



Integrity  
Ingredients  
Corporation

# DETOX & DEFEND POLLUTION SHIELD SERUM

## What It Is

A light-weight protective “blue shield” that protects and defends skin against urban pollution and environmental aggressors.

## What It Does

🌿 This lightweight “blue shield” serum packs a powerful punch against pollution and environmental aggressors. Formulated with a super marine source that protects and strengthens skin against daily irritants. It reinforces the skin’s natural defense against free radical damage and other factors that cause visible signs of aging. The serum promotes microcirculation that plumps and protects the skin.

## Solution For

- 🌿 UV induced, and free radical skin damage, as well as urban pollution, i.e., cigarette smoke, exhaust fumes and heavy metals such as cadmium and lead.
- 🌿 Helps to shield, protect, detoxify and bolster the skin’s natural defense systems to oxygenate, nourish, detoxify and strengthen the skin’s barrier function.

## How To Use

- 🌿 After cleansing and toning, apply a dime size amount to skin and décolleté. Allow to dry and then apply moisturizer.

## Featured Actives

- 🌿 **Rheostyl™ 90 N:** A powerful thickener for crystal clear formulas that features an elegant flow. Creates innovative, elastic and self-sealing textures. Perfect for sulfate-free and mild cleansing formulations where viscosity building is a challenge.
- 🌿 **Kimarine®:** A marine derived algae that protects and shields against daily skin and hair pollution.
- 🌿 **Nicomenthyl™:** A unique, multifunctional sensorial active that is one molecule with two components – Niacin and Menthol. It stimulates NSD+ production in the skin and delivers 10 bioactive skin care benefits .
- 🌿 **Jakabix™ NP 5.2:** A 100% natural, broad-spectrum preservative; odorless, light in color and used at pH 4-10. Will not degrade foam in surfactant systems, nor cause offensive odors.



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Integrity Ingredients – Advancing the “Beauty with a Conscience” Movement

Trade | INCI Names | Certifications | Use Levels

Ingredient Features & Benefits

## Rheostyl™ 90N

*Acrylates/Beheneth-25 Methacrylate Copolymer*

Use Level: 1 – 5% depending on application.

- Powerful, thickener and viscosity builder for mild, skin friendly, sulfate-free products.
- Preservative free, easy process liquid polymer – creates crystal clear formulas all along the pH range with unique, innovative shape memory and playful bouncy textures.
- Microgels swell as pH increases – viscosity & clarity increase with swelling.
- Applications: Skin care, Sun care, Body care.

## Kimarine®

*Water (and) Undaria Pinnatifida Extract*

Ecocert, Cosmos Approved, China Compliant  
Use level: Use level: 2 – 5%

- A super marine source clinically tested to shield and protect against daily skin pollution – cigarette smoke, exhaust fumes and heavy metals.
- Reinforces skin's defense against free radical damage and protects against UVA induced damage.
- Applications: Skin care, Body Care.

## Nicomenthyl™

*Menthyl Nicotinate*

Use Levels: Face – 0.5 – 1%; Body – 0.5 – 3%.

- Unique dual action sensory skin-feel provides a warming then cooling sensorial effect.
- Oxygenates, nourishes, detoxifies, repairs skin and strengthens the skin barrier.
- Increases NAD+, a coenzyme found in all living cells; required for fundamental biological processes.
- Modulates sensorial activity, delivers topical Vitamin B3, enhances microcirculation, activates hair fullness, provides strong antioxidant benefits and protects, detoxifies skin.

## Jakabix™ NP 5.2

*Bixa orellana leaf extract,  
Jacaranda mimosifolia flower extract,  
Kalanchoe pinnata leaf extract,  
Deoxyribonuclease, Glucose oxidase*

Use level 1 – 3%; 2% recommended.

- A robust, 100% natural, broad-spectrum preservative system – blend of BioZymes™, Botanical Actives and Anti-Microbial blend. Gram-negative, Gram-positive; virus, yeast & mold resistant.
- Will not degrade foaming action of surfactant systems nor cause formula odors.
- Clear, transparent, nearly odorless liquid that functions at a pH range of 4 to 10.
- Works perfectly in an emulsion water phase and is safe for eye and lip applications.

## Ingredient List – #0721192.4

Water, Propanediol, Panthenol, PEG-40 Hydrogenated Castor Oil, Acrylates/Beheneth-25 Methacrylate Copolymer, Undaria pinnatifida Extract, Menthyl Nicotinate, Bixa Orellana Leaf Extract, Jacaranda Mimosifolia Flower Extract, Kalanchoe Pinnata Leaf Extract, Deoxyribonuclease, Glucose Oxidase, Polysorbate 20, Sodium Hydroxide, Parfum, CI 42090

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