POLA BRIGHTENING CARE

WHITISSIMO series

LINEUP SHEET

CONSULTING POLA
Let your skin experience the moisture of the evolved Whitissimo.

The nourishing care items in Whitissimo have evolved once more, formulated with POLA’s original moisturizing complex “Triple Brightening Capsule”. We’ve taken an approach to the experienced skin that tends to lose its clarity, to provide smooth texture and clear skin.

A formula that fully envelops experienced skin\(^1\) with moisture

We have additionally focused on moisturizing ability, and developed the “Clear Aqua Pool Formula”, created by taking hints from a brimming pool of water. This enables a vibrant, radiant clarity for the experienced skin by filling the entire stratum corneum with ample hydration.

Stratum corneum

Beauty ingredients\(^2\) are more easily absorbed into the skin by filling the entire stratum corneum with moisture, as if it was a pool.

Brightening: Control melanin production and prevent pigmentation and freckles

\(^1\) Stratum corneum  \(^2\) Moisturizing ingredients

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**Intensive care**

**WHITE SHOT** Formulated with Rucinol\(^8\) CX or Rucinol\(^8\) QL

Intensive brightening products which suppress pigmentation

**Essence**

One step treatment for both the darkening and yellowing of the skin throughout the face with age

**Rucinol\(^8\) CX**

WHITE SHOT CX

0.8 fl. Oz. (25 mL)

Directions

After using lotion, gently apply 1 pump for dissolvable area or 2 pumps for entire face.

2 pumps

**Cleanol\(^8\)**

WHITE SHOT CLEAR SERUM SX

NET WT 6.7 Oz. (20 g)

Directions

After using lotion, gently apply 1 small amount (a pearl size) on freckles and discoloration area.

A pearl size on a pigmentation two centimeter across

**WHITISSIMO EX LINE** The ultimate brightening lotion and milk formulated with Rucinol\(^8\).

**Lotion**

An ultimate brightening lotion with Rucinol\(^8\). A rich feel that has a highly brightening and moisturizing effect

**Rucinol\(^8\) CX**

WHITISSIMO LOTION EX

3.3 fl. Oz. (100 mL)

Directions

After washing your face, dispense 3 pumps onto a cotton pad, and apply by gently pressing it on the entire face.

3 pumps onto a cotton pad

**Milk**

An ultimate brightening milk with Rucinol\(^8\). A rich feel that has a highly brightening and moisturizing effect

**Rucinol\(^8\) QL**

WHITISSIMO MILK EX

1.6 fl. Oz. (50 mL)

Directions

Dispense 1 pump onto the palm and gently smooth over the entire face. Apply plenty onto dry areas and lose over the oily areas. Cup the face with the palms to help the milk penetrate into the skin.

1 pump

\(^8\) Rucinol CX: Brightening complex of Rucinol\(^8\), Matricaria Extract, Shizukou Extract and Vitamin C Derivative.  

\(^8\) Rucinol QL: Brightening complex of Rucinol\(^8\), Shizukou Extract and Vitamin C Derivative.  

\(^3\) Chealol: Extracted from “Artichoke” and “Yuzu.”
Basic care

POLA's original new moisturizing complex
Thin Brightening Capsule

We've taken an approach to the experienced skin to make it even smoother and more translucent.

Cleansing

Wash

Wash and Mask

Lotion

Milk

Gentle texture milk leads to softer and firmer skin with more clarity.

Skin care regimen

Morning

Cleansing

Morning

DAY CREAM

MILK

DAY LOTION

WASH CLEANSER

Night

Night

WASH CLEANSER

WHITE SHOT EX

Clear serum

WHITE SHOT

WHITE SHOT CLEANSER

MEMORY WASH

WHITE SHOT WASH CLEANSER

WHITE SHOT WASH DEEP CLEANSER

WHITISSIMO LOTION L

WHITISSIMO MILK L

Remember to apply to your face, neck, and body in that order. This starts from the face with the palm of your hand and ends with the palm of your hand. 


Polished and fresh skin without a trace of dirt is my dream skin. 


I love the smoothness and even texture I get with the WHITISSIMO CLEANSING CLEANSER.
WHITISSIMO LOTION L
<INGREDIENTS>
WATER (AQUA), GLYCERIN, BUTYLENE GLYCOL, ALCOHOL, ASCORBYL GLUCOSIDE, PEG-32, PEG-6, PEG-8, PHENOXYETHANOL, POTASSIUM HYDROXIDE, PEG-50 HYDROGENATED CASTOR OIL, PEG-10 DIMETHICONE, METHYL PALABEN, ROSA CENTIFOLIA FLOWER WATER, DIETHOXYETHYL GLUCOSIDE, SODIUM CITRATE, XANTHAN GUM, CITRUS AURANTIUM DULCIS (ORANGE) FLOWER WATER, DIPOTASSIUM GLYCERINRHIZATE, SUCROSE LAURATE, HYDROXYLATED LECITHIN, CITRIC ACID, PENTASQUALUM PENTETATE, ISODONIS JAPONICUS LEAF/STALK EXTRACT, ARNICA MONTANA FLOWER EXTRACT, DIMETHYSILANOL HYALURONATE, SOPHORA ANGUSTIFOLIA ROOT EXTRACT, ASPALATHUS LINEARIS EXTRACT, ROSA CANINA FRUIT EXTRACT, HYDROGENATED LECITHIN, SODIUM METHYL PALABEN, THYMUS SERPILLUM EXTRACT, TOCOPHEROL, PROPYL PARABEN, PHYTOSTEROLS, ORIGANUM MAJORANA LEAF EXTRACT

