



*Air pollution.
Skin enemy
N.1*

The solution:
vitesse
URBAN BEAUTY

YOUR
SKIN WILL
THANK YOU.


INCO
BENESSERE & BELLEZZA



Air pollution. Skin enemy N.1

Awareness and commitment to safeguarding the environment appeared for the first time at the international level during the United Nations Conference "On the Human Environment", held in Stockholm in 1972. It proclaimed that: "Man is both creature and moulder of his environment, which gives him physical sustenance and affords him the opportunity for intellectual, moral, social and spiritual growth".

Many goals have been achieved since then, but still a great deal needs to be done. Problems related to pollution have become, in effect, one of the major issues to be addressed in cosmetics as well. Consumers are increasingly taking into consideration cosmetic products capable of **protecting the skin from aggressive agents of the surrounding environment**. When referring to those agents, we mean all those substances

which, once deposited on the skin, trigger negative processes that alter the structure and functioning of our body first barrier.

Nitrogen oxides, sulphur oxides, micro-powders, volatile organic substances are all agents that cause premature ageing and accelerate biological age, when they get in touch with our skin. The skin barrier is altered, the pores dilate preventing the right oxygenation, oxidation reactions are triggered with the formation of free radicals. All this brings about loss of hydration, tone and elasticity, at first, but over time skin spots may appear. A rather worrying picture if you think that the skin of the face represents a business card of sorts. **From one's appearance comes self-esteem and self-confidence. Our face represents the mirror of our inner world.**

CAN WE RUN FOR COVER AND PREVENT IT?

vitesse
URBAN BEAUTY

*the solution your skin has
been waiting for is here.*



Vitesse Urban Beauty is the cosmetic line resulting from the most recent research by **INCO Laboratories** on pollution effects on our skin.



- PURIFY – cleansing
- HYDRARICH – moisturizing
- RENEW – anti-ageing or rather happyage
- REBALANCE – purifying
- LENITIVE – sensitive skin

100%
Made in Italy
100%
High quality



Inco's goal was to create a line that would counteract the action of pollutants embracing a broader concept of pollution: If on one hand substances from the surrounding environment can interact with our skin – in this case we mean therefore “**external pollution**” – it is equally true that our own body can produce waste which is difficult to eliminate representing, thus, a sort of **pollution coming “from the inside”**.

BUT THERE IS MORE.

All **Vitesse Urban Beauty** products have been designed to offer the following benefit: **within each group, each product is complementary to the other** one to ensure a concrete contribution to improving the skin condition. Furthermore, **each reference can work in synergy with the others** in the range to build up **tailored treatments** for all skin types and imperfections.



