

# Welcome to

# AGAS

concept

# world

GEOSMATIC  
COSMECEUTICALS &  
COSMOCARE PVT. LTD.™

## Natural Whitening line



CONFIDENTIAL, ONLY FOR COMPANY PURPOSE

# The Company



- AGAS innovative company who develops products in the niche between cosmetics to conventional medicine with over 15 years of experience in developing and commercializing novel product.
- AGAS specializes in the field of skin whitening, anti aging and skin maintenance while meeting the physiological need of the skin.
- AGAS products offer an holistic approach of powerful active ingredients from natural sources combined with state of the art delivery technology which create synergistic effect on whitening and rejuvenation of the skin.
- All AGAS products are safe and effective and meet the strict standard safety rules.
- AGAS products are hypoallergenic, tested dermatologically, and suited also for sensitive skin,
- AGAS products fit both to men and women of all age and skin types

## Indication

- Prevent the appearance of pigmentation by reducing melanin production.
- Diminish brown spots formation.
- Smoothen the skin.
- Initiates skin rejuvenation.



# What are the factors that cause pigmentation?

# What are the factors?



Exposure to sunlight



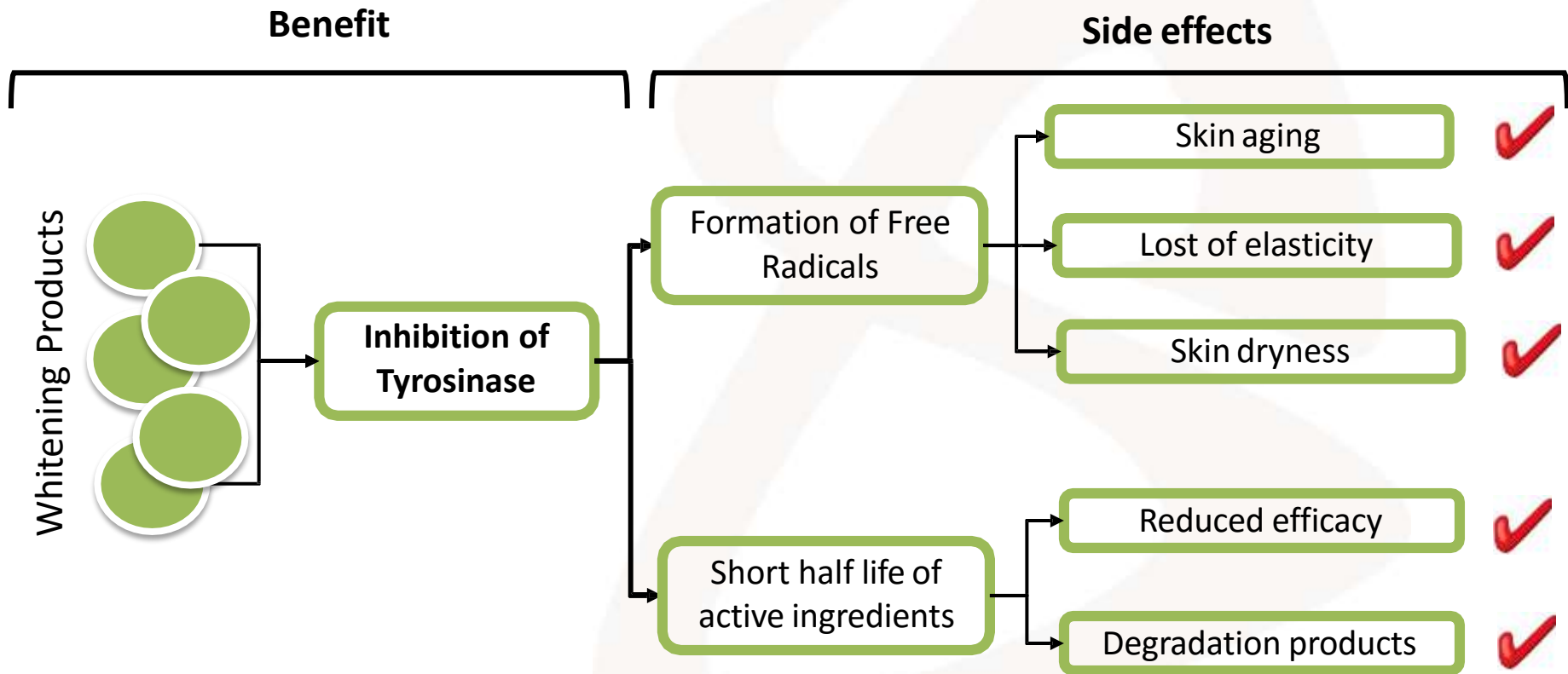
Inflammation  
&  
Exposure to histamine

