

Diego dalla Palma
PROFESSIONAL

WHITELIGHT

Hello and welcome to this training video for the Diego dalla Palma product line.

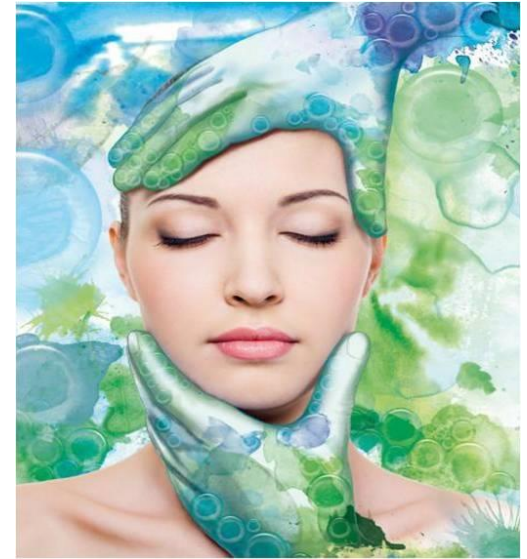
We have seen in the introduction that Diego dalla Palma is a historical Italian brand known for its expertise in the field of skin care. Its long experience has allowed the iconic brand to create a world of brand to create a versatile world of beauty known for the professionalism and performance of its products in over 58 countries.

Diego dalla Palma offers a wide range of beauty products, designed and tested in the laboratory for high level performance. Suitable for all types of skin types. Safe for pregnant women or sensitive skin. They can also be used with the latest technologies such as, laser treatments, micro needling and cosmetic surgeries. We will start this training with the objectives of the range and the **51+3 HYALUCOMPLEXTM** which is at the heart of all the products making it a range that stands out from others on the market with products that the skin recognizes.

Communication objectives

The initial objectives of the products are therefore:

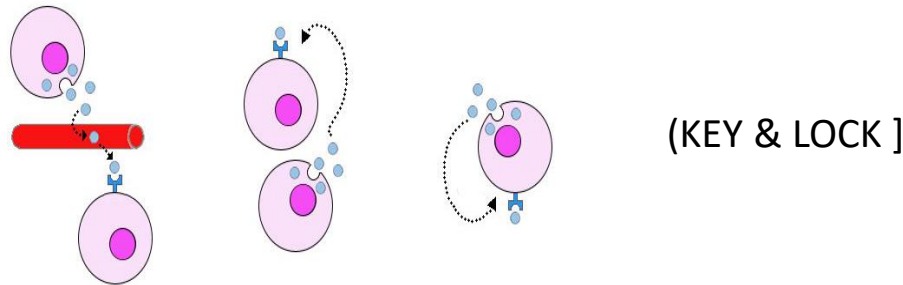
- **1. To regulate cell metabolism**
- **2. Harmonies cell communication**
- **3. Detoxify intoxicated cells**
- **4. Stimulate cellular function to increase vitality and longevity of cells.**



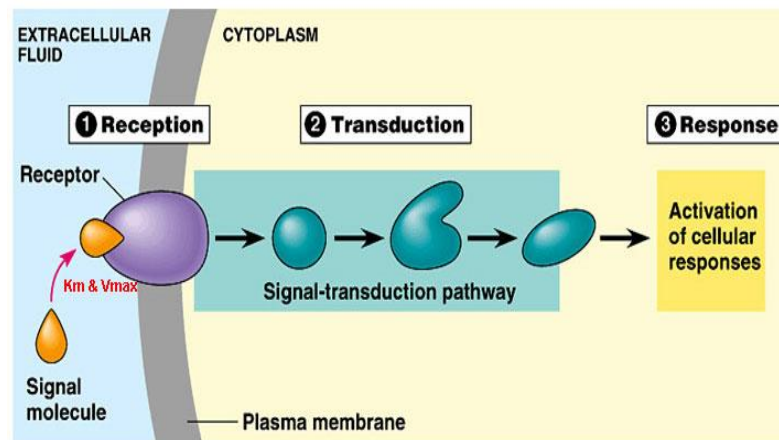
If intoxicated cells with a reduced metabolism can no longer communicate properly with each other and work in harmony, there is a loss of dialogue between the epidermis and the dermis.

Cellular communication

The main mechanism by which cells communicate is through messengers released by secretory cells and bound by 'receptors' on the cell membrane. IMPs (integral membrane proteins), also known as messenger RNA (mRNA) binding proteins.



