

FEEL THE AURORA

THE 1ST SKINCARE RANGE IN MALAYSIA TO
REDUCE THE DAMAGING EFFECTS FROM BLUE LIGHT

Arcta
PHÓS

A CONNECTION BETWEEN YOU & AURORA

ArctaPHOS began when a unique marine microorganism was discovered at a depth of 2700m in the oceans near Greenland under the northern lights (Aurora) sky. Experiencing the magnificent view of Aurora has been one's dream ever since it was discovered. Today, with this unique microorganism - *pseudoalteromonas* sp., the essence of Aurora can be brought to your skin everyday with ArctaPHOS - making the connection closer for everyone for the first time. In fact, ArctaPHOS is a personification of Aurora. The word Arcta means Artic, which represents the northernmost part of the Earth, while PHOS (pronounced as FOS) means light in ancient Greek language. Therefore, ArctaPHOS means Northern Lights.

ABOUT THE MICROORGANISM - PSEUDOALTEROMONAS SP.

ArctaPHOS skincare line is developed based on one key marine ingredient - *pseudoalteromonas* ferment extract. Based on our research, this extract has an amazing benefit which is reducing our skin's digital-aging process caused by pro-longed exposure to harmful **BLUE LIGHT** prevalent in this modern era. Besides, this microorganism has the ability to restore hydration and skin complexion for you to obtain a wrinkle-free and young looking skin.



Kimmy
KIMMY LOW
TVB Artist | Model

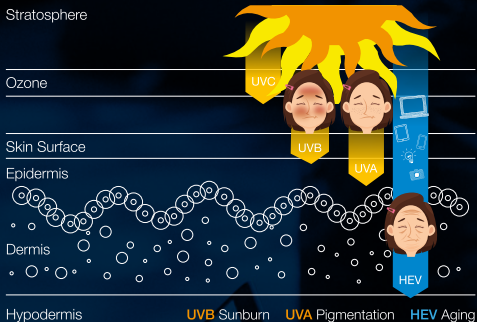
"SKIN-AGING ACCELERATES INVISIBLY"

WHAT IS **BLUE LIGHT**?

Blue Light is part of the visible light spectrum, ranging from 380nm-500nm. It is considered as - HEV (High Energy Visible Light).

In our growing digital era, we are increasingly exposed to blue light radiation which can bring adverse effect to our skin when we least expect it.

BLUE LIGHT PENETRATES DEEPER THAN UVA & UVB



WHERE DOES **BLUE LIGHT** COME FROM?



HOW DOES **BLUE LIGHT** HARM THE SKIN?



ANTI BLUE LIGHT SERIES



CLEANSER 3 IN 1

This unique triple-action product acts as a cleansing foam, make-up remover as well as deep cleansing mask. It provides effective moisturizing and softening effects, which causes no dryness. It is a mild, naturally derived soap free, and oil-free formulation. Gentle to most skin types.



pro vitamin B5 • cucumber • aloe vera • vitamin B3 • *pseudoalteromonas* ferment



TONIC LOTION

Hydrating & Moisturizing: Formulated with Saccharide Isomerate and 4 types of Hyaluronic Acids, this product provides long lasting deep hydrating & moisturizing

Calm & Smoothing: This product contains Organic Aloe Vera that helps to calm and rejuvenate skin

Refining Skin Texture: With *pseudoalteromonas* Ferment Extract, this product provides effective smoothing and reinforces skin texture with high concentration of proteins

Fair & Radiant: With Vitamin B3, this product helps to improve skin complexion



sodium hyaluronate • saccharide isomerate • aloe vera • *pseudoalteromonas* ferment • vitamin B3



MULTI-PROTECT DAY MOISTURIZER

Multi-Protect Against Modern Aggressors, Sun Emissions & Environmental Factors

Formulated with *pseudoalteromonas* Ferment Extract, this product helps to reduce the damaging effects from BLUE LIGHT. With UV filters and Carnosine, a high-tech peptide, this product helps to protect skin against UVA and UVB, and other harmful sun emissions. With Dimethylmethoxy Chromanol, this product helps to protect skin against harsh environmental substances at day

Calm & Smoothing: This product contains Organic Aloe Vera that helps to minimize inflammation

Brightening & Radiant: This product contains Vitamin B3 that helps to improve skin complexion



pseudoalteromonas ferment • carnosine • aloe vera • glycogen • ginkgo biloba • vitamin B3



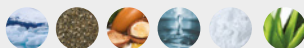
NIGHT REPAIR

Repairing & Nourishing: Enriched with Ceramide and Skin Superfood – Chia Seed and Argan Oil, this product boosts skin barrier recovery and provides nourishment during your sleep

Relaxing: This product is enhanced with Bacillus Ferment, a marine active ingredient from turquoise waters that helps to reset skin tonicity, so that you will be ready for the next day

Moisturizing & Lightening: This product is formulated with *pseudoalteromonas* Ferment Extract and Niacinamide, which helps to restore hydration and natural glow and lighten skin tone, respectively

Anti-Aging: This product contains Sodium Hyaluronate that helps in minimizing wrinkles depth



pseudoalteromonas ferment • chia seed • argan • bacillus ferment • vitamin B3 • aloe vera

CONCENTRATE SERIES



ANTI AGING

Lifting, Firming & Anti-Wrinkles

V-Lifting & Firming: This concentrate contains Bacillus Ferment, an active marine ingredient that recharges skin energy to achieve immediate lifting and firming effects

Beauty Filter: Enriched with Acetyl Hexapeptide-1, this concentrate helps to minimize expression lines, so you can always be ready for all selfies!

Anti-Wrinkles: The combination of both *pseudoalteromonas* Ferment Extract and Bacillus Ferment in this concentrate amplifies the effect of minimizing fine lines and wrinkles



DEEP MOISTURIZE

Repairing, Illuminating & Deep Moisturize

Repairing & Antioxidant: This concentrate contains skin superfood – Chia Seed and Argan oil that provide antioxidants and nutrients to skin

Luminosity: With various premium marine ingredients such as polysaccharides, minerals, and amino acids, this concentrate helps to improve skin complexion

Deep Moisturizing & Smoothing: High concentration of Squalane in this concentrate helps to reduce hydration loss and improve skin elasticity



BRIGHTENING

Renewing, Lightening & Brightening

Renewing: Multiple natural fruit acids in this concentrate help in skin renewal, and enhance the skin radiance and smoothness

Smart Lightening: With Boeravinones, a unique active component from Boerhavia Diffusa Root Extracts, this concentrate helps to improve different types of spots and skin tone

Brightening: This concentrate contains stabilized Vitamin C that helps to enhance skin fairness



OIL CONTROL

Refining, Purifying & Oil Control

Skin Refine: With Burdock and Watercress extracts, this concentrate helps to minimize pore size and refine skin texture

Reduce Breakouts & Blemishes: This concentrate is formulated with pharmaceutical grade Tea Tree Oil that helps to purify and improve acne-prone skin

Sebum Balance: Lotus flower extracts in this concentrate help to re-balance sebum production, minimize pore size and reduce oiliness

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