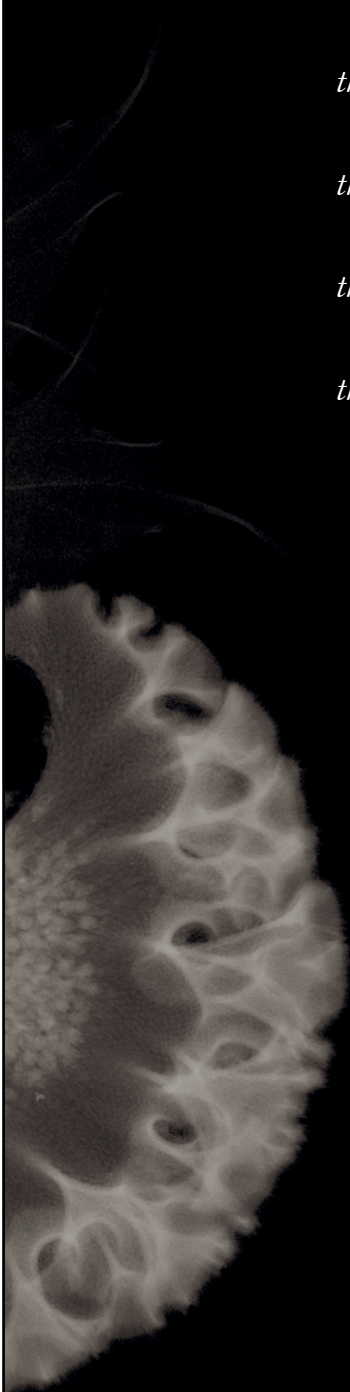


/skin  
regimen/  
system dossier



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## /the brand *fast living/slow aging*

Clean, cutting-edge skincare to slow down accelerated aging and promote skin longevity. Clinically proven to correct the visible signs of stress, pollution and fast-paced lifestyle.

Working at the cellular level, /skin regimen/ recreates and maintains the optimal conditions **for a healthier and youthful skin**, while also **correcting the most common** stress and pollution related signs, such as dehydration, dullness, imperfections, fine lines and wrinkles.

/skin regimen/ **Modern Plant Chemistry™** formulas are designed to be **totally functional**, with highly concentrated powerful botanicals and high-tech ingredients, 100% natural aromas and cooling massageable textures and free from any unnecessary and harmful ingredients for the planet.

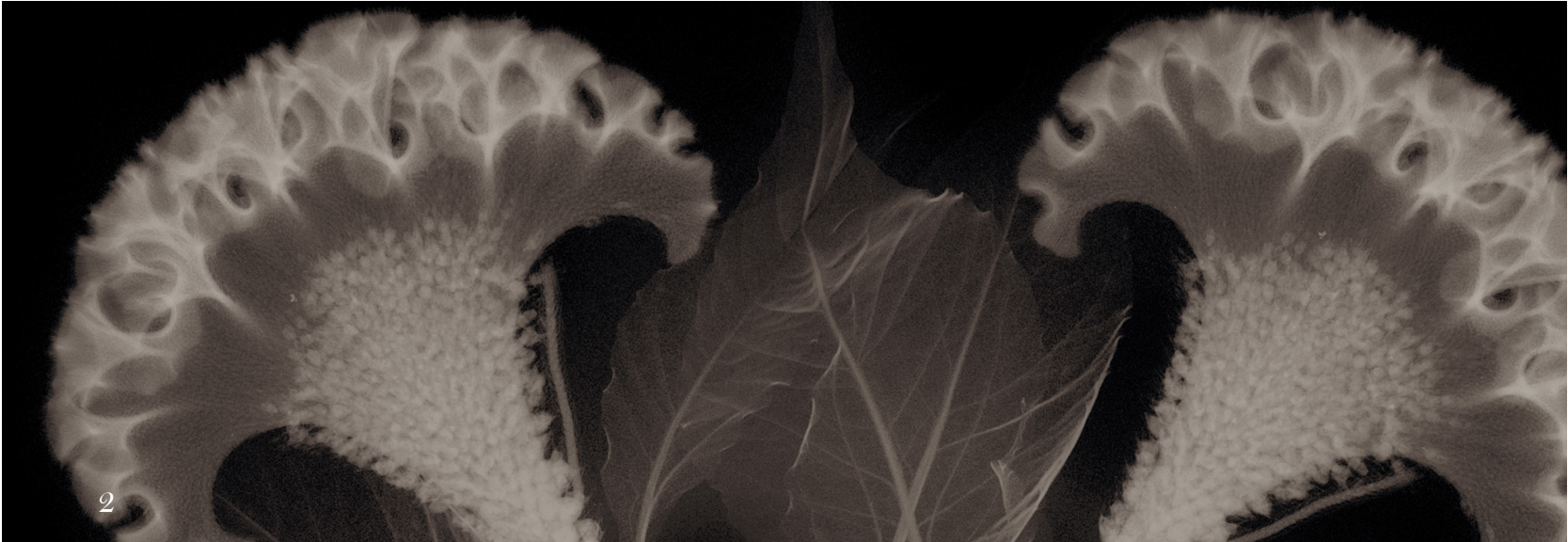
The unisex range is designed to meet the needs of today's multitaskers and modern living, comprising of a collection of products to be mixed and matched in a **3-step custom regimen**: cleanse, correct, protect.

/skin regimen/ packaging is fully recyclable, made of glass, aluminum and FSC-certified paper and **CO<sub>2</sub> neutral**, thanks to the company's reforestation project Ethio Trees.


All products are manufactured at the Davines Village Parma, Italy, a CO<sub>2</sub> neutral factory utilizing energy from renewable resources.

The **Facials** are the best antidotes to modern fatigue and urban lifestyle and ideal for a time-pressed clientele. Customizable to target specific concerns, they feature an active **rejuvenating peel** and the signature **Rolling Roulage** an intensive reoxygenating massage, and a clinically proven detox peel-off mask. To favor a complete recharging mind-body experience the facial is empowered also **by Qigong techniques** and the /skin regimen/ **Macro Waves Sound™**.









## /the science *lifestyle aging*

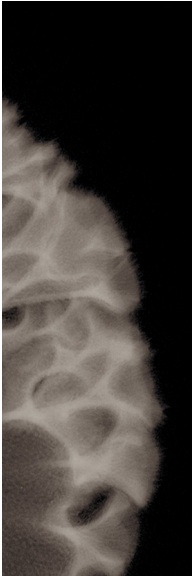
*“While we can’t change  
our genes, we can alter our  
lifestyle to protect the longevity  
of our skin, body and mind.”*

*Dr. Claudia Aguirre*

While normal, biological aging leads to fine lines, dryness, and loss of elasticity, it does not typically bear the striking changes triggered by lifestyle factors. **Deeper wrinkles and lines, along with increased spots and sagging skin** are the result of UV damage, blue light, pollution, as well as smoking, diet and the quality of our sleep and thoughts. Basically, **every choice we make every day, and the negative impact of the environment**, collectively result in an **acceleration of the aging process**, that we call “**lifestyle aging**”. **These stressful factors alter the skin’s normal cellular processes**, which include DNA methylation, glycation, oxidation, and inflammation. Once any of these processes become imbalanced, they contribute to cellular breakdown and eventually, **accelerated aging**. To promote the health and youth of skin, we must first understand how to curb these negative trigger factors.

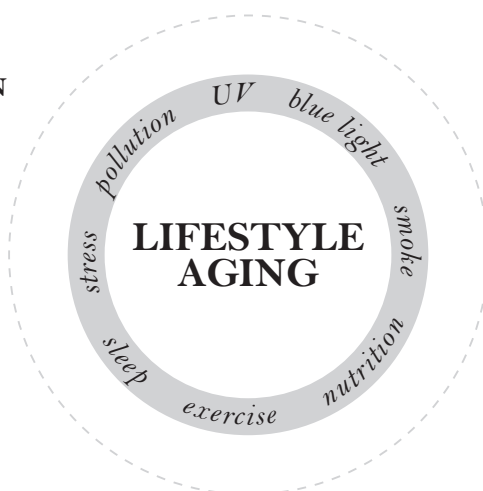
### Pollution.

Pollutants include **solid particles, gases, and natural by-products**, which combine to form toxic substances and can **even affect our skin health**. For instance, traffic pollution can lead to wrinkles and pigmented spots, **with oxidation as the main pathway. Ozone at ground level**, not to be confused with the ozone layer in the upper atmosphere, is a major component of smog which is formed when pollutants emitted from cars and industrial byproducts are exposed to heat and sunlight. Studies have shown exposure to this type of ozone **leads to facial wrinkles**, independent of sun exposure. Finally, particulate matter (PM) is a type of pollutant that most affects people’s health. **PM induces oxidation and inflammation, which stimulates enzymes that degrade collagen**. The result is skin that is irritated, sensitized, and susceptible



**INFLAMMATION**  
response to skin  
stress

**DNA  
METHYLATION**  
external factors  
influencing cellular  
functioning



**OXIDATION**  
cellular free radical  
attack

**GLYCATION**  
sugars attack on  
collagen and elastin



to premature aging. Pollution from **diesel exhaust, smoke and fossil burning stoves are associated with epigenetic modifications**, such as DNA methylation. These changes in DNA methylation are linked to the rise in skin diseases such as eczema and psoriasis, and even skin cancer. Indoor air quality is affected by many factors including the type and running conditions of indoor pollution sources, ventilation conditions, as well as indoor activities. Several air pollutants have been recognized to exist indoors, including CO, O<sub>3</sub>, volatile and semi-volatile organic compounds (VOCs), PM, radon, and microorganism. The most common effect is called sick building syndrome (SBS), in which people experience uncomfortable or acute health effects such as irritation of nose, eyes and throat, allergies, and so on. The cause may not be identified, but the syndrome may disappear after an affected person leaves the office or building. Indoor air quality can be improved and can be reduced when the ventilation rate of the room is improved. There are several sources of these pollutants including also the anthropogenic sources (such as wooden construction materials, oil-based paints, fragrant decorations, and indoor plants) emitting VOCs at a variety of concentrations.

