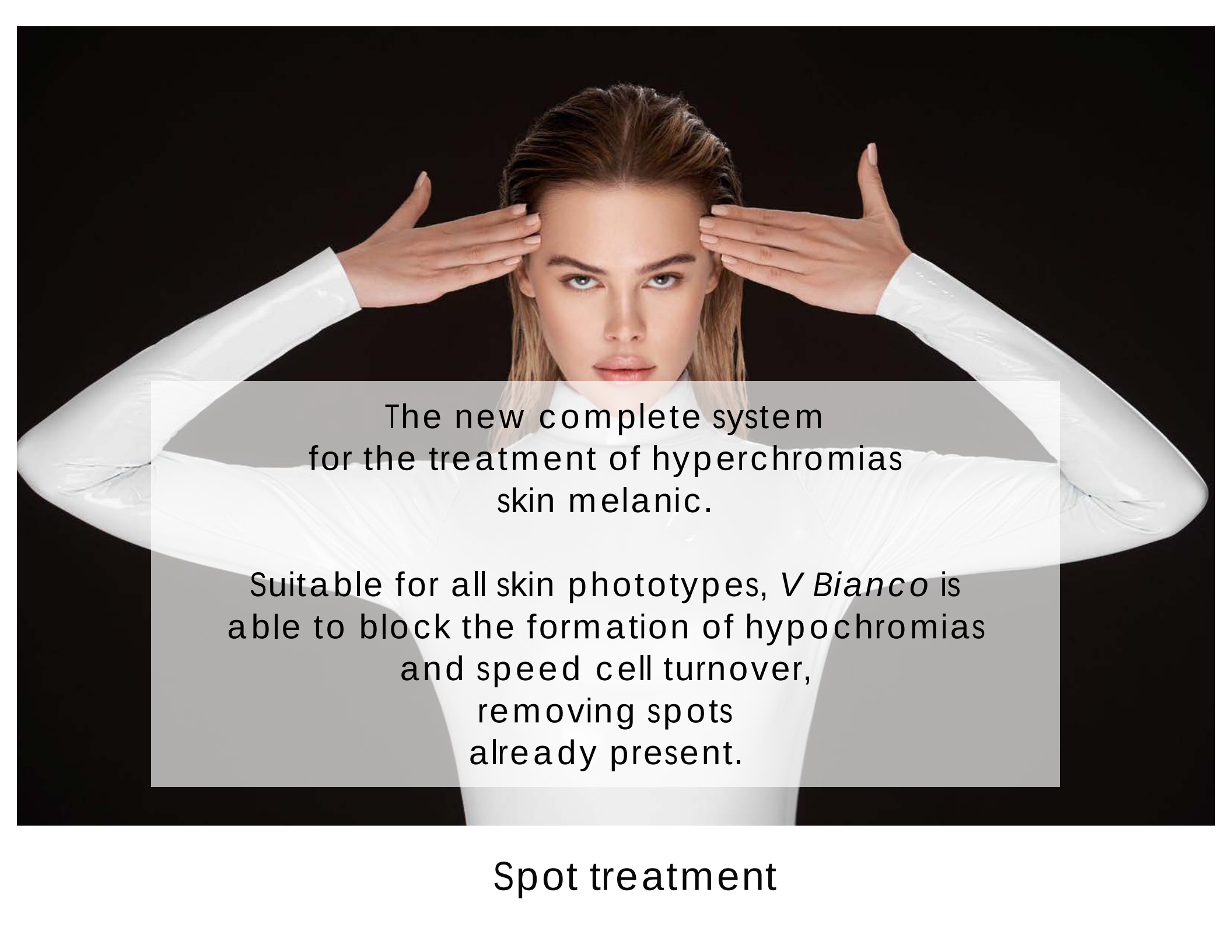




V BIANCO

PURE WHITENING SYSTEM

VM



The new complete system
for the treatment of hyperchromias
skin melanic.

Suitable for all skin phototypes, *V Bianco* is
able to block the formation of hypochromias
and speed cell turnover,
removing spots
already present.

Spot treatment

V Bianco is a topical treatment
able to remove melanic spots
and, at the same time, promote
a strong
antiaging effect.



A complete system that allows to
eliminate the most common skin
imperfections related to
hyperpigmentation and, thanks
to the active ingredients that
compose it, promote an effective
and fast skin regeneration

Combined effect

The treatment carried out with *V Bianco*, thanks to the effectiveness of its components applied in a diversified way, determines a double action

Short-term action
skin chemoexfoliation
with anti-aging effects

Long-term action
elimination of melanic
spots at all skin levels

Double action



Melanogenesis is a combined mechanism of physical, biochemical and morphological factors, with which the skin protects itself from the action of sun radiations and other physical agents (smog, dust, etc.).