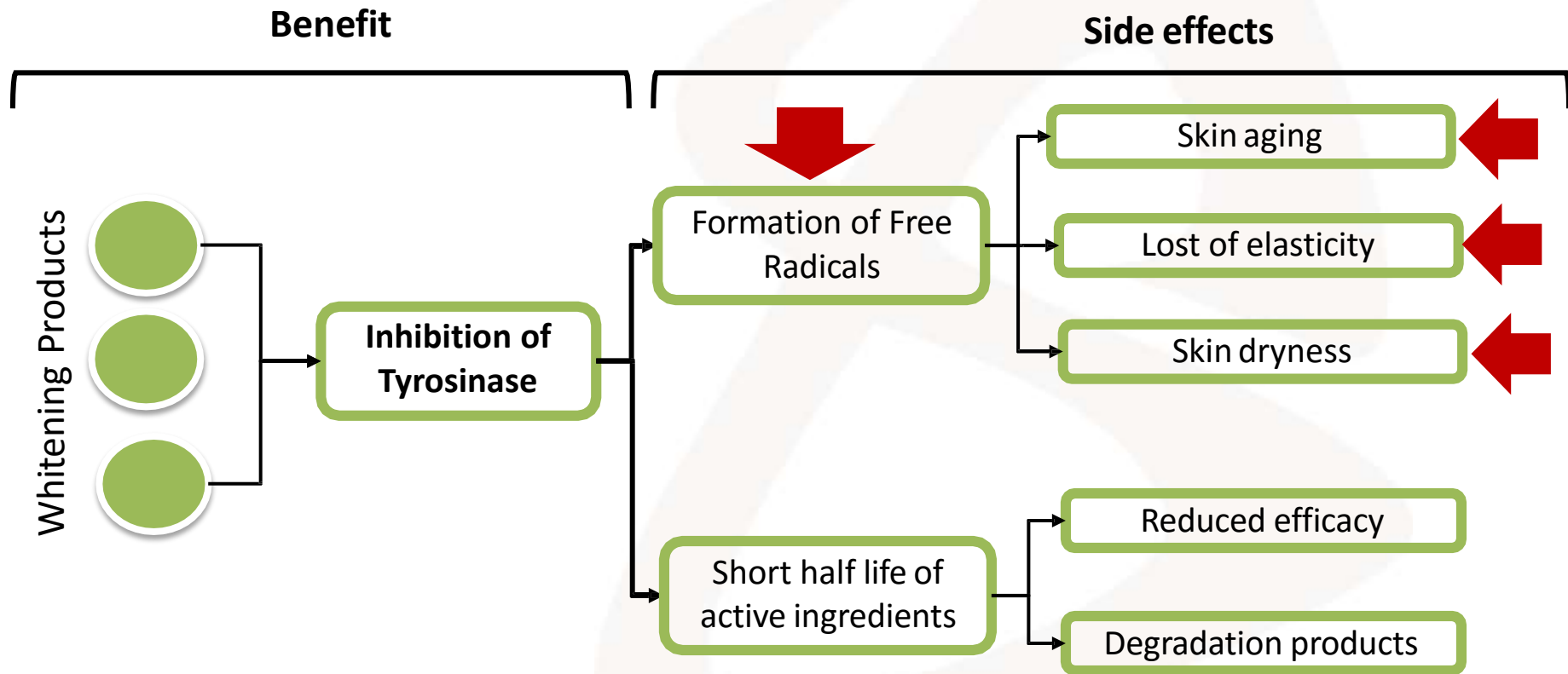


Hormonal changes

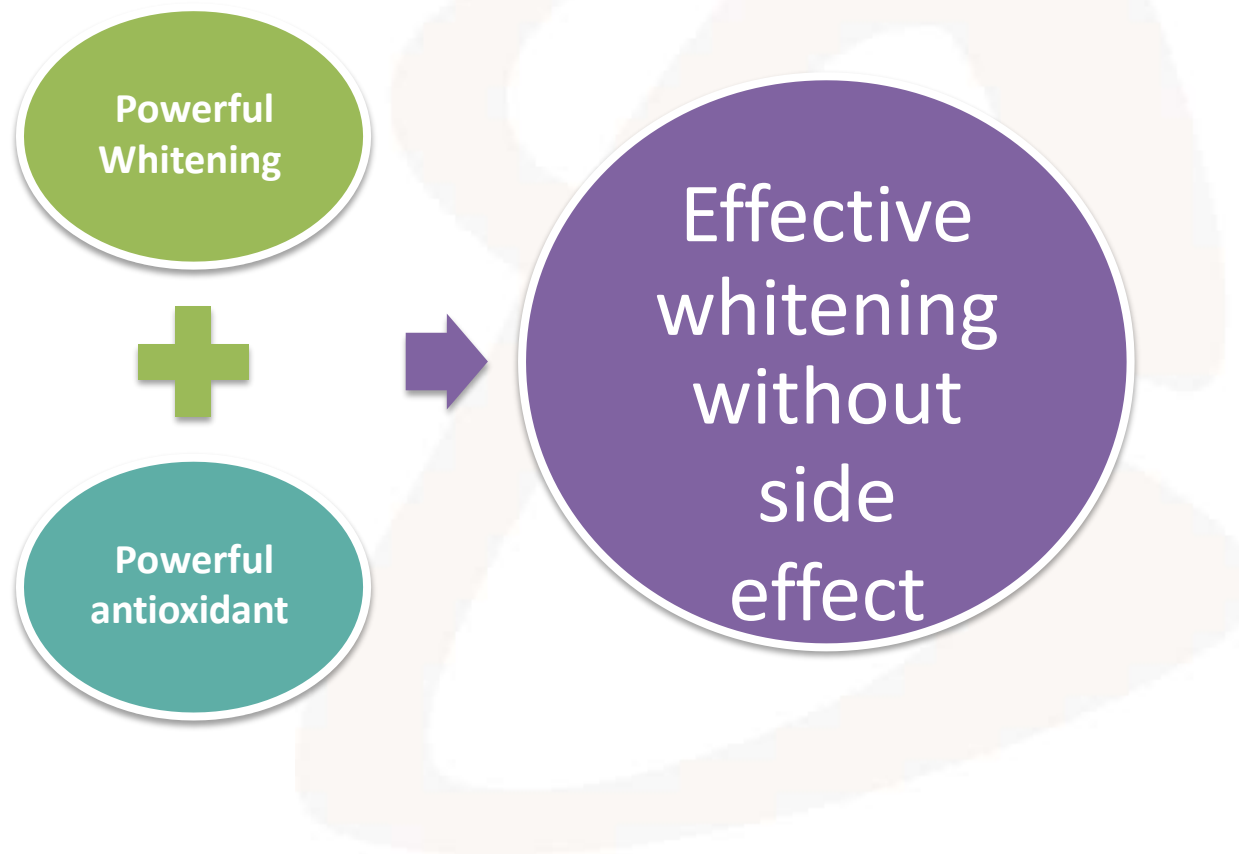