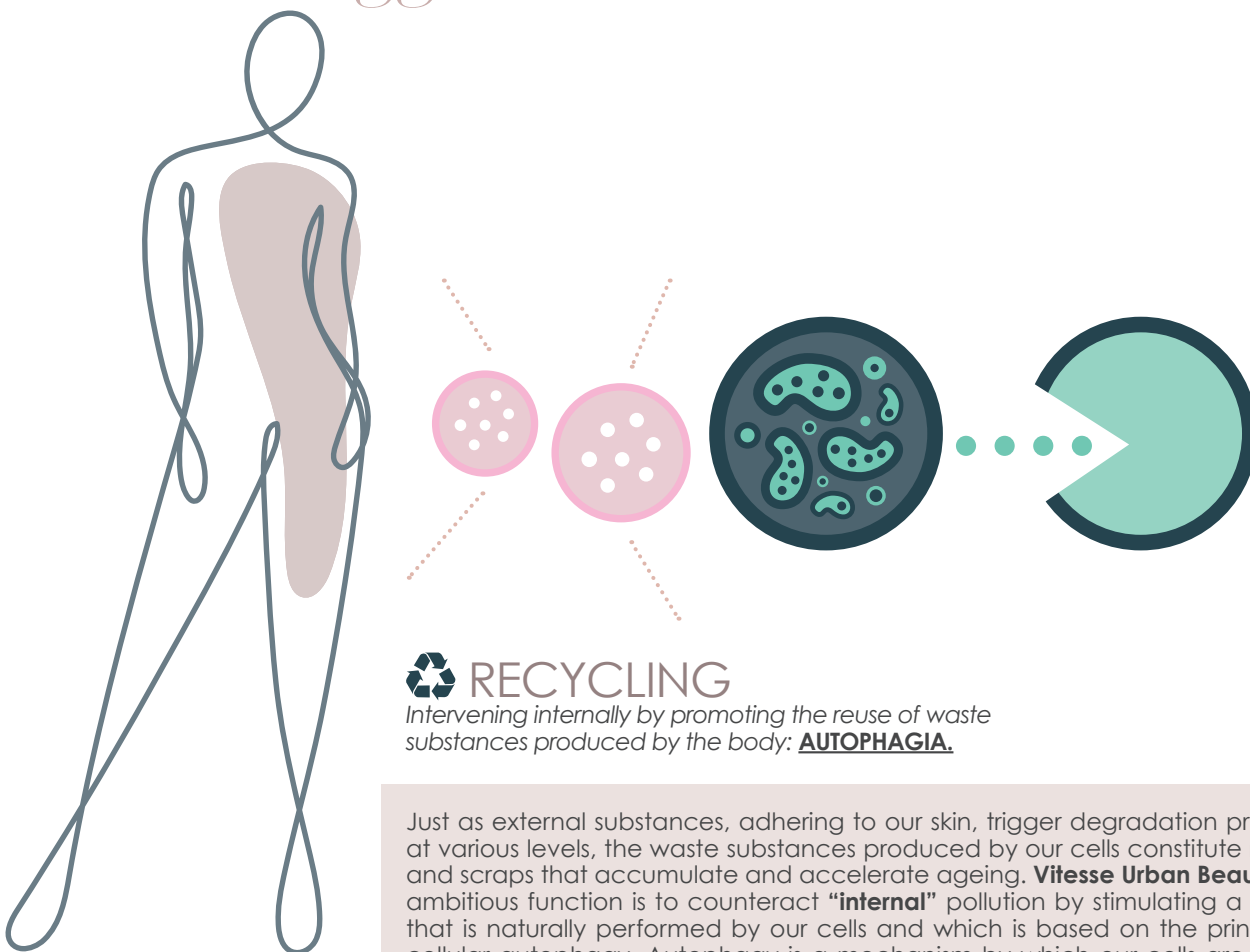
THE RE-BIRTH

Vitesse is an INCO'S historic brand, which has always been conceived and designed for beauty and wellness professionals. The line has been completely rethought, renewed, totally re-elaborated and re-tested in order to finally come up with: **Vitesse Urban Beauty**. We focused on searching the most suitable active ingredients for every objective to be achieved. In doing so, we selected plant-derived raw materials, whose properties allow interaction with active ingredients from one's diet, thus integrating the beneficial effects for the skin. New preservative systems, no petrolatum and silicones, supply of minerals that today are taken through a large consumption of food supplements, presence of sun filters, attention to allergens in order to have greedy but non-invasive and too persistent fragrances.

Three key functions are responsible for healthy skin:

RECYCLING, PURIFYING, PROTECTING.

the earth suggests it ...



RECYCLING

Intervening internally by promoting the reuse of waste substances produced by the body: **AUTOPHAGIA**.

Just as external substances, adhering to our skin, trigger degradation processes at various levels, the waste substances produced by our cells constitute remains and scraps that accumulate and accelerate ageing. **Vitesse Urban Beauty** most ambitious function is to counteract "internal" pollution by stimulating a process that is naturally performed by our cells and which is based on the principle of cellular autophagy. Autophagy is a mechanism by which our cells are able to capture the fragments deriving from various degradation processes and recycle them to obtain "useful" molecules and above all energy. Briefly, it is a mechanism which has a recycling and "re-use" action of waste substances. **Yoshinori Ohsumi won the Nobel Prize in Medicine in 2016 for his research on autophagy.**

NAVARRA WHITE ASPARAGUS (GROLIM)

Vitesse Urban Beauty main ingredient is this fruit that slows down the cellular aging process by helping to fight the loss of collagen and thinning of the dermis and providing a general rejuvenating effect.

