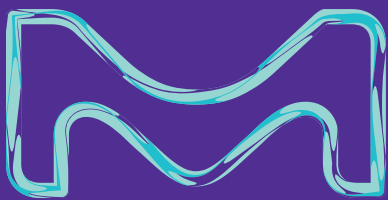


MERCK

Bright- ality

RonaCare®
Pristine Bright™



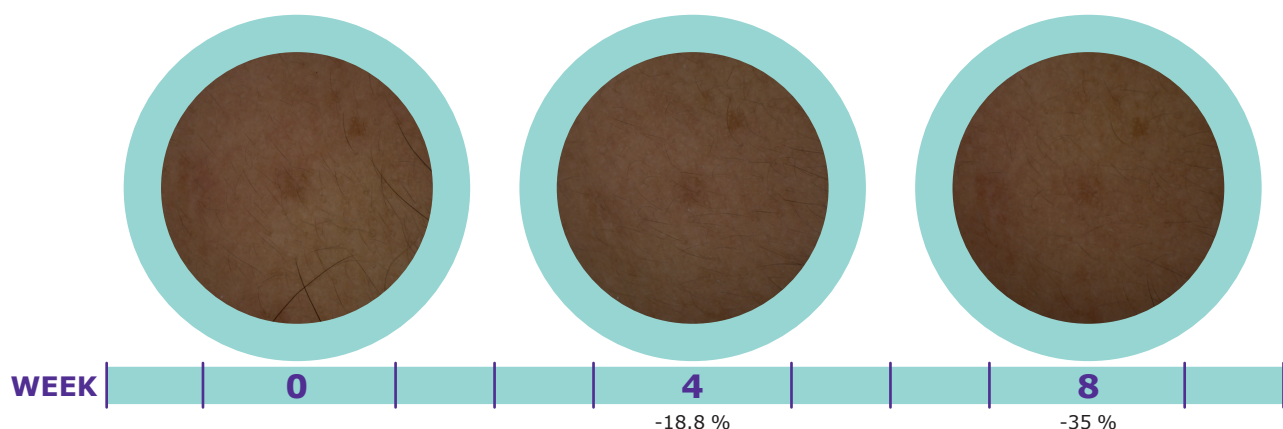
Rona



RonaCare® Pristine Bright™ for radiant skin

Searching for a brilliant active ingredient to brighten your future? Cosmetic companies are constantly on the lookout for premier quality, high-performance substances to create effective cosmetic products. RonaCare® Pristine Bright™ offers you a potent tool for flawless, porcelain-like complexion. This pure active ingredient lends cosmetics such as BB creams, day and night creams and anti-aging products a brightening effect. Unattractive age spots or other skin discolorations become less visible due to its contract reducing properties. The active ingredient is especially helpful for different ethnic skin types and their varying aging characteristics. RonaCare® Pristine Bright™ gives skin a dazzling glow, youthful radiance and luminous skin tone. Employ it to create new products or innovate within your established ones!

BRIGHTENING OF PIGMENTED SPOT AFTER TREATMENT WITH 2 % RonaCare® Pristine Bright™



OUTSTANDING BENEFITS

- Helps to maintain natural brightness and fairness in skin complexion
- Serves to provide porcelain-like skin, resulting in enhanced luminosity and radiance
- Helps provide a more even complexion
- Excellent safety profile
- Easy to formulate
- Proven efficacy (*in vitro*, *in vivo*)

PERFORMANCE DATA

In vitro and *in vivo* studies demonstrate the active ingredient:

- Reduces color contrast between pigmented spots and surrounding area
- Reduces pigmentation and yellowness in skin tone
- Lowers melanin content in human melanocytes depending on doses
- Offers unique/original mode of action

ORDERING INFORMATION

Product	INCI	Package Size	Catalog No.
RonaCare® Pristine Bright™	Methoxyphenyl t-Butylphenyl Propanediol	1 kg	132720

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