## **MODE OF ACTION:**

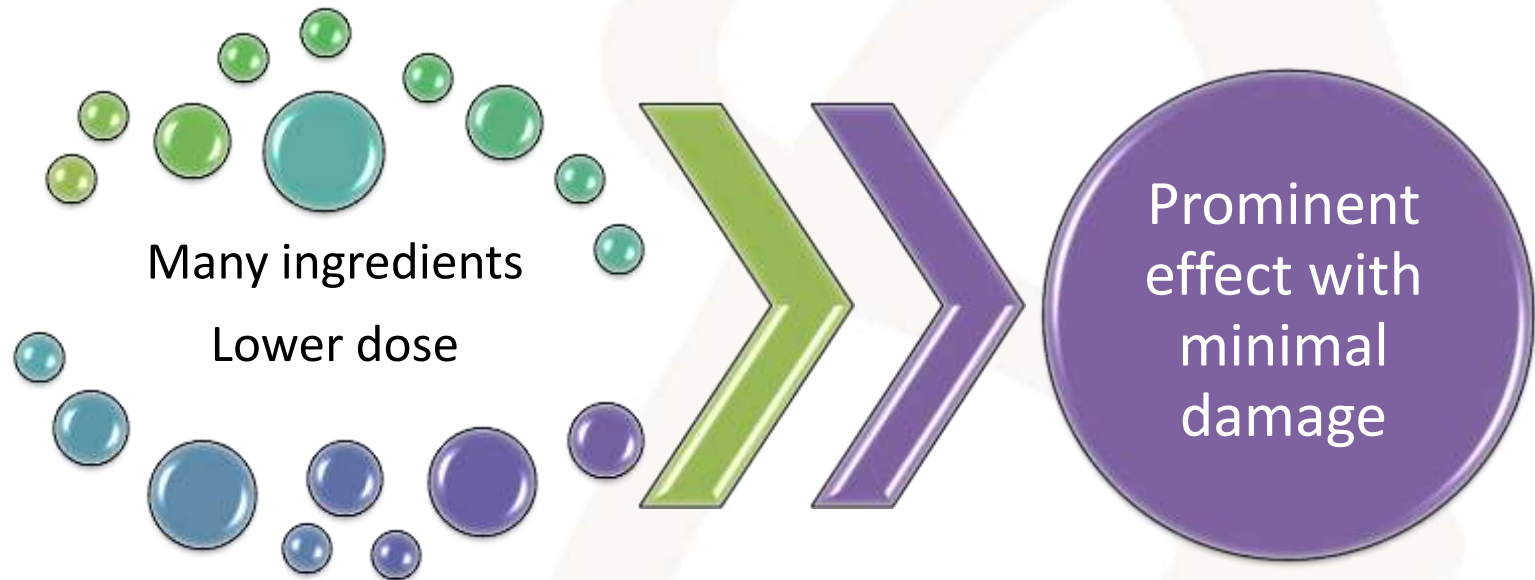
# **Agas's Approach Towards Melanin Production**





