

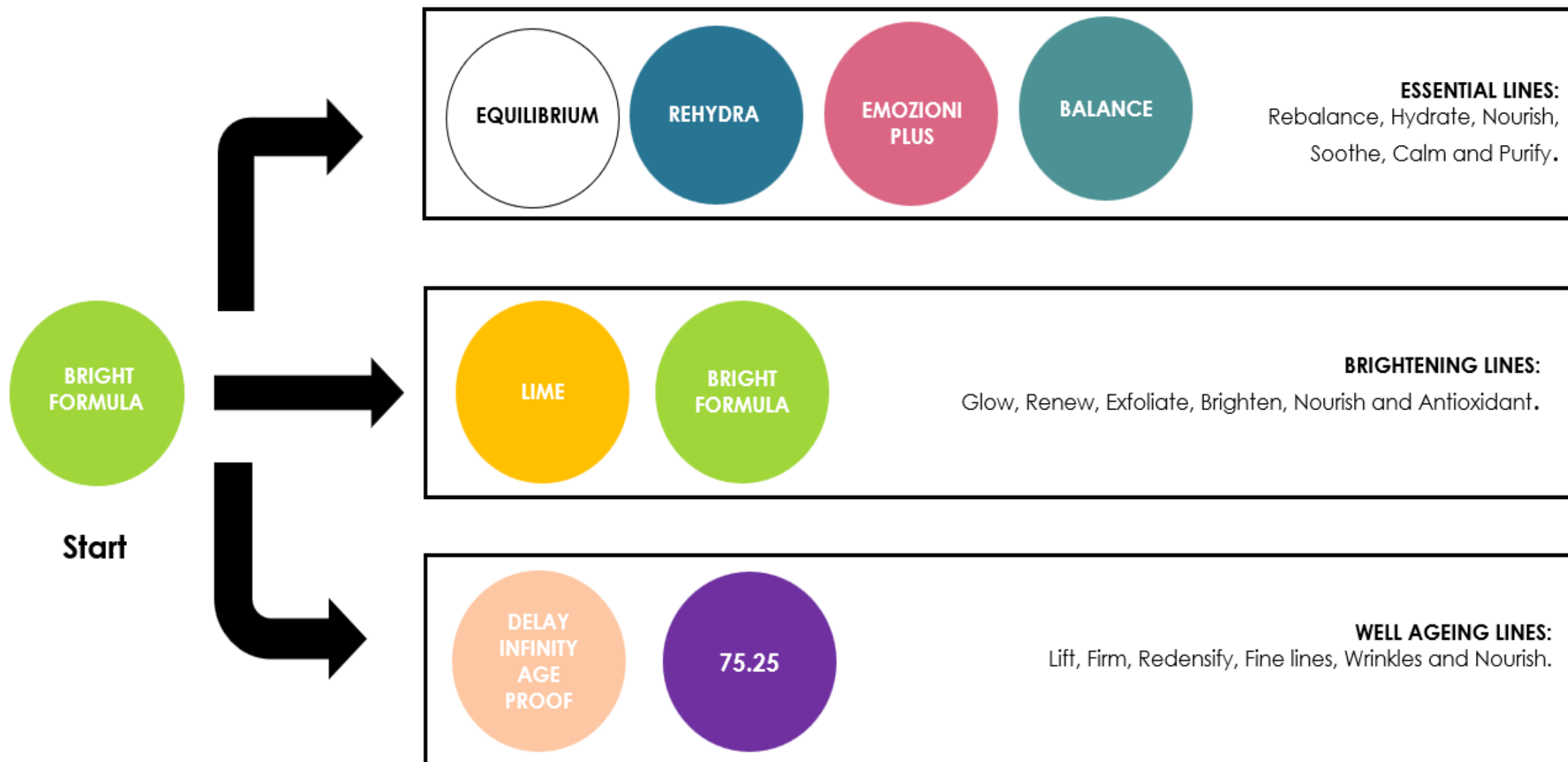
VAGHEGGI
PHYTOCOSMETICI

**BRIGHT
FORMULA**



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*BRIGHT
FORMULA*





BRIGHT FORMULA

Bright Formula is designed to improve the overall appearance and quality of the skin. It helps brighten and even the look of the complexion, gently exfoliate dead skin cells, improve hydration and leave the skin looking smoother, fresher and more radiant.