In detail:

- it **helps** stimulate cellular autophagy, a mechanism that allows cell cleansing from waste produced and the ability to recycle waste, transforming it into substances useful for the antioxidant process. It therefore stimulates detoxification processes and increases the capacity of skin to delay cellular aging.
- it **reduces** protein oxidation caused by UV rays
- it **improves** collagen density
- it **provides** a general skin regeneration effect, regardless of age



PURIFYING

The targeted effectiveness of Brazilian soft clays.



SOUTH BRAZIL CLAY

Clays originate from sedimentary rocks which, over the millennia and under the influence of climatic processes, has been dissolving like a mountain melts into a valley reaching a river or a lake. During this process, the clay collects metals and components of the ground to which it belongs. During its formation, a separation between the clay and the quartz occurs, which results in a purified and refined material selected by nature. Of course, each clay is unique and its composition depends exclusively on the ground, water and the climatic process of the geographical area from which it comes. **Why have we focused on Brazil?** Brazilian soft clays are rich in organic and nourishing particles of the **Amazon rainforest** and have different granulometric profiles and colours, which distinguish their properties and functions.

Pink Clay, purifying, antioxidant, decongestant.

Green clay, antiseptic, anti-inflammatory, detoxifying.

White Amazonian clay, light, fresh, emollient.

Red Clay, elasticizing, antioxidant, mineralizing.

PROTECTING

Creating a shield against external aggressions.

MODIFIED BIOPOLYMER DERIVED FROM CORN STARCH

Consumers' needs for well-being and care are increasingly addressed to integrate functions within their beauty routine that protect against pollutants, especially if they live in urban centres. Therefore they prefer products that activate protective mechanisms to ensure cell renewal and moisturizing. The biopolymer extracted from a legendary natural resource (corn) and modified in laboratory performs the following actions:

- fighting wrinkles and reduces existing fine lines.
- creating a light, non-noticeable, non-greasy film that pleasantly tightens the pores by decreasing their size.
- providing valuable protection, which performs some key anti-pollution functions as a barrier against skin irritants.
- improving the condition of skin, also playing a role as an anti-stress and anti-fatigue.



Vitesse Urban Beauty presents the **Purify line**: eight products that purify and detox the various skin types, eliminating not only makeup but all residues released by atmospheric pollution for continuous treatment at the beauty salon and at home. They restore the skin's proper balance, thus its irresistible splendour. **Vitesse Urban Beauty, the solution skin was waiting for.**

CLEANSING

SWEET REMOVAL* Cleansing milk

A gentle yet effective cleansing milk, **Purify Sweet Removal** is the first step of facial care signed **Vitesse**. It removes makeup in a single step, performing a total cleansing of the skin at the same time. It is non-greasy and even suitable for delicate and dry skin. Enriched with Baobab and sweet almond oil - both antioxidant and anti-wrinkle - it helps prevent the signs of ageing.

How to use: *apply the product to the palm of the hand, distribute it on face, neck and décolleté, and massage it with circular movements. Rinse with sponge and warm water*

* also available in version:



pH REBALANCING* Astringent lotion

Designed to restore skin pH and close pores dilated by cleansing, **pH Rebalancing** is an astringent toning lotion. Delicate and fresh, containing distilled witch hazel (with healing, purifying and soothing properties) and cornflower (with a relaxing effect) waters, it decongests and leaves a pleasant cool sensation also due to the presence of aloe extract. **pH Rebalancing** penetrates quickly and contains no alcohol.

How to use: *spray on face and neck after using Sweet Removal cleansing milk and massage until absorbed.*

* also available in version:





pH SOFTENING*

Soothing lotion

To soothe redness and restore the pH of sensitive skin subject to obvious irritative states, nothing beats gentle **pH Softening lotion**. Essential to complete the cleansing process, it provides advanced protection against oxidative stress. Its formulation contains a powerful antioxidant derived from the combination of Swiss grape seed extract (useful for capillary fragility and skin irritations) and Tocopherol (i.e. Vitamin E, an effective antioxidant). Bilberry and centella asiatica extract work on microcirculation, while distilled chamomile water performs a calming function.

