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# CBD Dermacosmetics



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# ABOUT PURA EARTH

At Pura Earth we believe in the power of nature to enhance the health and appearance of skin, and in the power of science to amplify these benefits. The result is a unique line of premium natural skin care products developed with CBD from organic hemp to deliver results you'll see and feel—from the inside out.





# INTRODUCTION TO CBD & DERMATOLOGY

**Cannabidiol (CBD)**, a compound found naturally in the Cannabis plant, is known for its anti-inflammatory and potential anti-aging properties when applied topically to the skin. CBD interacts with the body's natural endocannabinoid system by affecting epidermal skin cells and their ability to help promote the normal functions of the skin as a natural barrier.

According to the European Commission Database for Information on Cosmetic Substances and Ingredients (CosIng), CBD has been shown to have 4 benefits when applied topically to the skin:





# CBD & SKINCARE



## **ANTIOXIDANT**

CBD exerts potent antioxidant and anti-photoaging properties, which may preserve skin integrity and enhance the quality of skin when applied topically.



## **SKIN PROTECTING**

CBD containing topicals may also promote self-produced skin lubrication for sustained softness which also protects against skin dryness.



## **SKIN CONDITIONING**

CBD may provide the skin with conditioning fatty acids. It may reduce evaporation and increase the moisture content of the skin.



## **ANTISEBORRHEIC**

CBD may help reduce red flaky, itchy, scaly skin associated with mild and moderate cases of dermatitis including excessive sebum production.

# BEAUTY LINE

As the skin ages, it loses its capacity to renew and defend itself causing the texture to deteriorate.

Our products aim to regulate and rejuvenate the dermal structure by reducing inflammation and stimulating collagen production, thereby lessening the visible signs of damage while firming and smoothing the skin for a healthier and more youthful appearance.



# SPECIALIZED CARE

Various factors can sometimes trigger unwanted reactions and skin issues, including certain types of dermatitis or unbalanced sebum production.

This specialized line of products has been specifically designed to help reduce signs of inflammation, while soothing damaged and sensitive skin.





# MOISTURE & PROTECTION

Your skin serves as your body's first line of defense against harmful UV rays and environmental damage.

Rich in antioxidants and nutrients, these daily essentials deliver necessary hydration to arm the skin's protective barrier.





THE ONLY **CBD** SKINCARE  
LINE WITH MULTIPLE —  
COMPLETED CLINICAL TRIALS

# COSMETIC TRIALS

## ANTI-AGING SERUM

### OVERVIEW

- Study Design: 1 arm, n=54

End points

- **Primary endpoint:**  
Evaluation (visual) in the improvement of fine lines & dark spots associated with aging
- **Secondary endpoints:**  
viscoelasticity, hydrating effect, TEWL, tolerability/ acceptability & satisfaction

### RESULTS

- Sustained hydration\*
- Fast hydration
- Maintains a normal and healthy pH of the skin

\*Clinically tested that applying cream twice per day, results in sustained hydration.





# COSMETIC TRIALS

## CLEAR SKIN GEL

### OVERVIEW

- Study Design: 1 arm, n=54

End points

- **Primary endpoint:**  
Hydrating effect
- **Secondary endpoints:**  
Sebum production, sensory evaluation (oily skin feeling),  
lesions evaluation (acne), tolerability/acceptability, QoL

### RESULTS

- Sustained hydration\*
- Improves the look of oily skin\*\*
- Improves appearance of the skin\*\*
- Doesn't exacerbate (irritate) oily skin
- Hydrates oily skin

\*Clinically tested that applying cream twice per day, results in sustained hydration. \*\*Perception



# COSMETIC TRIALS

## INTENSIVE MOISTURIZING CREAM

### OVERVIEW

- Study Design: 1 arm, n=54

End points

- **Primary endpoint:**  
Hydrating effect
- **Secondary endpoints:** viscoelasticity, skin softness, erythema, TEWL, tolerability/acceptability

### RESULTS

- Sustained hydration\*
- No greasy after feel\*\*

\*Clinically tested that applying cream twice per day, results in sustained hydration. \*\*Perception