The main objectives of Bright Formula is to:

- **Brighten the appearance of dull, tired-looking skin**
- **Improve skin luminosity and radiance**
- **Help reduce the appearance of uneven skin tone and pigmentation**
- **Gently exfoliate** dead surface skin cells to improve skin smoothness
- **Increase and maintain skin hydration**
- **Improve skin texture**, leaving it softer and smoother
- **Provide antioxidant protection** to help defend the skin against environmental stress
- **Support a healthier-looking complexion** without unnecessarily stressing the skin
- **Prepare the skin** so it is in better condition for any future professional treatments and home-care products



1. THE ACTIVE INGREDIENTS

- MALTOBIONIC ACID

Innovative next-generation molecules

NEW

Maltobionic acid is a very gentle type of acid that comes from a sugar called maltose. It belongs to the **polyhydroxy acids (PHAs)** group.

In **Bright Formula**, Maltobionic acid is used because it provides **gentle exfoliation without being overly aggressive on the skin**.

The idea is to help create a skin surface that is:

- **Smoother** – helps loosen and remove dead skin cells.
- **More hydrated** – Maltobionic acid is a moisture-attracting ingredient, meaning it helps draw moisture into the skin and keep it there
- **More radiant-looking** – removing surface build-up can help dull skin look fresher and brighter.
- **Protected from oxidative stress** – it has antioxidant activity. Fights free radical damage.
- **Comfortable for the skin** – as a PHA, it is generally gentler than many traditional AHAs.

The approach is more about **improving the overall quality and appearance of the skin** - helping to exfoliate, hydrate and brighten the complexion while supporting a healthy-looking skin barrier.

Exfoliation AND hydration together.



1. THE ACTIVE INGREDIENTS

Acid	Category	Main Action	Typical Focus
Glycolic	AHA	Stronger exfoliation	Texture, dullness, pigmentation
Mandelic	AHA	Gentler exfoliation	Congestion, texture, blemish-prone skin
Lactic	AHA	Exfoliation + hydration	Dryness, dullness, texture
Citric	AHA	Exfoliation + antioxidant/formulation role	Brightening, texture
Delta – lactone Glucono	PHA	Gentle exfoliation + hydration	Sensitive, dry, mature skin
PCA Pyrrolidone Carboxylic Acid	NMF/humectant Natural Moisturising Factor	Hydration	Dry/dehydrated skin



Bright Formula Face exfoliant pro 30% pH 3

Bright Formula regenerating gel facial mask 20% pH 4

Bright formula cleansing tonic illuminating brightening complex 0,2% pH 5

Bright Formula Face Cream Glycolic + m acid complex 3% pH 4,3

Bright Formula regenerating peel pad (Glycolic + M acid complex) 20% ph 3.5

HOME PRODUCTS



PROFESSIONAL PRODUCTS





THE REFERENCES: 3 Professional References – 3 Professional/Retail References – 2 Retail References





FACE EXFOLIANT PRO



Professional Reference - 100 ml bottle + measuring cup

FACE EXFOLIANT PRO GLYCOLIC + MALTOBIONIC ACID

119279

Professional facial exfoliating treatment. Synergy of glycolic, mandelic, malic, and maltobionic acids.

How to use: Leave 10 ml of the product on for 6 to 10 minutes, then rinse and neutralize with the Bright formula illuminating restorative face mask.

Tips: Gel texture for direct application on the skin, a new intensive exfoliating synergy with controlled pH, enhanced by maltobionic acid. **A professional product to be used in autumn and winter, avoiding sun exposure.**

For external use only. Avoid contact with eyes and mucous membranes. Dermatologically tested. Nickel tested.