When the cell receives the signal, it responds to the message by changing its behaviour.



Cellular messengers

With age, the key mechanism (KEY & LOCK) rusts and the production of these cellular messengers slows down. This prevents the cells from reproducing and slows down their metabolic functions, which then leads to premature ageing, wrinkles, poor cell renewal, etc.

The messengers can be of many different types. They can be hormones, ions or trace elements, peptides/proteins/amino acids, sugars (glycans) or vitamins.

We call them bioactive molecules.

51+3 Hyalu complex

At the heart of the products is the **51 + 3 HYALU complex**.

COMPLEXTM: Patented dermocosmetic ingredient, exclusive to Diego Dalla Palma

- ❑ **51 + 3 Hyalu Complex** provides everything the skin's cells and structural components need to be healthy. It provides the perfect level of nutrients needed for good cell communication and fights skin problems on the surface. Deep down it provides the perfect level of nutrients needed for good cell communication and fights skin problems on the surface and deep down for immediate and lasting results.
- ❑ For each segment of the line, the **51+ 3 HYALU complex** has been enhanced with Bioactive molecules according to the skin imbalance to be corrected.

The result is a rebalancing of the cellular communication and the correction of the skin problem.

51+3 HYALU COMPLEX™

20 AMINO ACIDS

16 VITAMINS

6 MINERALS AND TRACE ELEMENTS

3 NUCLEIC ACIDS

4 CERAMIDES

2 CELLULAR OSMO-PROTECTORS

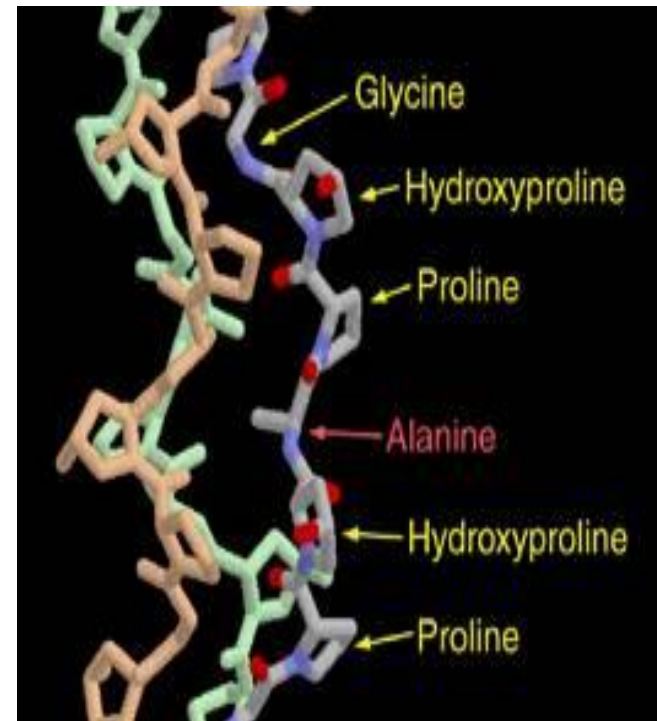
3 HYALURONIC ACIDS

51+3 HYALU COMPLEX™

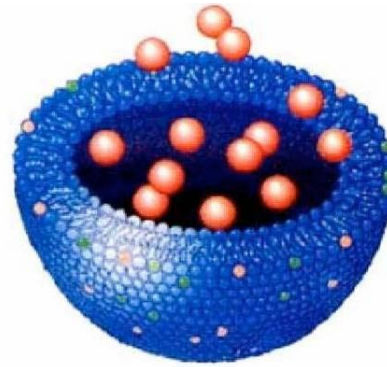
20 AMINO ACIDS

Alanine, arginine, aspartic acid, glutamic acid, cysteine, glycine, histidine, isoleucine, leucine, lysine, phenylalanine, methionine, proline, serine, taurine, threonine, tyrosine, trimethylglycine, tryptophane, valine

Function: Essential for the neo-formation and resistance of the structural elements of the skin, such as collagen, elastin and keratin



51+3 HYALU COMPLEX™



16 VITAMINS

Linoleic acid and linolenic acid (two forms of vitamin F), ascorbic acid (vitamin C), folic acid (vitamin B9), pantothenic acid (vitamin B5), alpha-lipoic acid (tioctic acid or vitamin N), biotin (vitamin B8), Cyanocobalamin (vitamin B12), inositol (vitamin B7), Niacinamide (nicotinamide or vitamin B3 or vitamin PP), pyridoxine (vitamin B6), retinol (vitamin A), riboflavin (vitamin B2), thiamine (vitamin B1), Tocopherol (vitamin E), Ubichinone (vitamin Q)

Function: Stimulates the metabolic functions of the cells and protects the skin against external aggressions

51+3 HYALU COMPLEX™

6 TRACE ELEMENTS AND MINERALS

Fer, magnesium, copper, silicon, sodium, zinc.