The production of melanin in the melanocyte acts as a photoprotective barrier:

- Protects the skin from photo-aging and photo-carcinogenesis
- Protects DNA from solar radiations

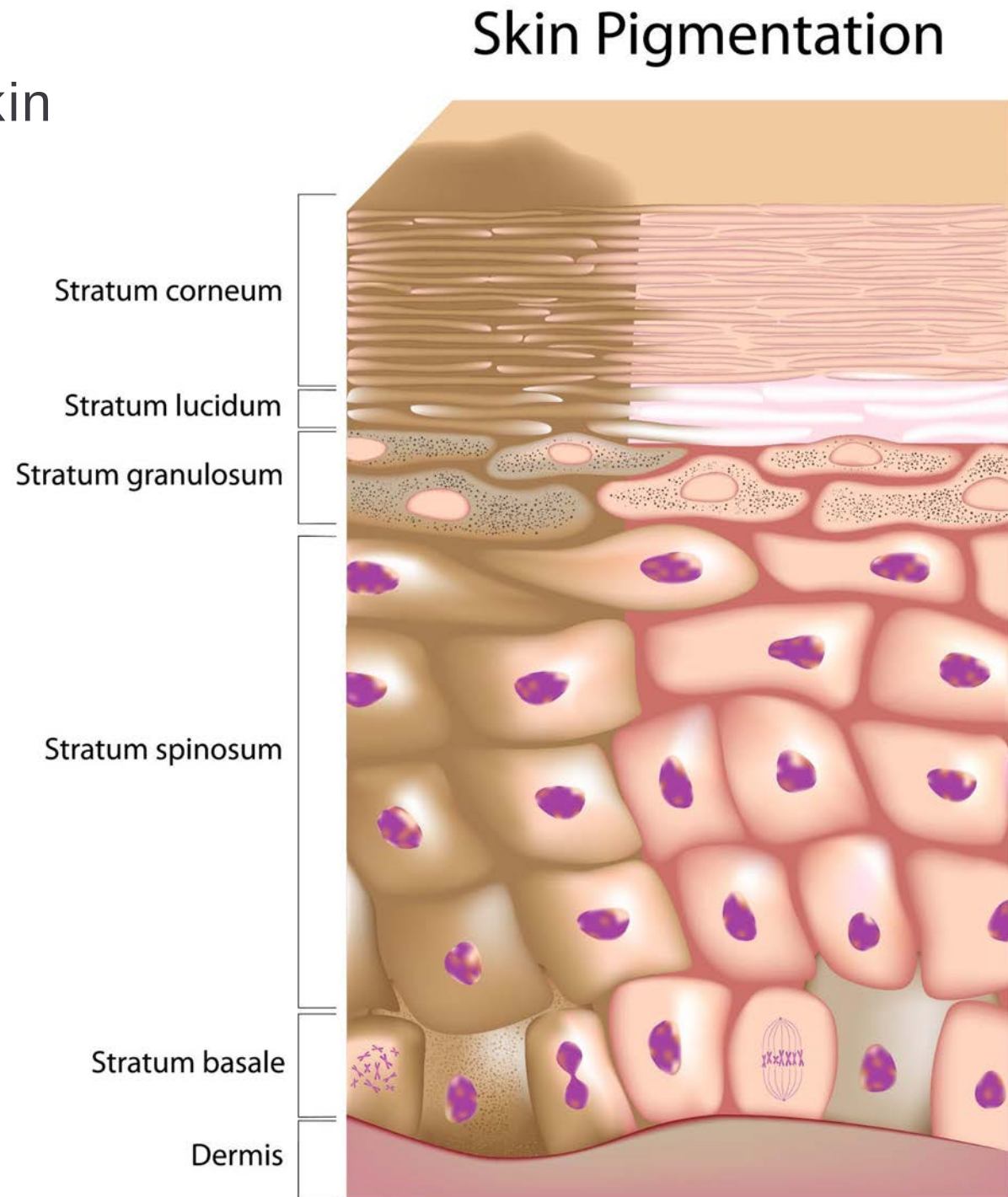
The raw material for the production of melanin is the amino acid tyrosine.

Tyrosinase (key enzyme in melanogenesis), together with Copper, in the presence of oxygen and tyrosine, begins an oxidation process by transforming tyrosine into DOPA (Dihydroxyphenylalanine) which, in turn, becomes DOPAquinone. DOPAquinone, depending on the race, skin genetics and different skin areas, becomes eumelanin or pheomelanin..