## UV.

UV radiation is quite possibly the best studied environmental factor that contributes to oxidation and accelerated skin aging. It affects all layers of the skin and a host of skin functions such as pigmentation, DNA repair, and antioxidant defenses. It doesn't take a sunburn to see the damage. Most photoaging results from daily exposure to mild, low doses of UV. Think of a daily commute to work – over the years, the sun-exposed skin during the commute will age much faster than the unexposed areas.

## Blue light.

Blue light is also known as HEV, High Energy Visible light. The main source of the blue light we're exposed to is the sun, however, we also get a significant dose from our screens and indoor lighting. We spend a consistent part of our daily life staring at screens and it may occur an accelerated aging. But blue light is not completely bad. In fact, blue light plays a critical role in maintaining good health, as it regulates our body's circadian rhythm - our natural sleep-wake cycle and skin can protect itself in normal condition thanks to its ability to detect light and adapt to it. Regardless, a constant and higher exposure to blue light can negatively affect the skin. The clearest evidence is that blue light through the production of reactive oxygen species, contributes to the dehydration, brown spots, melasma and the breakdown of collagen, which leads to wrinkles and skin laxity.

## Psychological Stress.

We have all experienced it, but it **can also be a silent killer**. Pervasive psychological stress stimulates a biological **cascade of events involving the autonomic nervous system, the renin-angiotensin system**, and the hypothalamic-pituitary adrenal (HPA) axis. These systems are in place to keep our bodies in balance, but prolonged activation via stress can result in **chronic immune dysfunction, increased oxidative stress and DNA damage** - in all organs. That is, the stress from doing your taxes can trigger a similar biological response as a gazelle's running from a cheetah. It can trigger or worsen inflammatory skin diseases, reduce barrier recovery, impact skin immune function and alter the water/lipid ratio. **On our skin**, it's reflected in **dehydration, blotchiness, sensitivity and breakouts**.



## Diet.

Diet and nutrition also influence the quality of our skin. A diet rich in antioxidants may delay skin aging while a diet of **processed foods** could **lead to inflammation**. Sugary foods have **been linked to wrinkle formation**. This is due to a process termed glycation. **Glycation** occurs when the **sugar in the bloodstream binds to proteins**, forming harmful by-products that ultimately attack the structural integrity of skin - the collagen and elastin fibers. Even eating **fried or charred foods** (as in a BBQ), can **introduce the already formed by-products into our bodies**, causing inflammation and oxidation.

## Smoke.

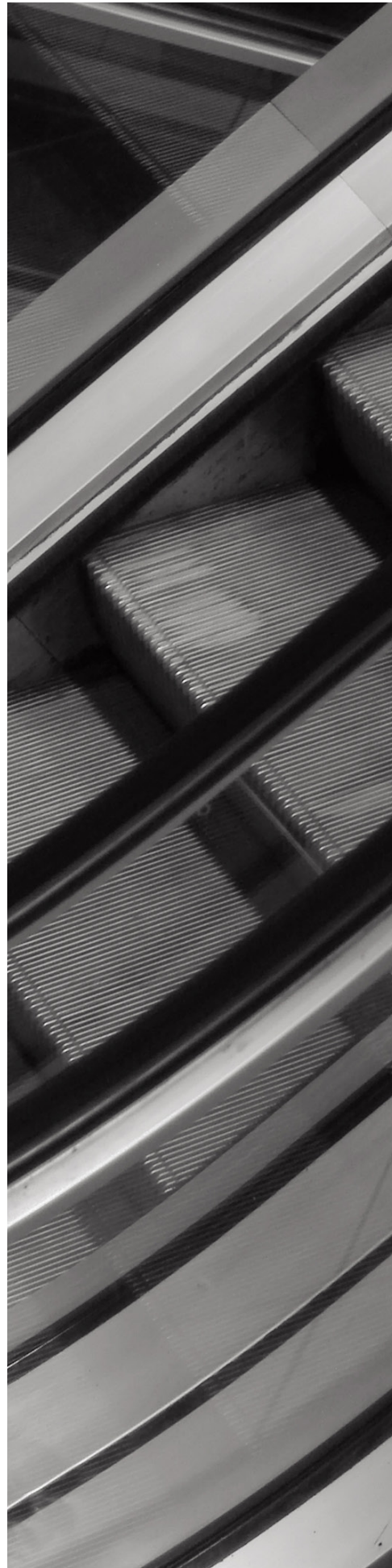
Smoke can also be considered a form of pollution. Years of smoking is strongly linked to premature skin aging, even when the skin is not sun exposed. **After smoking, skin** temperature rises and is **robbed of oxygen**. This leads to **oxidation, dermal matrix breakdown** and ultimately, **wrinkle formation**. Smoke also deposits on the skin, potentially clogging pores and leading to a dull complexion.

## Sleep.


**Sleep deprivation** is no laughing matter. It has now been **linked to many chronic diseases** such as Type II diabetes, obesity, cardiovascular disease, even cancer. On the skin, sleeplessness and the **ensuing inflammation** results in drooping eyelids, dark circles under the eyes, pale skin, more wrinkles, fine lines, and drooping corners of the mouth. Thankfully, these skin changes can be arrested with adequate nightly slumber. A good 8 hours a night is recommended.

## Exercise.

Aside from healthy diet, researchers have also discovered that a **sedentary lifestyle** appears to cause high levels of homocysteine, which lead to an **improper methylation**. So healthy eating and exercise can have a direct benefit on sustaining the chemistry of methylation.



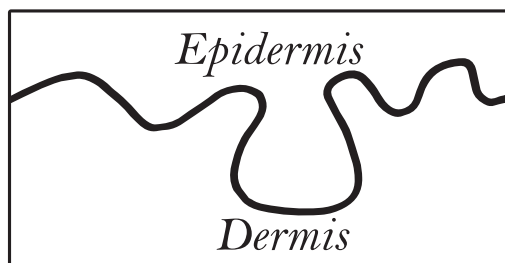




UV pollution, smoke  
**EXTERNAL FACTORS**

**1. DIRECTLY IN THE SKIN**

Cortisol and beta-endorphins production (along with others). Wild indigo acts on this mechanism, and on these specific hormones.



**SKIN HORMONAL  
RESPONSE TO STRESS**

**INTERNAL FACTORS**

emotional stress, diet,  
sleep, exercise

**1. THROUGH THE BRAIN  
AND THE GUT**

The natural aroma contributes to the mind/body balance.



## Cortisol and stressed skin.

The skin is a critical component of our overall survival - sensing, and counteracting environmental changes is a key function that must take place expeditiously and independently. Recent scientific studies have also shown that **the skin is not only the target but also the producer of hormones.** This makes skin an independent neuroendocrine organ, able to sense changes in the environment and to translate the information to chemical messages.

**Hormones manufactured in the skin,** such as cortisol and beta-endorphins, **send a feedback message to the brain** and therefore can 'fine tune' the body's central stress response. The skin is indeed the perfect interface between the environment and mind, **with a specific role in regulating local and global homeostasis,** general inflammation and mood.

### Stress effects on skin

- Increased temperature.
- Inflammation.
- Dehydration.
- Reduced cellular turnover.
- Impaired skin barrier.
- Increased sebum production.

### Increased temperature.

In times of elevated stress or excitement, our core body temperature rises, flushing the skin.

### Inflammation.

Internal and external stressors trigger the inflammatory response, and this is also reflected on our skin. Pro-inflammatory molecules travel through the bloodstream and can trigger or worsen inflammatory skin conditions such as dermatitis, rosacea and sensitivity.

### Dehydration.

Psychological stress has also been shown to rob the skin of its natural moisture content. This dehydration can result in fine lines and dull, lackluster skin. Reduced cellular turnover.

As we age, the rate at which our skin

cells renew themselves slow down. Exfoliation is key to get rid of surface cell buildup, as well as stimulate a faster turnover rate.

### Impaired skin barrier.

Psychological stress, dry climates, skin disorders or having your immunity compromised can lead to a less-than-stellar barrier. Once penetrable, an impaired barrier can worsen other skin conditions, as chemicals and pathogens readily penetrate and cause inflammation.

### Increased sebum production.

Stress, hormonal fluctuations, climate and diet can all put our sebum glands into overdrive, creating more oil than we need for a dewy complexion. Stress hormones activate sebaceous glands, which when coupled with inflammation, can result in breakouts.

