



PoreAway

Effective, matifying skin refiner

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PoreAway is based on mastic, an aromatic resin coming from the bark of a tree that grows on the Greek island of Chios. PoreAway tightens dilated pores - making them invisible - and purifies the skin.

Mastic has been recognized since antiquity for its unique aroma and its anti-microbial and therapeutic properties. The application of mastic in modern cosmetics has been limited due to its stickiness and insolubility in water. Mibelle Biochemistry has developed a water-soluble mastic preparation suitable for cosmetic applications, easy to formulate and not sticky.

Clinical studies conducted on Caucasian and Asian women with dilated pores and impure skin showed that PoreAway tightens dilated pores, reduces imperfections such as comedones and microcysts and reduces skin shine.

Claim Ideas for PoreAway

- Visibly reduces the appearance of pores
- Fights shininess, blemishes and clogged pores
- Creates a smooth, matte finish
- Effectively manages imperfections for a skin purified all day
- Keeps skin clear and refined

Mibelle Biochemistry launches:

PoreAway

Effective, matifying pore refiner

PoreAway is based on a premium extract of mastic, a plant resin that is known for its anti-microbial, anti-inflammatory and astringent properties. Mastic is exclusively obtained from the Pistacia lentiscus tree, which is endemic to the Greek island of Chios. Mastic has been recognized since the ancient time for its therapeutic properties, notably to clean teeth and freshen the breath thanks to its anti-microbial properties.

Despite its purifying and astringent effects the application of mastic in cosmetic has been limited due to its insolubility in water. Mibelle Biochemistry has now developed a preparation of mastic, embedded in a smart vector system, that enables it to use this highly potent resin for the very first time in a convenient preparation for cosmetic applications.

Skin benefits:

- visibly reduces the appearance of pores
- manages imperfections effectively
- keeps skin clear and refined

Clinical studies with PoreAway conducted on Caucasian and Asian skin resulted in a significant reduction of pore size and a rapid elimination of skin impurities - ensuring a smooth matt finish.

INCI/CTFA-Declaration

Pistacia Lentiscus Gum/Pistacia Lentiscus (Mastic) Gum (and) Lecithin (and) Glycerin (and) Alcohol

About Mibelle Biochemistry

Inspired by nature – Realized by science

Mibelle Biochemistry, a Swiss company, is specialized in the research and development of innovative, high-quality actives for the cosmetic industry. Inspired by nature Mibelle Biochemistry transforms naturally derived compounds into truly functional cosmetic ingredients. Furthermore Mibelle Biochemistry possesses powerful encapsulation technologies that guarantee optimum bioavailability. All products are accompanied by comprehensive technical support and marketing-oriented documentation.

For more information, please visit our website: www.mibellebiochemistry.com

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