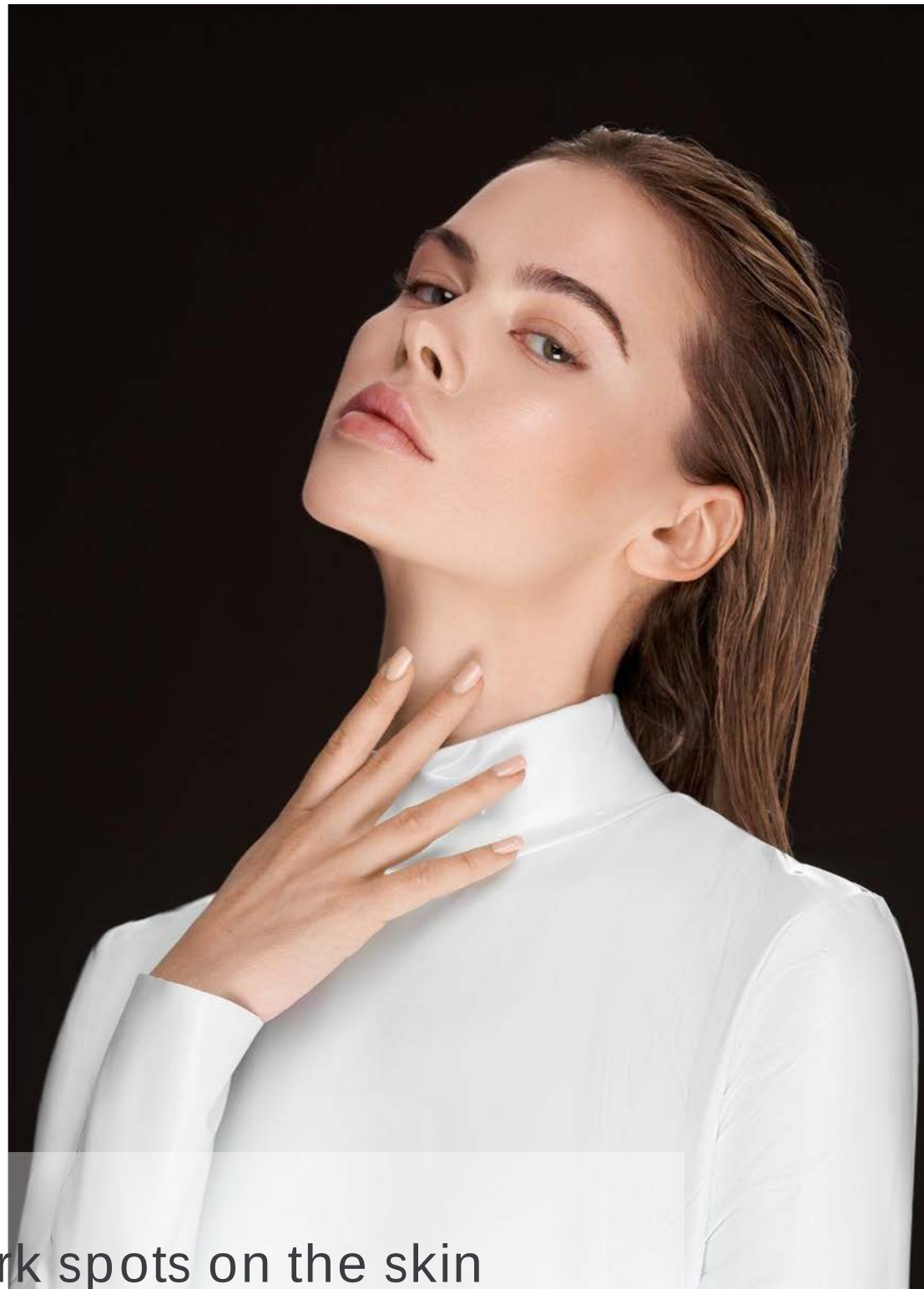
The melanic system

Types of spots on the skin

- Pigmented nevus
- Solar lentigos that tend from yellow to brown
- Dark-colored senile lentigos, due to age
- Melasma or chloasma gravidarum, large dark spots that appear on the forehead and cheeks during pregnancy
- Seborrheic cheratoses
- Spots linked to specific conditions and/or pathologies (ex: hormonal imbalances, thyroid disorders, mycosis).



- Sun
- Age
- hormonal dysfunctions / imbalances (e.g. pregnancy)
- Photosensitive drugs
- Photosensitizing substances (perfumes)
- Smog
- Very dry air



