



## M.A.D Skincare Mandelic Refining Cleanser Addresses Anti-Aging, Brightening and Acne All In One!

M.A.D. Skincare announces the breakthrough **M.A.D's Mandelic Refining Cleanser**, using a cocktail of alpha-hydroxy acids, gentle yet very effective making this a fundamental cleanser for your backbar and client at-home care. Addressing skin dullness, decreasing appearance of pores and deep cleans without drying, this cleanser hydrates, refines and tones skin. An ideal cleanser for all, Mandelic Refining Cleanser is part of M.A.D's newly introduced FLEX Concern, addressing Anti-Aging, Brightening and Acne all in one.

### ADDITIONAL BENEFITS:

- Gentle exfoliating cleanser helps acenic and/or sensitive, inflamed skin.
- Perfect for providing safe, progressive exfoliation as your client will see clean, refined and tone skin with consistent use.
- Helps regulate skin's pH balance.

### ACTIVE INGREDIENTS:

- **Mandelic Acid**, an alpha-hydroxy acid (AHA) derived from bitter almonds, but gentler yet very effective. Accelerates cell turnover and helps remove dead skin that lead to dull complexions and fine lines. Has shown to reduce melasma as much as 50%, resulting in a more even skin tone. Antibacterial properties help treat acne, regulate sebum production and decrease breakout occurrence. **Mandelic Acid** has even been shown to benefit cystic acne.
- **Lactic Acid** nourishes and moisturizes the skin as it cleanses. An alpha-hydroxy acid, exfoliates and stimulates cell regeneration. It also helps break down impurities and sebum. Excellent in tackling hyperpigmentation, age spots, and the other causes of a dull, uneven complexion.
- **Tartaric and Malic Acids** are light alpha-hydroxy acids aiding in gentle exfoliation, removing buildup of dead skin cells and clogged pores. Effective detoxifiers improve skin's texture and stimulates skin's metabolism promoting healing and anti-aging. Hydrates the skin for a brighter, smoother skin tone.

### RETAIL BENEFITS:

- **A great upsell**, this is the perfect cleanser for clients to use in-between esthetic treatments.
- Clients will love a cleanser that addresses acne, dull skin and anti-aging benefits all in one.
- Can be used as a daily cleanser, clients will love their healthier complexion looks **creating repeat retail sales**.

Available in BACKBAR size (480ml NET/16 FL oz..) and RETAIL size (200ml NET/6.75 FL oz.) for client at-home use.

**INGREDIENTS:** Aqua(Water), Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Mandelic Acid, PEG-150 Pentaerythrityl, Tetrastearate, Lactic Acid, Malic Acid, Tartaric Acid, PEG-6 Caprylic Capric Triglycerides, Phenoxyethanol, Ethylhexylglycerin, Sodium Chloride// Does not contain parabens or chemical colorants

M.A.D Skincare blends the best science and nature has to offer addressing individual skin concerns, delivering maximum benefits and the most advanced, potent skin care products on the market today.

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