REGENERATING GEL FACIAL MASK



Professional reference - 200 ml bottle

REGENERATING GEL FACIAL MASK DELTA-LACTONE GLUCONO

119277

Face mask with delta-lactone glucono for renewed and illuminated skin. Ideal **for exfoliating treatments year-round and for éclat treatments.**

How to use: Leave 10 ml of the product on for 10 minutes, then rinse

Tips: Professional product to be used in all seasons.

**For external use only. Avoid contact with eyes and mucous membranes.
Dermatologically tested. Nickel tested.**



ILLUMINATING CLEANSING TONIC



Professional and home reference - 250 ml tube

ILLUMINATING CLEANSING TONIC BRIGHTENING COMPLEX

120136

3-in-1 gel that removes **toxins and impurities** from smog; rehydrates like a toner, leaving the **skin luminous and even**. Formulated with plant-based cleansers, it contains EGCG glucoside, panthenol, and **mandelic acid, which is not photosensitizing**, for a complete **cleansing that can be used in all seasons**.

How to use: Take a small amount of product, massage between damp hands, then cleanse the face and rinse.

For external use only. Avoid contact with eyes and mucous membranes. Dermatologically tested. Nickel tested.



FACE CREAM



Home reference - 50 ml jar

FACE CREAM

GLYCOLIC + M ACID COMPLEX

120124

Contains shea butter, coconut oil, allantoin, hyaluronic acid, beta-glucan, glycolic acid, mandelic acid, malic acid, citric acid, gluconolactone, and pyrrolidone carboxylic acid.

A cream that **renews and regenerates** thickened, uneven, or wrinkled skin..

How to use: Apply to the face, neck, and décolleté in the **evening and in the morning, with high UV protection.**

For external use only. Avoid contact with eyes and mucous membranes. Dermatologically tested. Nickel tested.



REGENERATING PEEL PAD



Home reference - jar of 70 soaked pads

REGENERATING PEEL PAD

20% (GLYCOLIC + M ACID COMPLEX)

120125

Exfoliates, renews, and minimizes skin imperfections. Smooth, radiant skin with an even complexion.

How to use: For combination/oily skin, use morning and evening. For normal or dry skin, use once to three times a week. Gently apply to the face, neck, décolleté, and the back of the hands, leave on for 1 to 3 minutes, then rinse with water. A slight tingling sensation after application indicates activity.

Warnings: Contains AHAs; **limit sun exposure and use sunscreen during the period of product use and for the following week.**

For external use only. Avoid contact with eyes and mucous membranes. Dermatologically tested. Nickel tested.



2. COSMETICS TO BRIGHTEN, COUNTERACT HYPERPIGMENTATION AND SPOTS, AND RESTORE NATURAL YOUTHFUL RADIANCE AND TONE (for use in all seasons)



Professional reference - 250 ml tube

REGENERATING BRIGHTENING MASK PIGMENT EQUALIZER

119280

Neutralizing mask to be applied after using the Exfoliating PRO and Regenerating Gel Face Mask. It recreates the optimal conditions for skin subjected to exfoliation treatments by hydrating, nourishing, reducing any redness, and leaving a fresh sensation. It **brightens and evens out the complexion**.

Contains allantoin, erythrulose, zinc oxide, shea butter, EGCG glucoside, and juniper extract.

How to use: Apply a thick, covering layer to the skin and leave on for 15 minutes; gently massage with water, then remove.

Professional use.

**For external use only. Avoid contact with eyes and mucous membranes.
Dermatologically tested. Nickel tested.**



BRIGHTENING DARK SPOT FACE CREAM



Professional and home reference - 50 ml airless bottle

BRIGHTENING DARK SPOT FACE CREAM PIGMENT EQUALIZER

120137

Brightens and evens out the skin of every phototype and/or ethnicity, **counteracting all types of spots** thanks to the pigment equalizer (biotechnologically derived EGCG glucoside and juniper fruit extract). Contains coconut oil, shea butter, hyaluronic acid.

How to use: Apply to the face, neck, and décolleté morning and evening.

For external use only. Avoid contact with eyes and mucous membranes. Dermatologically tested. Nickel tested.