Causes of dark spots on the skin

V BIANCO

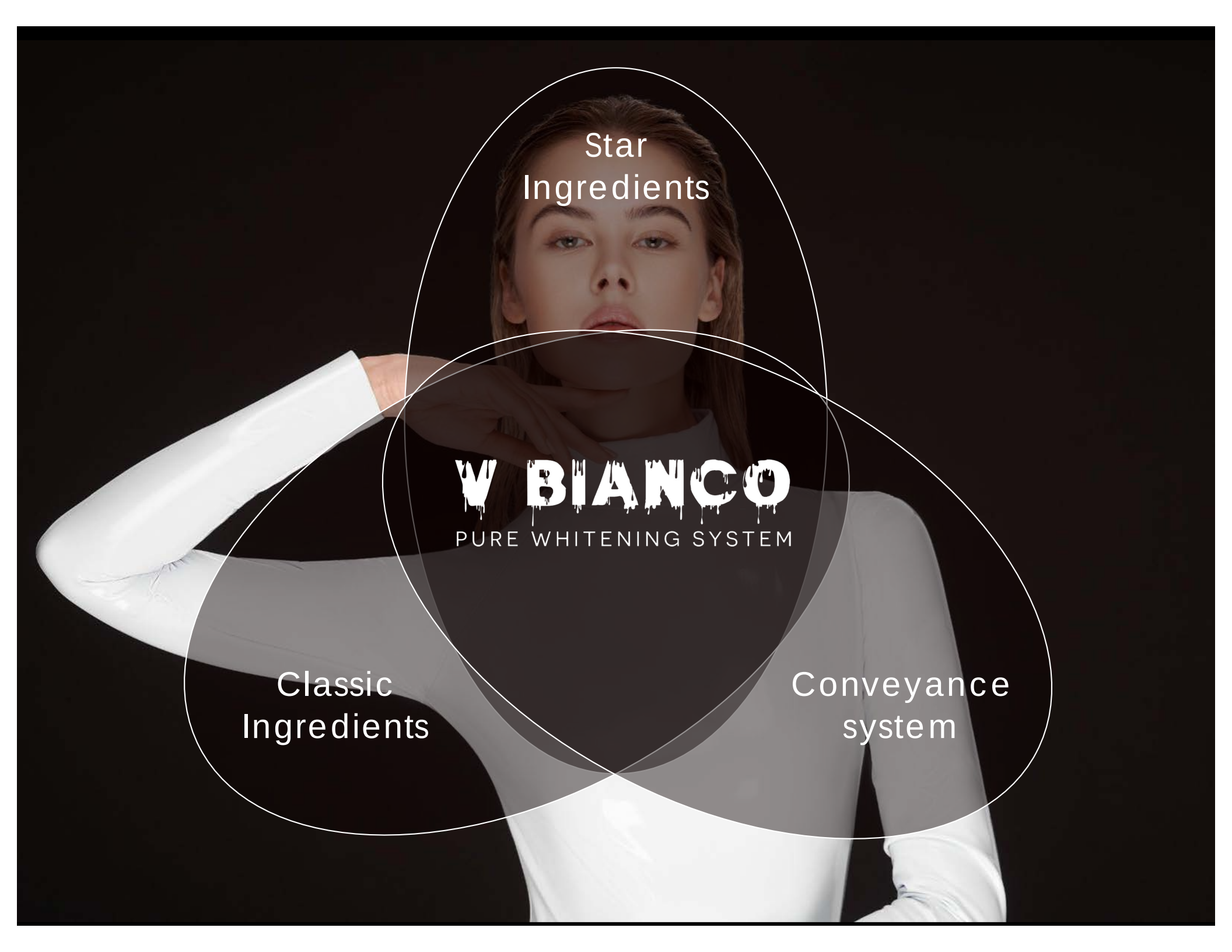
PURE WHITENING SYSTEM

A cosmetic system designed to reduce melanic spots, improve skin brightness and rejuvenate the skin thanks to the synergistic action of specific active ingredients with a targeted action.

The ultimate solution for hyperpigmentation problems

Pharmaceutical active ingredients used synergistically in a cosmetic system.



A woman with long brown hair, wearing a white long-sleeved dress, is the central figure. She is looking directly at the camera with a neutral expression. Overlaid on the image is a Venn diagram with three overlapping circles. The top circle is labeled 'Star Ingredients', the bottom-left circle is labeled 'Classic Ingredients', and the bottom-right circle is labeled 'Conveyance system'. The intersection of all three circles contains the brand name 'W BIANCO' in a large, bold, white font with a dripping effect, and below it, the text 'PURE WHITENING SYSTEM' in a smaller, clean white font.

Star
Ingredients

W BIANCO
PURE WHITENING SYSTEM

Classic
Ingredients

Conveyance
system

V Bianco

Star ingredients

The logo consists of the letters 'V' and 'M' in a bold, black, sans-serif font. The 'V' is formed by two thick diagonal strokes meeting at a point. The 'M' is formed by a vertical stroke on the left, a diagonal stroke connecting the top of the vertical stroke to the top of the next vertical stroke, and a final vertical stroke on the right. The entire logo is contained within a thin white rectangular border.

VM



Star Ingredient Tranexamic acid

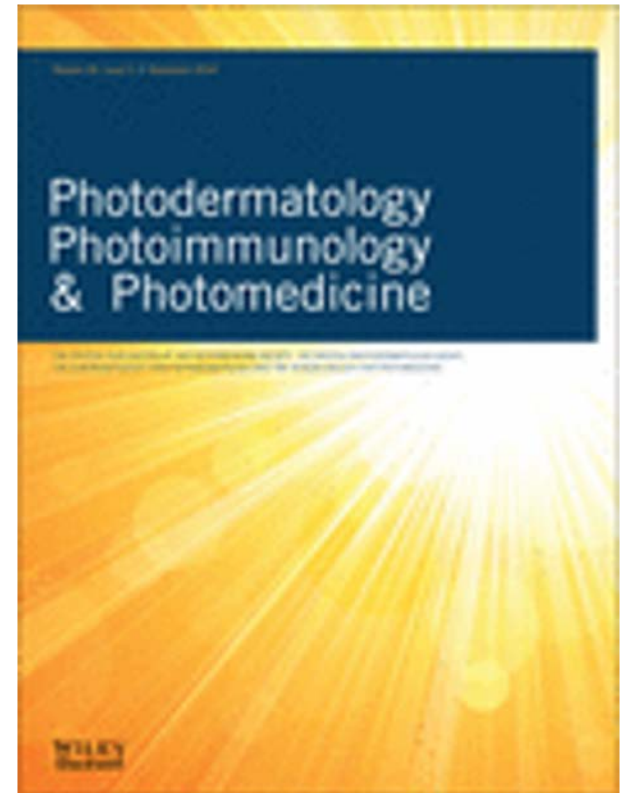
Tranexamic acid.

It's an active ingredient that controls bleeding. One of the latest works concerns the use of tranexamic acid at 5%. Through the interaction of the plasminogen-plasmin system, its lightening activity has been demonstrated both after topical and systemic use; reduces melanogenesis and, therefore, the formation of spots. The study in question also shows the effectiveness of tranexamic acid in the disappearance of spots, especially in light and medium phototypes, less in dark ones.

Tranexamic acid suppresses ultraviolet B eye irradiation-induced melanocyte activation by decreasing the levels of prohormone convertase 2 and alpha-melanocyte-stimulating hormone