*Whether the stress comes from our mind or environmental factors, the result is stressed skin- we must protect our skin with a skincare and lifestyle regimen that is flexible and efficient to deal with our daily ups and downs.*



## Tested mind and skin empowerment.

An innovative, independent pilot clinical evaluation, based on ECG recordings, saliva sample collection and psychometric/ behavioral testing, has been conducted on 40 women, 25-50 years old in order to evaluate how a beauty routine with specific products formulated with functional sensorial profile and essential oils and applied with a specific massage can moderate the stress responses in comparison with placebo products without a functional sensorial profile, essential oils and without the application with a specific massage. The study has been published on the main related scientific magazine "Stress: The International Journal on the Biology of Stress". Two effects have been measured: the immediate response and the long-term ones. At the beginning all people involved used /skin regimen/ and placebo products to capture the immediate results. The order in which the subjects applied the two creams was randomized, to avoid that the effect of one influenced the effect of the other. Moreover, the subjects were unaware of the type of cream used from time to time.

**Immediate result:** this first part of the test put in evidence the fact that the /skin regimen/ products have the ability of favor a positive stimulation of the neural component associated with well-being, relaxation and protection from stress-related disturbances after the application of /skin regimen/ products that has not been registered after the application of placebo products. At the end of this first session, the participants were randomly assigned to two groups, each consisting of 20 subjects. A group of subjects ("treated") received /skin regimen/ products; the other group ("controls") received the "placebo" products. The subjects were unaware of the type of cream that had been delivered to them. The two groups applied the product for 28 consecutive days.

**Long term results:** the prolonged application of /skin regimen/ products have generated a positive effect which was not found in the placebo group

- *reduction of cortisol levels at rest,*
- *inhibition of stress induced cortisol activation,*
- *reduction of the perception of anxiety,*
- *improved behavioral coping strategies,*
- *improvement of mood profile.*







## /modern plant chemistry™ and clean formulation.

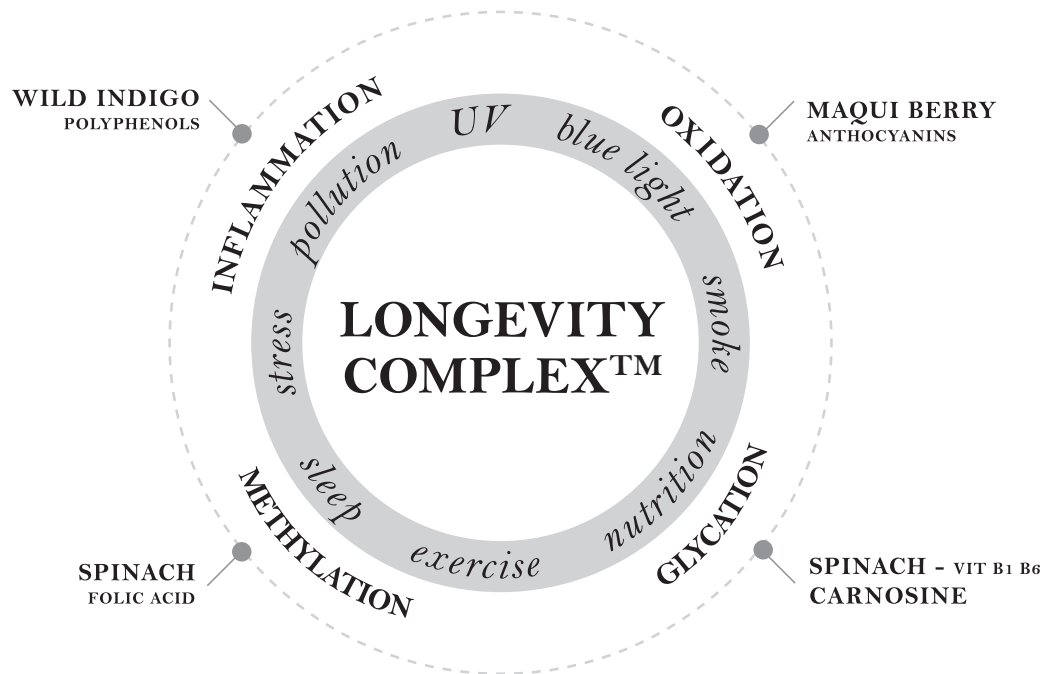
/skin regimen/ formulas are designed to be totally functional and clean, to maximize the performance on skin and mind, minimizing their impact on the environment:

- *High concentration in powerful botanicals and high-tech ingredients.*
- *Free from synthetic fragrances, silicones, animal derivatives, artificial colorants, mineral oils, oxybenzone, sls and sles.*
- *On a journey to remove ethoxylates, acrylates and EDTA from our formulas.*
- *100% Natural aromas.*
- *Cooling massageable textures.*
- *Suitable for Vegan.*

### Longevity Complex™.

Featured throughout the line, it is an exclusive mix of **organic superfood extracts and a high-tech ingredients, counteracting the effects of stress and aging accelerators.**

It contains the anti-inflammatory **Wild Indigo**, modulating excess cortisol and boosting beta-endorphins, **Maqui Berry** with powerful antioxidants anthocyanins, and anti-glycation **Spinach** and **Carnosine**, a dipeptide. Spinach, thanks to its folic acid content, also promotes a correct DNA methylation.



## Natural functional aromas.

The 100% natural rebalancing, reinvigorating aroma is a genderless, modern blend of four essential oils: Juniper, Copahu, Rosewood and Cedarwood. The beneficial properties of these oils reflect the nature of the trees from which they are extracted: these woods, resins and berries are known for opening our consciousness, providing the strength and endurance needed to face life's challenges, as well as healing wounds of an emotional nature.

**Juniper:** the gum extracted from the berries is an effective neurotonic which can help with cases of stress, anxiety and general burn-out. Its overall effect on the emotional, nervous system is to dispel negative emotions such as insecurity, loneliness, sadness and guilt.

**Copahu:** the resin is an exudate obtained from the trunk of *Copaifera Officinalis* L. It has a delightful aroma that many people find sweet and reminiscent of warm honey. This wonderful fragrance when inhaled puts you in a lighter frame of mind and alleviates anxiety and stress that you may be feeling.

**Rosewood:** the essential oil is extracted by steam distillation of the trunk. It has a delicate aroma, slightly feminine, which helps treat depression, calm the mind and impart feelings of happiness and strength.

**Cedarwood:** the essential oil, extracted from branches and roots, has a characteristic aroma which recalls that of pencil shavings. It calms the spirit and eases nervous tension. Energetically, cedarwood essential oil is extremely useful in case of anxiety. It exerts a powerful, strengthening, and fortifying action for the body and mind. Another 100% natural composition was created to accompany the ritual of shaving and the male world through a functional and distinctive aroma. The distinctive notes of, Rosewood and Cedarwood have been enriched by two top notes of Fir balsam and Black pepper with an energizing, welcoming and purifying action to normalize the skin after shaving. A heart of Officinal and Clary

sage connotes the aroma and infuses a functional soothing action. Both are clinically tested and found to be "not irritating", for the comfort and safety of the skin, based on 48 hours closed patch test under Semi-Occlusion, **on 25 people, 18-70 y.o.**

## Cooling massageable textures.

As stress affects our mood and increases the skin temperature, the **Microalgae Essence, Tripeptide Cream** and **Night Detox** have been designed to allow a mindful application. Their specific textures also help to cool the skin and counter the inflammation heat. Learn more about the /skin regimen/ Mindful Massage and invite your clients to follow this stress-relief application. Both mind and skin will benefit from it!



## /the professional peelings

### *objectives and features*

Chemical peels are treatments carried out with molecules that generate what we normally try to limit, inflammation, a process underlying skin aging. However, if properly managed, it can instead trigger a skin regeneration process which is very beneficial for the skin.

Acids are very versatile, multifunctional active ingredients and have different dimensions and peculiarities. They can be combined to deliver very specific and targeted activities. Acids can be used for various purposes such as:

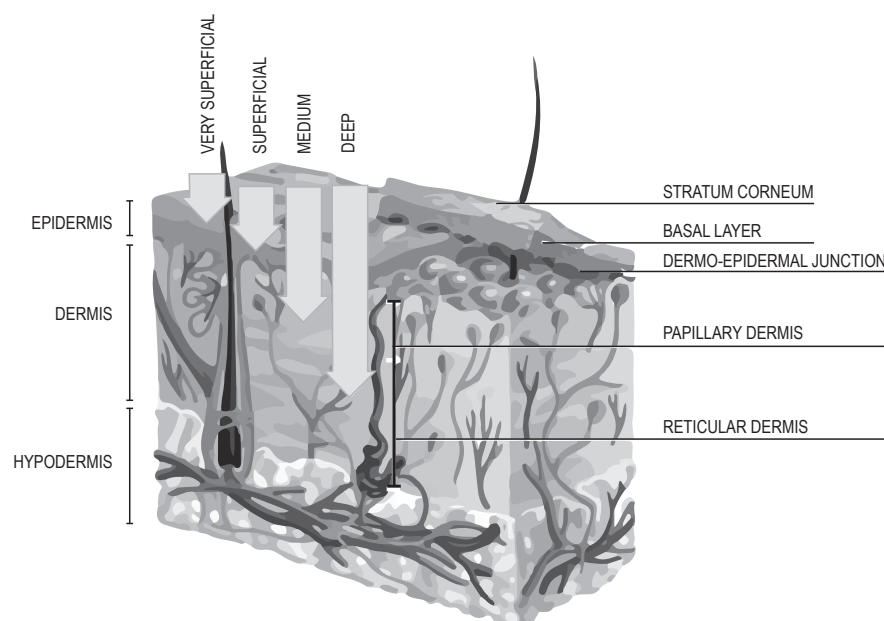
- purify and oxygenate the skin, leave it hydrated and shield from impurities

- shrink the enlarged pores, improving the texture of the skin
- reduce wrinkles and give firmness
- unify the tone and give brightness to the complexion
- lighten and alleviate pigmentary disorders
- reduce skin imperfections associated with excess sebum

### Classification of peelings.

Chemical peelings can be classified in 4 levels, according to their function, their depth of action and their corrective efficacy.