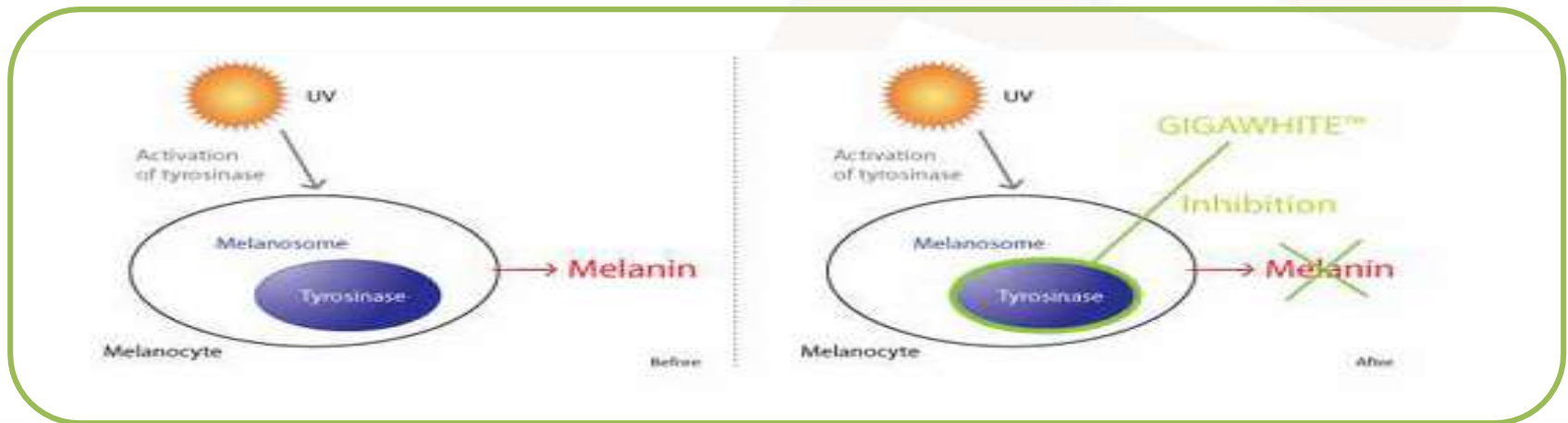




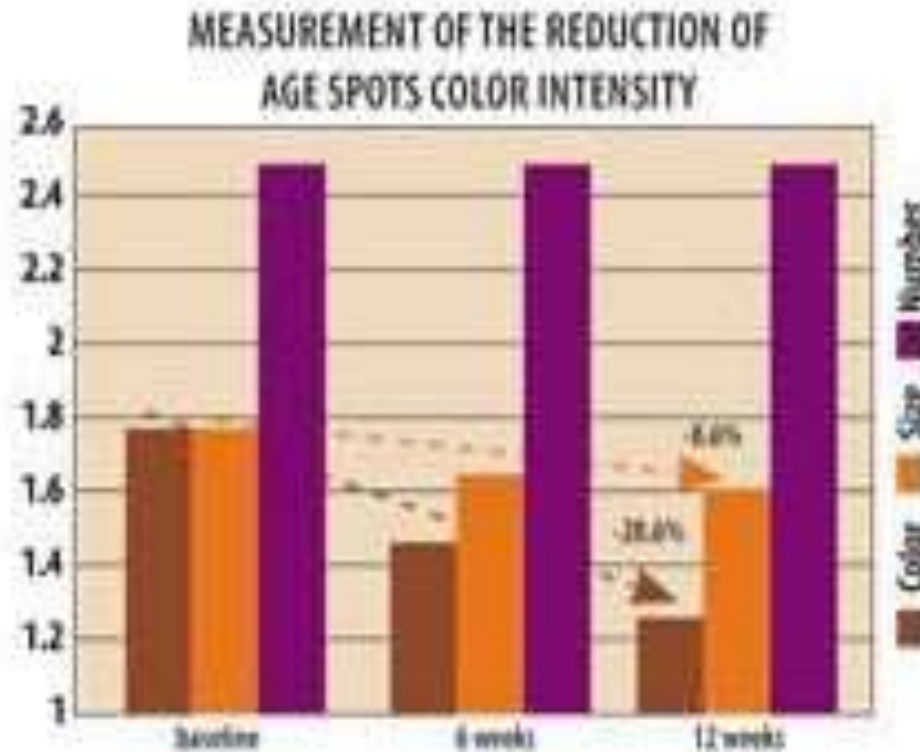


# Whitening – Gigawhite

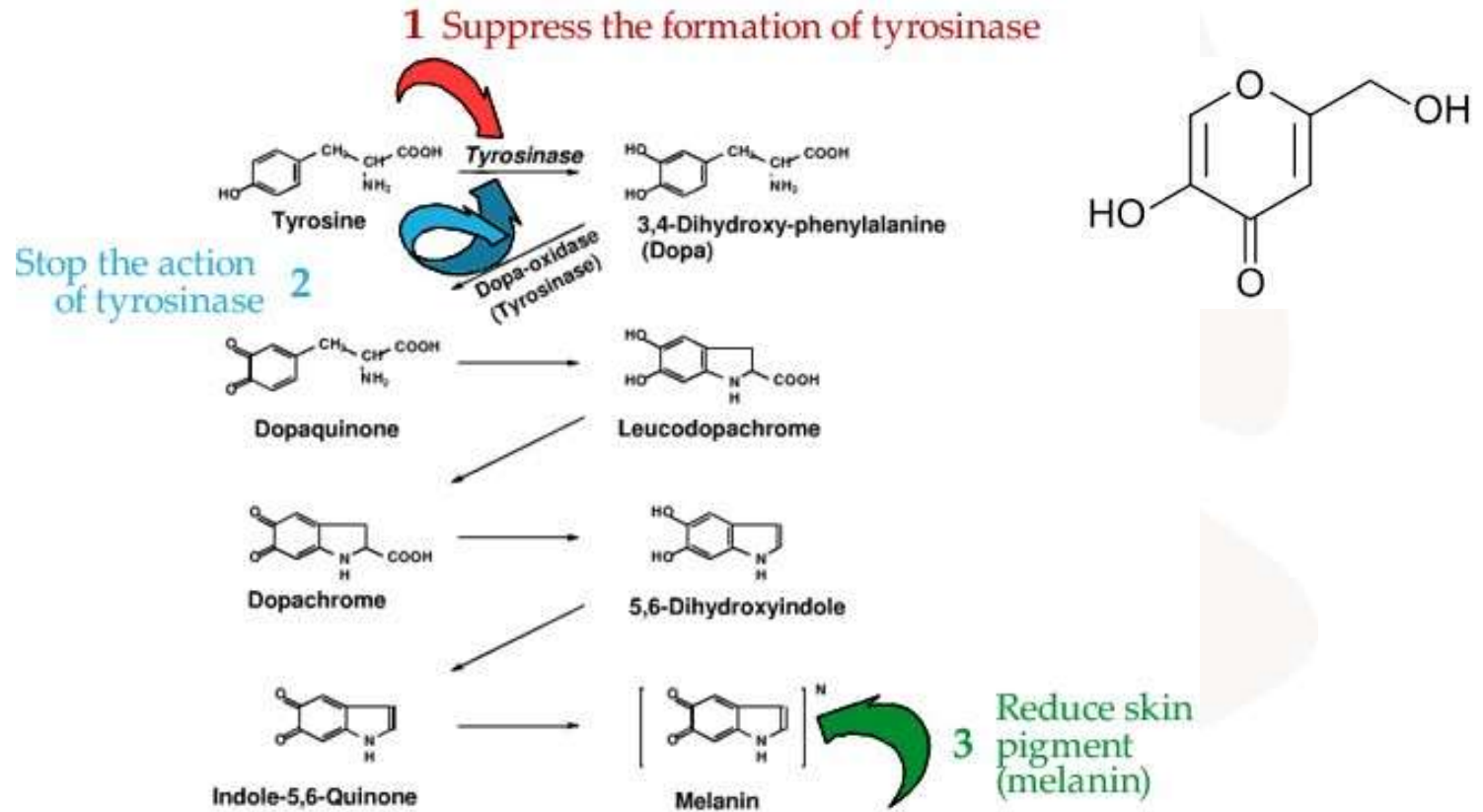
- **Gigawhite<sup>®</sup>** – an herbal extract with powerful tyrosinase inhibition properties (the enzyme responsible for production of melanin, the skin pigment).
- The extracts are combined in a proprietary and synergistic ratio to obtain a maximal effect on skin whitening.
- Pilot study on Asian subjects, ages 25-55 with dark spots, demonstrated significant decrease in skin color after -6-12 weeks of use.



