



FULL-LINE  
CATALOG 2011



# MERGER OF PURITY AND PERFORMANCE

**U**NIQUE AMONG cosmeceutical brands, Pure Guild combines extreme purity of botanical ingredients with meticulous precision in scientific performance to deliver uncompromised topical treatments to users.

Active ingredients in these products retain their molecular integrity and full spectrum of biological activities because Pure Guild extracts botani-

cal compounds mechanically, using no industrial solvents or damaging heat, creating a standard of purity by which other products can be measured.

The treatments are as valuable as they are pure because Pure Guild employs only those compounds proven most effective in rigorous clinical trials, creating a standard of cosmeceutical treatment unmatched by mass-market brands.



# HAIR REGROWTH SERUM, SHAMPOO, CONDITIONER

## LATEST BIOTECHNICAL SCIENCE IN HAIR

PURE GUILD Hair Regrowth Serum, Shampoo, and Conditioner incorporate only the active ingredients proven most effective for hair growth via clinical trials. Dramatically, one extract of the botanical *Lupinus albus*, native to the Mediterranean region, has demonstrated in multiple studies to control testosterone and boost the density, activity, and blood supply of delicate hair follicles.

- » After 86 days of clinical treatment, *L albus* extract increased the density of hair by 12 percent, the number of follicles in anagen growth phase by 17 percent, and the ratio of active to dormant follicles by 118 percent.
- » *L albus* extract inhibited the enzyme 5 $\alpha$ -reductase by 18 to 31 percent — more than the drug finasteride — and reduced formation of the dihydrotestosterone that would cause hair follicles to miniaturize and eventually to stop producing hair.

- » *L albus* stimulated vascular endothelial growth factor by 17 to 30 percent and stimulated the development of new vascular branching to deliver essential nutrients to growing hair.

Hair is an important social marker and component of attraction, and the loss of hair is associated with a loss of power. To arrest balding and delay hair loss, specialists recommend Pure Guild Hair Regrowth Serum, Shampoo, and Conditioner at the first sight of symptoms.

# CELLULITE TREATMENT



## SMOOTHER SKIN THROUGH SCIENCE

**P**URE GUILD Cellulite Treatment smoothes the dimpled fat of hips, thighs, and buttocks because it employs *Nelumbo nucifera* (lotus leaf) extract. In clinical trials, volunteers applied the active botanical twice per day.

» *Nelumbo nucifera* suppresses fat storage by boosting hydrolysis of triglycerides an aggressive 1,513 percent.

- » The extract reduces inflammation of adipose tissue by boosting a certain anti-inflammatory hormone by 16–33 percent.
- » It slows degradation of connective tissue to give a smooth, even structure.

On average, the extract reduces thigh circumference by 0.4 cm, abdominal circumference by 1.6 cm, hip circumference by 1.3 cm, and surface irregularities by 19 percent.



## FEMININE CLEANSER

### BALANCING SCIENCE AND NATURE

FOR WOMEN who still use douches, soaps, or sprays, the yeast infections are as predictable as they are unwelcome. But Pure Guild Feminine Cleanser prevents itching and odor because its active botanical extract preserves naturally low pH levels — 3.8 to 4.2 — while tightening cell junctions. The ingredient restructures the skin to improve its barrier function for better moisturization.

- » *Ophiopogon japonicus* extract increases cell cohesion in the stratum corneum.
- » *O japonicus* extract reduces transepidermal water loss by 11 percent.
- » The extract increases skin moisturization by 13 percent.

At the low pH levels in harmony with a woman's natural flora, Pure Guild Feminine Cleanser reinforces tight cellular junctions to preserve cutaneous moisture and avoid infections.

# ROSACEA & REDNESS RELIEF



## COOLING SCIENCE FOR FACES

MILLIONS WHO SUFFER facial redness, heat, broken capillaries, or nodular swelling have rosacea, a chronic inflammatory disorder. For them, Pure Guild Rosacea & Redness Relief incorporates *Mentha piperita* extract because the botanical ingredient inhibits pro-inflammatory factors and stimulates the “pleasure hormones.”

- » For immediate relief, *Mentha piperita* stimulates  $\beta$ -endorphins. In trials, 72 percent of people said it soothed.
- » For extended relief, *M piperita* extract inhibits interleukin-1 $\alpha$ , prostaglandin E2, and histamine, the mediators of inflammation.

Regular users can expect less heat, redness, and itching, plus an aromatic freshness and more seductive texture.



# ACNE TREATMENT



## CLARITY FROM NATURAL SCIENCE

FOR ACNE-PRONE SKIN, Pure Guild Acne Treatment suppresses inflammation gently and effectively because it contains no salicylic acid or benzoyl peroxide, which cause drying, itching, and peeling. It rebalances skin flora with *Spiraea ulmaria* extract (meadowsweet), which activates an immune response, inhibits bacteria, and regulates sebum.

- » *Sulmaria* stimulates a 130 percent increase in natural antimicrobials.
- » Tested in vitro, the extract inhibits by 82–92 percent the proliferation of acne bacteria.
- » Tested in vivo, volunteers enjoy a clear reduction in greasiness.

So the treatment improves skin — fewer lesions, less inflammation, finer pores — without synthetic chemicals.

# MOISTURIZING TREATMENT



## BREAKING SCIENCE FOR ULTRA-DRY SKIN

WHILE COMMON moisturizers tend to dissipate quickly, Pure Guild Moisturizing Treatment for Ultra-Dry Skin retains innate moisture because its active ingredient, *Pichia anomala* extract, stimulates lamellar-lipid transport and synthesis within the epidermis.

» *Pichia anomala* recruits exogenous lipids into the keratinocytes, as dem-

onstrated by a 33 percent increase in fatty-acid transport proteins.

- » The extract stimulates lipid synthesis, measured as a 25 percent increase in expression of lamellar-body proteins.
- » The extract stimulates formation of lipid lamellae to seal the intercellular spaces of the stratum corneum.

Reinforcing the barrier function at the cellular level means this treatment can control transepidermal water loss to retain natural moisture.



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