

Brilliant Proposal

# Brilliant

PPODUCTS  
PROPOSAL

Functional product information of Brilliant



# loveheart Wcare\_Platinum line

wrinkle+whitening+water drop =Wcare



독독하게 관리하고 싶다면, 러브하트 W케어를 시작하세요!

One of three most popular dermatology treatments, ION care can be done in your own house.

It improves the result compared to product used only. Better absorption of product than by only using hands, especially if you use it with W care system including nourishment such as Platinum, Acetyl Hexapeptide, Vitamin C, Arbutin , Adenosine and  $\alpha$ -bisabolol.

**Do you still dab the sensitive eye area with fingers?**

Now, it's time to take care your skin with Smart finger, instead of your fingers!

Wcare Smart Finger helps the 100% nourishment absorption by using ion-therapy.

# loveheart Wcare\_Platinum line

wrinkle+whitening+water drop =Wcare

Products	loveheart Wcare_ Platinum essence	loveheart Wcare_ Smart finger	loveheart Wcare_ Platinum cream
			
Volume	30ml	1eq	50g
Function	Anti-aging / Whitening	ION Vibration massager	Whitening / Moisturizing

# loveheart Wcare\_Platinum line

wrinkle+whitening+water drop =Wcare



## Equilibrium of Ion Balance

Platinum particle contains Anion which out skin cell ion drags white gold ion particle and balance out the both ion. The active ingredient is absorbed into the skin and balance out the skin to maintain the healthy state.

Ion normalizes the electricity of skin and help the skin to turn into healthier condition.

# loveheart Wcare\_Platinum line

wrinkle+whitening+water drop =Wcare

The image features a central tube of 'Brilligant Wcare\_Platinum essence' against a background of two side-by-side close-up photographs of a person's eyes. The left photograph shows skin with visible wrinkles and fine lines, while the right photograph shows smoother, more youthful skin. The tube is light pink with a black cap and has the brand name 'Brilligant' printed vertically in black. At the bottom of the tube, it reads 'loveheart Wcare\_Platinum essence 30g'.

- **loveheart Wcare\_Platinum essence**
  - **The amazing effectiveness of Platinum**

Platinum keeps your skin safe as removing the active oxygen in your skin. Platinum affect permanently during stay in your skin.
  - **Enhance the skin density with Acetyl Hexapeptide**

High-enriched peptide helps to enhance the skin elasticity and the skin tone. Functional wrinkle essence with Acetyl Hexapaptide.
  - **Block to vitalize Melanic pigment**

Arbutin(Approved by KFDA) blocks to vitalize the Melanic cell. It helps skin revitalization and whitening.
  - **Improve the facial wrinkle**

Adenosin(Approved by KFDA) helps to care the fine wrinkles and to enhance the skin elasticity.
  - **Balance the skin ion balance**

Prevents the aging of the skin and offers the flexibility by balancing the Anion and Cation of the skin.
  - **Strong cell regeneration of Lecitin**

Lecitin is one of the important ingredients in cell membrane. It helps to vitalize the cell regeneration.

# loveheart Wcare\_Platinum line

wrinkle+whitening+water drop =Wcare



## loveheart W care\_Smart finger

Ion care is one of the top three cares at dermatological clinics. To use ion massager is superior to tap with hands. Especially, it will be best combination with nutrition ingredients such as Arbutin, Adenosin, Peptides, Vitamin, etc.

- **Effective wrinkle care**

Portable ion vibration massager that takes care of sensitive spots such as eye area, forehead and around mouth

- **Massage by the fine vibration**

Smart Finger vitalizes the blood circulation and the skin energy.

- **Delivery the nourishment with ion care**

When using with platinum essence and cream, ion effect is maximized and the nourishment is delivered into the skin layer deeply. This prevents and improves the wrinkle.

# loveheart Wcare\_Platinum line

wrinkle+whitening+water drop =Wcare

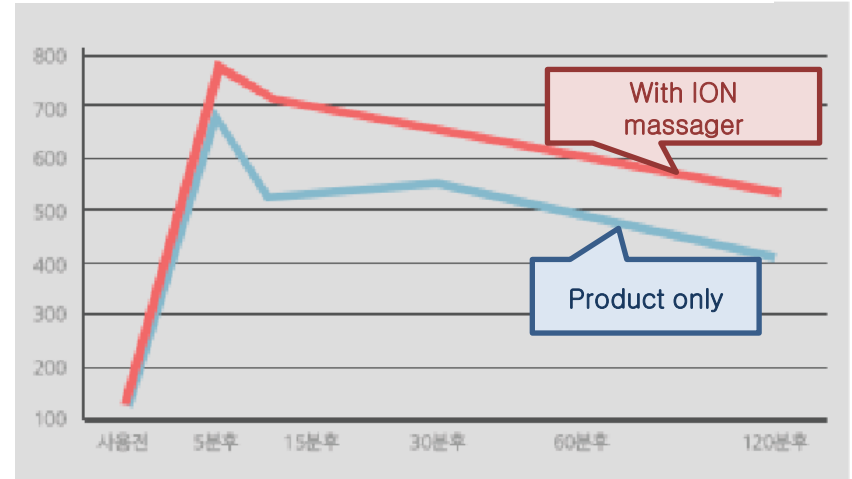
## Skin Elasticity TEST



When used the product only, there's no big difference between right after applying the product and after 2 hours.