Function: *Ionic balance of the skin and essential for cell communication and metabolism*

3 NUCLEIC ACIDS

ADN

RNA(ribonucleic acid)

ATP(adenosine triphosphate)

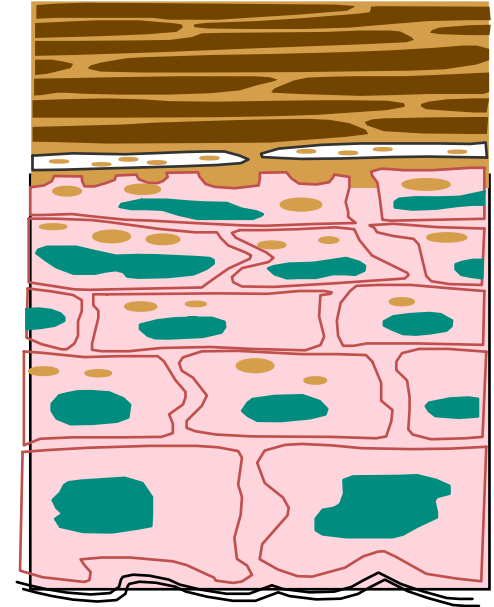
Function: *Regulates metabolism, energy production, cell proliferation and vitality.*

51+3 HYALU COMPLEX™

4 CERAMIDES

Ceramide 1, Ceramide 3, Ceramide 6 II, Phytosphingosine.

Function: *Constitute the intercellular cement of the skin, essential for its protective function.*



51+3 HYALU COMPLEX™

2 CELLULAR OSMO-PROTECTORS

Trehalose, Betaine.

Function: *Regulates the correct osmotic pressure, i.e. the precise water content in the cells. Essential for combating cellular stress.*



51+3 HYALU COMPLEX™

3 HYALURONIC ACIDS

High molecular weight hyaluronic acid.

Function: *Regulates long-term skin hydration, smoothes microrides and encourages the penetration of other active ingredients.*

Low molecular weight hyaluronic acid.

Function: *Promotes deeper hydration of the epidermis and stimulates the physiological production of proteins essential for skin firmness and elasticity.*

Glycosaminoglycans.

Function: *Stimulate the neo-formation of hyaluronic acid and strengthen the blood microcirculation. Because they are so small, they not only penetrate easily, but also make the skin more permeable to other active ingredients stimulating their absorption.*

WHITELIGHT™

Light in its purest form.



WHITELIGHT™

Light in its purest form.

In this segment we will talk about dull and uneven skin tone, pigment spots and anti-ageing.

Dull and uneven looking grey skin.

What can cause it?

- The aging process
- Pregnancy
- Hormonal imbalances
- Medical treatments
- Excessive sun exposure
- Pollution
- Skin irritation

All of these elements expose our skin to dullness, uneven tone and pigment spots, affecting almost all women and often causing discomfort.

The problem

We already know that the main cause of skin problems including dull skin, uneven skin tone and pigmentation spots is due to an altered balance in the communication between cells, leading to having:

Irregular production and distribution of melanin,
the pigment responsible for skin coloring.



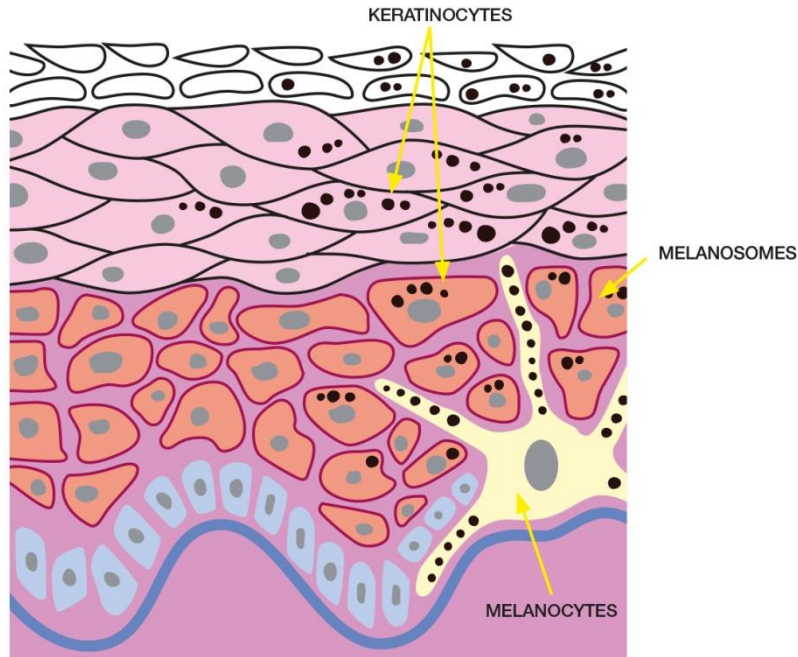
Causing brown spots and imperfections on the skin

