

purexis

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Retailer



Made in Switzerland by:  
PUREXIS SA, Manno  
EU Importer:  
Purexis S.r.l., Lavena Ponte Tresa (Italy)



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## NATURE'S SECRETS:

CBD SKINCARE AND COSMETICS

Nature has treasured them,  
Purexis reveals them for you

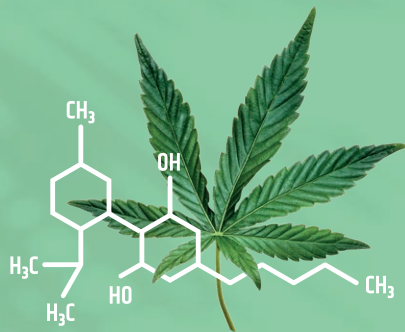
From Swiss laboratories, the  
complete ritual for your body's  
wellness and care





## WITH CBD, PUREXIS IS NATURALLY DIFFERENT

WE COMBINE NATURE AND RESEARCH FOR YOUR WELL-BEING



CBD to naturally rejuvenate and soothe your skin

**Swiss research - Purexis laboratories - why we choose hemp derivatives such as cannabidiol (CBD)**

Thanks to the research and development work of our laboratories, Purexis has developed formulations that are based on the natural biological affinity of cannabis with the skin. The skin is rich in CB1 and CB2 receptors, which interact with cannabinoids to modulate the production of cytokines, protein molecules that

influence the vital activities of the skin cells. We have found the perfect balance between nature and science to develop cosmetic formulations that enhance the hemp's natural antioxidant, moisturizing, soothing and protective properties. Revolutionary formulations that, unlike traditional ones, use ingredients derived from hemp to act as "transmitters" to the skin cells. The cosmetic effects are unprecedented: younger, healthier and radiant skin, naturally.



**1 Deep hydration**  
Hemp oil, combined with rice bran oil and wheat germ oil, moisturizes the skin leaving it smooth and soft to the touch.

**2 Antioxidant activity**  
CBD helps to counteract the skin aging process leaving the skin plump and rejuvenated.



**3 Anti-inflammatory activity**  
Cannabidiol significantly reduces inflammation and provides a soothing effect on irritated and reddened skin.

**4 Pleasant and light texture**  
The anti-aging day cream is quickly absorbed without leaving greasy or sticky traces on the skin.

### Technical benefits of CBD

Hemp oil, CBD and other extracts from this plant are natural allies to support a healthy skin barrier function, counteracting dry skin and irritation. Thanks to its antioxidant activity, CBD also becomes the main ingredient to counteract the signs of aging.



purex<sup>is</sup> NATURE'S SECRETS:  
CBD SKINCARE



FACE WELLNESS



 <p>purex<sup>is</sup> € CREMA VISO All'age giorno 50 ml / 1.69 oz</p>	<p>☆☆☆</p> <p><b>DAY CREAM</b> Anti-aging</p>	<p>Moisturizes and reduces the signs of aging with an anti-wrinkle effect</p>	<b>1</b>
 <p>purex<sup>is</sup> € CREMA VISO All'age notte 50 ml / 1.69 oz</p>	<p>☆☆☆</p> <p><b>NIGHT CREAM</b> Anti-aging</p>	<p>Thick and dense to promote deep hydration, with antioxidant activity</p>	<b>2</b>
 <p>purex<sup>is</sup> € MASCHERA VISO Lenitiva, disarrossante 100 ml / 3.38 oz</p>	<p>☆☆☆</p> <p><b>FACE MASK</b> Soothing and Anti-redness</p>	<p>Restores skin's natural balance offering relief from redness or reactivity</p>	<b>3</b>

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## FACE WELLNESS

### THE DAILY ROUTINE FOR YOUR FACE WELLNESS

Anti-aging Day Cream  
Anti-aging Night Cream  
Soothing and Anti-redness Face Mask

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**Simplicity and constancy:** these are the real secrets for a perfect beauty routine. Create your own beauty ritual with Purexis face creams. Natural ingredients and hemp derivatives will pamper you from day to night.





☆☆☆  
**1**

FACE WELLNESS

Reduces the signs of aging with an anti-wrinkle effect

Anti-aging day cream with antioxidant activity that leaves no trace of the annoying "greasy skin effect"



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## DAY CREAM Anti-aging

Our anti-aging day cream has a fluid and light texture: it only takes a short time for it to be completely absorbed without the annoying "greasy skin effect".

The acknowledged moisturizing, toning and soothing properties of **Hemp oil** and **Cannabidiol** are perfectly combined with **Rice bran oil** and **Wheat germ oil** to provide deep hydration that will last all day! **Coconut butter** and **Shea butter** are also important components in our cream, which thanks to their anti-wrinkle and anti-aging effect ensures good hydration and eliminates the signs of aging.