DARK SPOT CONCENTRATE



Home and professional reference - dropper 30ml

DARK SPOT CONCENTRATE

TRANEXAMIC ACID

120126

Corrects spots and prevents their appearance. Ideal for all brightening treatments. Contains tranexamic acid, hexyl resorcinol, niacinamide, and hyaluronic acid.

How to use: Apply 4 drops to the face and areas with spots before the cream.

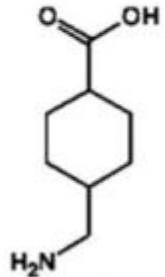
Tips: Gel serum usable in **all seasons**, following the precautions; **a versatile** product compatible with all Vagheggi beauty routines.

For external use only. Avoid contact with eyes and mucous membranes. Dermatologically tested. Nickel tested.

Avoid direct sunlight for 24 hours after use, unless with SPF 50+ protection.



ACTIVE INGREDIENTS: TRANEXAMIC ACID



Structure of tranexamic acid

The molecule is essentially an **amino acid**, similar to tyrosine, which can competitively inhibit the activity of the enzyme tyrosinase responsible for melanin formation. **Usable in all seasons.**

It is suitable for all skin types to reduce pigmentation, lighten the skin, and diminish spots in the following situations:

- Pigmentation after **sun exposure**
- Dark spots (**melasma, freckles, and solar lentigines...**)
- Sensitive skin, acne, and inflammation
- Post-operative care after laser treatment or intense pulsed light therapy

Also suitable for sensitive skin





TRANEXAMIC ACID

EFFICACY TEST: Lightening of spots after 2 months of daily application on Caucasian skin.



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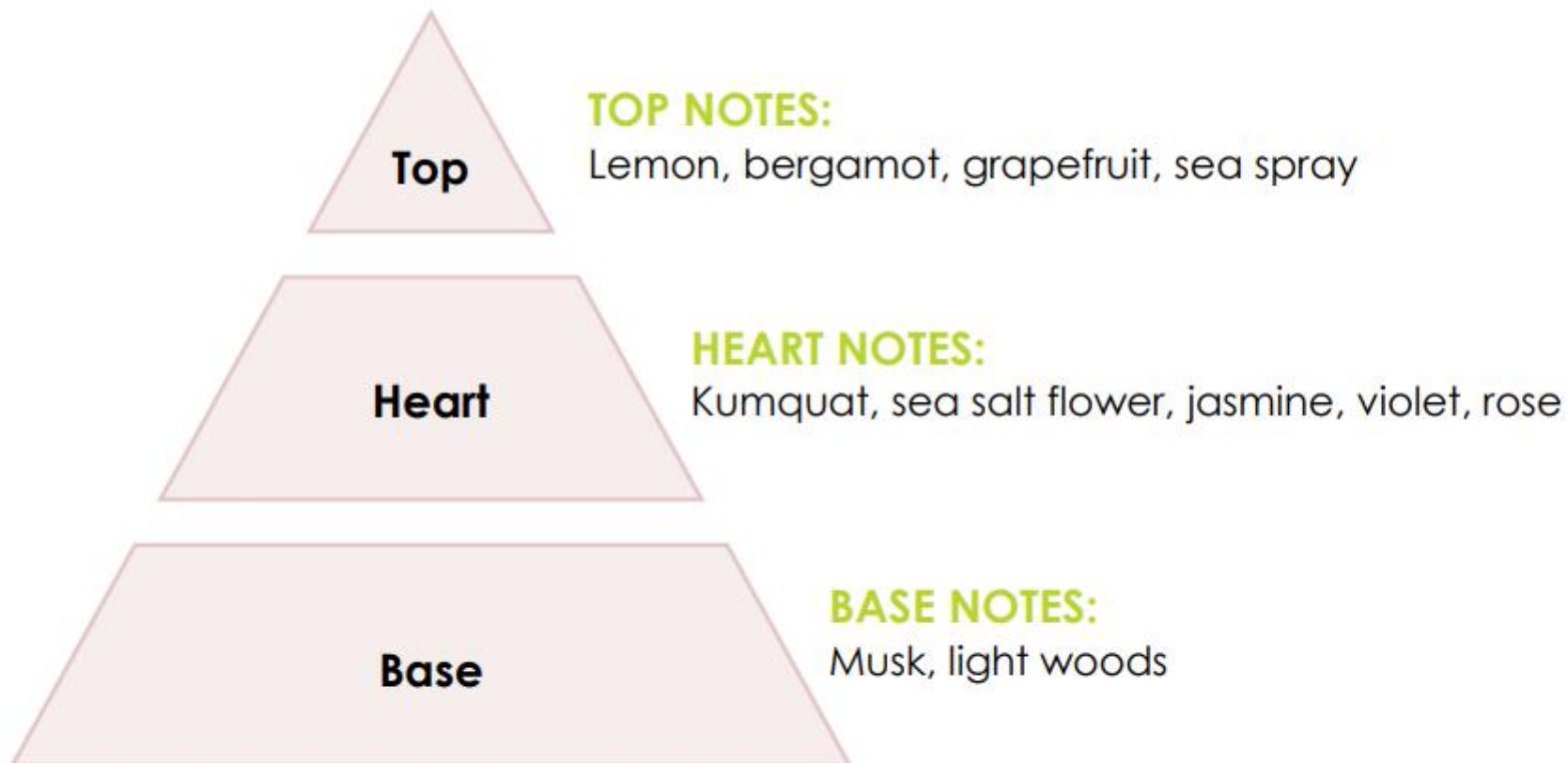