The inability of the skin to reflect light properly



the skin looks less radiant and younger.

Melanin: production and distribution



Melanin is produced in the deepest layer of the epidermis, inside cells called melanocytes, due to the enzyme tyrosinase and the oxidative reaction, which causes the darkening of the melanin that has just been produced. The melanin is then incorporated into small granules (melanosomes), which are then transferred to the keratinocytes and transported to the surface layers of the skin, giving it its colour.

Fig.1: Melanogenesis = melanin formation.



SKIN: Light reflection

Young skin looks rosy and radiant and reflects light evenly due to:

- A smoother skin surface.
- Better light diffusion from the deeper layers of the skin, where the chromophores are located.

* Over time, the skin surface becomes less smooth, and the chromophores can be changed.

Over time, the skin surface becomes less smooth, and the chromophores can be altered, causing the skin to lose its ability to reflect light evenly.

(*) Chromophores are substances capable of interacting with light, and they are responsible for the colours that our eyes can then see. Two of the most important chromophores are melanin and collagen.

Whitelight

The solution to restore skin radiance and fight pigmentation spots, with a powerful anti-ageing action.

The power of care:

- ✓ Cellular bio-revitalisation and the re-harmonisation of melanin production allow for an even skin tone and a more youthful, radiant appearance.
- ✓ In the **WHITELIGHT**™ range, the **51 + 3 HYALU complex** contains an increased amount of vitamin C and vitamin PP to regulate the skin's pigmentation processes and help form an even, luminous complexion. Reinforced with Pro white B-sphere.

So, let's take a closer look at our active ingredients.

Active Ingredients

WHITELIGHT™

Pro white B-sphere: The beads adjust the production of melanin.

Contains:

PINOSYLVINE: Pine resin; antioxidant and epidermal cell messenger - improves cell communication.

PHLORETIN: Apple leaf; broad spectrum antioxidant; protects cellular DNA, increases cell turnover, reduces UV-induced discoloration, prevents glycation, provides energy to skin cells.

DIACETYL BONDINE: a bark extract also known as "Luminskin", a fast-acting skin lightening agent, acts on tyrosinase.

CHROME - Corrective spheres: double delivery system to act on the surface to obtain an instant chromatic correction and in depth to act on the melanocytes.

VITAMIN PP - [B3 Niacinamide]: prevents melanin transfer to the surface, healing, anti-inflammatory, moisturizing, stimulates collagen and elastin.

An advanced biospheric delivery system to obtain an active action on the different layers of the skin and optimal performance.

On the surface: it chromatically neutralizes the visibility of brown spots, blemishes and uneven skin tone, to instantly achieve a more even skin tone.

In-Depth: rebalances melanin production for more even skin pigmentation and a radiant glow from within. It fights brown spots, uneven skin tone and dullness. Intensive lightening and anti-spot action: synergistic adjustment of melanin production and distribution + Dual delivery system: effective on multiple skin layers.

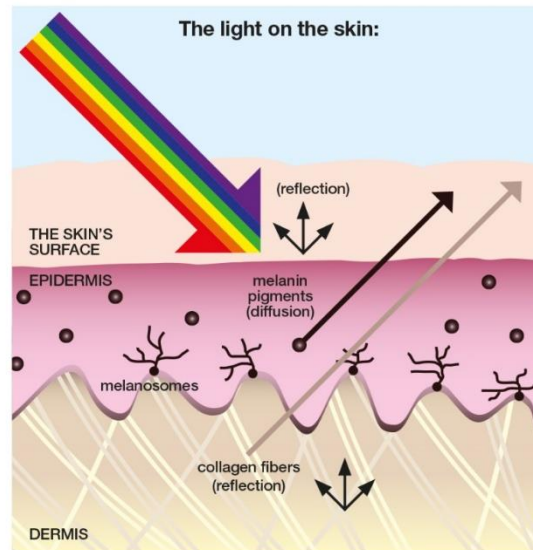
Active Ingredients

WHITELIGHT™

DIAMOND LIGHTENING COMPLEX :

An innovative revitalizing complex containing diamond powder and acetyl-35 pentapeptide, enhanced with a reflective pigment.

