

## Skin rejuvenation

This liquid foundation contains some notable ingredients that demonstrate through evidence-based research and visual effect a reduction in the volume and depth of wrinkles.

It is important that your skin care regimen include ingredients that stimulate the synthesis of collagen—the architectural structure of the skin. This foundation will effect the six major structural components of the skin to stimulate collagen and diminish or even prevent fine lines, increase hydration levels, and protect and repair damaged skin.

This remarkable golden key ingredient strengthens collagen; thereby, enhancing the communication between the epidermis and dermis. This helps create a fresh, youthful and glowing complexion.

### Results You Will Notice

You will see a notable difference in your fine lines, they will be less pronounced and your skin will be more refined. A significant decrease was observed in the severity of the wrinkle appearance after 60 days! The wrinkles were not as deep and the skin was smoother.

## The Science

These results are directly related to the in vitro results obtained, which demonstrated an increase in the quantity of 6 major components of cutaneous tissue.

FOITS	Variation
Lifting effect	+ 28% / TO, p<0.05, up to + 77 %
Wrinkle volume	- 31 % / TO, p<0.05, up to - 100 %
Max wrinkle depth	- 16.3 % / TO, p<0.05, up to - 62 %

### 1. Collagen I improved by 111%

Constitutes the most abundant collagen in our dermis

### 2. Collagen III improved by 104%

Referred to as the youth collagen because it is produced by our young fibroblast

### 3. Collagen IV improved 42%

Anchors the proteins in the basement layers of the skin

### 4. Heat Shock Proteins improved by 123%

Proteins whose expression is increased when cells are exposed to elevated temperatures or other stress

## The Science

### 5. Laminins improved 75%

Is involved in the healing of damaged skin

### 6. Hyaluronic production improved 174%

An important component responsible for water retention

Sitio n, n=24 Volunteers	Variation
Surface Occupied by Deep wrinkles (>100µm)	-28.5% / placebo, p<0.05
Main wrinkle average depth	-15.0% / placebo, p<0.05
Wrinkle spread (angle)	-8.4% / placebo, p<0.05



Did you know that face can become a real work of art? To achieve delightful make-up effects, you don't need to be a professional Make-Up Artist – what you need is the right cosmetics and subtle game of light and shadow that emphasizes assets, and conceals imperfections

*Wrinkles are visibly smoothed and filled from the inside of the skin.*

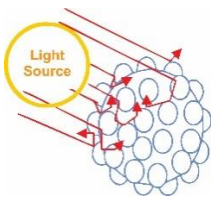
## BB Cream Liquid Foundation

BB Cream means Beauty Balm or Blemish Balm or Blemish Base or Beblesh Balm

The skincare industry has evolved beyond simple "care." Today's consumers expect not only multifunctional benefit, they desire delightful experiences that deliver heightened stimulation of the senses and feelings of luxury previously reserved for prestige products. Those are reasons that Artemis have offered This Multifunctional foundation



## Optical Blurring



with regard to latest US technology on special effect ingredient which have been implemented in Armeti four in one liquid foundation which cause increased scattering of light which enhance the line blurring outstanding natural silkiness and superior line blurring it will give more clear appearance

## WHY SUNSCREEN?

Armeti four in one liquid foundation provide UVA,UVB high protection to skin against sun rays, which is the most important damaging environmental agent.UV radiation Play an important role in conditions such as premature skin aging, eye damage (including cataracts), and skin cancers. They also suppress the immune system, reducing your ability to fight off these and other maladies.

According to the new EU recommendation, SPFs are categorized as providing low to very high protection, to make the SPF guide easier to understand. The below table illustrates this:

New Label	SPF
Low protection	6 to 14 (i.e. SPF 6 and 10)
Medium protection	15 to 29 (i.e. SPF 15, 20 and 25)
High protection	30 to 50 (i.e. SPF 30 and 40)
Very high protection	50+ (i.e. SPF 50+)

### British Association of Dermatologists

top sun safety tips is to use a "high protection" sunscreen of at least SPF 30 which also has high UVA protection, and make sure you apply it generously and frequently when in the sun.

## Why Argan Oil?

### The Amazing Argan Oil Benefits

One of the main reasons that argan oil is so healing, is that it is rich with vitamin A and vitamin E. However, argan oil is also packed with antioxidants, Omega-6 fatty acids, and linoleic acid. Research shows that when applied to skin, it eases inflammation while moisturizing the skin.

Here are 12 of the ways that you can incorporate this anti-aging, moisturizing, and all-natural oil into your daily beauty regimen.

#### 1-Acne

Argan oil's high linoleic acid content helps to reduce inflammation caused by acne, (not to mention rashes, infections and bug bites) while helping heal damaged skin cells. Argan oil has been proven to reduce sebum levels in individuals with oily skin!

#### 2- Stretch Marks

Argan oil can help prevent stretch marks by improving the elasticity of the skin

3-Reducing The Bumps and Burn Bumps and burn are uncomfortable and unsightly are signs of physical encounters. Argan oil is an effective treatment to soothe and heal them.

#### 4-Skin Moisturizer

5-Rejuvenating & brightening face

6-Anti-aging Agent

7-Anti-wrinkle Agent

## How to apply

### Sponges

Dampen the sponge with clean water and squeeze it mostly dry before applying foundation with it. This method results in a lighter application and prevents wasting foundation by keeping less of it from soaking into the sponge. All makeup application tools must be kept scrupulously clean, so wash or dispose of sponges regularly.