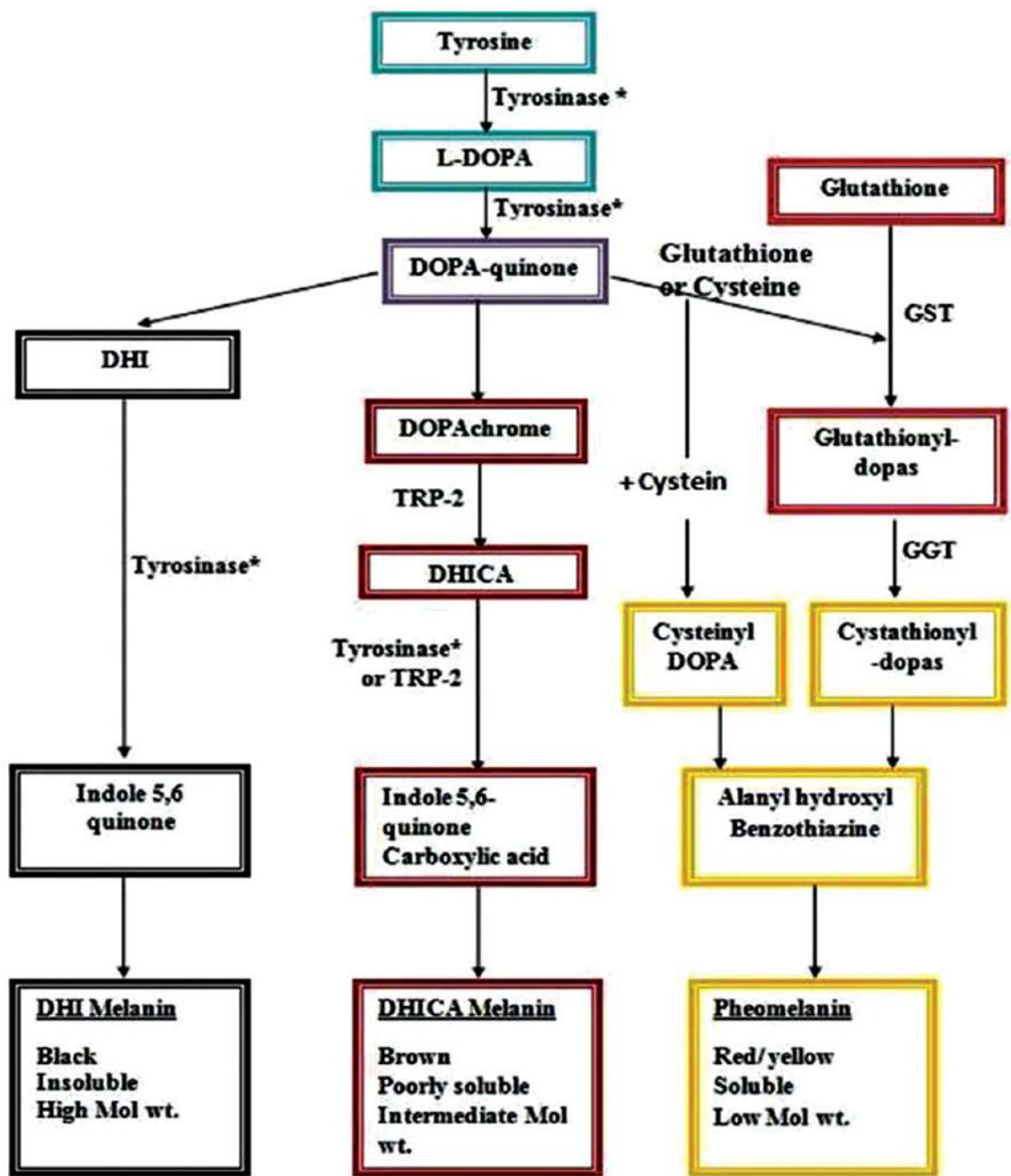
Keiichi Hiramoto¹, Yurika Yamate, Daijiro Sugiyama, Yumi Takahashi, Eiichi Mafune

Conclusions: These results clearly indicate that tranexamic acid decreases the expression of PC2, which cleavages from proopiomelanocortin to α -MSH in the pituitary gland, thereby suppressing melanocyte activation.





Glutathione has powerful antioxidant properties. The anti-free radical effect of glutathione blocks the induction of tyrosinase activity caused by peroxides. Glutathione has been shown to eliminate reactive oxygen species induced by ultraviolet radiation generated in epidermal cells. A recent study on subjects affected by melasma found significantly higher levels of glutathione-peroxidase enzyme in these latter than in control ones, confirming the role of oxidative stress in melasma.



Glutathione as a skin whitening agent: Facts, myths, evidence and controversies

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DHI - 5,6-dihydroxyindole; DHICA - 5,6-dihydroxyindole-2-carboxylic acid
DOPA- 3,4-dihydroxyphenylalanine; GGT - Gamma-glutamyl transpeptidase
GST - Glutathione-S-transferase;; L-DOPA - Levo-DOPA;
TRP-2 - Tyrosinase-Related Protein 2