It helps the skin to better reflect light and achieve a more youthful, radiant and healthy appearance typical of young skin. Increases the resistance to stress on the different layers of the skin promotes the repair of damage caused by external agents and the aging process promotes the optimal reorganization of the skin structure, protecting collagen and its reflective properties. Wrinkles and grey areas will be less visible, the skin will appear smoother, brighter and more reflective.



Active Ingredients

WHITELIGHT™

PHYTIC ACID: In 1995, it was first used by doctors to replace hydroquinone.

Phytic acid is derived from rice bran. In the basal layer, it reduces the production of tyrosinase necessary for the production of melanin.

It is also a powerful anti-oxidant and anti-inflammatory to prevent post inflammatory hyperpigmentation. Used at a concentration between 0.5% and 4% with the ability to reduce melasma.

We find it in: Vitamin C Lightening Serum Lotion (prof & resale), Professional Spot Targeting Kit, Spot Correcting Roller Applicator and Intensive Mask (prof).

HYPERACTIVE VITAMIN C 79%:

Minimizes the signs of aging, improves skin tone and radiance, visibly reduces wrinkles and reduces wrinkles and pigment spots, protects the skin from external agents and restores a natural glow and restores a natural radiance that mature skin lacks.

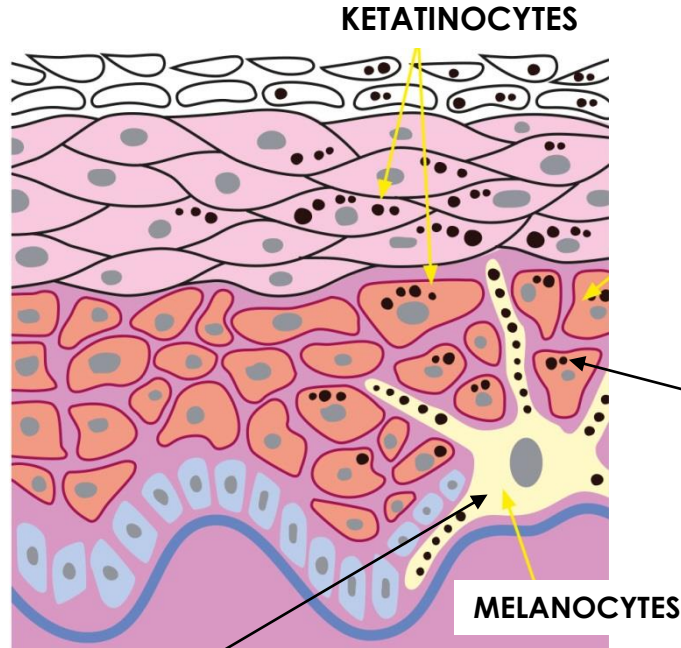
Synergistic adjustment of melanin production:

1. EXTERNAL FACTORS AND AGING 51

+ 3 HYALU COMPLEX™: it prevents the action of free radicals, external agents, the ageing process and other factors that can cause overproduction and/or irregular production of melanin.

2. CELLULAR BALANCE GLYCANS: they restore the balance and good communication between the skin cells, allowing the active brighteners (radiation absorbing molecules) to reach more easily the deepest layers of the skin, where the melanocytes are located.

3. Melanin synthesis PRO WHITE B SPHERES: controls the formation of melanin, balances the action of the tyrosinase enzyme (due to pinosylvin and phloretin) and/or stabilises its inactive component (due to diacetyl boldin). PHYTICAL ACID: neutralises hyperpigmentation, encapsulating and trapping the copper and iron ions essential for tyrosinases. VITAMIN C: fights free radicals and irritants, reduces oxidation (and then the creation of new melanin) preventing the creation of new melanin and therefore the appearance of pigmentation spots.



5. PRO WHITE B-SPHERES SKIN SURFACE: due to its chromo-correcting spheres, it acts instantly to create uniformity and reduce the visibility of brown spots. PHYTICAL ACID: promotes cell renewal and regeneration, eliminating melanin from the skin's surface.

