# **ISSADA CLINICAL FORMULA**

# ACTIVE COSMECEAUTICAL SKINCARE COLLECTION

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# MEET ISSADA CLINICAL FORMULA

Issada Clinical Formula is a collection of focused active skincare formulated simply to deliver real results. Our formulas contain high-performance concentrations of vitamins, peptides, minerals, antioxidants, probiotics and plant extracts. Designed to meet the specific needs of clinics, spas and salons, the range is versatile with the inclusion of gentle and high potency formulations to offer treatment options for all skin types and concerns.

Scientifically developed and tested in a skin clinic environment, this is a cosmeceutical range committed to achieving and supporting effective clinical results.



## **BEHIND THE BRAND**

Issada Clinical Formula was born from the collective experience and knowledge of Issada Owner and respected aesthetic industry powerhouse Deb Farnworth-Wood and Issada Cosmetics Founder Fiona Neale.

Issada cosmetics was first introduced to Australian spas, salons and clinics in 2006 using innovative talc-free mineral formulations to give a flawless finish that not only looked good on the skin, but provided nutrients to improve and treat it. Issada mineral cosmetics can now be found in over 250 stockists and is a top choice for skin-conscious beauty consumers.

## The Best of Both Worlds

Having spent considerable time and resources in researching and developing an advanced skincare range, in 2020 Deb Farnworth-Wood took the helm of Issada with her experienced team of skincare and aesthetic specialists. Fiona has transitioned to General Manager to continue heading up and growing the makeup division.

The result of their collaboration is a cohesive range of mineral makeup and clinical skincare that complement each other as well as the treatments our stockists perform in their salons and clinics. Our aim is to support all aspects of high functioning, healthy and beautiful skin.

## CLEAN COSMECEUTICALS

'Cosmeceautical' is a term used to describe products that have both cosmetic and pharmaceuticallike or therapeutic benefits. Our cosmeceuticals are clean formulas, meaning they do not contain toxic or harmful ingredients, they have not been (and never will be) tested on animals and are clearly and transparently labeled with no unnecessary or unproven ingredients. All delivered in classic, elegant and recyclable packaging and boxes.

CLINICAL FORMULA OVERNIGHT HYDRATING MASQUE Rich nourishment + cell repair

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Our formulas contain active ingredients (those which have been scientifically proven to change the skin at a cellular level) combined with plant extracts for targeted, long-lasting results. This is skin therapy, bottled.

# ACTIVE FORMULAS



# **ESSENTIAL INGREDIENTS**

Issada Clinical Formula is based on the fundamental ingredients shown to make a real difference to skin quality to enable people to create uncomplicated yet powerfully effective skincare routines at home.

# INTEGRITY + CARE

We believe everyone deserves to live in their best skin, so we have kept our price points affordable, while still providing our stockists with a fair and attractive profit margin.



## THE KEY INGREDIENT EDIT

## Meet some of the hero ingredients in our formulas

## SALICYLIC ACID

Salicylic Acid is a Beta Hydroxy Acid (BHA) derived from White Willow Bark. It assists in decongesting blocked pores and gently removing dead skin cells to promote clear skin.

## GLYCOLIC ACID

This Alpha Hydroxy Acid (AHA) dissolves the intercellular "alue" that holds dead skin cells to new skin cells, increasing cell turn over and revealing revitalised, smooth skin beneath.

## VITAMIN C (L- ASCORBIC ACID), QUANDONG EXTRACT, KAKADU PLUM, LILI PILLI AND MULBERRY

Rich antioxidants that fight free radical damage, provide environmental protection, repair loss of skin firmness and offer antiaging benefits.

#### HYALURONIC ACID

This skin-identical ingredient, a powerful skin hydrator, diminishes as we grow older. Hyaluronic Acid can bind up to 1000 times its own weight in water and works to replenish moisture levels, resulting in softer skin texture, fewer lines and wrinkles and a plumper, smoother complexion.

## RUMEX OCCIDENTALI, BEARBERRY EXTRACT AND LICORICE ROOT

Potent tyrosinase inhibitors, that help to prevent and reduce pigmentation, diminish dark spots and even skin tone.

## GINSENG ROOT

Rich in vitamins and minerals that help skin metabolism, thus increasing skin cell turnover.

