

Airbase HIGH DEFINITION AIRBRUSH MAKE-UP

Perfecting Primer

Hydrating with Platinum Technology

The exclusive Platinum Anti-Aging Perfecting Primer has been developed by Airbase in partnership with one of the most innovative Swiss laboratories in the world.





Airbase Perfecting Primer

... designed specifically to **enhance the finish** and **longevity** of Airbase airbrush make-up as step one in your Airbase beauty regime.

...with **unsurpassed luxury** through formulas that have a high concentration of precious ingredients.

...with the most **sophisticated formula** avoiding harmful ingredients, thus nurturing your skin.

...with scientifically advanced **Swiss skin care**.



Airbase Perfecting Primer

Active Ingredients:

- The Colloidal Platinum Water (inci: Platinum Powder) consists of nano-size particles of negatively-charged platinum metal. It is an excellent electron donor and thus helps maintain the electrical balance in the skin. It moisturises and protects the epidermis and has an anti-oxidant action.
- The Silicone Elastomer Blend (inci: Dimethicone Crosspolymer and Dimethicone/Vinyl Dimethicone Crosspolymer) provides a silky, non-greasy skin-feel. It softens fine lines and pores for instant perfection. Furthermore, it absorbs skin sebum and diffuses reflected light, resulting in a matt, clean look.
- Aloe Vera extract (inci: Aloe Barbadensis Leaf Juice) has soothing, moisturising, purifying and regenerative virtues. It is also allotted film-forming properties.

Specification:

Silicone-gel-opalescent, colourless, fragrance free.

Directions for Use:

- Use as a 'First Base' or step one on young skin without the need for a moisturiser.
- Apply to the face after daily skin care regime and before make-up on mature, dry or damaged skin.



Airbase First Base



Step 2: Airbase Foundation

Packed full of vitamin A and vitamin E, Airbase is more than just a make-up.

The vitamin A improves elasticity of the skin and temporarily reduces the appearance of fine lines.

Vitamin E moisturises and repairs. An antioxidant, it acts as an agent to deactivate aggressive free radicals and protects cells from free radical injury.

Available in Shades 00 - 06.



Step 3: Blush or Bronze

Airbase Blush and Bronze are also packed full of vitamin A and vitamin E, and can be applied on top of your foundation to add definition or highlight an area.

Available in Pink or Peach.

Airbase Bronze is superb for applying on top of Airbase Foundation or mixed with a light tone Airbase Foundation can provide a beautiful sun-kissed appearance.

Colloidal Platinum Water

Breakthrough Discovery

Modern science has shown platinum not only to be one of the rarest elements on earth, but also possess the **most astonishing abilities** which using the very best product development team we have been able to introduce into skin care.

Impervious to time and resistant to being oxidized by air, platinum has an unprecedented boosting effect on other actives.

Platinum recharges the skin's electrical balance **protecting the skin's DNA and moisturising it in depth.**

The colloidal platinum water in Airbase Perfecting Primer gives it anti-aging and hydrating properties, the likes of which haven't been seen in a primer previously.

What is Colloidal Platinum Water?

The Colloidal Platinum Water consists of water and nano-size particles of negatively-charged metal platinum.

The negatively charged nano-size platinum particles cause the ionised dissociation of surrounding water molecules to H^+ and OH^- ions. Water molecules are structured into ionised water molecules, and nano-size platinum particles are stabilised at this unit size by surrounding water molecules. Therefore, when taken into human body, the particles supply electrons to the body, known as 'donating electrons'. This action protects each individual cell and aligns them so they can accept moisture more efficiently.

Precious Colloidal Platinum Water is an excellent electron donor.

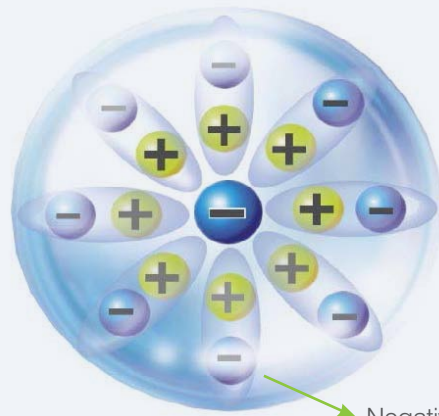


What is Colloidal Platinum Water?