4. VITAMIN PP: slows down the transfer of melanosomes (melanin granules) to the skin surface.

Resale home care



Lightening serum lotion with vitamin C 125 ml

ACTION: tones and refreshes the face, restores radiance. Enriched with hyaluronic acid, soothes the skin and neutralizes the yellow or dull tone caused by stress and aging. Use in the cleansing phase instead of the revitalising toner. Brings new radiance to the skin.

ACTIVE INGREDIENTS: Vitamin C, Cell detoxium, hyaluronic acid, phytic acid, glycans.

Directions for use: Every day, morning and evening, apply lightly with cotton pads and pat gently onto face and neck. Avoid direct contact with the eyes.



Lightening Serum 30 ml

ACTION: Double action shock treatment. **On the surface**, it reflects light and brings instant radiance to the skin; **Deeply**, it neutralizes age spots and wrinkles. Enriched with DIAMOND LIGHTENING COMPLEX to increase the skin's vitality, making it softer and silkier.

ACTIVE INGREDIENTS: 51+3 HYALU COMPLEX™ , Pro white B-sphere, diamond lightening complex , light reflecting powder.

Directions: Use morning and night, after cleansing. Apply to face, neck and décolleté, avoiding the eye area.

Resale home care



CP City Protective Tinted Cream SPF 50 40 ml

ACTION: daily treatment to defend against urban pollution and sunlight. Protects the skin from smog, toxins and other harmful external agents. It contains high UVA and UVB protection to fight against the formation of wrinkles and brown spots and revives tired and stressed skin. Due to its perfecting pigments and universal color, suitable for all skin tones, it reflects light for a healthy glow.

ACTIVE INGREDIENTS: ANTI-POLLUTION SYSTEM, broad spectrum UVA-UVB filters, jojoba oil, vitamin E.

Directions: Apply in the morning to face, neck and décolleté. **[Day]**



Lightening Cream 24HR 50 ml

ACTION: Prevents, reduces and corrects age spots and wrinkles, ensuring an even distribution of melanin. Due to its special lightening effect, the product improves the reflection of light on the skin's surface to provide instant radiance and an even skin tone.

ACTIVE INGREDIENTS: 51+3 HYALU COMPLEX™ , pro white B-sphere, diamond lightening complex , reflective powder, allantoin, shea butter.

Directions: Apply morning and night to face, neck and décolleté, avoiding the eye area. Massage into skin until completely absorbed. **[Day/Night]**



Resale home care



Anti-Spot Corrector Roll-on 10 ml

ACTION: Ultra-concentrated brightening treatment designed to reduce dark spots and blemishes. Ideal for unifying the complexion and refining the texture of the skin.

RESULT: Brightens dark spots. Reduces blemishes.

ACTIVE INGREDIENTS: Pro white B-sphere, 4% phytic acid.

Directions: Use morning and night. Apply directly to the spot or blemish. Shake before use. Redness or stinging may occur immediately after application. This is caused by the ingredients in the product and will disappear after a few moments.

***Caution: do not apply near the eye area.**

Resale home care

Intensive Mask 1 sheet

ACTION: shock treatment to brighten and even out skin tone. In just 10 minutes, the skin will be more radiant, with a luminous and uniform complexion.

ACTIVE INGREDIENTS: Pro white B-sphere, Vitamin PP, phytic acid, enoxolone (metabolite of licorice root glycyrrhizin), multivitamin and antioxidant complex, amino acid complex.

Directions for use :



1. Cleanse face



2. Apply the mask, making sure it adheres well to the face



3. Leave on for 10 minutes



4. Remove the mask



5. Massage any residue and rinse off

Resale Super active anti-stress/energizing concentrate

The shock answer for a more radiant, rested face and vital, luminous eyes.

We also have 3 super active concentrates on sale. The energizing, anti-stress and plumping concentrates. 3 shocking actions / 3 different textures. You can still incorporate them into your salon treatments if necessary.

These serums were created to offer a **7 DAY shock treatment** to be added temporarily to your daily skincare routine.

Why do you need to add a shock treatment?

Changes in climate, new medical conditions or medications, and stress can have an impact on the health of our skin.

This can lead to a slowing down of cell renewal, an accumulation of toxins and a lack of oxygen.

It becomes necessary to intervene with targeted treatments that promote skin renewal, increasing oxygen supply.

For mature skin, the **energizing concentrate** is ideal.