TYPE OF PEELING	LEVEL OF ACTION	EFFECTIVENESS
<b>OUTERMOST SURFACE</b>	<i>Stratum corneum Stratum granulosum</i>	<i>It promotes the uniformity of the complexion and a healthy and luminous appearance Suitable for seborrhea and acne.</i>
<b>SURFACE</b>	<i>End of basal layer</i>	<i>It reduces the visibility of scars and superficial wrinkles and it contrasts photoaging in early stages.</i>
<b>MIDDLE</b>	<i>Including papillary dermis</i>	<b>DERMATOLOGICAL USE</b> <i>Suitable for the treatment of acne scars, superficial and medium-superficial hyperpigmentation, dyskeratosis in the initial stage.</i>
<b>DEEP</b>	<i>Upper reticular dermis</i>	<b>DERMATOLOGICAL USE</b> <i>Suitable for deep scars, medium-deep wrinkles, keratoses, hyperpigmentation.</i>



## Factors influencing the peeling effectiveness.

### Type of acid – dimensions.

The molecular dimensions of the acids influence their penetration through the skin: the smaller the molecule, the greater the penetration through the spaces between the corneocytes.

### The concentration.

- at low concentrations: the moisturizing action of acids prevails; whose chemical structure allows to retain water molecules in the lower layers of the epidermis thus preventing skin dehydration.

- at higher concentrations: the acids promote a medium – superficial exfoliation due to their action of weakening the bonds between corneocytes.

### The pH.

As closer to pH 3, the product increases its exfoliation and penetration capacity thus reaching the deeper layers of the skin. Due to cosmetic regulations, the pH cannot drop below 3. Generally, a home maintenance product has a slightly higher pH range than the professional one to ensure that it can be used safely.

### The texture.

The consistency of the product can impact effectiveness. The more liquid the product, the better it penetrates the skin. However, a product which is very liquid is hazardous to use because it risks flowing into sensitive areas of the face such as eyes and mucous membranes. In the formulation it is therefore necessary to find the right balance of viscosity so that the product can penetrate correctly but safely.

### The application.

The application method influences the effectiveness of the product. The repeated application in layers allows you to maximize the efficacy, and to calibrate their action according to the type of skin to be treated.

## Peelings mechanism of action.

The acids inducing controlled inflammation activate the skin defense mechanisms which, to restore balance, stimulate cell turnover.

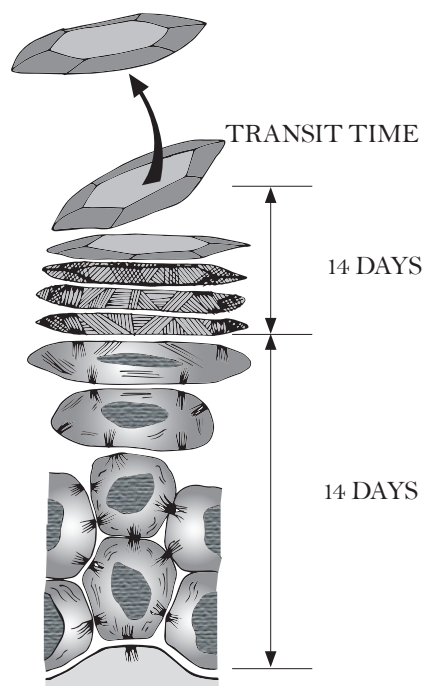
Desquamation is the physiological exfoliation process of the skin, a fundamental step in the regeneration cycle which consists in the elimination of small horny scales from the most superficial layer of the epidermis.

Through this mechanism, new cells emerge from the deeper layers helping to create the functionality of the barrier and improving the appearance of the skin texture.

In fact, new cells are constantly formed in the basal layer of the epidermis. From here the cells migrate and differentiate to form the most superficial layer, the so-called stratum corneum.

As we age, the flaking slows down and the skin thickens, loses elasticity, and becomes dry, wrinkled, and opaque in color.

The use of peelings is therefore very suitable to revive cellular turn-over and restore optimal cellular activity typical of young and balanced skin.



To ensure desquamation, the acids act at the level of the junctions between keratinocytes, also known as desmosomes. They weaken and break intercellular bonds thus activating cellular turn over with effects that translate into greater brightness, smoothening and a general rejuvenating effect on the skin.



## Our peelings - active but not aggressive.

With /skin regimen/ we decided to develop two formulations differentiated by pH, type, and concentration of acids:

- one dedicated to professional use
- one dedicated to home care use in preparation and maintenance for professional treatments

So that synergistic beauty routines before and after can be created to improve the texture of the skin and guarantee the immediate and long-term results.

### Focus on acids.

**Glycolic Acid:** it is one of the most commonly used alpha hydroxy acids due to its skin tolerability. It is the acid with a smaller molecular structure. Consequently, it has an excellent penetration capacity and activates a powerful cell replacement action for a deep intensive renewal. In our products we use a synthetic molecule, with controlled and guaranteed chemical-physical characteristics.

**Lactic Acid:** it is an alpha-hydroxy acid that weakens the bonds between corneocytes, promoting the detachment of dead cells and reducing the thickness of the stratum corneum. It binds water molecules and prevents evaporation from the skin, promoting an effective moisturizing action. In our products we

use a natural-origin lactic acid, obtained by Bio-fermentation starting from a substrate obtained in the processing of grape.

**Citric Acid:** it is an alpha-hydroxy acid that combines the exfoliating and renewing efficacy. It also has a strong antioxidant capacity. It is well tolerated and works in synergy with glycolic acid for a deep intensive renewal. In our products we use a natural-origin citric acid, obtained by Bio-fermentation from plant substrates.

**Lactobionic Acid:** it is a bionic acid, evolution of alpha hydroxy acids. It promotes slower exfoliation supplemented by an interesting antioxidant and moisturizing action. It is able to bind heavy metals on the skin and counteracts the formation of free radicals. In our products we use Lactobionic acid obtained by chemical modification of plant substrates.

**Gluconolactone:** it is a poly-hydroxy acid with a progressive and delicate exfoliating action. Its cyclic molecular structure makes it particularly well tolerated in application and the numerous Hydroxyl groups present give it an excellent ability to bind water with consequent effective moisturizing action on the skin. In our products we use natural-origin gluconolactone, obtained by Bio-fermentation from corn syrup.

PRODUCT	USE	ACTIVE INGREDIENTS	pH	APPLICATION
acid preparator	Professional	Citric acid to base concentration	3.5-4.5	Make sure that the skin is thoroughly cleansed and dry. Apply with cotton pads and tap on the skin of the face, neck and décolleté.
face renewer	Professional	Glycolic acid 25% Lactic acid 10% Citric acid 5% Gluconolactone 5%	3.0 - 3.5	After applying /skin regimen/ acid preparator, apply the product with a brush and leave on for 5 minutes (up to a maximum of 10 minutes if the product is well tolerated). Remove the product and apply /skin regimen/ neutralizer.
neutralizer	Professional	Arginine (amino acid that neutralizes the pH of acids and keeps the skin perfectly protected and hydrated)	8-10	Apply to the skin after /skin regimen/ face renewer. Apply with cotton pads and tap on the skin of the face, neck and décolleté.
glyco-lacto peel	Home care	Glycolic acid 10% Lactobionic acid 6%	3.2 - 3.7	Apply the product on cleansed and buffered skin. Leave on for up to 10 minutes, then rinse with fresh water.

### Professional peel advice.

When considering the use of a peeling, it is essential to assess the skin, considering its general characteristics, the degree of aging, the damage present, the skin type, and the objectives to be obtained. Once the most suitable peeling has been chosen, the client must avoid exposure to intense sunlight, UV lamps, or intense cold for at least 7-10 days before the treatment. The acids can cause photosensitivity: after the treatment it is always necessary to recommend the use of UVA-UVB sun protection, up to a month from the last application of the peeling. It is important to emphasize that in dark photo types -from III to VI according to the Fitzpatrick classification- the inattentive use of peels can lead to the phenomenon of post-inflammatory hyperpigmentation. The tissue response to inflammation in fact stimulates the activity of melanocytes, with a consequent increase in the production of melanin which is transferred to the various layers of the epidermis. Clients with dark photo type, physiologically richer in melanin and characterized by intense activation of melanocytes, has greater risk of aesthetically evident post inflammatory hyperpigmentation. For this reason, the use of medium and deep peels is not recommended for dark skin types. Surface peels, on the other hand, can be used safely, as long as the instructions for using sunscreen are carefully observed in all phases of the beauty routine.

