



## NEW NIMUE THERMOFLASH PEEL

COVID-19 has forced all of us to change our lives and our habits causing women around the world to start taking selfcare seriously. There has been a significant increase in the use of facial masks to relax and destress making DIY at-home treatments more popular than ever before.

Due to lock downs, isolations and a general fear of public spaces, clients have not able to get to their salons for their regular treatments. With no end in sight, they are still looking for other ways to pamper themselves. The added pressure of having to wear a protective face mask, never mind the associated side effects, only added to this trend for consumers to bring their treatments home.

#selfcaresundays, an organic consumer trend that has seriously taken off on social media, further highlights this need as consumers continue to demand more results-orientated products that can be used in the safety and comfort of their home.

Nimue has heard this call to action and is ready to tap into this growing trend by introducing a powerful at-home treatment peel that will be launched in April 2021.

### INTRODUCING NIMUE'S NEW THERMOFLASH PEEL WITH THERMO-THERAPY TECHNOLOGY

ThermoFlash Peel is a rapid resurfacing, flash DIY homecare treatment that delivers instant results and benefits such as:

- Enhanced skin radiance
- Improved firmness
- Instant smoothness





## NEW NIMUE THERMOFLASH PEEL

The product features Nimue's Thermo-Therapy Technology which combines the below ingredients:

- **Warming agent:** Detoxifies and oxygenates
- **Salicylic Acid:** Cleans out clogged pores & exfoliates dead skin cells
- **Sorghum Bicolour Stalk Juice:** Provides an immediate and lifting effect
- **Phytosterols:** Provide a soothing and anti-inflammatory effect that also strengthens the barrier function.

Additionally, ThermoFlash Peel has an oil-in-water emulsion based on naturally derived emulsifiers that contains effective active ingredients with peeling, moisturising, firming and tightening properties.

With no side effects or downtime, ThermoFlash Peel is perfect for consumers who cannot get to a salon for a professional treatment ahead of their special occasion or anyone who wants radiant skin with a firming boost.

One 10-minute application will result in rapid pore cleansing, skin detoxification, oxygenation and light peeling.



## NEW NIMUE THERMOFLASH PEEL

### TARGET MARKET

- All ages from 20 years onwards
- Dull, lifeless ageing skin
- Dry skin

### KEY BENEFITS

- Delivers visible results in 10 minutes
- Resurfaces the skin, removing dead skin cells
- Deep cleanses and detoxifies
- Tightens and firms skin
- Thermal action results in increased circulation and increased oxygenation
- Moisturises skin, creating a radiant, glowing and smooth appearance
- Soothes and repairs the skin barrier
- Improves dull, lifeless skin

#### **Application**

- To be used once, weekly
- Can be used in addition to the Nimue skin health programme

### INDICATIONS

- Environmentally damaged skin
- Hyperpigmented skin
- Problematic skin

This peel will not deliver skin resurfacing benefits like all other Nimue professional peels; however, it provides a super-charged smoothing boost, revealing a natural radiance, all within 10 minutes.



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PRODUCT INFORMATION			
SKU	SIZE	CPNP REGISTRATION NUMBER	RETAIL CODE
ThermoFlash Peel	30 ml	TBC	F1071/1



## NEW NIMUE THERMOFLASH PEEL

CASE STUDIES – RESULTS ACHIEVED AFTER TWO WEEKS\*

**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.



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PRIMARY ACTIVE INGREDIENTS	
<b>Warming Agent</b>	<p>Thermo receptors in the skin are stimulated and transfer a signal to the brain resulting in a warming sensation.</p> <p>The warmth created on the skin surface will assist in activating the enzymes and improving blood circulation to increase product efficacy.</p>
<b>Sorghum Bicolour Stalk Juice</b>	<p>Derived from sorghum plants which is included in sustainable development culture programmes, this ingredient forms a stretching film on the surface of the skin to provide an immediate and durable tightening effect and results in a micro lifting and smoothing effect on the skin.</p>
<b>Salicylic Acid</b>	<p>Salicylic Acid is a Beta-Hydroxy Acid because it is oil-soluble as opposed to Alpha-Hydroxy Acid which is water-soluble.</p> <p>Because Salicylic Acid is oil-soluble, it is able to penetrate into the pores of the skin containing sebum and exfoliate dead skin cells built up inside the pores.</p> <p>It is excellent at loosening and removing ageing cells, oil and debris attached to the skin surface.</p> <p>In addition to being an excellent peeling substance, Salicylic Acid is a good anti-irritant and anti-inflammatory agent. It concentrates its peeling action in the oil-rich outer layers of the skin, where the skin's natural rate of exfoliation reduces with ageing and causes a build up of dry, dull skin cells. Salicylic Acid helps with the treatment of breakouts because of its anti-microbial properties. It also improves the overall skin texture.</p>



