



NEW NIMUE ACTIVE RESURFACING WIPES

INTRODUCING NIMUE ACTIVE RESURFACING WIPES

Life with Coronavirus has become more complex than ever before, and consumers have missed out on the transformational benefits of regular professional treatments. They have been forced to search for easy, convenient homecare products with advanced active ingredients that will deliver the best results. Consumers have been stuck at home with the continued stresses of work, family and balancing life in general. Imagine a product that could work on the skin throughout evening to deliver visible improvements in the morning.

NOT ALL ACIDS ARE CREATED EQUAL

Nimue's fundamental AHA principle uses a fusion of pure acids in the optimum strength and concentration for a complete skin retexturizing solution & intensive anti ageing treatment.

Now available in a convenient wipe application.

Nimue's NEW Active Resurfacing Wipes are a solution for targeted, powerful skin rejuvenation through a high concentration of alpha hydroxy acids and vitamins. These wipes can be used on the face, neck and hands and stimulate the skin through a buffing action when applied. Convenient and compact for whenever they are needed

Nimue Active Resurfacing Wipes are designed to be used as a targeted treatment in the evenings and combine cutting-edge delivery technology with high purity acids for radiant, conditioned, and softened skin. Beyond just using powerful acids, the product contains soothing, rebuilding actives Vit B5 and Allantoin that condition the skin, ensuring that the skin is hydrated, plump, and smoothed over time with minimal irritation.

The wipes will be available in a biodegradable bamboo cloth saturated in 3ml of solution and presented in single use sachets. Each box will have 16 sachets which will be sufficient for use for a full month, if used every second night.

NIMUE ACTIVE RESURFACING WIPES ARE THE AHA MOMENT YOUR SKIN HAS BEEN LOOKING FOR



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TARGET MARKET

Clients with the following concerns:

- Rough skin texture
- Dull complexion
- Enlarged pores
- Fine lines and wrinkles
- Oiliness
- Uneven skin tone

KEY BENEFITS

- Refines skin texture
- Accelerates skin renewal
- Delays the appearance of skin ageing
- Boosts skin's natural moisture
- Repairs the skin barrier
- Hydrates and soothes skin
- Creates a radiant, glowing and smooth appearance
- Reduces oiliness and breakouts
- Promotes a more even skin tone

Application

- To be used 3 to 4 times weekly
- To be incorporated into the Nimue homecare programme to boost skin rejuvenation

INDICATIONS

- Environmentally damaged skin
- Hyperpigmented skin
- Problematic skin
- Due to the addition of Panthenol and Allantoin, these wipes can be used by first-time Nimue clients



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PRODUCT INFORMATION			
SKU	SIZE	CPNP REGISTRATION NUMBER	RETAIL CODE
Active Resurfacing Wipes	16 sachets per box	TBC	F1088



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CASE STUDIES

BEFORE



AFTER



*Informal evaluations were conducted in house with the candidates using ThermoFlash Peel for a period of two weeks. Cleansing Gel, Conditioner, Nimue Day & Nimue Night and SPF 40 were used daily. Nimue Exfoliator was used 2-3 times. New **Nimue Active Resurfacing Wipes** were used every second night.



NEW NIMUE THERMOFLASH PEEL

PRIMARY ACTIVE INGREDIENTS	
Glycolic Acid	High purity glycolic acid penetrates the skin quickly and causes controlled skin peeling. Boosts cell turnover, reducing the appearance of mild breakouts. It also normalizes keratinization, and decreases epidermal thickness, increasing dermal hyaluronic acid, and collagen gene expression
Citric Acid	High purity citric acid penetrates slower than glycolic acid. Increases the skin cells' renewal rate, brightening the complexion and normalizing turnover for a more even skin.
Lactic Acid	An AHA that hydrates the skin, boosting the skin's natural moisturizing factor. In addition to smoothing the skin, it also balances the microbiome, promoting healthy biome creation on the skin's surface.



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SECONDARY ACTIVE INGREDIENTS	
Allantoin	A skin conditioning powerhouse that improves the skin's moisture retention for a smoothing effect. Fights the appearance of ageing and skin damage, and deeply nourishes the skin. As an effective anti-irritant, it protects the skin and reduces itching often experienced with chemical exfoliation.
Panthenol	A well-known vitamin that hydrates and soothes the skin. Prominently used in wound healing formulations, panthenol not only conditions the skin and rebuilds the barrier, but also calms the skin, building the skin's resilience with time.



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INGREDIENT LIST

**Active
Resurfacing
Wipes INCI list**

Water [Eau/Aqua], Glycolic Acid, Citric Acid, Sodium Hydroxide, Butylene Glycol, Glycerin, Lactic Acid, Allantoin, Panthenol, Hydroxyethylcellulose, Tetrasodium Glutamate Diacetate.



NEW NIMUE ACTIVE RESURFACING WIPES

PRIMARY PACKAGING ARTWORK



ACTIVE RESURFACING WIPES

LINGETTES ACTIVES
DE RESURFAÇAGE

INGREDIENTS

Water (Eau/Aqua), Glycolic Acid, Lactic Acid, Sodium Hydroxide, Butylene Glycol, Glycerin, Citric Acid, Allantoin, Panthenol, Hydroxyethyl Urea, Tetrasodium Glutamate Diacetate.

CAUTION

For external use only. Keep out of reach of children. If irritation develops, discontinue use. Store in a cool dry place.

DIRECTIONS FOR USE

Use 3-4 times per week, or as prescribed, after Nimue Cleanser and Conditioner. Wipe over the entire face and neck area. Avoid the delicate eye and lip area and irritated or sensitive skin. Discard wipe after use. Follow with Nimue moisturiser and SPF in the morning.



Manufactured under license in South Africa for Ascendis Skin & Body (Pty) Ltd, 31 Georgian Crescent, Bryanston, 2191, Johannesburg, South Africa
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A PROUD BRAND OF



3 mL (0.10 Fl. Oz.) e

S2004/00

space for batch coding



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SECONDARY PACKAGING ARTWORK

PR11308
PRINTFACE
ASCENDIS
NIMUNE WIPES
400UM
08/02/21
80.5 X 129 X 38