# Gigawhite – Clinical Results



# Whitening – Kojic Acid



## Scavenges Free Radicals

- Extremophile (Halophile)
- Lives in high salt concentration environments
- Produces  $\beta$ - Carotene to survive
- Dunaliella was found to have **approximately 900 times** the concentration of carotenoids in orange colored fruits and vegetables.



Powerful Anti-oxidant that reduces oxidative stress in the skin



Prevents degradation of extracellular matrix

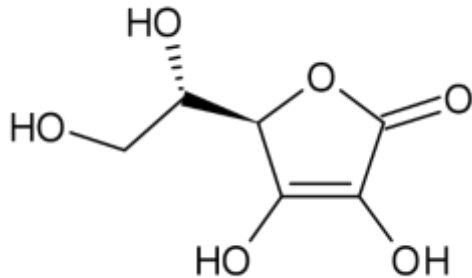


Prevents premature aging

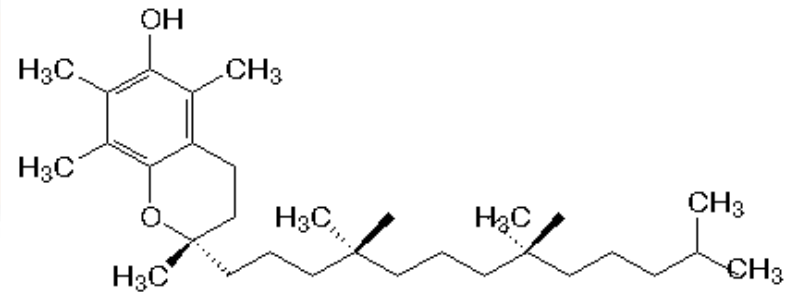


# Additional Anti-oxidants

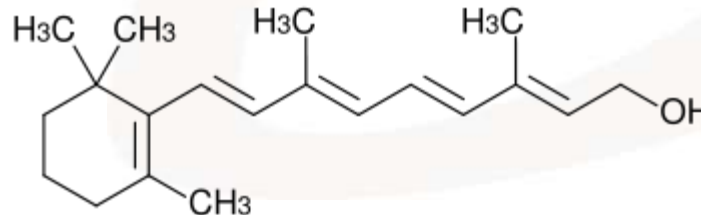
Vitamin C – antioxidant, prevents skin dryness