How to use: *spray on face and neck after using Sweet Removal cleansing milk and massage until absorbed.*

* also available in version:





SEBO EQUALIZER*
Cleansing mousse

Blackheads, pimples, greasy appearance and dilated pores are some of the distinctive characteristics of oily skin. A widespread problem, not only among adolescents as is often thought, considered a true affront to facial beauty. To counteract this problem, the **Vitesse Purify** line makes use of a specially-made product: **Sebo Equalizer** daily cleansing mousse. Ideal to eliminate excess sebum and purify seborrheic skin or skin that tends to be oily, also rebalancing sebum production and skin pH. White willow extract and a concentrated mix of five botanical extracts act as smoothing agents. Its application performs a light exfoliation, without irritation, and promotes stimulation of cell renewal. Lavender and lemon essential oils reduce skin inflammation and soothe reddening.

How to use: *using a dab of mousse, cleanse face as you would with regular soap, then rinse thoroughly.*

DOUBLE SERUM*
Two-phase makeup remover

The more extreme makeup is, the more difficult it is to remove, as women who love following the hot trends and surprising by transforming their look know. Difficult to remove, we were saying, but not if you use **Double Serum!** The two-phases it is composed of allow removing the polluting particles deposited on the skin: the oily phase - with lavender, olive and rice bran oils - eliminates fat-soluble substances; the aqueous phase - based on witch hazel, chamomile and extract of white asparagus from Navarre - performs a protective and regenerative action.

How to use: *shake the bottle so that the two phases blend together and apply with a cotton pad to parts of face to clean; when finished, rinse thoroughly.*

* available in one version:



* available in one version:





LUMINOUS FACE*

Peeling Cream

To maintain good facial cleansing and allow the skin to better receive the active substances of the products, the Purify line includes **Luminous Face**, exfoliation to be done once a week. The action of the mandelic acid guarantees maximum gentleness, immediately restoring radiance to the skin. To make it suitable for all skin types, its formulation contains a molecular film with specific active substances that provide a high degree of skin hydration and regeneration even under adverse weather conditions.

How to use: *apply cream all over the face with circular movements, wait about fifteen minutes and remove with a damp sponge.*



* available only in version:





SMOOTHER SKIN

Exfoliating scrub

RENEWED FACE

Peeling cream

A specific product that is at once effective and gentle is what is needed to have smooth skin and pores free from any impurities. That product is Purify **Smoother Skin**, an exfoliant that combines the enzymatic action of Papain (proteolytic enzyme that stimulates exfoliation by breaking the link between corneocytes, i.e., cells that make up the skin's outer layer, promoting their removal) and the mechanical action of very fine microgranules of Apricot kernel. Smoother Skin also contains ions and amino acids of the NMF (Natural Moisturizing Factor), an element that forms the skin's hydrolipidic layer. A molecular film designed to obtain the optimal release of Papain, preserving the barrier function of the epidermis, the skin's outer layer. The result after application? Better immediate and lasting hydration, super-smooth and bright skin.

How to use: *apply on the face the amount sufficient to cover it, excluding the eye contour, and massage with circular motion; then remove with a damp sponge and rinse thoroughly.*

A professional peeling cream for positive exfoliation, **Renewed Face** removes impurities and restores the skin to its natural glow, thanks to Mandelic acid in its formulation. It also contains Papain, which helps increase the cellular turnover, thus preventing skin roughness and dryness, and restore normal levels of hydration in the skin's outer layer. Used regularly, Renewed Face yields a long-lasting moisturizing effect.

How to use: *apply cream all over the face, neck, décolleté, excluding the eye contour, wait about fifteen minutes and remove with a damp sponge and plenty of water.*



CLEANSING

PROFESSIONAL
TREATMENT





Facial skin can be dry or dehydrated. In the former case it is characterised by the lack of lipids (fatty part) due to insufficient sebaceous secretion, often accompanied by flaking, redness, early wrinkles and a sensation of thin, tight skin. **Dehydration**, on the other hand, depends on lack of water and can be a temporary condition that causes dryness, poor elasticity and dull complexion. Although the majority of the causes of one and the other situation are different, atmospheric pollution is certainly a common element. And common also is the treatment that can restore optimal vitality to the skin, hydrating and nourishing it. It is called **Vitesse Urban Beauty Hydrarich**.

