



ALIVE INNOVATIONS

www.aliveinnovations.com

vegan organic cruelty-free

85002135267

*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.

brite

REFINING CLEANSER

1.7 oz (50g)

A fusion of nature's finest ingredients. Infused with Olive Squalene, our cleanser harmonizes nature's essences: Aloe, Witch Hazel, Cucumber Extract, Lactic Acid and Sodium Bicarbonate invigorate gently. Elevate your self-care with our crafted blend, nurturing and rejuvenating skin's vitality.

Ingredients: Purified Water, Glycerin (Kosher), Carbopol Ultrez 10, Witch Hazel, Aloe Vera Gel, Cucumber Extract, Phenoxyethanol, Lactic Acid, Polysorbate 80, Squalene Oil (from Olive), Decylglucocycde, Cocamidopropyl Beta, Fragrance, Cocklebur, Sodium Bicarbonate, Xanthan Gum.

Suggested Usage: Squeeze a small amount into palms and rub together. Gently massage the face avoiding the eye area and rinse thoroughly. Can be used daily.

CAUTION: Keep out of reach of children. For external use only. Avoid contact with eyes. Discontinue use if irritation occurs.

STORE IN COOL DRY PLACE

Manufactured exclusively for:
Alive Innovations LLC,
7901 4th St N, STE 300
St. Petersburg, FL 33702
For more information visit:
www.AliveInnovations.com



What is Refining Cleanser?

A harmonious blend of nature's finest ingredients, the Refining Cleanser is designed to soothe and revitalize. Infused with olive squalene, aloe, witch hazel, and cucumber extract, this nourishing formula gently cleanses and invigorates. Nurture and rejuvenate your skin's vitality.

Refining Cleanser contains:

Purified Water, Glycerin (Kosher), Carbopol Ultrez 10, Witch Hazel, Aloe Vera Gel, Cucumber Extract, Phenoxyethanol, Lactic Acid, Polysorbate 80, Squalene Oil (from Olive), Decyl Glucoside, Cocamidopropyl Betaine, Fragrance, Cocklebur, Sodium Bicarbonate, Xanthan Gum.



ALIVE
INNOVATIONS

www.aliveinnovations.com

Benefits

Hydrates the skin

Squalene is a triterpene compound that makes up most of the skin's surface lipids (around 13%)¹. It is a natural component of human sebum; sebum contains 14-16% squalene. Olive is the main plant source of squalene due to its high concentration.² Topical application of squalene is an effective emollient and antioxidant and assists with hydration. Substances related to squalene include β -carotene, coenzyme Q10, and vitamins A, E, and K, which provide key benefits for skin physiology.³ Aloe vera's mucopolysaccharides help to bind moisture to skin cells and improve skin texture. Its amino acids help to soften rough skin cells while zinc acts as an astringent to tighten pores. Aloe's moisturizing effects have been shown to enhance skin integrity while reducing the appearance of fine lines and reducing erythema. Aloe is also found to harbor anti-acne effects.⁴

Soothes irritation

Lactic acid is an alpha-hydroxy acid (AHA) which has many benefits for the skin. Lactic acid is a well-known part of the skin's natural moisturizing complex, and is considered to be an excellent moisturizer. Lactic acid also contributes to the cell cycle in human keratinocytes by supporting skin microbiota.⁵ It is less likely than glycolic or salicylic acid to cause irritation to the skin or disrupt skin barrier pH.⁶

Cucumber extract is rich in vitamins A and C, and antioxidants, and is shown to soothe irritated skin along with moisturization, anti-inflammatory, sebum secretion inhibitory, and melanin synthesis inhibitory effects.⁷

Protects against oxidative damage

Squalene plays a valuable role in reducing free radical oxidative damage to the skin. It is a natural antioxidant molecule that protects cells from ultraviolet light damage and participates as a defense mechanism for the internal and external tissues of the skin in the body.⁸ Squalene is not susceptible to peroxidation like other lipids.

