

# COLLAGEN+

The beauty of new firmness.



# AINHOA

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Collagen is the fundamental pillar of the skin's architecture. It plays a key role in the structure, robustness and strength of skin tissue: it is the base support for the skin and therefore, of its contours and volumes. In the course of ageing, collagen production decreases, which leads to **loss firmness** and **slackening** or **flaccidity** in the skin. AINHOA has created **COLLAGEN+**, an **anti-age** firming facial line designed to combat loss of firmness and facial volume caused by the passing of time.



## Firmness & Volume Cream (50 ml):

An anti-age facial cream with **firming action** and a **powerful plumping effect** that combats the loss of firmness and facial volume caused by passing time. Its carefully designed formula is based on a combination of key active ingredients which work together from inside and outside the skin to restore the face's harmony and reshape the facial oval. Native Soluble Collagen stimulates the generation of new fibrils of collagen. Alaria Esculenta Extract helps reconstruct the skin's own natural collagen structure, providing both deep hydration and density to the tissue to re-establish the lost volume. Day after day, the skin is notably firmer, suppler and denser, bursting with volume. The expression on the face is visibly rejuvenated, revealing the beauty of its features.



## Neck & Décolletage Cream (50 ml):

**Firming and reshaping** cream especially designed for the neck and décolletage area. It firms and tones the skin in this area in which the signs of ageing are most visible, for an anti-gravity effect. Its rich formula includes powerful firming active ingredients as well as providing deep hydration to the skin: Native Soluble Collagen and Alaria Esculenta Extract. The formula is enriched with Soy Extract that strengthens the firming and rejuvenating action of the cream, softens wrinkles and restores the skin's firmness and strength lost with age. The skin on the neck and décolletage looks firmer, smoother and better toned, visibly softer and suppler.



## Absolute Firmness Serum (50 ml):

A facial serum with an intense **firming action**, **plumping effect** and high hydrating power, which combats the loss of firmness and facial volumes, caused by passing time. It restores the density, hydrates and firms the skin in depth to achieve a more youthful and radiant appearance. It was designed on the basis of key active ingredients to restore the firmness and volume of the skin: Native Soluble Collagen and Alaria Esculenta Extract. The formula is enriched with Hydrating Biosaccharides that protect the skin against dehydration. This exquisite serum has an immediate beautifying "pretty skin" effect, thanks to its strategic reflective pigments that reveal a complexion full of light. The skin is transformed to achieve absolute firmness in the face.



## Lift & Firm Eye Contour Cream (15 ml):

A cocooning cream for the eye contour with **triple action**: **firming**, **anti-wrinkles** and **anti-bags**. It improves the skin's firmness, helps smooth wrinkles and prevents and combats bags under the eyes. Its advanced formula is a fusion of powerful active ingredients which achieve great effects: Soluble Native Collagen improves the skin's firmness and hydration, a Lifting-Tautening Biopolymer, and Oat Extract, create a lifting-tautening film on the skin surface that immediately and in a lasting way softens wrinkles and expression lines in the eye contour area, while a powerful Anti-Fatigue Complex helps reduce the volume of bags under the eyes and restores the tissue's firmness and suppleness. In a single gesture, the skin in the eye contour area is firmer, more uniform and luminous. The signs of fatigue are reduced for a more rested and rejuvenated look.





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