

Beat: Health

## Swiss Luxury Skin Care Brand Delivers Breakthrough Anti-Aging Absorption

### With Signature Caviar Serum

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**USPA NEWS** - As people age, it becomes more difficult to continue refining the presence of your skin. Known as a luxurious treat amongst wealthy and sophisticated individuals, caviar is becoming a runaway success in the beauty industry, making it no surprise that many skin care brands are infusing this...

As people age, it becomes more difficult to continue refining the presence of your skin. Known as a luxurious treat amongst wealthy and sophisticated individuals, caviar is becoming a runaway success in the beauty industry, making it no surprise that many skin care brands are infusing this extravagant ingredient into their products. Swiss skin care leader, Alpessence, delivers their signature product, the Caviar Serum, offering the most advanced benefits available from a cosmetic treatment, in the areas of anti-aging, moisturizing, brightening and firming.

It is well known that crucial ingredients play a significant role in skin care and it is less known that the absorption factor is equally as important. Many products on the market today are packed with great formulas, but are not absorbed into our skin well enough to work, as they should. One of the key reasons is due to the stratum corneum, which is the outermost layer of the skin (flattened cells) that does the key absorption. It serves as our body's primary defense and it is extremely good at its job. This means, our skin acts, as a great barrier to infusion and not everything we touch or put on our skin is fully absorbed into our bodies.

Secondly, large numbers of active ingredients in cosmetics are not soluble in skin (i.e. lipid, or fat-soluble). Some are too large in molecule to fit through the stratum corneum. If the ingredients in your skin care product are too large to immerse into skin cells, they will move between the skin cells for a period of time or be temporarily absorbed by some glands in a process known as 'appendageal absorption.' For this reason, Alpessence has innovated the technology formula of 'Infusion-Plus.' For the past few years, the Alpessence scientists have continued seeking the answer for better infusion.

Alpessence is a Swiss-based and formed luxury skin care online brand, now available in 14 countries. All skincare products are domestically sourced and made in Switzerland. Infused with diamonds, pearls, caviar, rose stem cells, and other luxurious ingredients, this brand provides a breakthrough in skin care product absorption.

Source : Alpessence

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