



PRODUCT, DESCRIPTION AND EVIDENCE

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PURIFY

A rejuvenating, gentle cream cleanser containing black currant extract and vitamin B5 to cleanse and hydrate, creating the perfect canvas for your skincare rituals. Melon extract, shea butter, jojoba oil, and coconut to help fight free radicals, deeply moisturises, and maintain your skin's equilibrium. Effortlessly remove makeup and impurities, preparing your skin for the day ahead.

KEY BENEFITS

- Improves skin moisturisation
- Calms and soothes irritated skin
- Reduces skin inflammation
- Rich in vitamins and fatty acids that nourish the skin and promote healthier-looking skin
- Strengthens the skin barrier
- Helps to reduce skin inflammation and redness
- Skin feels softer and smoother
- Balances sebum production

DIRECTIONS FOR USE

Apply to damp skin, massage gently over face and neck, avoiding direct eye contact. Thoroughly remove with a damp cloth.

WARNINGS

For external use only. Avoid contact with eyes. If this occurs wash affected area thoroughly with water. If irritation occurs, discontinue use. Store this product below 40°C.

INGREDIENTS

Aqua, Cetearyl Alcohol, Glycerin, C15-19 Alkane, Simmondsia Chinensis Seed Oil, Butyrospermum Parkii Butter, Caprylic/Capric Triglyceride, Cocamidopropyl Betaine, Lauryl Glucoside, Caprylyl/Capryl Glucoside, Ribes Nigrum Fruit Extract, Ceteth-10 Phosphate, Dicapryl Phosphate, Coco-Caprylate/Caprates, Panthenol, Cucumis Melo Fruit Extract, Xanthan Gum, Benzoic Acid, Coconut Acid, Pantolactone, Sodium Gluconate, Parfum, Sodium Chloride, Dehydroacetic Acid, Phenoxyethanol, Potassium Sorbate, Sodium Benzoate.

ACTIVE INGREDIENTS

Ribes Nigrum Fruit Extract 1% (2%)
Panthenol 0.75%
Cucumis Melo Fruit Extract 0.05% (2%)
Butyrospermum Parkii Butter 2%
Simmondsia Chinensis Seed Oil 2%
Caprylic/Capric Triglyceride 2%

RIBES NIGRUM FRUIT EXTRACT (BLACKCURRANT EXTRACT)

Ingredient Claims:

Protects the skin from oxidative damage	Calms and soothes irritated skin
Improves skin moisturisation	Helps to reduce skin inflammation and redness
Supports collagen formation	Strengthens the skin barrier

Blackcurrant extract is known for its high content of various bioactive compounds, including vitamins, minerals, antioxidants, and polyphenols. These compounds provide a number of benefits to the skin, such as:

- **Antioxidant Protection:** Blackcurrant fruit extract is rich in antioxidants, including vitamin C, anthocyanins, and flavonoids. These antioxidants help neutralise harmful free radicals, protecting the skin against oxidative stress and reducing the signs of aging such as fine lines, wrinkles, and dullness.
- **Soothing and Calming:** Blackcurrant fruit extract has soothing properties that can help calm and alleviate skin irritation. It may be beneficial for individuals with sensitive or reactive skin, helping to reduce redness, inflammation, and discomfort.
- **Moisturising and Hydrating:** The extract contains natural moisturising factors and emollients that help retain moisture in the skin, keeping it hydrated and preventing dryness. This can contribute to a smoother, more supple complexion.
- **Brightening and Even Skin Tone:** Blackcurrant fruit extract may help promote a more radiant and even skin tone. The presence of vitamin C and other antioxidants in the extract can help fade dark spots, hyperpigmentation, and improve overall skin brightness.
- **Anti-Inflammatory Effects:** The extract has anti-inflammatory properties that can benefit various skin conditions, including acne, rosacea, and eczema. It helps reduce inflammation, redness, and irritation associated with these skin concerns.
- **Skin Barrier Support:** Blackcurrant fruit extract contains essential fatty acids, including omega-3 and omega-6, that help strengthen the skin's natural barrier function. This can enhance the skin's resilience, protect against environmental stressors, and maintain overall skin health.
- **Collagen Support:** The antioxidants and vitamin C present in blackcurrant fruit extract play a role in collagen synthesis. Collagen is essential for maintaining skin elasticity and firmness, and the extract may help support collagen production, leading to a more youthful appearance.