T56



THE OLFACTORY PYRAMID

Citrus, marine, floral, woody fragrance







PROFESSIONAL PROTOCOLS

The perfect professional treatment for the presence of corneal thickenings, spots, wrinkles, photoaging, and skin imperfections (post-acne scars, enlarged pores) or as an excellent preparation for aesthetic medicine treatments.

- Intensive Illuminating Exfoliating Protocol Winter
- Illuminating Exfoliating Protocol
- Illuminating Éclat Exfoliating Protocol

It activates the regenerative process while simultaneously caring for the cells by repairing, regenerating, compacting, and illuminating.

The combination with other Vagheggi lines in complete cosmetological pathways guarantees a global enhanced action against wrinkles, evenness, skin density, and stimulation of vital skin cells.



BRIGHT FORMULA: Protocol Illuminating Exfoliant Shock Winter



MOISTURIZING CLEANSING MILK 500 ml 119266

Moisturizing cleansing milk rich in shea butter, hyaluronic acid and eco-friendly Quateteco to cleanse while keeping the skin hydrated. Soft and delicate texture.



FACE EXFOLIATOR PRO 119277

bottle 100ml + measuring cup
Professional facial exfoliation treatment. Synergy of glycolic acid, mandelic, malic and maltobionic.



ILLUMINATING RETURN MASK PIGMENT EQUALIZER 119277

tube 250 ml
Neutralizing mask to be applied after using the PRO Exfoliant and the Face Regenerating Gel Mask.



MOISTURIZING TONING 500 ml 119267

Moisturizing tonic based on hyaluronic acid, panthenol and eco-friendly Quateteco that creates an active reticle on the skin able to quench it for a long time. Refreshed, rehydrated and radiant skin.



STAIN RESISTANT CONCENTRATE TRANEXAMIC ACID 120126

dropper 30ml
Corrects the spots and prevents their appearance. Ideal in all illuminating treatments. Contains tranexamic acid, hexyl resorcinol, niacinamide and hyaluronic acid.



MOISTURIZING FACE CREAM 100H 250ml 119268

With hyaluronic acid and eco-sustainable Quateteco that regulates the functions essential for optimal skin hydration. Skin protected and moisturized up to 100 hours. Texture dark, soft and fresh.



EMOZIONI PLUS Anti Pollution Drops 50+ 30 ml 118189

A formulation specially designed to treat skin on the face prone to skin stress. The precious face drops provide effective protection against external agents, pollution and UV rays with protection factor 50+.