HYDRATION

WHITE CLAY Moisturising activator

Mask activator with alginate for professional treatment, **Hydrarich White Clay** hydrates and remineralises the skin. It's all thanks to its ingredients! White clay is a natural clay found in the Brazilian biome; it is collected on the shores of Marajó Island, located at the mouth of the Amazon. Rich in unsaponifiable fractions of organic particles and nutrients of the forest, it acts as a light and emollient exfoliating active ingredient.



How to use: mix 75 g of Activator with 25 g of alginate. Apply with the brush to entire face, neck and cleavage. Leave in place until completely dry (10/20 min.) then remove gently with your hands.

MULTIVITAMIN SERUM Nourishing serum

Treatment indicated for particularly dry skin and normal skin to preserve a correct degree of hydration and protection, **Multivitamin Serum** contains an amino acid complex that keeps the skin balanced. Betaine monohydrate, extracted from sugar beet molasses and vinasse, has the property of attracting water and maintaining cell water balance; glycolic extract of Aloe, which renews the skin, fights the signs of ageing and minimises imperfections, blemishes and scars, revealing a glowing complexion; Coenzyme Q10 is an organic molecule present in biological systems that is important in the production and transport of energy between the cells.

How to use: apply drops to the affected parts and massage until fully absorbed.





AQUA CREAM* Protective cream

HYDRA MASK* Regenerating mask

For use in the treatment room, to finalise the hydrating treatment, and at home, Hydrich **Aqua Cream** is a must-have with its high index of hydration and protection against pollutants. Its formulation contains: Argan oil; Baobab oil, with smoothing, elasticising, antioxidant and emollient properties; Shea butter, which hydrates and nourishes the skin, protecting it from the sun, wind and cold; it also prevents and reduces wrinkles; Glycolic extract of Aloe; White clay; Coenzyme Q10; molecular film that restores the NMF (Natural Moisturising Factor), containing active ingredients with a high moisturising and regenerating effect, capable of making the skin pleasant to the touch even in the presence of adverse environmental conditions; derivative of vegetable origin obtained from Ceratonia Siliqua (Carob) seeds, which has the same properties as collagen and hyaluronic acid with the added benefit of being 100% naturally derived.

How to use: *apply the necessary amount to face, neck and cleavage and massage lightly to promote penetration.*

Indicated for beauty routines as a weekly or fortnightly treatment to maintain at home the benefits obtained at the salon; following application of the specific activator, **Hydra Mask** takes the form of a soft cream. It contains active ingredients that perform balancing and hydrating functions, also helping create protection against free radicals: White clay, Aloe Extract, Coenzyme Q10, Vitamin A, Vitamin E.

How to use: *spread on the face, leave in place for 20 minutes then remove with a damp sponge. Rinse face thoroughly.*

*also available in version:



*available only in version:



Skin ageing, like ageing of the body in general, **is a natural biological phenomenon** that is inevitable. There is, however, a way to curb and fight the harmful effects caused by external agents: use the new **Vitesse Urban Beauty Renew** anti-ageing line. All the products were created to work in synergy with each other and complement each other so as to provide support and nourishment to the skin at every stage. Their continuous use over time smooths wrinkles, hydrates and nourishes the skin and makes it radiant, with new splendour. **Vitesse Urban Beauty, the solution skin was waiting for.**

SEA MUD Alginate mask

Based on sea kelp, **Renew Sea Mud** is activated with the special gel rich in clay, forming a rich occlusive mask of active substances. When spread on face, it draws oxygen from the innermost layers of the skin, stimulating microcirculation. The micro sweating that develops between mask and skin enables the active substances contained in the products to penetrate easily, performing a lifting-effect peel off treatment.

How to use: *mix 25 g of alginate with 75 ml of clay-based specific activator; spread on face using the special spatula and leave on for 10/15 minutes; gently remove with your hands.*

RED CLAY Anti-age activator

Renew Red Clay is the activator to mix with Renew Sea Mud to obtain the anti-age mask, which helps repair skin damage resulting from accelerated ageing due to external agents. Its active ingredient? Red Brazilian Clay which - rich in copper, selenium, magnesium, zinc and manganese - performs an essential action on skin elasticity. Indeed, the skin is under a constant state of tension from continuous external stress. When the stress decreases or disappears, the skin does not return to its original state but remains slightly deformed. This clay has viscoelastic properties enclosed in an easy-to-use gel that develop a good tightening effect visible after it is applied.