WHITISSIMO MILK L
<INGREDIENTS>
WATER (AQUA), BUTYLENE GLYCOL, GLYCERIN, HYDROGENATED POLYISOBUTYLENE/14 OLEFIN), ASCORBYL GLUCOSIDE, DIPHENXYL ETHYLSILKYLTRIMETHICONE, CETYL ETHYLHEXANOATE, DIMETHICONE, HYDROGENATED RAPESEED OIL, POTASSIUM HYDROXIDE, PEG-150 STEARATE, CARBOMER, DIGLYCERIN, SILICA, GLYCERIN, OXYBUTYLBENZYL COPOLYMER, XER STARCH, ETHER, SORBAN STERATE, METHYL PALABEN, DISODIUM ERYTHRO MALTATE, PHENOXYETHANOL, ALCOHOL, ROSA CENTIFOLIA FLOWER WATER, BEHENYL ALCOHOL, SODIUM CITRATE, XANTHAN GUM, CITRUS AURANTIUM DULCIS (ORANGE) FLOWER WATER, DIPOTASSIUM GLYCERINRHIZATE, PEG-32, PEG-6, TOCOPHEROL, HYDROGENATED LECITHIN, CITRIC ACID, ISOJONICUS LEAF/STALK EXTRACT, PHYTOSTEROLS, ARNICA MONTANA FLOWER EXTRACT, DIMETHYSILANOL HYALURONATE, SOPHORA ANGUSTIFOLIA ROOT EXTRACT, ASPALATHUS LINEARIS EXTRACT, ROSA CANINA FRUIT EXTRACT, SODIUM METHYL PALABEN, THYMUS SERPILLUM EXTRACT, PROPYL PARABEN, ORIGANUM MAJORANA LEAF EXTRACT

WHITISSIMO UV PROTECTOR BRIGHT L
<INGREDIENTS>
WATER (AQUA), BUTYLENE GLYCOL, GLYCERIN, CYCLOPENTASILXANE, TITANIUM DIOXIDE (CI 77891), HYDROGENATED POLYISOBUTYLENE, TRIETHYLHEXANOIN, PEG-8, ASCORBYL GLUCOSIDE, POLYGLYCERYL-10 PENTAESTARATE, HYDROGENATED RAPESEED OIL, BEHENYL ALCOHOL, CETYL ALCOHOL, POTASSIUM HYDROXIDE, ALUMINUM HYDROXIDE, SORBANIA SESQUIOLESTERATE, METHYL PALABEN, XANTHAN GUM, POLYGLYCERYL-10 TRISTEARATE, STEARIC ACID, SODIUM CD3COMONOGLYCERIDE SALTATE, SODIUM STEAROYL LACTYLATE, TALC, DIPOTASSIUM GLYCERINRHIZATE, ALCOHOL, PROPYL PALABEN, ALUMINA, SODIUM POLYACRYLATE, SILICA, SODIUM CITRATE, HYDRATED SILICA, IRON OXIDES (CI 77492), SODIUM HYALURONATE, HYDROGENATED LECITHIN, TOCOPHEROL, CITRIC ACID, PHENOXYETHANOL, IRON OXIDES (CI 77491), ISODONIS JAPONICUS LEAF/STALK EXTRACT, PHYTOSTEROLS, ARNICA MONTANA FLOWER EXTRACT, DIMETHYSILANOL HYALURONATE, SOPHORA ANGUSTIFOLIA ROOT EXTRACT, ASPALATHUS LINEARIS EXTRACT, ROSA CANINA FRUIT EXTRACT, SODIUM METHYL PALABEN, THYMUS SERPILLUM EXTRACT, ORIGANUM MAJORANA LEAF EXTRACT

WHITISSIMO CREAM L
<INGREDIENTS>
WATER (AQUA), GLYCERIN, CETYL ETHYLHEXANOATE, BUTYLENE GLYCOL, CYCLOPENTASILXANE, TRIETHYLHEXANOIN, ASCORBYL GLUCOSIDE, BEHENYL ALCOHOL, HYDROGENATED POLYISOBUTYLENE/14 OLEFIN), PEG-150 STEARATE, PETROLATUM, SORBAN STEARATE, DIMETHICONE, POTASSIUM HYDROXIDE, PEG-25 STEARATE, METHYL PALABEN, CARBOMER, HYDROGENATED COCO GLYCERIDES, PHENOXYETHANOL, PHYTOSTERYL MACADAMATE, ALCOHOL, CITRUS AURANTIUM DULCIS (ORANGE) FLOWER WATER, ROSA CENTIFOLIA FLOWER WATER, PROPYL PALABEN, DIPOTASSIUM GLYCERINRHIZATE, XANTHAN GUM, TOCOPHEROL, HYDROGENATED LECITHIN, DISODIUM ERYTHRO MALATE, HYDROGENATED RAPESEED OIL, ISODONIS JAPONICUS LEAF/STALK EXTRACT, PHYTOSTEROLS, ARNICA MONTANA FLOWER EXTRACT, DIMETHYL ISANOL HYALURONATE, SOPHORA ANGUSTIFOLIA ROOT EXTRACT, ASPALATHUS LINEARIS EXTRACT, ROSA CANINA FRUIT EXTRACT, SODIUM METHYL PALABEN, THYMUS SERPILLUM EXTRACT, ORIGANUM MAJORANA LEAF EXTRACT