The Purexis day cream is therefore a perfect anti-aging ally, which is capable to counteract and delay the skin aging process thanks to its antioxidant activity.

### INSTRUCTIONS FOR USE

Take a small amount of product about the size of a hazelnut and apply daily to cleansed face, neck and décolleté by making light circular movements from the center of the face outward, or by gently tapping with your fingertips until completely absorbed. Avoid the eye area.

The antioxidant activity of the product was assessed through in vitro evaluations carried out by independent laboratories, which confirmed exciting results in preventing the formation of free radicals - the main responsible for skin aging.



☆☆☆  
**2**

FACE WELLNESS

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Rich and thick cream for deep hydration, perfect for the evening application

Reduces the signs of aging with an anti-wrinkle effect



## NIGHT CREAM Anti-aging

Our anti-aging night cream thanks to its rich and dense texture is suitable for evening application and perfect for promoting deep hydration during sleep hours!

The acknowledged moisturizing, toning and soothing properties of **Hemp oil** and **Cannabidiol** are perfectly combined with **Colostrum** and **Sweet clover extract**, calming the skin and promoting the regeneration of your skin cells. Key components of our cream are also **Horse chestnut** and **Calendula extract**, both of which are perfect for their antioxidant activity and the stimulation of collagen production.

The Purexis night cream is therefore the perfect anti-aging solution, capable to counteract and delay the skin aging process thanks to its antioxidant activity.

### INSTRUCTIONS FOR USE

Take a small amount of product about the size of a hazelnut and apply daily to cleansed face, neck and décolleté by making light circular movements from the center of the face outward, or by gently tapping with your fingertips until completely absorbed. Avoid the eye area.

The antioxidant activity of the product was assessed through in vitro evaluations carried out by independent laboratories, which confirmed exciting results in preventing the formation of free radicals - the main responsible for skin aging.



☆☆☆  
**3**

FACE WELLNESS

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## Soothing and Anti-redness Face Mask

Reduces swelling and redness, for ex. after hair removal



## FACE MASK Soothing and Anti-redness

Our soothing and Anti-redness face mask has a very light texture, so that it can also be used as a leave-on mask during the night, with the pleasant and refreshing aroma of orange extract.

The acknowledged antioxidant and soothing properties of **Cannabidiol** are perfectly combined with **Mallow** and **White willow**, restoring the skin's natural balance and offering relief from redness or reactivity caused by stress or treatments such as facial cleansing or hair removal. Key components of our face mask are also **Arnica** and **Turmeric**, which are perfect for repairing and soothing skin imperfections, as well as for giving the skin a healthy glow.

The Purexis soothing face mask is therefore the perfect solution to reduce skin irritation and mitigate redness and swelling.

### INSTRUCTIONS FOR USE

Apply carefully to cleansed face with a light massage or by gently tapping the skin. Avoid the eye area. Leave on for 10/15 minutes and then remove with running water or with a cotton pad soaked in tonic.

The soothing activity of the product was assessed through in vitro evaluations carried out by independent laboratories, which confirmed exciting results in the reduction of inflammatory cytokines - the main cause of skin irritation, edema or erythema.



# SECRETS



BODY WELLNESS



**PUREDERM**  
Soothing and  
Anti-redness Lotion

Perfect for very  
dry, cracked or  
itchy skin

4



**PUREBALM**  
Massage balm

Provides relief from  
local pain and  
muscle tension

5



**BODY LOTION**  
Moisturizing, toning and  
elasticising Body lotion

Tones and refreshes.  
For all skin types and  
dull complexions that  
need to regain vitality

6

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## BODY WELLNESS

### THE DAILY ROUTINE FOR YOUR BODY WELLNESS

Purederm  
Purebalm  
Body lotion

**Taking care of your body, starting with what Nature offers.** Thanks to cannabidiol and other hemp derivatives, you can forget dry skin, itching, redness and muscle tension.



☆☆☆  
4

BODY WELLNESS

Soothing and  
Anti-reddness  
Lotion

Formulated to  
relieve reddened  
and itchy skin.  
For the whole  
body



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## PUREDERM Soothing and Anti-reddness Lotion

Our Purederm soothing and anti-reddness lotion is the perfect product for very dry and cracked skin, weakened by external agents. Suitable for the whole body.

The acknowledged moisturizing, toning and soothing properties of **Hemp oil** and **Cannabidiol** are perfectly combined with **Cardiospermum**, **Urea** and **White willow extract**, providing intense hydration to the skin and reducing itching and, therefore, the urge to scratch. Key components of our **Purederm** are also **Tocopherol** and **Colostrum** for their function of promoting cell renewal.