How to use: *mix x ml of product with x g of alginate (Sea Mud) to form a creamy mixture; apply to face using the special spatula and leave on for 10/15 minutes; gently remove with your hands.*

ANTI AGE

PROFESSIONAL
TREATMENT





EXPERT SERUM

Concentrated serum

ACTIVE CREAM

Redensifying cream

A serum specific for the professional treatment to repair damage caused by photoageing and exposure to environmental stress. **Renew Expert Serum** contains a neuro-calming bio-peptide that supplies energy to skin cells, slowing down the ageing process. It enables cells affected by microinflammation caused by external aggressions to detoxify, reestablishing the balance in the seven key proteins of the skin. It normalises the skin barrier, restructures mature skin, smooths, and fills in deep wrinkles. The serum is boosted by a stable derivative of vitamin C that acts as an effective antioxidant. The introduction of mandelic acid, extracted from bitter almonds, enables the product to illuminate the face. In addition, it helps the skin protect itself from daily environmental stress.

How to use: apply drops to the affected parts and massage until completely absorbed.

A concentrate of active substances that restore tone to skin affected by the ageing process. **Vitesse Renew Active Cream's** formula contains peptide complexes that work in synergy to increase collagen production, hyaluronic acid to draw water and, through optimal hydration, smooth wrinkles. A cream that nourishes, enabling the skin to reactivate its natural functions from the inside. Among its active ingredients: Boswellia serrata, to counteract irritations caused by environmental stress; Sericin, extracted from raw silk, with soothing, protective and film-forming properties that provide luminosity and a velvety touch to the skin. Face more toned with a more defined oval shape, for timeless beauty.

How to use: apply the required amount of cream to face, neck and décolleté and massage until completely absorbed.

SUPREME LIFT

Lifting serum

To instantly tone the contours of face and neck, achieving an immediate and lasting firming lifting effect, nothing beats **Supreme Lift** multivitamin serum. Its formula contains a natural peptide derived from the hydrolysis of vegetable proteins, which stimulates certain skin receptors to reverse the ageing process. The face appears younger and smoother, thanks also to the slight exfoliating action produced by the mandelic acid. Consistent use of this product, in combination with the face cream, improves its effectiveness, reduces the deepest wrinkles and leaves skin toned and velvety.

How to use: *apply some drops to affected areas and massage with finger tips until completely absorbed.*

FREE TIME

Anti-age SPF10 cream

Face cream containing a peptide complex that stimulates the formation of type I and type III collagen, the proteins most effective in giving structure and tone to skin. Used consistently, **Free Time** makes the skin more elastic, protecting it from continuous external aggressions and making it appear younger and more elastic. It contains sunscreens so it is suitable for year-round use. For use as a makeup base and in combination with Lifting Serum..

How to use: *apply to face and décolleté and massage until absorbed.*





PRECIOUS TIME

24hr Anti-age cream

A true concentrate of active substances responsible for restoring tone to skin affected by the ageing process, nourishing it and enabling it to reactivate its natural functions from the inside: this is how 24 h Vitesse **Precious Time** can be described. Peptide complexes work in synergy to increase collagen production, hyaluronic acid to draw water and smooth wrinkles through optimal hydration. Boswellia serrata, to counteract irritations caused by environmental stress; Sericin, extracted from raw silk, with soothing, protective and film-forming properties, to provide luminosity and a velvety touch to the skin.

How to use: *apply the cream at any time of the day and into the evening, massaging face until it is completely absorbed.*

LOVELY EYES&LIPS

Intensive eye and lips contour

A specific cream for eye and lip contour imperfections, formulated to counteract the signs of skin ageing in the most delicate areas of the face, **Lovely Eyes&Lips** contains: Hyaluronic acid and a polysaccharide derived from a mushroom to create a tightening effect; Argan and Baobab oils, which nourish the skin, making it more hydrated and elastic; Ivy and bilberry berry extracts, which stimulate and reactivate microcirculation, improving eye brightness; Red clay, rich in minerals essential for correct skin balance and as a preventative action against the ageing process. Easily absorbed, this cream immediately leaves a sensation of freshness, re-plumping and softness. The formula is well-tolerated as it does not contain fragrance.