### Professional tips.

- Always check the absence of herpetic forms or skin lesions that make the peeling itself contraindicated.
- Be careful when applying the product: the eye area and mucous membranes must never be treated. You can protect the eye area by applying two cotton pads moistened with fresh water.
- During application and processing time, constantly monitor the effect of acids and do not underestimate the possibility of discomfort of the client: each skin can react differently upon contact with the product, as well as individual transitory conditions.
- In case of excessive redness or tingling, remove the product.

### Home care tips.

- Avoid peeling after a sauna, exposure to steam or intense physical activity: the activation of the blood circulation and the sensation of heat derived from these activities make the skin more receptive and sometimes hypersensitive to acids.
- During application it is normal to perceive a slight tingling sensation that disappears with the removal of the product: in case of excessive irritation, reduce processing time.
- Use cool or cold water to remove the peeling: it helps to relieve any discomfort.
- Do not over stimulate your skin: during a peeling cycle avoid using other exfoliating products, both chemical and mechanical, and prefer mild detergents.

## THE FITZPATRICK SCALE



**Type 1**  
Light, Pale White  
always burns, never tans



**Type 2**  
White, Fair  
usually burns,  
tans with difficulty



**Type 3**  
Medium, White  
To Olive  
sometimes mild burns,  
gradually tans to olive



**Type 4**  
Olive Moderate  
Brown  
rarely burns, tans with  
ease to a moderate brown



**Type 5**  
Brown,  
Dark Brown  
very rarely burns,  
tans very easily



**Type 6**  
Black, Very dark  
Brown to Black  
never burns, tans very  
easily, deeply



# /the power peel method

## *objectives and features*

The use of specific home care products before, during and after the cycle of professional peeling treatments guarantees better efficacy and safety.

To guide the choice of the correct beauty routine, it is appropriate to consider that the skins can be classified into two macro-categories with different needs:

### **Normal to resistant skin:**

- thick and hardened texture
- tendency to oiliness with superficial wrinkles and discreet presence of aging signs
- enlarged pores and accumulation of sebum and impurities
- tendency to impure skin
- tendency to show signs of photo-aging and uneven complexion

### **Normal to thinner skin:**

- fine and not very elastic texture
- tendency to dryness often associated with the premature appearance of fine lines
- typically, characteristic of very light skin types with red hair and freckles

It is also essential to remember that there are individual conditions for which the use of peels is NOT recommended, in particular:

- reactive, sensitive, or sensitized skins
- melasma
- situations of post-inflammatory hyperpigmentation
- couperose skin
- Isotretinoin acne therapy, ongoing or ended less than 6 months
- subjective predisposition to the development of scars and keloids
- dermatological pathologies (dermatitis, psoriasis, herpes)

/skin regimen/ recommends the following professional and home care approach to obtain immediately visible and lasting results in total safety.

## **1. home care – skin preparation**

### **normal to thinner skin**

morning

**tripeptide cream or  
polypeptide rich cream**

**urban shield SPF30**

evening

**glyco-lacto peel** once a week, starting two weeks before the Urban Longevity Facial™.

**tripeptide cream or  
polypeptide rich cream**

### **normal to resistant skin**

morning

**tripeptide cream or  
polypeptide rich cream**

**urban shield SPF30**

evening

**1.5 retinol booster** for 15 days

**tripeptide cream or  
polypeptide rich cream**

## 2. professional care

**WEEK 1\_Urban Longevity Facial™**

**WEEK 2\_Urban Longevity Facial™**

**WEEK 3\_Urban Longevity Facial™**

(Optional) **WEEK 1\_Urban Detox Facial**  
(especially recommended for impure aged skins)

### 2.2 home care – during treatments

#### normal to thinner skin

morning  
tripeptide cream or  
polypeptide rich cream  
  
urban shield SPF30  
  
evening  
glyco-lacto peel once a week  
for the 1 month treatment cycle  
tripeptide cream or  
polypeptide rich cream

#### normal to resistant skin

morning  
tripeptide cream or  
polypeptide rich cream  
  
urban shield SPF30  
  
evening  
glyco-lacto peel twice a week  
for the 1 month treatment cycle  
tripeptide cream or  
polypeptide rich cream

## 3. home care - post care

#### normal to thinner skin

morning  
1.85 HA booster\*\*  
tripeptide cream /  
polypeptide rich cream  
  
urban shield SPF30\*  
  
evening  
1.85 HA booster  
tripeptide cream /  
polypeptide rich cream

#### normal to resistant skin

morning  
1.85 HA booster\*\*  
tripeptide cream /  
polypeptide rich cream  
  
urban shield SPF30\*  
  
evening  
1.5 retinol booster every night  
glyco-lacto peel once a week for 1 month  
tripeptide cream /  
polypeptide rich cream

\* Use for at least one month after peel program and avoid sun exposure for 28 days.  
\*\*Highly recommended to restore hydration.







## /the collection

### *the 3-step custom regimen*

#### /step 1 - cleanse

cleansing cream  
every day morning & evening

ginger cleansing oil  
every day morning & evening

enzymatic powder  
twice a week morning & evening

#### /step 2 - correct

microalgae essence  
every day after cleansing

1.85 HA booster  
dehydration/fine lines  
day - night

15.0 vit C booster  
dullness/uneven tone  
day - night

1.5 retinol booster  
wrinkles/imperfections  
night

10.0 tulsi booster  
dryness/depletion  
day - night

1.0 tea tree booster  
oiliness/impurities  
night

glyco-lacto peel  
twice a week  
night

double clay mask  
twice a week  
day-night



/step 3 - protect

tripeptide cream  
after the booster  
every day



polypeptide rich cream  
after the booster  
every day



hydra fluid  
every day morning & evening  
after shaving



lift eye cream  
all around the eyes  
day-night



night detox  
intensive: apply every night  
for one month  
maintenance: 2-3 times  
per week at night



lip balm  
every day



urban shield SPF 30  
after the cream or alone  
after the booster  
every day



recharging mist  
throughout a day



/body care

hand cream  
every day



/shaving

shaving gel  
every morning



/lifestyle

room spray  
spray into the air  
when needed



## /retail

### /step 1 - cleanse

#### cleansing cream

##### */anti-pollution face wash*

Gentle foaming cream with delicate surfactants and **Longevity Complex™**. It protects the skin from the effects of pollution. It effectively removes make-up, SPF, dust, cigarette smoke and residues that deposit on the skin during the day. With a natural aroma that rebalances and reinvigorates mind and body. Ideal for urban dwellers, always on the go.

*88.1% natural-origin ingredients.*

*Free from synthetic fragrance.*

*Free from silicones.*

*No SLES, no SLS.*

*pH 5-7.*

#### Active ingredients.

**Longevity Complex™**: organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

#### HOW TO USE

Mix a small amount of product with water in your hands to create a soft foam. Massage into the skin with gentle circular movements. Avoid the area around the eyes.

#### RECOMMENDED

For all skins, except hypersensitive.

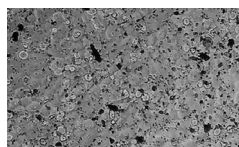
#### PRO TIPS

In the morning, use cool water to invigorate the skin. In the evening, lukewarm water will favor relaxation. If your skin is delicate or particularly dehydrated, apply a few drops of /skin regimen/ 10.0 Tulsi Booster on dry skin before using the /skin regimen/ Cleansing Cream.

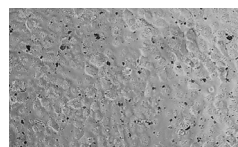
#### EFFICACY TESTS

Cleansing and purifying action against environmental impurities and urban dust.

*\*in vitro test on keratinocytes, application of Cleansing Cream.*



*Cells treated with urban dust and not washed.*



*After cleansed with Cleansing Cream.*





## /step 1 - cleanse

### ginger cleansing oil

*/gentle oil-to-milk cleanser*

Gentle face cleansing oil. Its full-bodied texture rich in skin-compatible oils helps to remove any makeup residue, SPF, and pollution. It leaves the skin pleasantly soft and scented with notes of ginger with strong invigorating properties.

*96.2% ingredients of natural origin.*

*Clean Formulation: without silicones, ethoxylates, EDTA and acrylates.*

*Without synthetic fragrances.*

### Active ingredients.

**Ginger essential oil:** obtained by steam distillation, preserving the characteristic olfactory notes of the fresh root. Ginger, in addition to being a beneficial spice for food use, it is widely used for multiple medicinal, therapeutic, and cosmetic applications. It is known for its anti-inflammatory and antiseptic action, supports microcirculation and helps relieve muscle tension. The antioxidant action protects the skin from the action of free radicals responsible for aging. Its aroma is also a tonic for the mood, promoting energy and positivity.

**Sweet Almond, Jojoba and Macadamia Oils:** rich in emollient and nourishing fatty acids. These oils deeply hydrate even the driest and most depleted skin. These oils restore softness, elasticity and strengthen the skin barrier.

### HOW TO USE

Massage a small amount of product onto the face. Moisten your hands with warm water and continue the massage with circular movements, then rinse with plenty of warm water. The use of a damp towel ensures effective removal, avoiding any residues from typical oily formulations.

### RECOMMENDED

For gentle daily cleansing for all skin types.