But by using with the ion massager together, the skin elasticity has increased by 20% in 5 minutes after the usage and it lasts 120 minutes.

## Skin cell moist containing TEST



Hydration shows the improvement over 10% in 5 minutes and 25% in 120 minutes when using the smart finger.



# loveheart Wcare\_Platinum line

wrinkle+whitening+water drop =Wcare



## How it works

1. There is no power button on W care Smart finger.
2. When you hold the grip and the logo part, as soon as the head touch upon with the skin, it gently vibrates.
3. Since it operates by ion-technology that response to fine electricity of your body. If it is touched to other's face or skin, it will not work. (Every person has different electric wave.)
4. When using after applying Platinum Essence into the area, you can experience the effective transmission of nourishment and soft vibration.

TIP : It does not work to the area there is no electricity, such as nail or hair. The vibration might be less in the part of less moisture.

## Be aware of

If you feel the irregular vibrates!

1. Are you properly using the grip and ion head?
2. Did you use plenty amount of Platinum essence?
3. Is the battery properly inserted?
4. Battery might be worn out, replace it with new one!

제품의 스티커를 떼어낸후

아래방향으로 커버를 밀어서 연다

건전지의 스티커를 떼어낸 후  
다시 조립하여 사용한다





# loveheart Wcare\_Platinum line

wrinkle+whitening+water drop =Wcare



## loveheart W care\_Platinum Cream

- Hypo-allergenic and 4 Free system

Artificial color, Praben, Mineral oil, Artificial Fragrance FREE

- Soft and moisturizing

Apply to the skin without any empty spots, deliver hydration and nourishment to you skin. This will be absorbed to the skin without stickiness

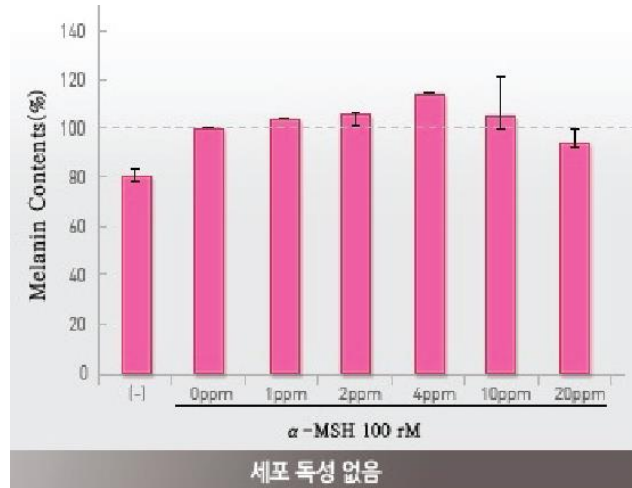
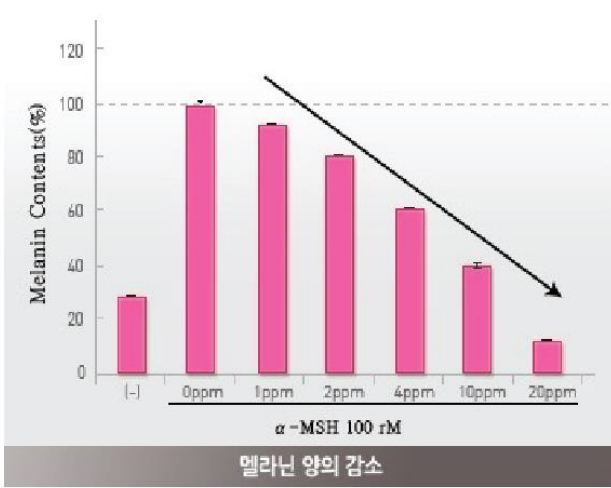
- The best whitening effect

The component minimizes the irritation of the skin and brightens the skin is 'α-bisabolol'. It is the ingredient approved by Korean Food and Drugs Administration that blocks the Melanin (which causes the skin darkening) and brightens your skin.

# loveheart Wcare\_Platinum line

wrinkle+whitening+water drop =Wcare

Brightening effect for UV irritated skin



When brightening functional ingredient ' $\alpha$ -bisabolol' is applied to the darkening skin due to the UV rays, the color change in darkening spot can be seen from the clinical experiment. The spot pigmented is slightly being brightened by the ingredient, which can be seen from the eyes.



Before



4 weeks later



8 weeks later