



PoreAway
Effective, matifying skin refiner



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A precious medicinal resin to fight dilated pores and matify the skin

Based on mastic, an aromatic resin coming from the bark of a tree that grows on the Greek island of Chios, PoreAway tightens dilated pores – making them invisible – and purifies the skin.

Mastic has been recognized since antiquity for its unique aroma and therapeutic properties. Mastic was notably used as a chewing gum to clean the teeth and freshen the breath thanks to its anti-microbial properties. It was also used in face creams to improve skin radiance probably thanks to its purifying and astringent effects.

The application of mastic in modern cosmetics has been limited due to its stickiness and insolubility in water. Mibelle Biochemistry has developed a technique to make a water-soluble mastic preparation suitable for cosmetic applications. PoreAway, the resulting product, is easy to formulate and not sticky.

Clinical studies conducted on Caucasian and Asian women with dilated pores and impure skin showed that PoreAway:

- tightens dilated pores
- refines the skin grain
- reduces imperfections such as comedones and microcysts
- reduces skin shine.

PoreAway can thus visibly improve the quality of the skin by refining its texture, reducing cutaneous imperfections and skin shine.

Claim Ideas for PoreAway

- Visibly reduces the appearance of pores
- Fights shininess, blemishes and clogged pores
- Creates a smooth, matte finish
- Manages imperfections effectively for a skin purified all day
- Keeps skin clear and refined

Applications

- Treatments for combination and/or oily skin
- Pore minimizing formulas
- Skin perfecting treatments
- Matifying formulas
- BB creams

Formulating with PoreAway

- Recommended use level: 2–5%
- Incorporation: For cold processes, dissolve PoreAway into the aqueous phase. In cold/hot processes, add during the cooling phase below 40°C.

INCI/CTFA-Declaration

Pistacia Lentiscus Gum/Pistacia Lentiscus (Mastic) Gum (and) Lecithin (and) Glycerin (and) Alcohol