## **B VITAMINS (NIACINAMIDE VITAMIN AND PANTHENOL)**

Powerhouse vitamins B3 and B5 offer multiple skin benefits including hydration, cell repair, collagen stimulation and improvement of fine lines, dull tone and texture.

## MARINE COLLAGEN

This amino acid is derived from seaweed which is 100% Vegan and made of complex nutrients that assist to activate natural collagen production.

## PINEAPPLE AND PAPAYA ENZYMES

Natural enzymes that exfoliate, enhance skin renewal and promote cell turnover leaving skin brighter and smoother.

The pure form of Vitamin A enhances physical cell turnover with antioxidants to visibly brighten, minimise the signs of ageing and control acne.

#### AUSTRALIAN TEA TREE AND LEMON MYRTLE

Antibacterial and anti-inflammatory to help fight surface bacteria and prevent future breakouts.

Lactobacillus Ferment acts as a natural broad-spectrum antimicrobial to soothe, balance and heal dry, sensitive, tight and irritated skin.

With a high content of antioxidants, vitamins and minerals, Lycium Chinese Fruit has a variety of functions to promote healthy skin cells, collagen and elastin.

## RETINOL

## ALOE VERA, JOJOBA, EVENING PRIMROSE OIL, VITAMIN E, AGAVE NECTAR AND AVOCADO OIL

Each ingredient is selected for its unique ability to hydrate and retain moisture, soften and condition the skin and provide soothing antiinflammatory effects.

## PROBIOTICS

#### **TASMANIAN BLUE GUM**

This native Australian plant has significant antioxidant activity that can help skin to defend against oxidative stress from pollution, UV or blue light and regenerate from within.

## LYCIUM CHINESE FRUIT



# COLLECTION OVERVIEW



Also available in Professional size



#### **Daily Gentle Cleansing Gel**

Super-hydrating with a gentle cleansing action to efficiently remove make-up, dirt, debris and environmental pollutants. Leaves skin soft and supple. Sulphate free formula.



#### Salicylic Purifying Cleanser

A non-drying facial cleanser that thoroughly removes impurities, oil and makeup, while helping to clear breakouts, unclog and minimise pores.



#### 14% Glycolic Polishing Scrub

Reveal a brighter skin tone, refined texture and clear pores by gently polishing away dead skin cells, built up dirt, debris and pollutants. Blends AHA/BHA and exfoliating beads.



#### 10% Vitamin C Serum

Gentle Formula. Ideal for all skin types especially those new to Vitamin C. Visibly brightens skin tone, improves fine lines and protects the skin against free-radical damage.



#### 25% Vitamin C Serum

High Potency Formula. Powerful antioxidant formula helps to brighten, even skin tone and protect. Suitable for all skin types except acne-prone.



#### 0.5% Retinol Serum

Gentle Formula. Prepare and strengthen the skin before advancing to 1% Retinol formula. Targets fine lines and wrinkles, sun damage, acne and enlarged pores.



#### 1% Retinol Serum

High Potency Formula. Maximum strength cell-renewing retinol serum. Assists in improving uneven or dull skin tone, fine lines and acne.



#### Niacinamide + B5 Complex

A supercharged B complex with multiple skin benefits to brighten, improve skin tone, minimise pores, hydrate & protect.



#### Collagen+ Support Serum

Infused with Marine Collagen to strengthen and repair elastin, antioxidant Vitamin C and hydrating Hyaluronic Acid. Plumps, brightens, smoothes and restores skin vitality.



#### **Even Tone Pigment Serum**

Visibly bighten and treat the appearance of uneven skin tone, hyper-pigmentation, age spots, sun damage and melasma.

# complexion.

Ideal for skin prone to acne or redness and for a sensitised or compromised skin barrier. Probiotic lactobacillus delivers healthy bacteria to the skin biome to balance, purify and brighten while hydrating.



#### Pure Hyaluronic Serum

Hyaluronic Acid replenishes moisture levels, resulting in softer skin texture. fewer lines and a plumper, smoother



#### Breakout Control Gel

A powerful gel formula to swiftly treat unwelcome spots, acne breakouts and problem skin. Reduces inflammation, targets surface bacteria and dissolves dead skin cells.