Links:

<https://pubmed.ncbi.nlm.nih.gov/30012980/>

<https://pubmed.ncbi.nlm.nih.gov/31454085/>

<https://pubmed.ncbi.nlm.nih.gov/30175796/>

<https://pubmed.ncbi.nlm.nih.gov/30902746/>

PANTHENOL (VITAMIN B5)

Ingredient Claims:

Provides intense moisturisation	Improves skin elasticity
Promotes wound healing	Improves skin texture and skin tone
Soothes red, irritated skin	Enhances skin barrier function

Also known as pro-vitamin B5, Panthenol effectively penetrates the skin and provides a number of benefits:

- **Moisturising:** Panthenol is a humectant, which means that it helps to attract and retain moisture in the skin. This

can help to improve the skin's hydration levels by decreasing trans epidermal water loss and reduces dryness and flakiness.

- Soothing: Panthenol has anti-inflammatory properties that can help to calm and soothe irritated or sensitive skin. This makes it useful for people with conditions like eczema, rosacea, or acne.
- Healing: Panthenol can help to support the skin's natural healing process by promoting cell regeneration and tissue repair. This can help to reduce the appearance of scars and improve overall skin health.
- Anti-ageing: Panthenol can help to improve the appearance of fine lines and wrinkles by increasing the skin's elasticity and suppleness. It can also help to improve skin texture and tone.
- Enhances skin barrier: Panthenol can help to strengthen the skin's natural barrier function, reducing moisture loss and protecting the skin from external stressors.

Links:

<https://pubmed.ncbi.nlm.nih.gov/21982351/>

<https://pubmed.ncbi.nlm.nih.gov/27545858/>

<https://www.scinapse.io/papers/3564442>

<https://www.tandfonline.com/doi/full/10.1080/09546634.2016.1214235>

[Data on file.](#)

CUCUMIS MELO FRUIT EXTRACT (MELON EXTRACT)

Ingredient Claims:

Promotes collagen formation	Improves skin hydration
Reduces skin inflammation	Protects the skin against oxidative damage
Skin feels smoother and softer	Calms irritated, red skin

Derived from the Cucumis melo fruit, melon extract is rich in a variety of molecules which provide different benefits:

- Vitamins (particularly vitamin C and A).
- Minerals (such as potassium).
- Antioxidants (glutathione and superoxide dismutase).
- Enzymes (such as catalase which prevents oxidative damage by breaking down hydrogen peroxide).
- Carotenoids (such as beta-carotene and lycopene which also contain antioxidant properties and help protect the skin against environmental stressors such as UV).
- Amino acids (proline, glycine and lysine are involved in collagen formation and promote wound healing).
- Polysaccharides (hemicellulose, glucans and galactose contribute to improving skin hydration and reducing inflammatory markers in the skin).

The combination of these molecules found in melon extract contribute to the following skin benefits when melon extract is topically applied:

- Hydration and Moisturisation: Melon extract is known for its high-water content, which can help hydrate the skin and improve its moisture barrier. Polysaccharides found in melon extract also improve skin hydration.
- Antioxidant Protection: Melon extract is rich in antioxidants, including vitamin C and carotenoids. These antioxidants help neutralise harmful free radicals caused by environmental factors like UV radiation and pollution, potentially reducing oxidative stress and the resulting damage to the skin.
- Skin Brightening: The vitamin C content in melon extract can contribute to a more radiant and even complexion. Vitamin C is known to assist in reducing the appearance of dark spots.
- Soothing and Calming: Melon extract contains soothing properties derived that can help alleviate irritation and redness. This also makes melon extract suitable for sensitive or inflamed skin.