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### SECONDARY ACTIVE INGREDIENTS

<p><b>Kaolin</b></p>	<p>Kaolin is a mineral found in certain types of clays. It is a layered mineral and contains traces of many other minerals.</p> <p>Clay particles absorb excess oils thus work well in combination with the Salicylic Acid to remove excess oils from the skin. In addition to this, Kaolin has a soothing effect. Because it absorbs the oil, it should not be used on a daily basis so as to prevent drying out of the skin. However, in combination with Phytosterols and other moisturising products such as Shea butter and Sodium Lactate in the product, it will regulate the moisturisation of the skin.</p>
<p><b>Glycolic Acid</b></p>	<p>Glycolic Acid 70% is used rather than Amphoteric Glycolic Acid due to the fact that this peel requires an instant flash activity.</p> <p>The Amphoteric Glycolic is a slow release system and activity would not be fast enough for this peel. Glycolic Acid is the Alpha Hydroxy acid with the smallest molecular weight. This means that Glycolic can penetrate really well and is able to peel the skin efficiently and quickly, at the concentration used in the product. As a result, the dead surface layer is removed leaving the skin in soft, plumped and moisturised skin. Glycolic Acid peels are known to promote the cycle of cell turnover and regrowth.</p>
<p><b>Sodium Lactate</b></p>	<p>Sodium Lactate improves moisturisation for 4 hours after use. It improves skin texture, leaving it silky and soft.</p> <p>Sodium Lactate is the sodium salt of natural Lactic Acid produced by fermenting sugar. It is a very powerful humectant and works to improve moisture retention in the skin especially under dry conditions.</p> <p>Sodium Lactate in conjunction Glycolic Acid helps to rejuvenate ageing skin.</p>
<p><b>Phytosterols</b></p>	<p>A naturally based compound of Phytosterols derived from avocado and olive fruit oils. Phytosterols are a class of lipid-like compounds found in all plants. They have a soothing and anti-inflammatory effect that also strengthens the barrier function and assist in repairing the skin barrier. This helps to improve moisturisation of the skin.</p>



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### INGREDIENT LIST

#### ThermoFlash Peel INCI list

Aqua (Eau/Water), Kaolin, Glycolic Acid, Ethylhexyl Stearate, Cetearyl Alcohol, Glyceryl Stearate, Sodium Lactate, Glycerin, Caprylic/Capric Triglyceride, PEG-7 Glyceryl Cocoate, Salicylic Acid, Cetareth-20, Titanium Dioxide, Sodium Hydroxide, Butyrospermum Parkii (Shea) Butter, Polyacrylate Crosspolymer-6, Persea Gratissima (Avocado) Oil, Phenoxyethanol, Succinoglucon Gum, Phytosterols, Sodium Polystyrene Sulfonate, Olea Europaea (Olive) Fruit Oil, Sorghum Bicolor Stalk Juice, Vanillyl Butyl Ether, 1,2-Hexanediol, Caprylyl Glycol, Ethylhexylglycerin, Tetrasodium Glutamate Diacetate, Cinnamomum Zeylanicum (Cinnamon) Leaf Oil, Sorbitan Oleate, Ascorbyl Palmitate, Tocopheryl Acetate, Sodium Benzoate, Potassium Sorbate, Eugenol.



# NEW NIMUE THERMOFLASH PEEL

## PRIMARY PACKAGING ARTWORK