### PRO TIPS

Particularly suitable for undernourished skin and during the winter period. The massagability of the product relaxes the muscles and counteract the effects of stress.

### EFFICACY TESTS

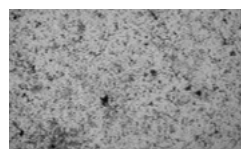
For 92% of women the product was delicate on the skin.\*

For 88% of women feel the skin soft and silky after use and enjoyed the natural aroma.\*

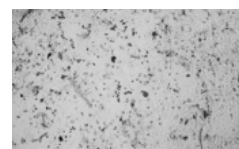
*\*self-assessment test, 56 international volunteers.*

Cleansing and purifying action against SPF and pollution.\*\*

*\*\*in vitro test on keratinocytes, application of Ginger Cleansing Oil.*



*Cells covered with SPF and pollution.*



*After cleansed with Ginger Cleansing Oil.*



## /step 1 - cleanse

enzymatic powder

*/exfoliating foaming powder*

Exfoliating foaming powder with Chlorella, Rice Starch, and Papaya enzymes for a brighter and smoother complexion. Only a little amount of this anhydrous transformative texture goes a long way, and depending on the quantity of powder and water used, you can personalize your detoxifying cleansing regimen. When mixed with water and after a brief massage, it turns into a creamy foam that eliminates pollutants and dead cells.

*65.0% natural-origin ingredients.*

*Free from silicones.*

*Preservative-free.*

*No added fragrances.*

*No SLES, no SLS.*

### Active ingredients.

**Chlorella:** a unicellular micro-algae living in sea or clear water. It differs from others by its exceptional chlorophyll concentration. A well-known superfood it is a useful supplement to detoxify the organism from the accumulation of heavy metals. Likewise on the skin, its high content of chitin and cellulose (polysaccharides) allows to capture and eliminate pollutants, effective in particular as a heavy metal detox.

**Papaya:** rich in papain, a proteolytic enzyme which stimulates the detachment of superficial dead cells for an effective, delicate exfoliation.

**Rice Starch:** very fine, intangible powder, to absorb excess sebum.

### HOW TO USE

A teaspoon is the recommended quantity to obtain a good detox action. Moisten the palms and rub the powder in your hands until it turns into a creamy foam, then apply it to the face. Avoid eye contour area.

### RECOMMENDED

Indicated for all skin types, except sensitive. Recommended to purify and reoxygenate the skin and in the presence of city-gray or dull complexion, to restore luminosity and smoothness. We recommend to use the product once or twice a week.

### PRO TIPS

Mix it with /skin regimen/ Cleansing Cream for a stronger cleansing action.

### EFFICACY TESTS

For 85% of women the skin is smoother.\*

For 82% of women the skin is more radiant and healthy-looking.\*

*\*self-assessment test, 40 women.*





## /step 2 - correct

microalgae essence  
*/energizing illuminating lotion*

Highly concentrated lotion with 7 essential components of the NMF (natural moisturizing factor), an energizing unicellular microalgae and **Longevity Complex™**. It optimally recharges and hydrates the skin, countering the effects of intense lifestyle, stress and dehydration due to heating, air conditioning and travelling. Cooling serum-like texture. With a natural rebalancing and reinvigorating aroma for mind and body. Ideal every day after cleansing, it can also be used as an intensive mask.

*96.0% natural-origin ingredients.  
Free from synthetic fragrance.  
Free from silicones.  
pH 4.7-5.7.*

## Active ingredients.

**Longevity Complex™**: organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**Unicellular microalgae** (Euglena Gracilis): active on the release of Calcium and on the production of cellular ATP, essential to stimulate metabolism and give a boost of energy to the skin.

## HOW TO USE

Place 2 pumps into the palm of your hands, rub together and inhale. With light pressure, carry out patting movements with fingertips from the center of the face outwards and from the chin working upwards, until completely absorbed.

## RECOMMENDED

For stressed, dehydrated, aging skin.

## PRO TIPS

If your skin is particularly tired, create a sheet mask with the essence. Soak a few tissues in this concentrated lotion and place them on the face, avoiding the eye area. Leave on for 10 minutes, then remove by applying light pressures to favor the absorption of any residue. Having an occlusive action on the skin, if your skin feels sensitive, remove and rinse skin with cold water.

## EFFICACY TESTS

Cell vitality increase up to +72.9% of the ATP synthesis\*.

*\*In vitro test on keratinocytes, application of Microalgae Essence.*

Reduction of skin temperature by 0.4°C/ 32.7°F after 5 minutes of product application.\*\*

+26% more hydrated skin after 1 hour of product application.\*\*

*\*\*clinical test, instrumental measurement, 20 women, application of Microalgae Essence, twice a day.*



## /step 2 - correct

### 1.85 HA booster

*/hydra-plumping concentrate*

Concentrate of micro-, macro- and cross-linked hyaluronic acid at 1.85% and Longevity Complex™ in a light texture for an intensive moisturizing and plumping action. Three molecular forms of hyaluronic acid lock the water into the skin at various levels to restore and prolong hydration. Ideal to correct fine lines and dehydration.

*99.1% natural origin ingredients.*

*Free from silicones.*

*No added fragrances.*

*pH 5.3-6.3.*

## Active ingredients.

**Longevity Complex™:** organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**Macro Hyaluronic acid:** due to its hygroscopic properties, it locks in the water, favouring a correct skin hydration and promoting an effective plumping action. With high molecular weight, it acts immediately on the outer layers of the skin.

**Micro Hyaluronic acid:** latest generation molecule with reduced molecular weight, it penetrates deeper into the layers of the skin to promote a longer lasting action.

**Cross-linked Hyaluronic acid:** highly viscous molecule that can resist the attacks of hyaluronidase, a family of enzymes that degrade hyaluronic acid. It locks in and protects the water content for an effective long-lasting moisturizing and plumping efficacy.

## HOW TO USE

Apply some drops morning and evening to a cleansed face and neck and especially to more visible lines and wrinkles. Follow with the cream.

## RECOMMENDED

In case of fine lines, dehydration, signs of stress and fatigue to obtain rapid and visible results.

## PRO TIPS

Ideal under the SPF before sun exposure, to preserve the skin's water content.

## EFFICACY TESTS

Keeps skin hydrated for 8h.\*

In 90% of women skin is smoother after 15 minutes\*

*\*clinical test, instrumental measurement, 20 women, application of 1.85 HA Booster, twice a day.*

For 100% of women skin is more hydrated.\*\*

*\*\*self-assessment test, 20 women, application of 1.85 HA Booster, twice a day.*

Up to +183% Hyaluronic acid production\*\*\*

*\*\*\*in vitro test on keratinocytes, application of 1.85 HA Booster.*



## /step 2 - correct

### 15.0 vit C booster

*/brightening concentrate*

Concentrate with 15% of Vitamin C, to protect the skin from free radicals and stimulate the synthesis of collagen, and **Longevity Complex™** to visibly improve skin tone and radiance.

Stay-fresh sachet maintains Vitamin C in perfect condition until its activation. Ideal to correct dark spots, uneven tone, dullness.

*93.0% natural origin ingredients.*

*Free from silicones.*

*No added fragrances.*

*pH 4-5.3.*

### Active ingredients.

**Longevity Complex™**: organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**Vitamin C (ascorbic acid)**: mixed with its salt (sodium ascorbate) to obtain a concentrated and soluble version. It stimulates the production of new collagen, protects the skin from oxidative damage, preventing and correcting the effects of chrono- and photo-aging. It promotes an even, brighter complexion. The Vitamin C powder is packaged in a nitrogen atmosphere to guarantee stability and efficacy.

### HOW TO USE

When using for the first time, open the sachet with a pair of scissors and carefully pour the powder into the bottle to activate the product. Shake for 20-30 seconds and leave to rest for 2 minutes to solubilize. Apply a few pumps to cleansed skin. Apply morning and evening. Keep away from heat and sunlight. One month efficacy after first opening.

### RECOMMENDED

In case of dull, city-gray complexion, dark spots and lack of firmness.

### PRO TIPS

To optimize the efficacy of vitamin C, store the booster in a cold dark place, ideally in the refrigerator at a temperature of 4-5° C / 40 F.

### EFFICACY TESTS

For 50% of women skin is more radiant immediately after application.\*

*\*clinical test, instrumental measurement, 20 women, application of 15.0 Vit C Booster, once a day.*

Significantly inhibit the production of melanin up to 31%.\*\*

*\*\*in vitro test on melanocytes, application of 15.0 Vit C Booster.*





## /step 2 - correct

### 1.5 retinol booster

#### /wrinkle concentrate

Concentrate with 1.5% retinol and silybin, a highly effective natural alternative to retinoic acid, and **Longevity Complex™**. A creamy texture for an intensive renewing action. A double release system through cyclodextrins for retinol, and phytosomes for silybin, protects stability, bioavailability and tolerability. Ideal to correct wrinkles and imperfections.

*96.9% natural origin ingredients.*

*Free from silicones.*

*No added fragrances.*

*pH 5.5-6.5.*

### Active ingredients.

**Longevity Complex™**: organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**1% Retinol (Vitamin A) in cyclodextrins**: a highly effective molecule in stimulating turnover but also extremely sensitive to light, oxygen and heat. The encapsulation in cyclodextrins, which opens on contact with the skin's enzymes, increases its stability, tolerability and bioavailability.