# PRODUCT INFORMATION





# BEAUTY LINE



## ANTI-AGING SERUM

30 ML

1% CBD

### BENEFITS:

- Protects the longevity of skin stem cells and fibroblasts
- Increases the vitality of skin stem cells
- Combats chronological aging
- Anti-wrinkle effect on expression lines

### CLINICALLY PROVEN TO PROVIDE:

- Sustained hydration\*
- Fast hydration
- Maintains a normal and healthy pH of the skin

As skin ages, its cell turnover slows down, collagen production decreases, and the dermal structure weakens. As a result, the skin loses its capacity to renew and defend itself against environment and natural stressors, and its texture deteriorates.

An emulsion gel, combining CBD and apple stem cells from a rare variety of Swiss apple, that delivers powerful ingredients to the skin. The formulation of CBD and apple stem cells are rich in natural age-delaying and anti-wrinkle, phyto-ingredients, which promote the longevity of skin cells. This novel formulation aids in the protection of the skin's integrity and encourages anti-aging benefits to help revitalize skin.

\*Clinically tested that applying cream twice per day, results in sustained hydration.

# BEAUTY LINE



## UNDER EYE CREAM

15 ML

1% CBD

### BENEFITS:

- Diminishes the appearance of under-eye swelling or puffiness
- Brightens eyes and limits the appearance of tiredness
- Stimulates microcirculation to reduce colour intensity and size of dark circles

Unlike our corporal skin, the skin around our eyes is thin and very sensitive to environmental conditions and lifestyle. Several disorders could also contribute to under-eye swelling or puffiness and dark circles.

The formulation of CBD from organic hemp and Ash Tree Bark Extract gently moisturizes the delicate area under your eyes and helps reduce the appearance of dark circles.

# BEAUTY LINE



## ANTI-AGING CREAM

50 ML

0.5% CBD

### **BENEFITS:**

- Visibly enhances skin texture
- Reinforces the architecture of the dermis for tighter, firmer looking skin
- Promotes the retention of skin's elasticity

As skin ages, its cell turnover slows down, collagen production decreases, and the dermal structure weakens. As a result, the skin loses its capacity to renew and defend itself against environment and natural stressors, and its texture deteriorates.

The formulation of CBD from organic hemp and Japanese Cedar Bud Extract boosts cellular metabolism within the skin, improves skin elasticity, and providing natural lifting and smoothing effects, toning the skin and stimulating epidermal renewal.



# BEAUTY LINE



## DARK SPOT TREATMENT

15 ML

1% CBD

### BENEFITS:

- Reduces the appearance and number of dark spots caused by UV exposure and aging
- Intensifies radiance and revitalizes skin's complexion
- Decreases melanin production and promotes skin exfoliation to eliminate melanin accumulation on skin
- Inhibits inflammation and protects against premature cellular degradation

Age spots, or dark spots, are permanent hyper-pigmented marks that appear on UV-exposed areas of the skin.

The triple effects of CBD from organic hemp, Kiwi and Sophora Root Extract visibly reduces the size and intensity of dark spots due to their anti-inflammatory and anti-oxidant properties.

# SPECIALIZED CARE



## INTENSIVE MOISTURIZING CREAM

50 ML

0.5% CBD

### BENEFITS:

- Relieves/alleviates dry skin
- Protects against and alleviates chapping, cracking and roughness due to dryness
- Replenishes/protects the skin's moisture barrier to lock in moisture

### CLINICALLY PROVEN TO PROVIDE:

- Sustained hydration\*
- No greasy after feel\*\*

With the hustle and bustle of everyday life, the skin is constantly under assault by stress, pollution, and the environment.

These conditions can trigger extreme effects which may include inflammation, redness, itching, and flaking. This formulation helps reduce signs of inflammation and soothes damaged and sensitive skin.

\*Clinically tested that applying cream twice per day, results in sustained hydration.