- **Anti-Ageing:** The amino acids, antioxidants and vitamins aid in promoting healthier, more youthful-looking skin by supporting collagen production and maintaining skin elasticity. Melon extract also contains powerful antioxidants such as glutathione which help to reduce the impact of ageing visible in the skin.
- **Protection Against UV Damage:** Certain compounds found in melon extract, like lycopene and beta-carotene, could offer mild protection against UV-induced skin damage by reducing the harmful effects of sun exposure.
- **Skin Texture Improvement:** Melon extract's moisturising and exfoliating properties may contribute to smoother, softer skin by enhancing skin texture and promoting a healthy cell turnover rate.
- **Anti-Inflammatory Effects:** Melon extract possesses anti-inflammatory properties in the form of polysaccharides that help reduce inflammation and redness, potentially benefiting individuals with sensitive or reactive skin.

Links:

- <https://www.mdpi.com/2076-3921/3/4/814>
- <https://www.sciencedirect.com/science/article/pii/S0899900714004444>
- https://journals.lww.com/aswcjournal/Abstract/2017/01000/Bitter_Melon_Extract_Promotes_Granulation_Tissue.4.aspx
- <https://pubmed.ncbi.nlm.nih.gov/15261965/>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5946222>

BUTYROSPERMUM PARKII BUTTER (SHEA BUTTER)

Ingredient Claims:

Deeply moisturises the skin and reduces trans epidermal water loss	Rich in vitamins and fatty acids that nourish the skin and promote healthier-looking skin
Reduces signs of skin inflammation, irritation, and redness	Promotes healing of scars and tissue regeneration
Improves and softens skin texture	Promotes the production of collagen

A botanical ingredient derived from the seeds of the African Shea Tree. Also known as shea butter, it acts as a skin conditioning agent. Firstly, it helps the skin to retain moisture and lessen the loss of water by forming a barrier on the skin's surface, making it particularly beneficial for dry or sensitive skin types. Secondly, it works to reduce the appearance of rough patches and dry flakes on the skin and acts as a deep moisturiser because of its content of unsaponifiable fats- meaning that, unlike other fatty oils, it does not turn into soap when in the presence of a potent alkali, thus retaining its moisturising abilities.

Shea butter contains natural anti-inflammatory agents that can help reduce inflammation and irritation in the skin and also contains antioxidants, such as vitamins A and E, which can help protect the skin from free radicals and reduce the signs of aging, such as fine lines and wrinkles. Shea butter has been shown to help reduce the appearance of scars by promoting tissue regeneration and increasing collagen production. In addition, shea butter contains a natural SPF of around 6, which can help protect the skin from the damaging effects of UV radiation. Lastly, shea butter can help improve the texture and softness of the skin by promoting cell regeneration and reducing roughness.

Links:

- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5796020>
- <https://pubmed.ncbi.nlm.nih.gov/33565186/>
- <https://academic.oup.com/bjd/article-abstract/134/2/215/6681786>
- <https://www.tandfonline.com/doi/abs/10.1080/10408398.2011.604142>

SIMMONDSIA CHINENSIS SEED OIL (JOJOBA OIL)

Ingredient Claims:

Improves skin moisturisation	Balances sebum production
Provides anti-inflammatory benefits	Protects the skin against oxidative damage
Helps to improve skin texture	Suitable for sensitive skin

Jojoba oil is a liquid wax derived from the seeds of the jojoba plant (*Simmondsia chinensis*). Despite its name, it is not an actual oil but rather a unique substance with a similar composition to the sebum, the natural oil produced by our skin. The jojoba plant is native to arid regions of North America, particularly the southwestern United States and northern Mexico. Jojoba oil has been used for centuries by indigenous cultures for its medicinal and cosmetic properties. It gained popularity in the beauty and skincare industry due to its numerous beneficial qualities. Here are some key characteristics of jojoba oil:

- **Moisturises the skin:** Jojoba oil has a similar composition to the sebum produced by our skin, making it an excellent natural moisturiser. It forms a protective layer on the skin, preventing moisture loss and keeping the skin hydrated. Jojoba oil is predominantly composed of fatty acids, including oleic acid, gadoleic acid, and erucic acid. These fatty acids help to moisturise and nourish the skin, keeping it soft and supple.
- **Balances oil production:** Jojoba oil is non-greasy and can help regulate the skin's oil production. If your skin is oily, it can help control excess sebum. Similarly, if your skin is dry, it can provide the necessary hydration.
- **Soothes and calms the skin:** Jojoba oil contains phytosterols, which are plant compounds that have anti-inflammatory properties. They can help reduce redness and irritation in the skin and promote a more balanced complexion.
- **Non-comedogenic and acne-fighting:** Jojoba oil has a low comedogenic rating, meaning it is less likely to clog pores. It helps dissolve excess sebum and impurities, reducing the occurrence of acne breakouts. Its antimicrobial properties can also help inhibit the growth of acne-causing bacteria.
- **Protects against environmental damage:** Jojoba oil is rich in antioxidants, such as vitamins E and C, which can help protect the skin from damage caused by free radicals and environmental stressors like pollution and UV radiation.
- **Improves skin texture:** Regular use of jojoba oil can help improve the overall texture of the skin. It softens and smoothens the skin, giving it a more youthful and healthy appearance.
- **Reduces the appearance of fine lines and wrinkles:** Jojoba oil is rich in vitamin E, a powerful antioxidant that helps protect the skin from damage caused by free radicals. It also promotes skin healing and can improve the overall texture and appearance of the skin. The moisturising and antioxidant properties of jojoba oil can help diminish the appearance of fine lines and wrinkles, promoting a more youthful complexion.
- **Gentle and suitable for sensitive skin:** Jojoba oil is generally well-tolerated by most skin types, including sensitive skin. It is hypoallergenic and rarely causes any adverse reactions.

Links:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5796020/>

<https://pubmed.ncbi.nlm.nih.gov/34073772/>

<https://pubmed.ncbi.nlm.nih.gov/24442052/>

CAPRYLIC/CAPRIC TRIGLYCERIDE (COCONUT OIL)

Ingredient Claims:

Skin feels softer and smoother	Reduces signs of skin inflammation
Supports skin barrier function	Protects the skin from oxidative damage

Derived from coconut oil and Glycerin, it's considered an excellent emollient and skin-replenishing ingredient. This ingredient's value for skin is made greater by the fact that it is considered gentle. It has also been shown to have a number of skin benefits, such as:

- **Moisturising:** Coconut oil is known for its excellent moisturising properties. It can help hydrate and nourish the skin, making it feel softer and smoother.
- **Anti-inflammatory effects:** The fatty acids found in coconut oil, such as lauric acid, may have anti-inflammatory properties. Applying coconut oil topically might help soothe irritated or inflamed skin conditions, such as eczema, psoriasis, or sunburn.
- **Antimicrobial properties:** Coconut oil contains antimicrobial compounds, including lauric acid, capric acid, and caprylic acid. These compounds have the potential to fight against certain types of bacteria, fungi, and viruses that can cause skin infections or acne.
- **Skin barrier support:** The natural fats present in coconut oil can help reinforce the skin barrier, which is essential for maintaining healthy skin. By strengthening the barrier, coconut oil may help protect the skin from environmental damage and retain moisture.
- **Antioxidant activity:** Coconut oil contains antioxidants, such as vitamin E, which can help protect the skin from free radical damage. Free radicals are unstable molecules that can contribute to premature ageing and skin damage.

Links:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5796020/>
<https://pubmed.ncbi.nlm.nih.gov/19665786/>
<https://pubmed.ncbi.nlm.nih.gov/20645831/>
<https://pubmed.ncbi.nlm.nih.gov/7922442/>
<https://pubmed.ncbi.nlm.nih.gov/19134433/>