#### **Replenishing Daily Moisturiser**

A deeply hydrating moisturiser suitable for dry to normal skin types. Supports healthy skin with a combination of conditioning natural organic plant oils.

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#### **Overnight Hydrating Masque**

Richly nourishing and moisturising, the ultimate nightly treatment to hydrate and assist cell repair while you sleep.



#### **Enzyme Moisturiser**

Daily triple-action micro-peel formula gentle buffs the skin, hydrates and brightens. Improves dull skin tone texture.



#### Calming Probiotic Moisturiser



#### Recovery Complex

Soothe, calm and hydrate. Supports a healthy natural skin barrier. Ideal for use following laser, micro-needling, injectable and other non-surgical treatments.



Broad Spectrum UVA/UVB Daily Sunscreen Lotion designed to protect against the sun's harmful rays and prevent premature skin ageing.



#### **Bio-Slim Cellulite Treatment**

A firming and detoxifying daily body cream formulated to stimulate the breakdown of the fat cells that cause cellulite and promote drainage to remove excess fat and toxins.



# PROFESSIONAL TREATMENTS

## **GLYCOLIC PEEL**

Our 30% Glycolic Acid formula revitalises dull, uneven, ageing and acne-prone skin. Works to improve texture by dissolving the 'glue' that holds the superficial cells together in the upper most layer of skin, allowing it to exfoliate and reveal a refreshed glow.

#### LUMINESS MICRO-PEEL

The Luiminess Micro-Peel is gentle skin brightening treatment with an active blend of Salicylic Acid, Lactic Acid, Vitamin A, antioxidant Morus Alba Bark Extract and brightening Bearberry Extract. Gently polishes and exfoliates the skin to reveal a smoother, fresher skin tone and texture. Ideal for pre-event rejuvenation and suitable for all skin types, including sensitive skin.

## AHA/BHA MICRO-PEEL

The ultimate pre-microdermabrasion peel to soften and loosen dead skin cells, providing chemical exfoliation prior to manual exfoliation. Blends Gylcolic and Salicyclic Acid to give effective removal of the superficial outer layer of dead cells, greatly enhancing treatment results. Suitable for all skin types.

#### **EGF SKIN RENEWAL TREATMENT**

Epidermal Growth Factor's (EGF) are large proteins that float between cells communicating crucial messages relevant to growth, healing, and survival. When these signaling proteins bind to receptors on cell surfaces, they send commands to replicate, repair, and rejuvenate. EGF Skin Renewal Treatment is developed to stimulate skin renewal, speed wound healing, brighten the skin and improve scarring at the cellular level. Delivered in Hyaluronic Acid to provide additional hydration.

## PROFESSIONAL SIZED PRODUCTS

## Take your treatments to the next level with back-of-house professional formulas

#### **RECOVERY COMPLEX**

Ideal for use following laser, micro-needling, injectable and other non-surgical treatments to soothe, calm, hydrate and support a healthy natural skin barrier. Suitable for all skin types including sensitive.

#### DAILY GENTLE CLEANSING GEL

Super-hydrating with a gentle cleansing action to efficiently remove make-up, dirt, debris and environmental pollutants. Leaves skin soft and supple. Sulphate free formula ideal for intreatment use for all skin types.

## SALICYLIC PURIFYING CLEANSER

A non-drying facial cleanser that thoroughly removes impurities, oil and makeup, while helping to clear breakouts, unclog and minimise pores. Ideal for in-treatment use especially for acne and oily-prone skin.

#### 14% GLYCOLIC POLISHING SCRUB

Blends AHA/BHA for chemical exfoliation with manually exfoliating beads to gently polish away dead skin cells, built up dirt, debris and pollutants. Ideal for use in treatments such as microdermabrasion and facials for all skin types.

#### SHEER DEFENCE SPF50+

No treatment is complete without Broad Spectrum UVA/UVB sun protection and Sheer Defence SPF50+ is designed to block harmful rays, not pores.

## CALMING PROBIOTIC MOISTURISER

An ideal hydrator for skin prone to acne and for redness, sensitised skin and a compromised skin barrier. Probiotic lactobacillus delivers healthy bacteria to the skin biome to balance, purify and brighten while hydrating.







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