**Silybin in phytosomes**: extracted from Milk Thistle, it acts similarly to retinoic acid, but has no irritating effects. It stimulates the tissues regeneration and compactness, without triggering inflammatory mechanisms. Together with lecithin, a phospholipid, it generates a complex known as phytosome that

increases its stability and bioavailability.

### HOW TO USE

In the evening, cleanse skin and then apply some drops to the face, follow with the cream.

### RECOMMENDED

In case of wrinkles and imperfections to obtain rapid and visible results.

### WARNINGS

Retinol can increase photosensitivity. Ideal as a nighttime product. While using retinol, it is recommended to use an SPF product according to your phototype. Do not use the product during pregnancy.

### PRO TIPS

Ideal as an intensive treatment to renew thickened skins after extensive sun exposure.

### EFFICACY TESTS

Wrinkle volume reduced by:

-3% after 14 days of product use\*

-9% after 28 days of product use\*

-13% after 56 days of product use\*

*\*clinical test, instrumental measurement, 20 women, application of 1.5 Retinol Booster, in the evening.*

For 95% of women reduced wrinkle visibility\*\*

For 90% of women more even complexion and improved skin grain\*\*

For 100% of women the product is delicate on the skin\*\*

*\*\*self-assessment test, 20 women, 28 days, application of 1.5 Retinol Booster, in the evening.*



## /step 2 - correct

### 10.0 tulsi booster

*/nourishing protective oil*

Pure, concentrated oil, with 10% of Tulsi active complex, an Indian herb with known adaptogenic properties. Carried in almond and sunflower oil, it promotes a nourishing, illuminating, antioxidant protective action. The silky and velvety texture provides immediate comfort without being oily. With a natural rebalancing and reinvigorating aroma for mind and body. Ideal for dry and depleted skin, to give a healthy and radiant complexion.

*100% natural origin ingredients.*

*Free from silicones.*

*Free from synthetic fragrance.*

### Active ingredients.

**Tulsi:** also known as Holy Basil, it is a sacred Indian herb, extensively used in Ayurvedic medicine and considered a long-life elixir. At a systemic level, Tulsi has adaptogenic properties, i.e. it can increase the resistance of the body to stress, contribute to the elimination of toxins and reduce inflammatory processes. It reinforces and protects the skin for radiant appearance.

### HOW TO USE

In the morning and/or at night, cleanse skin and then apply a few drops to the face and neck.

### RECOMMENDED

Ideal in cold climates and for particularly dry, depleted skin, lacking firmness.

### PRO TIPS

If your skin is delicate or particularly dry, apply a few drops of /skin regimen/ 10.0 Tulsi Booster on skin before using the /skin regimen/ Cleansing Cream.

### EFFICACY TESTS

For 100% of women perceivable protective action\*

For 100% of women skin is more radiant\*

For 100% of women skin is softer\*

*\*self-assessment test, 20 women, 28 days, application of Tulsi Booster, once a day.*



## /step 2 - correct

### 1.0 tea tree booster

*/imperfections concentrate*

Purifying concentrate with 1% Tea Tree oil, 3% Mandelic Acid and **Longevity Complex™** for oily and impure skin. It contrasts imperfections and adult acne, reducing their appearance and ensures a smoother, clean and even complexion.

*93.5% natural-origin ingredients.*

*Free from silicones.*

*No added fragrances.*

*pH 4.2-4.6.*

### Active ingredients.

**Longevity Complex™:** organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, anti-oxidant Maqui Berry, anti-glycation Spinach that also promotes correct DNA methylation, and anti-glycation Carnosine.

**Tea Tree oil:** The oil from *Melaleuca Alternifolia* is known to promote an effective antibacterial action, and therefore recommended for imperfections and pimples. This oil gives the product its distinctive odor.

**3% Mandelic Acid:** alpha-hydroxy acid with exfoliating properties, it contrasts hyperkeratosis caused by excessive oxidized sebum in the hair follicles. It favors an antibacterial activity, helps reduce existing imperfections, prevents future breakout and preserves the smoothness of the skin.

### HOW TO USE

Apply the product at night, all-over face to reduce and balance excessive oiliness or specifically on the areas with pimples and imperfections for a corrective action. Rinse the face the following morning. Apply every day for a month. We recommend using an SPF during the day.

### RECOMMENDED

Ideal for oily and impure skin prone to imperfections and for skin with adult acne.

### SUNBURN ALERT

This product contains an alpha-hydroxy acid (AHA) that may increase your skin's sensitivity to the sun and particularly the possibility of sunburn. Use only as directed. It is recommended that prior to exposure to the sun, users cover areas where AHAs have been applied with sunscreen. Use a sunscreen, wear protective clothing, and limit sun exposure while using this product and for a week afterwards. Contact of the product with the skin must be of limited frequency or duration. Avoid contact with the eyes. If irritation persists, discontinue use and consult a physician. Keep out of reach of children.

### PRO TIPS

Apply a drop of the product on pimples to favor their healing.

### EFFICACY TESTS

Reduction of sebum production up to 26% after 28 days of product application\*

Reduction of pores dimension up to 12% after 28 days of product application\*

*\*clinical test, instrumental measurement, 20 women, application of 1.0 Tea tree Booster.*





## /step 2 - correct

### glyco-lacto peel */renewing mask*

Home-care Peeling for an effective and progressive skin renewal. The presence of glycolic acid that penetrates deeply and vegetal lactobionic acid, more delicate and antioxidant, promotes cell turnover, giving new brightness and evenness to the complexion. The skin is smoother and brighter, helping to mitigate the signs that the passage of time, stress and pollution leave on the face. The gel texture allows easy application and removal. Optimally calibrated blend ideal also on sensitive skin.

*87.5% natural-origin ingredients.  
Clean Formulation: free of silicones,  
ethoxylates, EDTA and acrylates.  
No added fragrances.  
pH 3.2-3.7*

### Active ingredients.

**Glycolic Acid 10%:** alpha-hydroxy acid that activates a powerful action on cell turnover, for a deep intensive renewal. It acts on the cellular junctions of the epidermis weakening the bonds between corneocytes and promoting their detachment, allowing new cells to rise to the surface for increased cell turnover.

**Lactobionic Acid 6%:** it belongs to the family of bionic acids, substances that represent the evolution of alpha-hydroxy acids. It promotes a slower exfoliation integrated with an interesting antioxidant and moisturizing action, leaving the skin immediately softer and smoother. It also binds heavy metals, in particular iron, counteracting the formation of free radicals and is therefore ideal for renewing skins stressed by pollution and city life. It works in synergy with glycolic acid improving the appearance of the skin texture.

### HOW TO USE

Use in the evening. Apply to cleansed skin, keep it on up to 10 minutes. If too strong, reduce to 5 minutes or remove the product. Rinse with water and apply the usual skin care products. Always apply */skin regimen/ Urban Shield SPF 30* after the product.

### RECOMMENDED

For graying and uneven complexion, in the presence of enlarged pores, superficial wrinkles and imperfections. Suitable for semi-weekly use in case of thick and resistant skin, recommended once a week for fair and thin skin. The product is ideal in synergy with the professional peeling treatment.

### SUNBURN ALERT

See */skin regimen/ 1.0 Tea tree Booster*.

### PRO TIPS

For very sensitive skin it is recommended to moisturize the skin using a few drops of */skin regimen/ 1.85 HA Booster* after using */skin regimen/ Glyco-lacto Peel*.

### EFFICACY TESTS

For 91% of women the skin is immediately radiant, soft and smooth.\*

For 84% of women, the product promotes an even complexion.

*\*self-assessment test on 45 volunteers.*



## /step 2 - correct

### double clay mask

#### */refining illuminating mask*

Two-tone mask made up of three Brazilian clays with an illuminating and perfecting action. The creamy texture of the clays does not dry the skin, yet synergistically contribute to a more uniform, radiant, and smooth appearance.

*98.8% ingredients of natural origin.*

*Clean Formulation: without silicones, ethoxylates, EDTA and acrylates.*

*Without fragrance.*

### Active ingredients.

**Longevity Complex™:** organic superfood extracts and highly technological ingredients that counteract the effects of stress and accelerators of aging. With Tephrosia Purpurea to modulate excess cortisol and promote beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that promotes proper DNA methylation and anti-glycation Carnosine. All the clays used are responsibly extracted from Brazil, and are naturally rich in minerals such as copper, selenium, magnesium, zinc, and manganese which contribute to the well-being of the skin:

- **Pink Clay:** promotes the skin's moisture balance and supports its brightness.
- **Gray Clay:** its absorbent properties guarantee a purifying effect and control of sebum accumulation, for a silky and even skin.
- **Black Clay:** its structure binds to hydrophilic and lipophilic substances, promoting a deep detoxifying action.

**Bamboo Charcoal:** gentle exfoliant that promotes the removal of toxins and impurities removal, leaving the skin velvety and radiant. Bamboo is an extremely fast-growing herbaceous plant and once cut, it is reborn from the roots, making cultivation and harvesting sustainable.