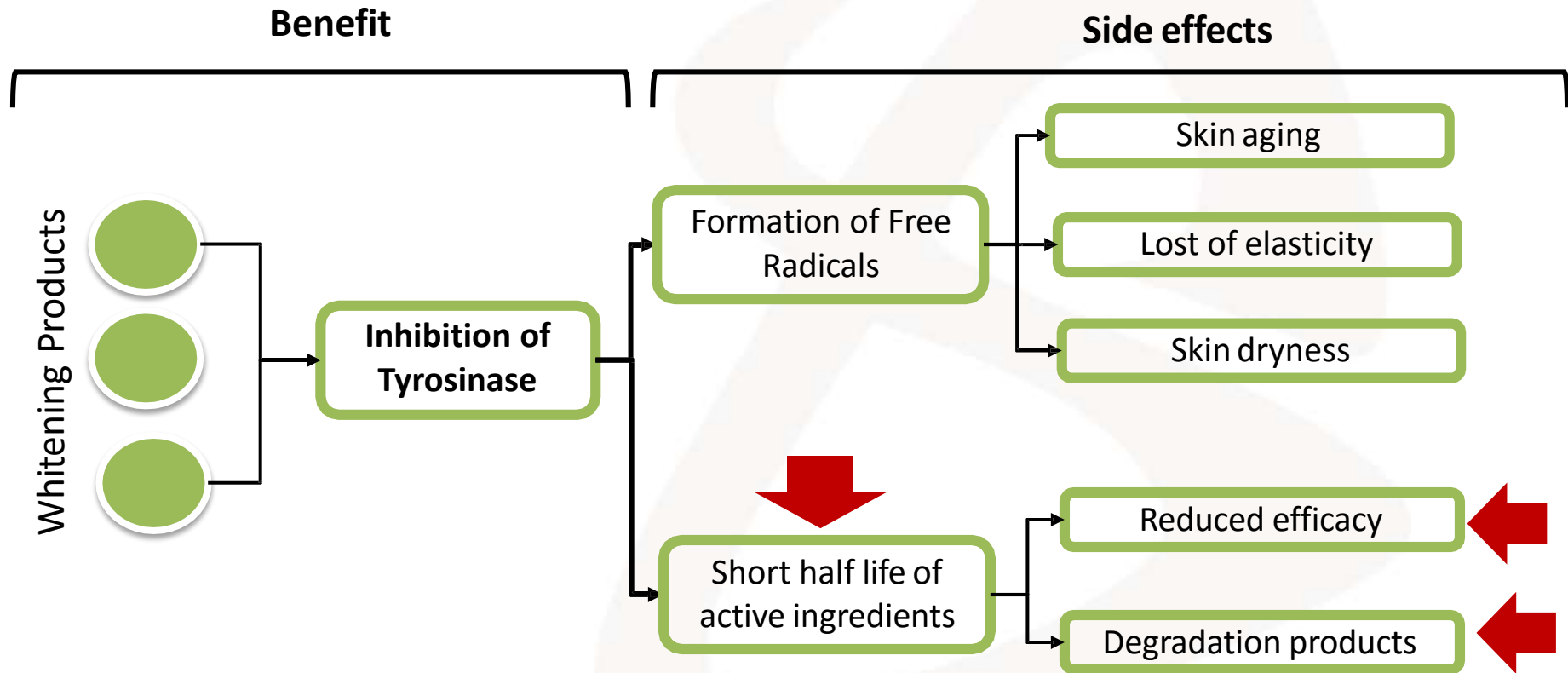


Vitamin E - anti-oxidant, prevents damages and aging



Vitamin A –  
antioxidant, reserve  
DNA damage







# Overcoming Product Short Half Life

AGAS scientists have developed a 2-stage whitening system. By separating the active ingredients into dual stage process, AGAS has succeeded to maintain active ingredients' life time while obtaining "real time" activation which results in maximal efficacy



# AGAS' 3R's

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## Reaction, Regeneration & Recharging

- Reaction – strong activity achieved by combination of whitening ingredients.
- Regeneration – of the skin after whitening to improves skin elasticity and reduces skin blemishes.
- Recharging – boost skin with rejuvenating agents and encouraging the growth of new skin cells

# Skin Penetration Method

We reach target cells in the epidermis:

1. By gentle exfoliation of the stratum corneum
2. Modification of the skin pH which allows permeability of lipophilic agents.
3. bidirectional approach, The mechanism of action whiles the activator and the gel works from the skin surface down to the inner layers the mask works from skin layers bottom up.
4. Through unique proprietary composition of fatty acids and lipophilic agents that leads the active ingredients though hair follicles and sebaceous glands to the deep inner epidermis, straight to melanocytes – its target cells.

# A study :Dr Revital Levin Mandil expert skin biology – Israel October 2013

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## The study questionnaire analysis after 12 weeks:

- 93% of Users reported a noticeable improvement in skin appearance
- 92% of Users reported a reduction of fine line and wrinkles
- 87% of Users reported of skin lose pigmentation and Skin fading brown spots.
- 79% of Users reported a pores reduction.

Dr Abby Venida. After 4 weeks & after 12 weeks



# Why We Need the Whole 6 Steps???

## AGAS Professional Whitening Line



# Warning

- AGAS products should not be applied immediately after a fractional skin resurfacing.
- AGAS products may cause irritation when it being applied on open wounds.
- AGAS products are not allowed to be use during pregnancy
- AGAS products can be applied regardless of age limit for AGAS - But ethically the treatment is recommended for young adults of age 15 and above.