A synergistic complex of micro-encapsulated adenosine and retinol, for a prolonged release that improves its effectiveness and tolerability. Adenosine is a fundamental component of cellular DNA, with a powerful redensifying and anti-wrinkle action. It stimulates the production of collagen and elastin, making the skin smoother and more elastic. Retinol remodels the skin and counteracts the presence of wrinkles and imperfections.

Redensifying, remodelling and anti-wrinkle action.

Nourishing and elasticizing milk texture.



For intoxicated skin, the **anti-stress concentrate** is very suitable.

Internal and environmental stress (excessive exposure to blue light from smartphones, televisions and PCs, sleep disorders, night work, jet lag, tension, poor diet) alters the internal clock of facial skin making it look duller, grey, tired and accelerates the ageing process. The active ingredient **β circadin™** detoxifies the skin and resynchronizes its circadian rhythms, countering the signs of fatigue on the face and eye contour (dark circles and puffiness).

Detoxifying action

Refreshing and silky transparent fluid texture.



Professional Care



Lightening serum lotion with vitamin C 250 ml

ACTION: tones and refreshes the face, restores radiance. Enriched with hyaluronic acid, soothes thirsty skin and neutralizes the dull yellow tone caused by stress and aging. Use in the cleansing phase instead of the revitalising toner. Brings new radiance to the skin.

ACTIVE INGREDIENTS: Vitamin C, Cell detoxium, hyaluronic acid, phytic acid, glycans.



Brightening Serum 50 ml

ACTION: Double action shock treatment. On the surface, it reflects light and brings instant radiance to the skin; under the superfluous layer of the skin, it neutralizes age spots and wrinkles. Enriched with Diamond Brightening Complex to increase skin's vitality, making it softer and silkier.

ACTIVE INGREDIENTS: 51+3 HYALU COMPLEX™ , Pro white B-sphere, diamond lightening complex ,light reflecting powder.

WHITELIGHT™

Professional Care



Vitamin C 79% highly active 7 pearls

ACTION: Minimizes the signs of ageing, improves skin tone and radiance, visibly reduces wrinkles and pigment spots, protects the skin from external agents and restores a natural radiance, which is missing in mature skin.

Directions: Dissolve one hyperactive vitamin C bead: 79% in a bowl with 1.5 ml of serum.

ACTIVE INGREDIENTS: Vitamin C (natural active form: L-ascorbic acid).

Vitamin C has gained popularity due to the aging population, concerns about wrinkles, loss of tone, dark circles, dull skin, hyperpigmentation. Concerns about pollution leading to toxic overload, sensitivities, free radicals.

Due to consumer demand for more effective and faster solutions without irritation Diego dalla Palma has created the highly active Vitamin C 79%. Ultra concentrated and very pure with superior technology.

12 years of research in order to achieve a stable 3D matrix format ultra concentrated and very pure with superior technology. No preservatives, fresh activation before each use.

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PROFESSIONAL

Professional Care



Intensive Mask 10 sheets

ACTION: shock treatment to brighten and even out skin tone. In just 10 minutes, the skin will be more radiant, with a luminous and uniform complexion.

ACTIVE INGREDIENTS: Pro white B-sphere, Vitamin PP, phytic acid, enoxolone (metabolite of liquorice root glycyrrhizin), multivitamin and antioxidant complex, amino acid complex.

Professional stain kit

(Stain Activator 30 ml + Stain Ampoules 16 ml)

Professional Intensive Kit. Ultra concentrated brightening treatment designed to reduce dark spots and blemishes. Ideal for unifying the complexion and refining the skin's texture. It acts on melanin accumulation and combats the factors that simulate its excessive synthesis. A more radiant skin and an even complexion are possible. To be used exclusively in anti-spot and anti-ageing treatments.

Anti-spot activator: Reinforces and improves the anti-spot action. It can be used in two different ways.

1. To boost exfoliation on dark spots: mix with the chosen exfoliator.
2. To boost the effectiveness of the serum on dark spots.

ACTIVE INGREDIENTS: 4% phytic acid.

Anti-Spot Ampoules: Intensive Anti-Spot Action

ACTIVE INGREDIENTS: pinosylvin, phloretin, naringin.



Soins Professionnels



Lightening Cream 75 ml

ACTION: prevents, reduces and corrects age spots, wrinkles, dry skin, ensuring an even distribution of melanin. Due to its lightening effect, the product improves the reflection of light on the surface of the skin to provide an instant radiance and a unified complexion.