BRIGHT FORMULA Intensive Illuminating Exfoliating Protocol Winter

	PRODUCTS	DOSE FOR SINGLE TREATMENT	HOW TO USE
CLEANSING PHYSIOLOGICAL	Equilibrium Eye and lip make-up remover	3 ml	Apply the eye and lip makeup remover to a cotton pad to gently remove makeup.
	Rehydra Hydrating Cleansing Milk	5 ml (equal to 5 doses)	Cleanse the face, neck, and décolleté with five pumps of cleansing milk, massage gently, and remove with water.
INTENSIVE EXFOLIATING ACTION	Bright Formula Face exfoliant PRO	10 ml	Cover the eyes with cotton. Fill the measuring cup with 10 ml of acidic lotion, then use the brush to apply the product to the face, neck, and décolleté. Leave it on for a minimum of 6 to a maximum of 10 minutes. During the application, you may feel a tingling sensation and a slight redness may appear; however, this is not an indication of the treatment's effectiveness, so do not wait for this to appear before removing the product. Remove the product using cotton pads soaked in water, repeating at least twice to completely remove any residue
REPAIRING MASK	Bright Formula Regenerating brightening Mask Pigment equalizer	25 ml	Apply a thick layer of the mask to the face, neck, and décolleté using a brush, and leave it on for 15 minutes. Remove with water.
INTENSIVE BRIGHTENING AND HYDRATION PHASE	Rehydra Hydrating Tonic	5 ml (equal to 5 doses)	Tap the Tonic Lotion until fully absorbed
	Bright Formula Dark Spot Concentrate Tranexamic acid	1,5 ml	Apply the product to the face and areas with spots (neck, décolleté) and gently tap until absorbed.
	Rehydra 100H Hydrating Cream	2 ml	Apply the cream and gently massage until absorbed.
PROTECTIVE FINISH	Emozioni Plus Anti Pollution drops SPF 50+ Or Summer Paradise Glow Sunscreen Fluid Spf30 Or Summer Paradise Tinted Sunscreen Fluid Spf50+	3 - 4 gtt	Apply the chosen product and tap until absorbed

Duration Treatment : 40 minutes

Home Self-Care Products: Bright Formula: Dark Spot Concentrate Tranexamic acid, Brightening Dark Spot Face Cream Pigment equalizer, Face Cream Glycolic + M acid complex, Regenerating peel Pad 20% (Glycolic +M acid complex).
It is essential to use the most suitable Vagheggi protective product in the morning



BRIGHT FORMULA : Illuminating Exfoliating Protocol



**CLEANSING TONIC
ILLUMINATING BRIGHTENING
COMPLEX**
120134

tube 250 ml Gel 3 in 1 that removes toxins and smog impurities; rehydrates like a tonic leaving the skin bright and homogeneous.



**FACE MASK
GEL
REGENERATING**
119280

bottle 200 ml Face mask with gluconolactone for a renewed and illuminated skin.



**ILLUMINATING
RETURN
MASK PIGMENT
EQUALIZER**
119277

tube 250 ml Neutralizing mask to be applied after using the PRO Exfoliant and the Face Regenerating Gel Mask.



**STAIN RESISTANT
CONCENTRATE
TRANEXAMIC
ACID**
120126

dropper 30 ml Corrects the spots and prevents their appearance. Ideal in all illuminating treatments. Contains tranexamic acid, hexyl resorcinol, niacinamide and hyaluronic acid.



**ILLUMINATING ANTI-
BLEMISH FACE
CREAM PIGMENT
EQUALIZER**
120137

Airless bottle 50 ml illuminates and makes homogeneous the skins of each phototype and/or ethnicity and contrasts all types of stain thanks to the pigment equalizer



**EMOZIONI PLUS
Anti Pollution Drops 50+
30 ml**
118189A

formulation specially designed to treat skin on the face prone to skin stress. The precious face drops provide effective protection against external agents, pollution and UV rays with protection factor 50+.