\*\*Perception

# SPECIALIZED CARE



## CLEAR SKIN GEL

50 ML      0.5% CBD

### BENEFITS:

- Antimicrobial effect that helps control blemish-causing bacteria
- Helps reduce the appearance of imperfections on skin prone to develop blemishes
- CBD's antioxidant effect helps neutralize free radicals and helps balance sebum production

### CLINICALLY PROVEN TO PROVIDE:

- Sustained hydration\*
- Improves the look of oily skin\*\*
- Improves appearance of the skin\*\*
- Doesn't exacerbate (irritate) oily skin
- Hydrates oily skin

Skin problems due to breakouts affect almost all age groups and can occur when hair follicles become blocked by excess oil or dead skin cells.

Our formulation combining CBD from organic hemp, Rosemary Extract, Tea Tree Oil, and other anti-inflammatory and antimicrobial ingredients, are formulated to remove oil and provide cleaner fresher looking skin.

\*Clinically tested that applying cream twice per day, results in sustained hydration.

\*\*Perception

# MOISTURE & PROTECTION



## SKIN PROTECTING FACE LOTION (DAY)

50 ML

0.3% CBD

### BENEFITS:

- Light moisturizer with maximum absorption
- Antioxidant properties protect against free radicals
- Protective agents help prevent damage caused by the sun
- CBD's conditioning properties promote skin's elasticity

Your skin reflects your health – it's your body's canvas on which you get to present your best self. It serves as the body's first line of defense against harmful UV rays and environmental damage which can cause premature aging, discolouration, dryness, and overall dullness.

This product combines CBD from organic hemp, Vitamin E, and full-spectrum UV protective ingredients to minimize skin's exposure from the sun's harmful rays and to boost your skin's radiance.



# MOISTURE & PROTECTION



## SKIN PROTECTING FACE LOTION (NIGHT)

50 ML

0.3% CBD

### BENEFITS:

- Supports hydration during your sleep
- Antioxidant properties protect skin against free radicals
- Anti-wrinkle properties may help reduce uneven skin tone and visible signs of aging

Our overnight cream combines CBD from organic hemp, Pro-Retinol, and Vitamin E, which work together to hydrate your skin while you rest.

This formulation helps to boost skin's radiance, and reduce visible signs of aging, while protective agents help fortify and restore your skin's vitality.

# MOISTURE & PROTECTION



## SKIN PROTECTING BODY LOTION

200 ML

0.1% CBD

### BENEFITS:

- Moisturizes the skin so that the skin complexion looks revitalized
- Antioxidant properties protect skin against abuse from the elements
- Restores the protective moisture barrier of the skin, blocking the loss of moisture
- Conditioning and antioxidant properties promote skin's elasticity

This rich body lotion helps to instantly soothe, nourish, and hydrate skin, leaving it soft, smooth, and moisturized.

With CBD from organic hemp, Shea Butter, and All-Natural Hemp Oil, this product saturates and restores your skin with the moisture it needs to soften skin and promote elasticity.

# MOISTURE & PROTECTION



SKIN PROTECTING FACIAL BAR

50g

0.1% CBD

## BENEFITS:

- Light moisturizer with maximum absorption
- Antioxidant properties protect skin against free radicals
- Protective agents help prevent damage caused by the sun
- Conditioning and antioxidant properties designed to promote skin's elasticity
- Luxurious silky formula

Your skin reflects your health – it's your body's canvas on which you get to present your best self. It serves as the body's first line of defense against harmful UV rays and environmental damage which can cause premature aging, discolouration, dryness, and overall dullness.

This product combines CBD from Organic Hemp, Vitamin E, and full-spectrum UV protective ingredients to minimize skin's exposure from the sun's harmful rays and to boost your skin's radiance.

# MOISTURE & PROTECTION



SKIN PROTECTING BODY BAR

50G

0.1% CBD

## BENEFITS:

- Moisturizes the skin so that complexion looks revitalized
- Antioxidant properties protect skin against free radicals
- Restores the protective moisture barrier of the skin, blocking the loss of moisture
- Conditioning and antioxidant properties promote skin's elasticity
- Luxurious silky formula

This rich body bar helps to instantly soothe, nourish, and hydrate skin, leaving it soft, smooth, and moisturized. With CBD from Organic Hemp, Grapefruit Oil, and All-Natural Hemp Oil, this product saturates and restores your skin with the moisture it needs to soften skin and promote elasticity.





#iAmPuraEarth