ACTIVE INGREDIENTS: Pro white B-sphere, diamond lightening complex, reflecting powder, allantoin, shea butter.



CP Protective Tinted City Cream SPF 50 40 ml

ACTION: daily defense treatment against urban pollution and sunlight. Protects the skin from smog, toxins and other harmful external agents. It contains high UVA and UVB protection to fight against the formation of wrinkles and brown spots. Due to its perfecting pigments and universal color, suitable for all skin tones, it reflects light for a healthy glow.

ACTIVE INGREDIENTS: ANTI-POLLUTION SYSTEM, broad spectrum UVA-UVB filters, jojoba oil, vitamin E.

Cost and suggested price of salon treatments

WHITELIGHT Lightening Care 60 MINUTES

Cost \$15.49

Suggested facial price \$125.

Steps of the treatment

- **Make-up removal** remove make-up with 2ml of **Biphasic Eye/Lip Make-up Remover**.
- **Cleansing** Apply 3ml of **Micellar Cleansing Milk** while performing cleansing maneuvers on the face, neck & décolleté. Rinse off.
- **Lotion** Apply **Vitamin C Brightening Serum Lotion** with pads to face, neck & décolletage.
- **Exfoliation** Choose the exfoliator according to the client's skin type: apply 5ml of **Enzymatic or Mandelic acid exfoliator or combined acid peel**. Leave on for 5-10 minutes. Rinse with cold water.
- **Massage** perform a lifting massage with 2ml of **Massage Cream**.
- **Serum** apply 0.5ml of **Intensive Brightening Serum** to the face and neck.
- **Mask** apply 1 sachet of Intensive Brightening Mask Sheet to face and neck. Leave on for 10 minutes. Do not rinse off.
- **End of treatment cream** apply 0.5ml of Lightening Cream and 0.5ml of CP Cream.

Cost and suggested price of salon treatments

WHITELIGHT ANTI-SHINE TREATMENT 60 MINUTES

Cost \$20.80

Suggested facial price 155\$.

Steps of the treatment

- **Make-up removal** remove make-up with 2ml of **Biphasic Eye/Lip Make-up Remover**.
- **Cleansing** Apply 3ml of **Micellar Cleansing Milk** while performing cleansing maneuvers on the face, neck & décolleté. Rinse off.
- **Lotion** Apply **Vitamin C Brightening Serum Lotion** with pads to face, neck & décolletage.
- **Exfoliation** Choose the exfoliator according to the client's skin type: apply 5ml of **Enzymatic or Mandelic acid exfoliator or combined acid peel**. Leave on for 5-10 minutes. Rinse off.
- **Serum** apply 1 ampoule of **anti-spot** to the affected areas.
- **Massage** perform a lifting massage with 2ml of **Massage Cream**.
- **Serum** mix 1 ml **Intensive Lightening Serum** with 1ml **Anti-Spot Activator**, apply to face.
- **Mask** apply 1 sachet of **Intensive Lightening Mask** sheet to face and neck. Leave on for 10 minutes. Do not rinse.
- **Aftercare Cream** apply 0.5ml of **Lightening Cream** and 0.5ml of **CP Cream**.

Cost and suggested price of salon treatments

WHITELIGHT Anti-Aging and Anti-Spot treatment (60 MINUTES)

Price 30.34\$.

Suggested facial price 175\$.

Steps of the treatment

- **Make-up removal** remove make-up with 2ml of **Biphasic Eye/Lip Make-up Remover**.
- **Cleansing** Apply 3ml of **Micellar Cleansing Milk** while performing cleansing maneuvers on the face, neck & décolleté. Rinse off.
- **Lotion** Apply **Vitamin C Brightening Serum Lotion** with pads to face, neck & décolletage.
- **Exfoliation** Choose the exfoliator according to the client's skin type: apply 5ml of **Enzymatic or Mandelic acid exfoliator or combined acid peel**. Leave on for 5-10 minutes. Rinse off.
- **Serum** apply 1 **ampoule of anti-spot** to the affected areas.
- **Massage** perform a lifting massage with 2ml of **Massage Cream**.
- **Serum** mix 1 ml **Intensive Lightening Serum** with 1ml **Anti-Spot Activator** + 1 **vitamin C pearl 79%** and apply to the face.
- **Mask** apply 1 sachet of **Intensive Lightening Mask** sheet to face and neck. Leave on for 10 minutes. Do not rinse.
- **End of treatment** cream apply 0.5ml of **Lightening Cream** and 0.5ml of **CP Cream**.