

PURIFYING CLEANSER



DESCRIPTION

Viktorija DeAnn Purify Cleanser is a gentle, sulfate-free and pH-balanced foaming cleanser formulated to purify, nourish, and balance the skin while maintaining its natural integrity. It effectively lifts away makeup, debris, and environmental impurities without stripping essential lipids, leaving the skin clean, hydrated, and refreshed. Enriched with Vitamin C (Ascorbic Acid), it delivers brightening and antioxidant benefits, helping to reduce dullness, even skin tone, and promote a more radiant complexion. This deep cleansing yet replenishing formula minimizes congestion, supports the skin's moisture barrier.



TREATMENT STEP

 Cleanse

TEXTURE

Lightweight gel

PEPTIDE TYPE

N/A

LAYER LEVEL

N/A

SKIN TYPE

All Skin Types, especially aging or mature skin

KEY ACTIVES

Vitamin C, Coconut & Olive Esters, Sodium Lauryl Glucose Carboxylate

FUNCTION

- Stabilizing pH level of skin
- Assist with proper barrier function
- Nourishing and hydrating
- Helps increase the efficacy of peptide serums
- Maintain the skin's natural acid mantle
- Neutralizes destructive free radicals
- Maintains healthy microbiome

TARGETED SKIN CONCERNS:

- Ideal for most skin types
- Aging and mature skin
- Dry and dehydrated skin

THE SCIENCE:

The Viktorija DeAnn Purifying Cleanser is scientifically engineered to support epidermal homeostasis through precise modulation of the skin's pH, barrier integrity, and microbiome ecology. Formulated to maintain the skin's optimal physiological pH (4.5–5.5), it supports the integrity of the acid mantle, a key regulator of enzymatic lipid synthesis, microbial homeostasis, and immune defense. This controlled pH environment promotes the proliferation of beneficial microbiota, thereby reinforcing barrier resilience and overall skin health. Enhanced with Ascorbic Acid (Vitamin C), the formula introduces an antioxidant and brightening component that assists in reducing oxidative stress, and improving uneven pigmentation. By stimulating Aquaporin activity, the cleanser promotes intracellular water and glycerol transport, optimizing hydration dynamics within the epidermis and improving corneocyte cohesion.



PROFESSIONAL USAGE:

Apply a dime sized amount of cleanser to damp face, neck and decollete. Massage in a circular motion. Remove with warm water or towel. Follow with Restore and Protect Phases.

HOME USAGE:

Apply a dime sized amount of cleanser to damp face morning and evening. Massage in a circular motion. Rinse thoroughly with warm water and pat dry. Follow with the Restore and Protect Phases.

KEY ACTIVES:

L-Ascorbic Acid (Vitamin C) - a powerful antioxidant that helps protect the skin from environmental stressors. It supports a brighter, more even looking complexion and promotes a smoother, more refined skin texture. Its presence in the cleanser helps refresh and energize the skin while contributing to a healthy, radiant appearance.

Coconut & Olive Esters - helps condition and smooth the skin while gently cleansing. These plant based esters support moisture retention and help correct the balance of oil and water in the skin, promoting a healthy and comfortable feel. They also enhance the cleanser's creamy like texture, making it gentle and nourishing for all skin types. The result is skin that feels soft, refreshed, and balanced after every use.

Sodium Lauryl Glucose Carboxylate - a mild, sulfate free surfactant derived from natural plant sources. It provides a gentle yet effective cleansing action, helping to remove dirt, excess oil, and environmental buildup without disrupting the skin's natural barrier. Unlike harsher cleansing agents, it preserves moisture and leaves the skin feeling soft, balanced, and refreshed. Its low irritation profile makes it suitable for all skin types, and contributes to a smooth, creamy lather that enhances cleansing.

INGREDIENTS:

Aqua (Water), Acrylates Copolymer, Cocamidopropyl Betaine, Glycerin, Sodium Lauryl Glucose Carboxylate, Lauryl Glucoside, Olive Oil PEG-7 Esters, Triethanolamine, PEG-7 Glyceryl Cocate, L-Ascorbic Acid, Magnesium Chloride, Methylchloroisothiazolinone, Citric Acid, Disodium EDTA, Methylisothiazolinone

CAUTIONS:

Warning: For external use only. Avoid direct contact with the eye. In the event of direct eye contact, rinse with cool water. Irritation, itching sensation and/or eye redness may occur. If irritation, inflammation or swelling occurs, discontinue product usage. If irritation persists or becomes severe, stop use and consult a physician. Keep out of reach of children.