BRIGHT FORMULA Exfoliating Illuminating Protocol

	PRODUCTS	DOSE FOR SINGLE TREATMENT	HOW TO USE
CLEANSING PHYSIOLOGICAL	Equilibrium Eye and lip make-up remover	3 ml	Apply the eye and lip makeup remover to a cotton pad and gently remove makeup
	Bright Formula Illuminating cleansing tonic Brightening complex	5 ml	Cleanse the face, neck, and décolleté, gently massaging, and remove with water.
EXFOLIATING ACTION	Bright Formula Regenerating gel facial mask	10 ml	Apply the gel to the face, neck, and décolleté and leave on for 10 minutes. Remove with water.
REPAIRING MASK	Bright Formula Regenerating brightening Mask Pigment equalizer	25 ml	Apply a thick layer of the mask to the face, neck, and décolleté using a brush and leave on for 15 minutes. Remove with water
INTENSIVE BRIGHTENING PHASE	Bright Formula Dark Spot Concentrate Tranexamic acid	1,5 ml	Apply the product to the face and areas with spots (neck, décolleté) and gently tap until absorbed.
	Bright Formula Brightening Dark Spot Face Cream Pigment equalizer	3 ml	Apply the cream and gently massage until absorbed
PROTECTIVE FINISH	Emozioni Plus Anti Pollution drops SPF 50+ Or Summer Paradise Glow Sunscreen Fluid Spf30 Or Summer Paradise Tinted Sunscreen Fluid Spf50+	3 - 4 gtt	Apply the chosen product and tap until absorbed.

Duration Treatment: 50 minutes

Home Self-Care Products: Bright Formula: Dark Spot Concentrate Tranexamic acid, Brightening Dark Spot Face Cream Pigment equalizer, Face Cream Glycolic + M acid complex, Regenerating peel Pad 20% (Glycolic +M acid complex).
It is essential to use the most suitable Vagheggi protective product in the morning



BRIGHT FORMULA Protocollo Esfoliante Illuminante Éclat



CLEANSING TONIC ILLUMINATING BRIGHTENING COMPLEX

120134

tubo 250 ml

Gel 3 in 1 that removes toxins
and smog impurities;
rehydrates like a tonic
leaving the skin bright and
homogeneous.



MASK GEL REGENERATING VISO

119280

bottle 200

ml Face mask
with
gluconodeltala
ttone for a
renewed and
illuminated
skin.



ILLUMINATING ANTI- BLEMISH FACE CREAM PIGMENT

EQUALIZER 120137

Airless bottle 50
ml illuminates and
makes homogeneous
the skins of each
phototype and/ or
ethnicity and
contrasts all types of
stain thanks to the
pigment equalizer



EMOTIONS PLUS Anti pollution drops 50+ 30 ml

118189

A formulation specially designed
to treat skin on the face prone to
skin stress. The precious face
drops provide effective
protection against external
agents, pollution and UV rays with
protection factor 50+.



BRIGHT FORMULA Illuminating Éclat Exfoliating Protocol

	PRODUCTS	DOSE FOR SINGLE TREATMENT	HOW TO USE
CLEANSING PHYSIOLOGICAL	Equilibrium Struccante Occhi e Labbra	3 ml	Apply the eye and lip makeup remover to a cotton pad and gently remove makeup.
	Bright Formula Illuminating cleansing tonic Brightening complex	5 ml	Cleanse the face, neck, and décolleté, gently massaging, and remove with water..
EXFOLIATING ACTION	Bright Formula Regenerating gel facial mask	10 ml	Apply the gel to the face, neck, and décolleté and leave on for 10 minutes. Remove with water
BRIGHTENING PHASE	Bright Formula Brightening Dark Spot Face Cream Pigment equalizer	3 ml	Apply the cream and gently massage until fully absorbed.
PROTECTIVE FINISH	Emozioni Plus Anti Pollution drops SPF 50+ Or Summer Paradise Glow Sunscreen Fluid Spf30 Or Summer Paradise Tinted Sunscreen Fluid Spf50+	3 - 4 gtt	Apply the chosen product and tap until absorbed

Duration Treatment: 20 minutes

Home Self-Care Products: Bright Formula: Dark Spot Concentrate Tranexamic acid, Brightening Dark Spot Face Cream Pigment equalizer, Face Cream Glycolic + M acid complex, Regenerating peel Pad 20% (Glycolic +M acid complex).
It is essential to use the most suitable Vagheggi protective product in the morning

THANK YOU



VAGHEGGI
PHYTOSMETICI