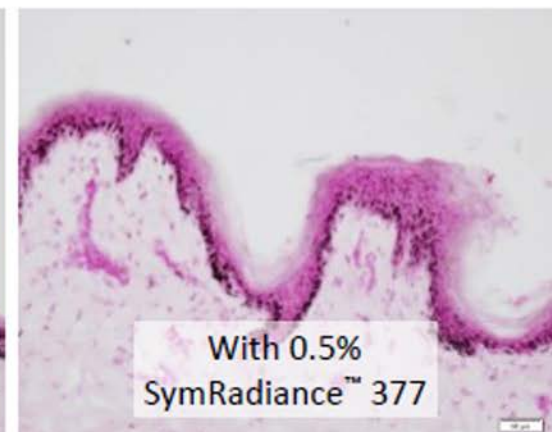
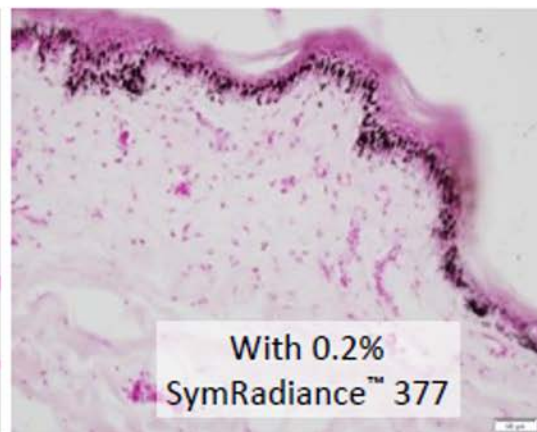
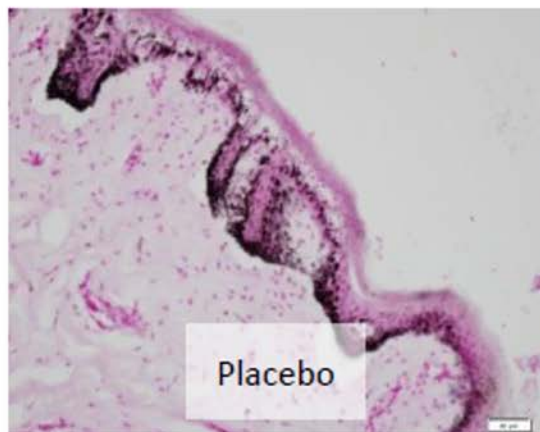
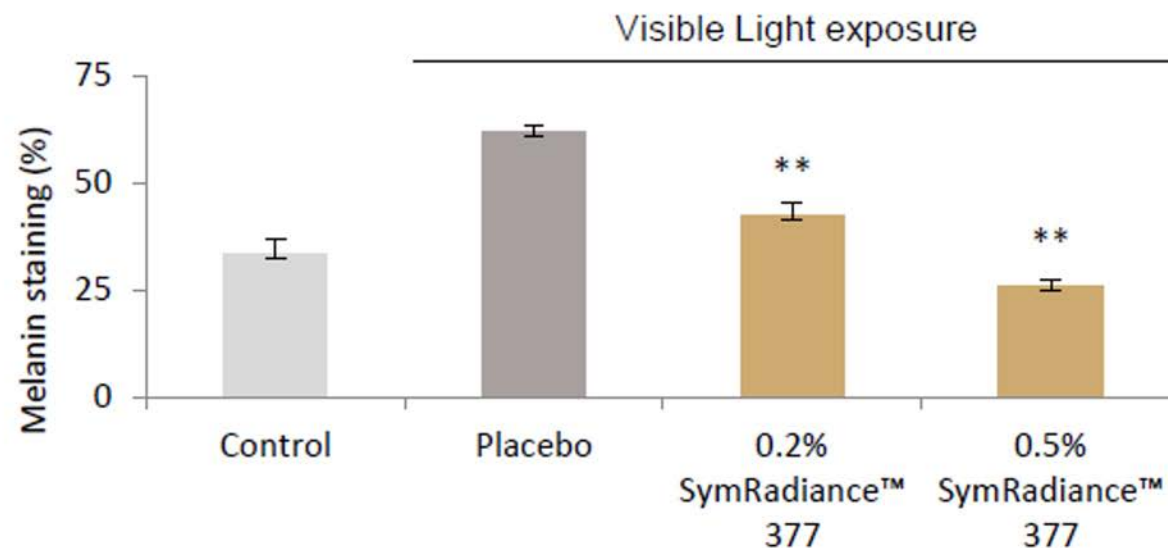


The anti-spot innovation of resorcinol, a revisited molecule with a more lipophilic structure able to penetrate the skin faster and with a zero irritative profile.

Topical application of finished formulations on human skin explants.
Incubation (48h).

Irradiation with visible light ($480\text{J}/\text{cm}^2$), then topical application of
finished formulations.

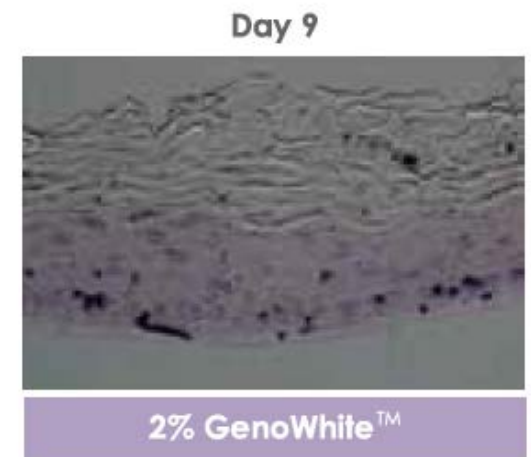
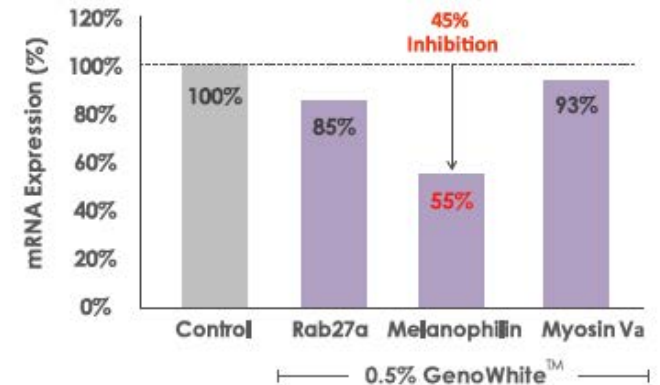
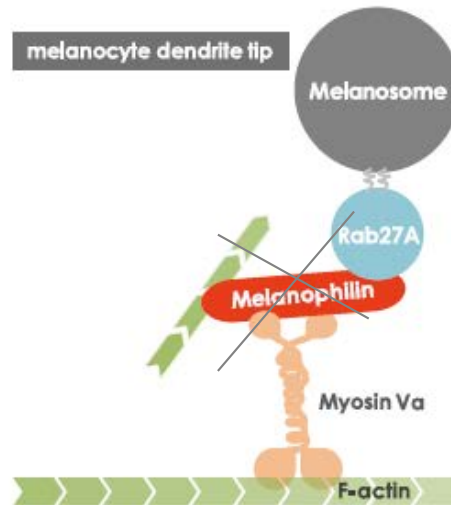
Incubation (48h), then evaluation of melanin by Fontana Masson
staining



Star Ingredient **Genowhite™**

Genowhite is a peptide that possesses fast dermal penetration feature. At low concentration can bring about outstanding performances in melanin reduction and inhibition of melanosome transport and melanin generating enzymes tyrosinase, TRP-1 and TRP-2.

