



NEW! Purifying Range - Purifier Day

NIMUE PURIFIER DAY



- A daily skin clarifying day moisturiser for the treatment of problematic skin conditions
- The mattifying, fast absorbing cream is lightweight and suited for the control and management of oily, congested and inflamed problematic skin conditions
- **50ml retail | 15ml sample tube**

TARGET MARKET



- All ages
- Problematic skin classification

GENERAL BENEFITS



- Targets all causes of acne
- Prevents further development of acne and scarring
- Controls and maintains the level of good and bad bacteria on the skin
- Balances the skin microbiome
- Lightly exfoliates, improving skin texture
- Calms, reduces inflammation and redness
- Reduces pore size
- Helps regulate sebaceous activity and breakouts
- Reduces surface oil
- Mattifies the skin
- Repairs the skin barrier
- Hydrates

INDICATIONS



- Acne prone skin
- Lower grades of active acne
- Breakouts
- Congestion
- Enlarged pores
- Oiliness
- Pustules and pimples

SELLING POINTS



- More benefits on bacteria
- Lightweight and mattifying moisturiser, specifically for day use
- Calming effect on inflamed areas of breakouts
- Based on the latest technologies in Dermabiotics and other key active ingredients, effectively targeting surface sebum, cornification and inflammation



PRE AND POSTBIOTIC PRIMARY INGREDIENTS

- **Postbiotic: Morinda Citrifolia Callus Lysate** - Hacking the microbiome communication system
- **Prebiotic: Inulin and Yogurt Powder**
Provides food for "good" bacteria



AM:

- Apply after Nimue Cleanser and Conditioner
- Massage into clean, dry skin
- Follow with Nimue SPF
- Can be used around the eye, neck and décolleté areas

PRIMARY INGREDIENTS

Nicotinamide

- Reduces inflammation in the skin associated with oxidative damage
- Supports wound healing and repairs the barrier function

2.5% Glycolic Acid

- The small molecular weight and size results in excellent exfoliating and rejuvenation

Nicotinamide