# AGAS Treatment Process



# Treatment Process



## STEP 1

### Whitening AHA Cleanser

- The whitening AHA cleanser not only cleans the skin but also gently exfoliating by glycolic acid.
- The cleanser also initiates the whitening activity due to the present of the kojic acid in the formula.
- The Hyaluronic acid prevents form the soap to dry the skin and boost it with moisture before the treatment starts.
- The cleanser as all AGAS product promote the 3 Rs it keep your skin fresh and flexible

Cocamidopropyl Betain, Lauramide DEA, Glycolic Acid, Kojic Acid, Lactic Acid, Citric acid, Maris Sal (Dead Sea Salt), Aloe Barbadensis Flower Extract, Cucumis Sativus (Cucumber) Extract, Chamomila Recutita (Matricaria) Extract, Tocopheryl Acetate,,



TM  
D.

## STEP 2 Whitening Activator

GE  
CC  
CC



### **AGAS reaches its target cells in the deep epidermis**

- Modification of the skin pH which allows transient permeability
- Lipophilic carriers that enable cell membrane penetration and fat soluble.
- Prepare the skin for the gel reaction.
- Presence of olive oil in the formula prevents the skin burning in the next step whitening process.
- Lemon extract combines and prepare the skin for the gel next reaction and will induce real time activation of the whitening agents when integrated with the lemon extract to become third entity.

- Lemon extract – formulated by AGAS
- Lemon Oil – promotes blood circulation
- Olive oil – Fights pimples / acne
- Vitamin A – cell growth / restores collagen
- Peppermint oil – relaxes skin and reduce itchiness.

## STEP 3 Whitening Gel Exfoliator



- AGAS reaches its target cells in the deep epidermis
  - Gentle exfoliation of the stratum corneum.
  - As the cells move upward from the deeper layers of the epidermis to the outermost layers of the Stratum Corneum, the desmosome attachments become weaker.
  - Water and pH play a significant role in the activity of exfoliation
- 
- Gigawhite
  - Kojic Acid
  - Dunaliella Algae
  - Lemon Extract
  - Vitamin E
  - Peppermint Oil –

## STEP 4 Whitening Boosting Mask



- The boosting mask balance the skin pH to its normal level before treatment
- Regenerate the skin following the whitening process
- Complete the whitening process by vitamins that regenerates the skin.

Sun Flower ,Seed Oil, Cetyl Alcohol, Isopropyl Palmitate Malva Sylvestris (Mallow) Extract & Mentha Piperita ,Primula Veris Extract, Alchemilla Vulgaris Extract, Veronica Officinalis Extract, Melissa Officinalis Leaf Extract, Achillea Millefolium Extract, Zinc, Prunus Amygdalus dulcis Oil, Mentha Piperita Oil, Glycyrrhiza Galba Extract, Magnesium Sulfate, Acid, Aloe Barbadensis Extract, Retinyl Palmitate, Maris Sal (Dead Sea Salt), Tocopheryl Acetate, Benzyl Salicylate, Citronellol, D-Limonene,

## STEP 5 Whitening Eye Mask



- Legit and delicate mask for the gentle skin around the eyes
- Swelling around the eye
- Black
- Humidity
- Lifting

Sun Flower Seed Oil, Cetyl Alcohol, Malva Sylvestris Extract, Mentha Piperita Leaf Extract, Primula Veris Extract, Alchemilla Vulgaris Extract, Veronica Officinalis Extract, Melissa Officinalis Leaf Extract, Achillea Millefolium, Zinc, Prunus Amygdalus dulcis (Almond) Oil, Mentha Piperita Oil, Glycyrrhiza Galba Extract, Kojic Acid, Aloe Barabadsensis Extract, Retinyl Palmitate, Maris Sal (Dead Sea Salt), Tocopheryl Acetate, Benzyl Salicylate, Cinnamaldehyde, Citronellol, Coumarin, D-Limonene, Gamma Methylionone,

## STEP 6 Whitening Nourishing Cream

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- Enables the skin to maintain moist.
- Enhances the whitening effect, achieving better texture, clarity and glowing radiance for your skin while nourishing and moisturizing it.
- Chamomilla Recutita Flower – calming effect, reduces redness of skin, reduces appearance of broken capillaries (vasoconstrictor).

**AGAS Whitening Cream enhances the whitening effect, achieves better texture, clarity and glowing radiance for your skin while nourishing and moisturizing it with Dunaliella Algae vitamin A, E & C.**



THANK YOU ALL !!!!

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