**PUREDERM** soothing and anti-reddness lotion is, therefore, the perfect solution to reduce skin irritation and redness. By acting directly on the dryness factor, the skin is more comfortable and less reactive.

### INSTRUCTIONS FOR USE

Apply to the reddened or itchy area and massage until completely absorbed. Repeat the application at least twice a day and as needed.

The soothing activity of the product was assessed through in vitro evaluations carried out by independent laboratories, which confirmed exciting results in the reduction of inflammatory cytokines - the main cause of skin irritation, edema or erythema.



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BODY WELLNESS

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## PUREBALM Massage balm

Our **massage balm Purebalm** has been formulated to relieve local pain and it is suitable for sports people, people with physically demanding jobs or anyone prone to muscle tension.

The acknowledged toning and soothing properties of **Hemp oil** and **Cannabidiol** are perfectly combined with **Arnica montana** and natural **Camphor** for an alleviating effect in order to prevent the exacerbation of pain. In addition, the **Menthol** in our Purebalm helps to reduce muscle soreness thanks to its soothing and cooling properties.

Purebalm Massage Balm has a pleasant fragrance and is easily absorbed during massage, providing a feeling of relief from stiffness and muscle tension.

Providing relief from local pain and muscle tension

Also suitable for sports people



### INSTRUCTIONS FOR USE

Apply directly to the sore area or where muscle tension and/or stiffness are felt and massage gently until completely absorbed. Repeat the application at least twice a day and as needed.

Tests were carried out by independent laboratories on a sample of consumers aged 18 to 60, primarily to determine whether the product was perceived as pleasant and whether the expected effect was confirmed. More than 90% of the people who took part in the test released a positive evaluation of the product.



★★★★  
6

BODY WELLNESS

Revitalizing  
dull com-  
plexions

Moisturizing,  
toning and  
elasticising  
Body lotion



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## BODY LOTION

### Moisturizing, toning and elasticising

Our toning and elasti-  
cizing body lotion has  
a light, yet deeply moi-  
sturizing texture, which  
does not leave behind  
the unpleasant "sticky  
skin effect".

Our body lotion has a texture that feels pleasant to the touch, is pleasant to massage and is easily absorbed. After application, the body skin appears more hydrated, elastic and toned.

#### INSTRUCTIONS FOR USE

Apply daily on the whole  
body, immediately after a  
bath or shower with the  
skin still damp, and mas-  
sage until completely ab-  
sorbed.

The acknowledged moisturizing and toning properties of **Hemp oil** are perfectly combined with **Walnut husk oil**, **Coconut oil** and **Jojoba oil**, promoting greater elasticity and tone to your body's skin. Key component of our lotion is also **Rose water**, thanks to which you will feel your skin more toned and refreshed! It is recommended for all skin types, from normal to dry skin, and for dull complexions that need to be revitalized.

Tests were carried out by independent labora-  
tories on a sample of consumers aged 18 to 60,  
primarily to determine whether the product  
was perceived as pleasant and whether the  
expected effect was confirmed. More than 85%  
of the people who took part in the test  
released a positive evaluation of the product.

pure<sup>is</sup> NATURE'S SECRETS:  
CBD HAIRCARE



HAIR WELLNESS



☆☆☆  
**SHAMPOO**  
Scalp regenerating

Frequent-use  
shampoo, to  
invigorate the scalp.

7

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## HAIR WELLNESS

### THE DAILY ROUTINE FOR YOUR HAIR WELLNESS

#### Scalp regenerating shampoo

A gentle, frequent-use shampoo that restores strong, thick hair and a healthy scalp. Thanks to the natural ingredients extracted from hemp and silk, it only takes a little product to get the result you have always hoped for.





★★★  
7

HAIR WELLNESS

Regenerating  
and soothing  
activity

To naturally  
invigorate and  
strengthen the  
scalp



## SHAMPOO

### Scalp regenerating

Our scalp regenerating shampoo is recommended for those with scalp problems and with fragile, fine and weakened hair.

Natural and gentle, the Purexis scalp regenerating shampoo provides relief for those suffering from scalp irritation.

Our regenerating shampoo is a gentle product: once applied and massaged in, it produces little foam. The acknowledged soothing properties of **Cannabidiol** are perfectly combined with **Silk proteins** to naturally revitalize and invigorate the scalp. The **Wheat coccolipeptide** contained in our shampoo helps to protect and regenerate your scalp.

#### INSTRUCTIONS FOR USE

Apply to wet hair and gently massage the scalp. Leave it on at least 2-3 minutes before rinsing. Suitable for frequent use.

The product's ability to stimulate fibroblasts cell regeneration was assessed by independent laboratories. The results were consistently positive and confirmed that the product has a real regenerating effect by stimulating protein synthesis in human fibroblasts.