How to use: *apply the product directly to the area to be treated and gently pat with finger tips.*

COMPACT SECRET

Compacting mask

To restore the skin's elasticity, compactness and uniformity, here is the specific toning and substantivising treatment: **Compacting Secret**. Red Clay face mask, rich in minerals and highly antioxidant, it takes advantage of effective ingredients: Mandelic acid, which produces slight exfoliation; Allantoin, for high hydration; Avocado and jojoba oils, to nourish and slow down the skin ageing process; Boswellia Serrata and fruit acids, to soothe skin stressed by external agents. Characterised by a fresh and soft texture, pleasant and easy to apply, it is an important complement to use once a week to bolster the action of cream and serum, promoting the synergistic action of the active substances.

How to use: *apply a sufficient amount of product to completely cover face and neck. Leave on for 15 minutes, then remove with a damp sponge and plenty of water.*

Even those who usually have silky smooth skin can now and then find themselves having to tackle the appearance of **impurities like acne, blackheads and excess sebum**. These imperfections can have several causes: from an unhealthy diet to an unhealthy lifestyle, from smoking to stress, to hormonal changes. **Naturally even atmospheric agents and air pollution play an unfavourable role**. The only solution is to use rebalancing products that - used together and consistently - can restore to the skin the purity on which facial splendor and beauty depend. Products like **Vitesse Urban Beauty Rebalance**, a complete line without silicone or paraffin.

GREEN CLAY Purifying activator

It is the first fundamental step to be carried out at the institute to purify acne-prone and oily skin. Applying **Green Clay** is effective as its formulation contains Beraclay Light Green, a natural clay containing Montmorillonite of volcanic origin, with an absorbent and filling action. It helps remove excess sebum from the skin, keeping it clean longer; it does not dry the skin and it reduces oiliness; The colloidal structure of this green clay forms two layers of silicates, composed of smaller particles than those of other minerals.

How to use: *mix 75 ml of Activator with 25 g of Sea Mud alginate. Apply with a brush over entire face, neck and cleavage. Leave in place until completely dry (10/20 min.) then remove gently with your hands.*

ANTIGLOSSY SERUM Sebum-balancing serum

No more shiny effect, typical of impure skin, thanks to **Antiglossy Serum**. Serum for professional use with antiseptic and skin balance normalising action, it can be used before the alginate mask, to enhance its action and help it penetrate better, or in combination with one of the creams of the line. Its active ingredients are precious. Mandelic acid, a gentle alpha hydroxy acid (AHA), is ideal for lightening and cell renewal treatments. Propolis, a mixture of substances secreted by plants and processed by bees, to activate protection mechanisms and antioxidant activities. Last but not least, a sebum-normalising complex composed of Ginger extract, Sanguisorba and Cinnamon.

How to use: *Apply drops to the affected parts and massage until fully absorbed.*

PURIFYING





BALANCE BC CREAM*

Normalising cream

Face cream for use at the end of the treatment for more elastic skin and to supply additional active ingredients that continue to work to purify, **Balance BC Cream** has a rich formulation composed of: Baobab oil, anti-ageing and antioxidant, soothing, strengthening and emollient; Vitamin E, which regenerates cells; Allantoin, antioxidant and healing; Green clay and Propolis, whose properties have already been described. Balance BC Cream: a safe barrier against atmospheric pollution. To be recommended for continuing the daily treatment at home.

How to use: *apply the necessary amount on face, neck and cleavage and massage lightly to promote penetration.*



*available in one version:

PROFESSIONAL
TREATMENT





FREE SKIN
Purifying mask

INSTANT PERFECT
Anti imperfection concentrate

Designed to maintain at home the benefits obtained at the institute - through weekly or fortnightly use - **Free Skin** is a mask in the form of a gel/cream containing Allantoin, Propolis extract, Green clay, Sebum-normalizing complex (Ginger extract, Sanguisorba, Cinnamon). The ingredients work together to ensure skin that is always free from impurities.

