

BEAU AVEC EGF ASTA SOAP 100 G (3.5 OZ)

**PART OF BEAU AVEC EGF ASTA ANTI-AGING SKIN CARE LINE
BY AFC JAPAN**

QUALITY YOU CAN TRUST

This is a premium, handcrafted beauty soap. It is called “Red Beauty” thanks to its high content of Astaxantin (naturally occurring red pigment). Made with superior quality conditioners, moisturizers and potent antioxidants it gives your skin a rosy glow. The right cleanser is extremely important for your skin care and sets up the foundation for further skin treatment. Beau Avec soap will nourish your skin while leaving it perfectly cleansed and hydrated. The award winning EGF (Epidermal Growth Factor) contained in this formula stimulates skin cells regeneration and ensures youthful looking skin.

Epidermal Growth Factor (EGF), the key ingredient in this lotion, is made of 53 amino acids which promote skin regeneration. It has clinically proven cell growth properties and facilitates dead skin replacement. EGF is naturally produced by our body, but its production decreases with age. The tests with EGF have shown that it can support cell growth at the rate of 284% after 60 days of continued usage. It is effective on mature and resistant skin and brings a smooth and radiant looking skin. EGF was discovered in 1986 by Dr. Stanley Cohen, who was awarded the Nobel Prize for his work on this ingredient.

KEY ANTI-AGING INGREDIENTS:

Astaxanthin

It is a type of carotenoid (naturally occurring pigment), which has a powerful anti-oxidant and anti-aging properties that benefits eye and skin health. It has a characteristic red color and can be sourced from algae (*Haematococcus pluvialis*), shrimp, krill or salmon. The clinical studies suggest that it may have a free radical fighting capacity worth up to 500 times more than that of Vitamin E. This carotenoid can also help protect the skin from UV damage.

EGF (human oligopeptide-1)

Epidermal Growth Factor is responsible for the renewal of epithelial cells and reduction of fine lines and wrinkles. EGF helps to maintain skin's natural strength and promotes the renewal of skin's cells.

Royal Jelly Extract

Royal jelly is a secretion from the glands of worker bees. In the past, royal jelly was considered to be very precious and it was reserved for royalty or upper classes. Nowadays it is readily produced and is used in dietary supplements and skin-care products. The composition of royal jelly is very rich in a number of ingredients like vitamins B, C and E, amino and fatty acids, minerals and antioxidants. This makes them an ideal ingredient for skin care. It provides protective, nourishing and hydration properties to the skin.

Sodium PCA (Pyrrolidone Carboxylic Acid)

It is the sodium salt of pyroglutamic acid (also known as PCA). PCA is a naturally occurring component of human skin and a part of the "natural moisturizing factors" (NMF) that maintain a healthy epidermis. Sodium PCA is very hygroscopic and very good hydrating agent attracting moisture from the air. It is a stronger hydrating agent than the traditional compounds used in soaps. Sodium PCA also functions as a skin-replenishing ingredient.

Sodium Hyaluronate

Sodium hyaluronate is a derivative of Hyaluronic Acid (HA) and has a lower molecular weight than HA and hydrolyzed HA, so it's more easily absorbed into pores. Sodium hyaluronate has the ability to penetrate into deeper layers of the skin, and also attracts and binds water. This effect can plump the skin, and therefore reduce the wrinkles, and make your skin younger-looking.

Placental Protein

The placenta is very rich in nutrients, hormones, growth factors, proteins, amino acids, and enzymes. For that reason it is very popular in Japan and other parts of Asia. The placenta trend in cosmetics is slowly making its way into North America, Australia and Europe. Some leading experts in the beauty industry predict an upcoming widespread popularity of placenta and claim that it will be "the ingredient" to use. There is a growing number of scientific evidence confirming the benefits of placenta for skin care. Placenta benefits include:

- Anti-aging
- Water loss prevention
- Prevents UV wrinkle formation
- Prevents collagen degradation and stimulates its production
- Supports skin whitening effects
- Supports wound healing

INGREDIENTS:

SEKKEN SOJI (JPN
ION-EXCHANGE WATER
SUCROSE
GLYCERIN
ALCOHOL
SODIUM LAUROYL GLUTAMATE
HAEMATOCOCCUS PLUVIALIS OIL
RH-OLIGOPEPTIDE-1
SODIUM HYALURONATE
PLACENTAL PROTEIN
HYDROLYZED CONCHIOLIN PROTEIN
SODIUM PCA
ASCORBYL TETRAISOPALMITATE
CITRUS JUNOS FRUIT EXTRACT
ROYAL JELLY EXTRACT
VITAMIN A
TOCOPHEROL
GLYCINE SOJA (SOYBEAN) OIL
BUTYLENE GLYCOL
TETRASODIUM ETIDRONATE
MANNITOL

HOW TO USE

Wet soap with water and rub against with your palms to create fine smooth foam. You can also use lather net or sponge to create rich foam. Apply foam to your whole face and gently massage in circular movements. Use warm water to rinse thoroughly. For best results, follow with Beau Avec EGF ASTA Lotion.

Use EGF ASTA Soap as **STEP 1** in The Beau Avec anti-aging skin care regime:

STEP 1 CLEANSE -- EGF ASTA Soap

STEP 2 SOFTEN – EGF ASTA Lotion

STEP 3 REPAIR – EGF ASTA Essence

STEP 4 TIGHTEN – EGF ASTA Cream

CAUTIONS:

Avoid contact with eyes, rinse immediately. Do not swallow. Do not use if you have skin problems. Discontinue using if signs of irritation or rash appear. In case of complications, please contact your physician. For external use only.

STORAGE:

Store at room temperature, away from heat, moisture and sunlight.

Keep out of reach of children.