Aloe vera contains vitamins A (beta-carotene), C and E, which neutralize free radical damage to the skin. Cucumber extract possesses a cooling and antioxidant effect and its high levels of vitamin K help reduce dark circles, while its lignans content helps reduce inflammation. Cucumber is often used as a moisturizer and skin brightener by inhibiting tyrosinase.⁹

May reduce the signs of aging

Numerous studies have pointed out the protective effect of olive compounds on skin aging, particularly squalene (Sq). In vitro tests show significant reduction in oxidative stress, an increase in cell viability, and a reduction in histological alterations in a 3D human skin model, which could translate into a protective effect against the appearance of signs of aging.¹⁰ Topical treatment of squalene is shown to reduce the area and depth of wrinkles, and increase skin hydration.¹¹

Aloe stimulates fibroblast which supports collagen and elastin fibers, improving skin elasticity and reducing wrinkles. Its moisturizing effects are shown to improve skin integrity, decreasing the appearance of fine wrinkles and reducing erythema.¹² AHAs such as lactic acid can improve wrinkled skin by increasing the synthesis of glycosaminoglycans and improving skin texture.¹³

Soothes skin inflammation

Witch hazel extract is widely used in skincare products for its anti-inflammatory benefits and traditional remedy for skin conditions such as atopic dermatitis and eczema.¹⁴ The bark extract is a rich source of both condensed and hydrolyzable oligomeric tannins¹⁵. Aloe vera inhibits the cyclooxygenase pathway and reduces prostaglandin E2 production from arachidonic acid.¹⁶ Cucumber extracts have long been recognized as having anti-inflammatory properties and have been used topically for many skin concerns, including swelling under the eyes and sunburn.

Supports skin cell renewal

Squalene assists with wound healing by stimulating macrophages and other components in the inflammatory process to promote tissue repair¹⁷. Other studies suggest that topical applications of squalene prevent photoaging induced by UV light.

Aloe contains glucomannan, a mannose-rich polysaccharide which stimulates growth factor receptors to boost collagen synthesis¹⁸. Aloe gel is shown to not only increase collagen content of damaged skin but also improve collagen composition to greater amounts of type III, and increase the degree of collagen cross-linking¹⁹.

1 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6253993/>
2 <https://www.sophim.com/en/differences-squalene-squalane/>
3 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6253993/>
4 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2763764/>
5 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6017965/>
6 <https://pubmed.ncbi.nlm.nih.gov/30214663/>
7 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6566975/>
8 <https://www.hindawi.com/journals/ija/2018/1829160/>
9 <https://odontoanamaria.com/artigos/pepino3.pdf>
10 <https://pubs.rsc.org/en/content/articlehtml/2022/fo/d2fo01945k>
11 <https://pubmed.ncbi.nlm.nih.gov/21137794/>
12 <https://pubmed.ncbi.nlm.nih.gov/12548256/>
13 <https://pubmed.ncbi.nlm.nih.gov/8642081/>
14 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9408886/>
15 <https://pubmed.ncbi.nlm.nih.gov/18311930/>
16 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2763764/>
17 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6186384/>
18 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2763764/>
19 <https://pubmed.ncbi.nlm.nih.gov/9395659/>



ALIVE
INNOVATIONS

www.aliveinnovations.com

How to use

Squeeze a small amount of Refining Cleanser onto fingertips and apply to face and neck. Gently massage into the skin avoiding the eye area and rinse thoroughly. Can be used daily.

Disclaimer:

The information contained here is not yet been evaluated by the Food and Drug Administration. All Products and Equipment presented or represented by Alive Innovations LLC, its entities, employees, associates and assigns are not intended to diagnose, treat, cure or prevent any disease.

This information is for educational purposes and is not intended to make claims about any product or service. For more information call 800454-1920.

- Information and statements contained have not been confirmed by additional studies.