eyes. Will this help?*

A. Yes, to a degree. Depending upon the extent of the swelling, Vita Hydrator Eye Crème will help to soothe the skin. If allergies are an ongoing problem, try our Brite Eyes crème.