Ex vivo and in vivo testing both indicate its significant effectiveness in spot whitening within only 9 and 14 days.



Star Ingredient

Azeo Glycine

Effectiveness test In Vitro

- Anti-inflammatory activity (inhibition of IL 1 α release)
- Reduction of melanin (inhibition of the Tyrosinase enzyme)
- Comparative evaluation of the inhibition of the release of VEGF (Vascular Endothelial Growth Factor)
- In vitro depigmenting activity on melanocyte cultures

Effectiveness test In Vivo

- Illuminating power on Caucasian phototype
- Illuminating power on Asian phototype
- Hydration and elasticity
- Sebum normalization

Active ingredient designed to illuminate the Skin, able to inhibit the synthesis of melanin and to reduce the production of skin sebum. Azeloglicina® makes the skin more uniform and radiant, as well as improving its elasticity and hydration



V Bianco

Classic Ingredients



VM

Classic Ingredient *Mix of acid*

- Salicylic Acid,
- Glycolic Acid
- Concentration between 5 and 25%
- Final pH 3

A mix of acids capable of increasing cell turnover, thus reducing the intensity of the spots already present, but at the same time promoting an intense anti-aging action by reducing micro-wrinkles and improving the skin texture



Classic Ingredient ***Phloretine and Ferulic acid***

Phloretin and Ferulic acid are two extremely important molecules not only for their antioxidant action, capable of blocking free radicals in the skin, but above all for reducing the inflammatory effect in irritative processes caused by the application of acids.

a 360-degree protective action,
strong and effective

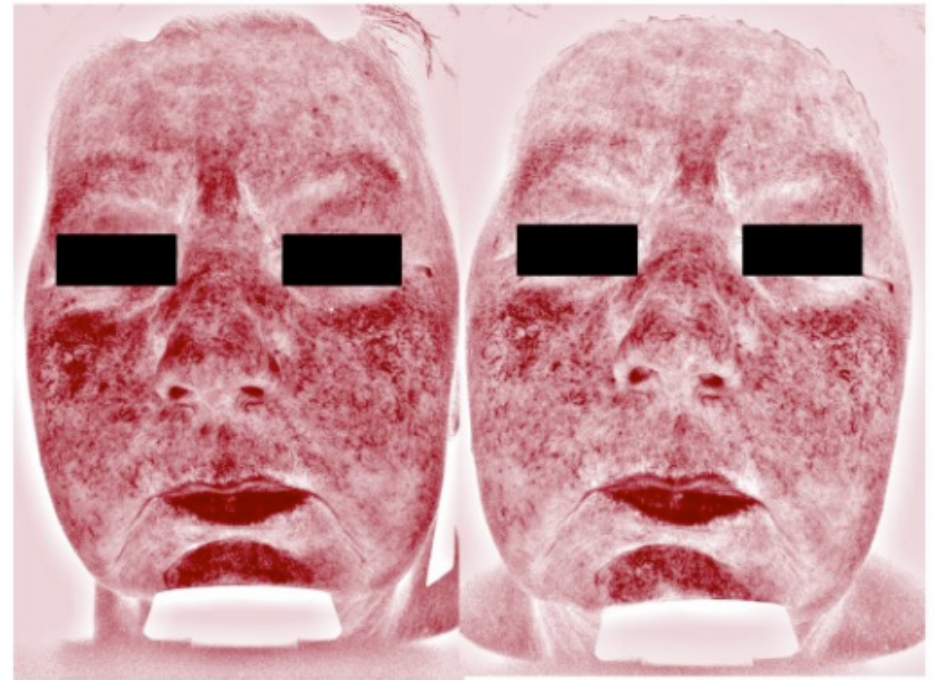


FIGURE 4 Antiredness activity of ferulic acid before and after the treatment

The effectiveness of ferulic acid and microneedling in reducing signs of photoaging: A split-face comparative study
Master
Zduńska-Pęciak Kamila, Rotsztein Helena
First published: 11 July 2020
<https://doi.org/10.1111/dth.14000>

Classic Ingredient ***Lipo C vitamin***

Acido 3-O-etilico ascorbico



A stable formula of vitamin C, able to protect cells with its strong anti-oxidant action, but at the same time able to block the production of melanin reducing it by 54% in about 3 months in cases of hypepigmentation



The Kit

The multi-component system is composed as follows:

- *Radiance Solution* to be used with *Roller Tip equipped with micro-needles*, with a carrier action.
- A *WhitePaste* rich in active ingredients
- A post-treatment *Amber Serum*
- A home-use hypo-pigmenting gel *V Bianco Home*



Active ingredients conveyed in a targeted way
thanks to the action of the Roller Tip to act on the
causes of the problem

Radiance Solution

- Tranexamic acid microspheres 5%
- Biomimetic Glutathione
- Sym Radiance resorcinol
- Flashwhite microsphere
- Glycolic acid