### Brushes

For more coverage and a satiny finish, applying liquid foundation with a flat foundation brush works well. Pour a small amount of foundation onto the back of the hand and dip the tip of the brush in it, then use small, light strokes to dab the foundation where needed.

### Fingertips

Applying foundation with the fingers eliminates the need to buy special tools. Many makeup artists opt for fingertip application because the warmth of the hands helps keep the liquid spreadable. Smooth foundation on as if it were a moisturizer, then tap the fingers on areas of unevenness to blend them thoroughly.



# ARMETI™

- 1- BB Cream Foundation
- 2- Natural With Argan
- 3- Skin rejuvenation
- 4- All Skin Type
- 5- Powerful Anti-Wrinkle
- 6- With Skin Lifting Effect
- 7- Sunscreen With SPF 30
- 8- Optical Blurring
- 9- Oil Free Mineral Formula
- 10- Makes Smoother Skin
- 11- Matte 24 Hours Formula
- 12- Powdery Feeling
- 13- Fragrance Free
- 14- Hydrating Formula
- 15- Withstand Sweat
- 16- Pore Appearance Minimizing
- 17- Very High Coverage

ARTEMIS C F Z .Corp

ARTEMIS Notes:  
We are delighted to present this catalogue of new, exciting, innovative products created by ARTEMIS C F Z .Corp, the catalogue offers information not only on the products themselves, but also on the Goals and plans of the ARTEMIS to produce them.  
Luxury ARMETI four in one liquid foundation for face and Around the eyes – is a breakthrough anti-wrinkle program developed at ARTEMIS Cosmetics laboratory, combining the effectiveness of natural active ingredients with the latest achievements of cosmetology and aesthetic medicine.

Armeti' anti-aging liquid foundation moisturizes and deeply nourishes skin with organic Argan oil and an exclusive Global Age-Defying Complex proven to protect skin from visible signs of aging, and promote elasticity. Skin instantly feels more supple and comfortable. Wrinkles and fine lines are smoothed. Skin glows with renewed vitality and the look of youth.

To make natural formulation we have used:

- Natural bases
- Naturally sourced active ingredients
- Herbal extracts

## Innovation

ARMETI products are natural skin care that actually works. When choosing ingredients, we make sure that they are not only natural, but also effective and feel good on the skin.

## Quality, Safety, Effectiveness Mission

We will never compromise when it comes to the quality of our products or your safety. While we continuously strive to bring you natural and more sustainable formulas, it is our top priority to ensure the safety and effectiveness of our products

## Targets:

Explore luxury versatility differentiate our products in the marketplace by responding to consumer demands for new textures and sensory experiences.

## Creating formulations that the consumers

**will be excited to talk about them**

- Gentle lubricity Feel
- Luxurious satin-like feel
- Perceived smoothness
- Perceived moisturization

• **Powerful Anti-Wrinkle**  
The luxurious Armeti™ cream foundation powered by a powerful anti-wrinkle peptide which fills in wrinkles from the inside both on the forehead and the crow's feet for a visibly smoother and plumper skin. Thanks to its matricine-like effect, this anti-wrinkle agent stimulates 6 major constituents of the skin matrix and the dermal-epidermal junction (DEJ) and ensures an optimal architecture of the tissue.

• **Sunscreen**  
Having Broad spectrum sunscreen with SPF 30, protects skin from harmful UVA and UVB rays, gives added anti-aging protection. Give a smooth, luminous look to the skin and have SPF-protecting properties. It doesn't settle into fine lines and wrinkles

• **Oil Free Mineral Formula**  
Oil-free formula with SPF 30 is mineral-enriched to absorb oil and diffuse light to help reduce the appearance of fine lines, wrinkles and pores.

• **Powdery Feeling**  
Possesses exceptional powdery feeling, high liquid absorption and unique soft focus properties and very high coverage.

• **Smoother Skin**  
This Liquid foundation can fill in lines, wrinkles and pores, making them less noticeable so the skin appears smoother and it do also provide excellent coverage. It also helps to create a layer of protection to help retain moisture in the skin, especially in drying environments like the winter months and airplanes.

• **Matte 24 Hours Formula**  
Flawless, matte coverage that lasts up to 24 hours. Comfortable, lightweight formula specifically made for combination or oily skin to control oil absorption and shine. Achieve a matte finish that won't fall flat with this air-light, longwearing liquid formula. Lightweight and creamy, foundation goes on smooth with a demi-matte finish that lasts up to 24 hours—hiding imperfections for a smooth, clear complexion.

• **Fragrance Free**  
Fragrance-free makeup is safe to use on sensitive skin and leaves behind a subtle matte finish.

• **Hydrating Formula**  
Its hydrating formula keeps the skin moisturized while still preventing unwanted shine.

• **Optical Blurring**  
Armeti's Foundation helps hide imperfections with a strong and long-lasting optical blurring effect. This product reflects light to offer a healthy glow while also assisting in fine line coverage. Leaving behind a natural satin finish, this product refines the skin's appearance and offers a soft aesthetic keeping you looking your best.

• **Suitable For All Skin Type**  
Suitable for normal, oily, combination, sensitive and acne prone skin  
Type 1: Oily Skin  
Because it is oil free formulation  
Type 2: Dry Skin  
This formula is BB cream and moisturizing foundation  
Type 3: Combination Skin  
This formula is BB cream, long-wearing foundation  
Type 4: Mature Skin  
BB cream, moisturizing foundation, anti-aging