



Platinum Brightening Cream™

Platinum Brightening Cream™ is an effective product for use on areas of hyperpigmentation and for dry dehydrated skin. Vitamins C and Vitamin E offer antioxidant benefits, and sodium hyaluronate acts as a humectant to reduce trans-epidermal water loss and help improve barrier functions.

Skin Type:

Dry, Photo damaged skin

How to Use:

Professional Use:

Apply Platinum Brightening Cream™ in areas with hyperpigmentation or to the entire face as needed. Use in all facials for brightening and to even out skin tone.

Home Use:

Apply to areas of hyperpigmentation, on the face, neck, and décolleté. Follow with SHADE SPF 30 for day; and as final step at night.

bT-Ceuticals® Home Care Regimen

Step	Normal Skin	Dry/Dehydrated
1	CLEANSE	CLEANSE hydrating
2	EXFOLIATE	EXFOLIATE
3	TONE	AQUAFUSE brightening or ACCELERATE brightening
4		Platinum Peptide Serum
5	CREAM	Platinum Brightening Cream
6	Platinum RESTORE eye cream	Platinum RESTORE eye cream
7	SHADE SPF 30	SHADE SPF 30

Ingredients:

water, safflower (carthamus tinctorius) seed oil, glycerin, caprylic/capric triglyceride, dimethicone, trioctyldodecyl citrate, stearic acid, PPG-12/SMDI copolymer, cetearyl alcohol, alpha-arbutin, palmaria palmata extract, palmitoyl tripeptide-38, phytosteryl isostearate, lactic acid, sodium lactate, hydroxypropyl cyclodextrin, cetearth-20, glyceryl stearate, PEG-100 stearate, tocopherol, sodium hyaluronate, ascorbyl palmitate, ascorbic acid, magnesium aluminum silicate, steareth-2, xanthan gum, propanediol, PEG-8, phenoxyethanol, potassium hydroxide, ethylhexylglycerin, citric acid

Quick Selling Tips:

- For use on dry, dehydrated, hyperpigmented skin
- Contains sodium hyaluronate which is excellent for hydration
- Contains alpha-arbutin and palmaria palmata extract for brightening and to even skin tone out
- Can be layered with other brightening products such as Aquafuse brightening and Accelerate brightening for hyperpigmentation

Ingredient Efficacy Studies: Alpha-arbutin, Whitonyl