*A blend of ingredients
selected to immediately
whiten blemishes and
brighten the skin*

A mask with a pasty structure to adhere perfectly to the skin and act in depth

WhitePaste

- Linear Tranexamic 3% Acid, Salicylic Acid, Kojic Acid and Glycolic Acid
- Zeolite and titanium dioxide
- Azeloglycine
- Genowhite



A double whitening and antiaging effect, acids to increase cell turnover and active ingredients chosen for their anti-melanic action

A fast-absorption serum to be applied only on hyperchromic areas

Amber Serum

- Ferulic acid and phloretin
- Genowhite
- Oligopeptide 68
- Castanea Polifenolic
- GlyceSoothing



An amber serum rich in antioxidants with a soothing effect, to block melanogenesis and protect skin

A gel for home use to be used daily to obtain a whitening and illuminating effect

V Bianco Home

- Sym Radiance
Resorcinol
- Oligopeptide 68
- Lipo C vitamin
- Protection factor



To obtain a long-lasting whitening effect, it is important to continue the treatment at home as well



Procedure

- Cleanse and dry the skin perfectly
- Apply 1 ml of Radiance Solution all over the skin by using the Roller Tip moving it until the product is completely absorbed
- Using a silicone brush, apply 2 ml of WhitePaste
- Leave on for 10-15 minutes
- Remove with a damp gauze and rinse the area thoroughly
- Apply a few drops of Amber Serum only on hypercormic areas

Apply V Bianco Home daily, only on the areas affected by spots.

The kit consists of:

- 3 vials of Radiance Solution of 5 ml
- 2 spheres of 15 ml of WhitePaste
- 1 dropper of Amber Serum of 15 ml
- 3 V Bianco Home of 10 ml each



With 1 kit it is possible to carry out 15 treatments to be divided for 3 subjects.

For each session, 1 ml of Radiance solution, 2 ml of WhitePaste and a few drops of Amber Serum will be applied.

Each subject will have his/her own V Bianco Home to use at home



Protocol

The treatment must be performed every 15-20 days respecting the physiological re-epithelialization of the skin.

The treatment should be performed 5 times, applying the home-use product every day.

Visible results

- Skin renewal and structural improvement starting from the 2nd week of treatment.
- Attenuation, decrease or disappearance of melanic spots starting from one month of treatment.
- Reduction of skin imperfections such as acne scars, wrinkles, uneven skin texture.
- Stimulation of capillary circulation and neoangiogenesis.
- Pink-colored, radiant and rejuvenated skin.

CLINICAL STUDY

Promoitalia Academy



From 27 September to 10 December 2021, the effectiveness of the V Bianco product was assessed at the Promoitalia Academy medical center located in Milan in via Pietro Verri.

- 24 subjects have been recruited for the study.
- All subjects, aged between 27 and 65, have signed an informed consent and have voluntarily subjected themselves to the application of the product which has occurred as indicated on the packaging.
- All of them fell within the inclusion criteria as all subjects had the aim of obtaining a rejuvenated and illuminated look.



Exclusion criteria

The following exclusion criteria were considered for the study regarding the product V Bianco.

Subjects:

- Aged under 18
- With acute allergic reactions in history
- In childbearing age who makes use contraceptive systems
- Somatic-related or unstable diseases (a disease or condition for which, according to the researcher, it is difficult to interpret the results of the application, or which may cause the impossibility of carrying out the procedures referred to in this clinical study).
- Pregnant and/or breastfeeding
- With suspected malignant neoplasms
- Subjects with a history of drug addiction or constant alcohol consumption, which may adversely affect the subject's compliance with study procedures.
- Participation in another clinical trial in the past 30 days before the start of this trial.
- Subjected to hair removal in the days before the session.

Evaluation of the effectiveness and of the sensory perception

The effect of the application has been evaluated by the professional operator Results have been evaluated in terms of:

- Skin brightness
- Skin smoothness
- Improvement of the skin appearance

The product was applied on facial area (17 subjects), neck (5 subjects) and décolleté (2 subjects).



Evaluation of safety

All subjects subjected to the application of the cosmetic V Bianco did not report any undesirable effects, adverse reactions or adverse events after the sessions carried out according to the operating protocol.

A slight irritation (3 subjects) and mild exfoliation (4 subjects) after the application are normal effects on more sensitive skins given by the ingredients present in the product. For all subjects, these effects vanished within a few days.

The application was considered comfortable and non-traumatic. All subjects were able to carry out their daily activities immediately after each application.

There have been no cases of photosensitization reactions; the product may be applied on all phototypes, throughout the year



Results

- The application of the cosmetic V Bianco to improve the appearance of the skin of the face in terms of brightness, smoothness and improvement of the overall look, is safe, well tolerated, valid and effective.
- The assessment of the effectiveness and safety processing was carried out by professional operators as well as by self-assessment tests completed by the same subjects.
- At the end of each application session, no undesirable effects were found to affect the daily activities of the volunteers.
- From the sensory perception tests, the application was comfortable and pleasant for both the operator and volunteers.
- The effectiveness in terms of brightness, smoothness and skin improvement, supported by the total absence of relevant undesirable effects makes the cosmetic product safe and effective since it does not reach vital layers of the skin, does not alter and/or modify or cure any structure or function of the same; the action is limited to the external layers of the epidermis naturally subjected to turnover.



Before and after 4 sessions



Before and after 4 sessions



Before, immediately after 1 session and before the 3 sessions



Before, immediately after 1 session and before the 3 sessions



Before and after 3 sessions



Before and after 5 sessions



Thank you for your
kind attention!

VM