This figure is an illustration of a negatively charged nano-size platinum particle with its surrounding water molecules.

The negative pole of OH- is the electron donor

Ionised dissociation of water into H+ and OH-



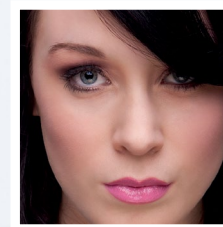
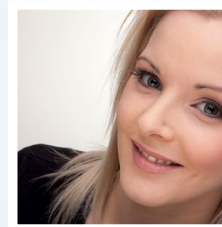
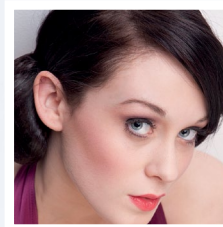
Negatively charged super-micro (nanosize) platinum particles

Application of Colloidal Platinum Water on the Skin

Negatively charged nano-size metal platinum particles ionically dissociate the surrounding water to H+ and OH- when the Colloidal Platinum Water is applied on the skin.

Then, a pseudo-ionic buffer zone similar to that naturally present in a healthy epidermis is formed to supply electrons continuously to the skin, allowing the ionic buffer zone in the epidermis to be reformed.

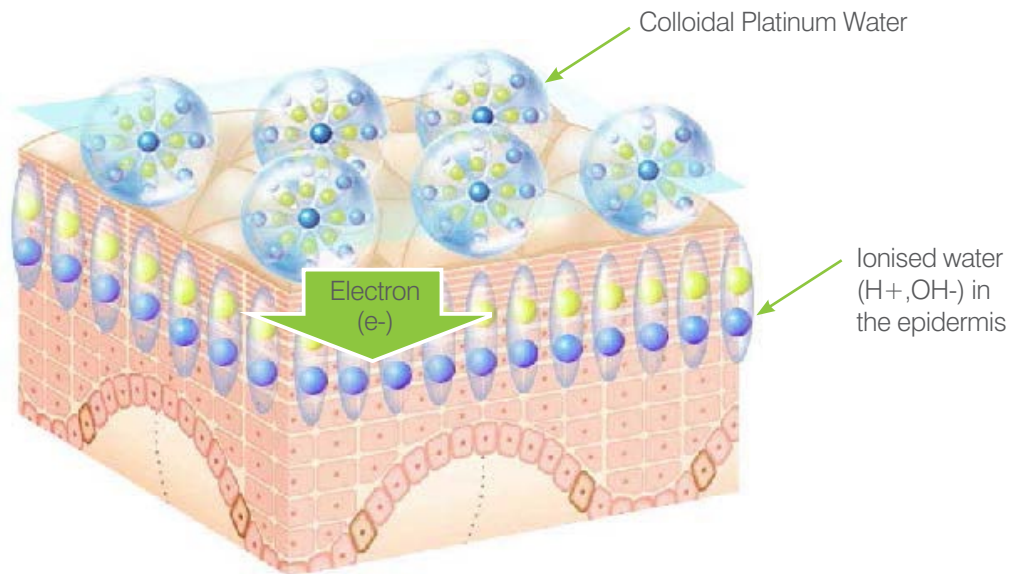
The skin thus recovers its optimal state.



Effects of Colloidal Platinum Water on the Skin

Illustration of the skin after the application of the Colloidal Platinum Water:

The application of the Colloidal Platinum Water onto the skin allows a direct and continuous supply of electrons.



The water molecules on the epidermis form the ionic buffer zone by the ionised dissociation of water to H^+ and OH^- ions. **This ionic buffer zone forms a barrier zone against various attacks.**

When the nano-size metal platinum particles are applied to the skin, this causes the ionised dissociation of surrounding water molecules to H^+ and OH^- ions. This pseudo-ionic buffer zone formed by the function of metal platinum particles acts similarly to the natural ionic buffer zone on the epidermis.

Consequently, it restores the skin, returning it to its original electronic state by supplying electrons continuously.



Airbase Perfecting Primer

- High grade silicone base
- The First Base in your Airbase application
- Free of harmful ingredients
- Made in Switzerland
- Innovative and pleasant textures
- Effective anti-aging results
- All formulas dermatologist tested

HIGH DEFINITION AIRBRUSH MAKE-UP
Airbase

airbasemakeup.com

e: flawless@airbasemakeup.com t: 0115 967 8691