How to use: *spread on the face, leave in place for 20 minutes then remove with a damp sponge. Rinse thoroughly.*

Sebum-normalizing complex (Ginger extract, Sanguisorba, Cinnamon), Propolis extract, Azelaic acid (a yeast found in wheat, rye and barley), Green clay. These ingredients help **Instant Perfect** achieve its "prompt intervention" effectiveness on pimples or irritation. Its concentrated formula makes it possible to immediately mitigate redness and irritation that put a strain on facial beauty.

How to use: *position the special spout on the part to be treated and squeeze a drop of product out.*

PURIFYING



Perfect, even-toned, porcelain skin, so perfect that it doesn't even require the use of foundation or concealers. Isn't this perhaps every woman's dream? **A dream that shatters in the case of sensitive, delicate skin.** Reddish blotches and broken capillaries compromise the beauty of the complexion if they are not taken care of right away and consistently with targeted products, like the **Vitesse Lenitive line.** It "works" on several fronts to guarantee the containment or, better yet, the resolution of the problem: its calming, soothing action goes hand in hand with an intervention aimed at improving the microcirculation and strengthening the barrier function against external agents. Only in this way can even the most delicate, sensitive skin affected by rosacea discover new smoothness and radiant harmony.

SENSITIVE SKIN

PINK CLAY Decongesting activator

Indispensable to stimulate the microcirculation and soothe irritation, the **Vitesse Lenitive Pink Clay mask** activator with alginate for professional treatment prepares the skin to receive the active ingredients of the subsequent treatments. Key ingredient of its formulation: Light Red Clay. With disinfectant, smoothing and soothing properties, it is the softest of the clays.

How to use: *mix 75 g of Activator with 25 g of Sea Mud alginate. Apply with a brush over entire face, neck and cleavage. Leave in place until completely dry (10/20 min.) then remove with a damp sponge.*



DEFENCE SERUM Anti-redness serum

Ideal to soothe even intense irritation, **Defense Serum** is a professional intensive treatment for rosacea that owes its effectiveness to Blueberry extract supplemented with Vitis Vinifera (Red Grapevine Extract). We have already talked about the former with regard to Lenitive Mask and we highlight here the main functions of the latter: it protects the skin from damage caused by oxidative processes; it performs a calming, soothing action that promotes the reduction of skin redness typical of rosacea; it protects the skin from redness caused by ultraviolet rays.

How to use: *apply drops to the affected parts and massage until fully absorbed.*





COMFORT CREAM*

Reparative cream

To be used to finalise the rosacea treatment in the treatment room, **Comfort Cream** - decongestant and moisturising - also contains anti-pollution active ingredients. Its formula contains: Vitamin E, glycyrrhetic acid, boswellic acid, barley extract and argan. Comfort Cream can be offered in retail format to allow every woman to continue the treatment at home, also in combination with the serum.

How to use: *apply a small amount on several points of the face and massage in circular motions to even out absorption.*

LENITIVE MASK

Soothing mask

A cream mask for your couperose-calming beauty routine, **Lenitive Mask** has calming, anti-reddening and anti-inflammatory properties. Furthermore, thanks to its active ingredients, it relieves irritation and reduces redness: Light Red Clay; Blueberry, a fruit containing significant amounts of antioxidant and anti-inflammatory substances (Blueberry is also a good source of vitamin A, C, K and manganese necessary for tissue development); a particular Barley extract that soothes irritation.

How to use: *spread on the face, leave in place for 20 minutes then remove with a damp sponge; rinse thoroughly.*

* also available in version:





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100%

Made in Italy

100%

High quality

INCO

WE ARE AN ITALIAN COMPANY THAT EMBRACES A
PHILOSOPHY BASED ON HIGH VALUES;

COMPARED CONSISTENT PROFESSIONALISM AND TRANSPARENCY

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- WE SUPPORT THE MADE IN ITALY
- WE VALUE SCIENTIFIC RESEARCH
- WE CHOOSE ONLY HIGH-QUALITY RAW MATERIALS.
- WE PRODUCE WITH CLEAN AND RENEWABLE ENERGY
- WE ALSO FORMULATE AND PRODUCE FOR OTHER COMPANIES

VITESSE URBAN BEAUTY, THE SOLUTION SKIN WAS WAITING FOR.

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