### HOW TO USE

Apply an even layer of product to cleansed skin, using the brush. For a targeted action, apply the pink cream on cheeks and cheekbones to promote firmness and radiance, the gray cream on the T-zone to counteract imperfections and excess sebum. Leave on for 10 minutes, then moisten your hands with warm water and massage for a few minutes. Proceed to rinse with plenty of warm water or remove the product with a damp towel.

### RECOMMENDED

Suitable for all skin types, even the most sensitive ones. The creamy texture makes application very comfortable. The product does not dry or pull the skin.

### PRO TIPS

Use the product twice a week and as home maintenance of the Urban Detox Facial treatment.

### EFFICACY TESTS

Respects skin hydration and promotes skin compactness.\*

Immediately improves smoothness and radiance.\*

*\*clinical test, 20 women, after one application.*

For 100% of women, skin is brighter, smoother and purified, complexion is more even, texture is more refined, pores are visibly reduced, appreciate the double application.\*\*

*\*\*self-assessment test, 20 women, after one application.*



## /step 3 - protect

### tripeptide cream

*/age-defense moisturizer*

Daily face cream with Palmitoyl Tripeptide-5, Dandelion extract and **Longevity Complex™**, to protect the skin from pollution and leave it firmer and well-hydrated. The massageable light-balm texture eases the tension of facial muscles and cools the skin. With a natural rebalancing and reinvigorating aroma for mind and body.

*91.8% natural origin ingredients.*

*Free from silicones.*

*Free from synthetic fragrance.*

*pH 5-6.5.*

### Active ingredients.

**Longevity Complex™:** organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**Dandelion extract:** from a plant known for its detoxifying properties, this extract protects the skin from pollution and preserves its luminosity. Rich in fructans (polymers of fructose molecules), it protects the skin against the effects of pollution associated with the release of inflammatory mediators, and from the oxidation of proteins.

**Tripeptide-5:** biomimetic peptide that mimics the action of a protein, naturally present in the skin, to stimulate the synthesis of new collagen. Thanks to its small dimensions, it penetrates easily and promotes a firming and wrinkle-correcting action.

### HOW TO USE

Apply every day to face and neck after the essence and the selected booster application. Massage with relaxing movements from the center outwards.

### RECOMMENDED

For all skin conditions, in case of wrinkles, signs of aging, stress and fatigue.

### PRO TIPS

Take 3 minutes of your time to apply the cream using the /skin regimen/ Mindful Massage, designed to enhance its rebalancing and reinvigorating properties. If your skin is particularly dry, apply a few drops of /skin regimen/ 10.0 Tulsi Booster before the cream.

### EFFICACY TESTS

Reduction of skin temperature by 0.5°C/ 32.9°F after 5 minutes of product application\*

*\*clinical test, instrumental measurement, 20 women, application of Tripeptide Cream.*

For 100% of women skin is softer\*\*

For 90% of women skin is more compact\*\*

For 95% of women skin is significantly more radiant.\*\*

*\*\*self-assessment, 20 women, 28 days, application of Tripeptide Cream, twice a day.*

Scientifically tested protective action against environmental oxidative stress (urban dust and UV rays)\*\*\*

*\*\*\*in vitro test on keratinocytes, application of Tripeptide Cream.*





## /step 3 - protect

### polypeptide rich cream

*/age-corrective moisturizer*

Rich face cream with a mix of firming biomimetic peptides, anti-pollution Dandelion extract and **Longevity Complex™** to slow down the aging process. With a soft, whipped, illuminating texture thanks to the light pink color, it nourishes and corrects the signs of aging. It supports the skin structure, reducing the visibility of loss of tone and surface wrinkles. The natural functional fragrance relieves tension and the effects of stress.

*88.5% natural-origin ingredients.*

*Clean Formulation: free of silicones, ethoxylates, EDTA and acrylates.*

*Without synthetic fragrances.*

*pH 5.0 - 6.0*

### Active ingredients.

**Acetyl Tetrapeptide-2:** biomimetic peptide that counteracts the relaxation effects of the skin by promoting the synthesis of new collagen and elastin and their proper assembly in tissues. The firming efficacy promoted counteracts the relaxation of the tissues associated with the passage of time and the force of gravity.

**Tripeptide-5:** biomimetic peptide that reproduces the action of a protein naturally present in the skin to stimulate the synthesis of new collagen. Thanks to its small size, it penetrates easily and promotes a firming and wrinkle correction action.

**Longevity Complex™:** organic superfood extracts and high-tech ingredients that counteract the effects of stress and the accelerators of aging.

**Dandelion Extract:** from a plant known for its detoxifying properties, this extract protects the skin from pollution and preserves its radiance.

### HOW TO USE

Apply every day to face and neck after the essence and the selected booster application. Massage with relaxing movements from the center outwards.

### RECOMMENDED

In case of wrinkles, signs of aging, stress and fatigue. Particularly suitable for 40+ skins, in the cold season and for particularly dry and dehydrated skins.

### PRO TIPS

Take 3 minutes of your time to apply the cream following the manual /skin regimen/ Mindful Massage.

### EFFICACY TESTS

For 95% of women the skin is nourished. \*

For 90% of women the face is firmer. \*

For 80% of women the skin is replumped and the visibility of wrinkles and signs of aging is reduced. \*

For 90% of women the complexion is more even. \*

*\*self-assessment, 20 women, 28 days, application of Polypeptide Rich Cream, twice a day.*

Scientifically tested protective action against environmental oxidative stress (urban dust and UV rays) \*\*

*\*\*in vitro test on keratinocytes, application of Polypeptide Rich Cream.*



## /step 3 - protect

### hydra fluid

*/moisturizing soothing fluid*

Double-use moisturizing fluid, to protect and moisturize the skin daily and to soothe and normalize it after shaving. The lightweight, emollient and calming formulation leaves the skin soft and hydrated, free from oily residues. Natural aroma based on aromatic herbs gives a pleasant and invigorating sensation.

*93.7% natural-origin ingredients.*

*Free from silicones.*

*Free from synthetic fragrance.*

*No SLES, no SLS.*

*pH 5-6.3.*

### Active ingredients.

**Longevity Complex™:** organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**Tasmanian Pepper Extract:** is a natural ingredient of Australian origin, specifically designed to protect male skin from mechanical shaving and external agents. The berry contains a powerful active ingredient called Polygodial, an anti-inflammatory substance that soothes irritations caused by shaving. The berries also contain anthocyanins with antioxidant action and rutin to strengthen the capillaries.

### HOW TO USE

For the moisturizing action: Apply a layer of product and massage until completely absorbed. For the after-shave action: Apply with gentle movements all over the face. Focus on areas compromised by shaving.

### RECOMMENDED

All skin types, ideal for oily, combination skins.

### PRO TIPS

Ideal as light moisturizer for everyone in hot climates and as the perfect ally for oily skins.

### EFFICACY TESTS

Soothing efficacy 4 times higher than the untreated control.\*

*\*clinical test, 20 volunteers, instrumental measurement of the erythema index after 15 minutes from the application of Hydra Fluid.*

Skin's ability to preserve the skin barrier is doubled\*\*

*\*\* clinical test, 20 volunteers, instrumental measurement of TEWL after 15 and 30 minutes from the application of Hydra Fluid.*

Excellent perception of comfort, delicacy and pleasantness of use.\*\*\*

*\*\*\* self-assessment test, 36 volunteers.*



## /step 3 - protect

### lift eye cream

*/multi-action eye cream*

Fast absorbing multi-active eye cream with 1% of pure caffeine, botanical extracts and **Longevity Complex™** to improve the natural eye support structure and glow. The light texture makes it perfect for the upper eyelid. Ideal to correct the appearance of crow's feet, puffiness, dark circles and sagging eyelids. Suitable for contact lens wearers.

*95.6% natural-origin ingredients.*

*Free from silicones.*

*No added fragrances.*

*pH 5-7.*

### Active ingredients.

**Longevity Complex™:** organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**Pure Caffeine:** it significantly improves the microcirculation, lightening the problems related to dark circles and puffiness.

**Persian Silk Tree Extracts and St. Paul's Wort:** firms, invigorates, and reduces sagging eyelids. Persian Silk Tree has an anti-glycation action. St. Paul's Wort is rich in darutoside (a diterpenic molecule), that activates the production of collagen and elastin.

### HOW TO USE

Apply a small quantity of the product under the eyes and on the upper eye lid, just below the arch of the eyebrow. Tap delicately until completely absorbed.

### RECOMMENDED

For an eye contour which appears lined, stressed and fatigued. Ideal in case of lack of sleep, puffy and tired-looking eyes.

### PRO TIPS

A must-have for early mornings, especially after those late nights. It also works well as a midday pick-me-up to face "screen fatigue".

### EFFICACY TESTS

For 90% of women reduced dark circle visibility\*

For 85% of women reduced eye puffiness visibility\*

For 90% of women invigorating action on upper eyelids\*

For 85% of women more relaxed and younger look\*

*\*self-assessment test, 20 women, 56 days, application of /skin regimen/ Lift Eye Cream, twice a day.*





## /step 3 - protect

### night detox

#### */overnight pro-vitality mask*

Leave-on regenerating night mask with Gluconolactone, Alpha-glucan yeast and **Longevity Complex™**. It boosts the skin's natural autophagy, favouring the elimination of toxins accumulated during the day. The balm-like cooling texture is ideal to be massaged to relax the facial muscles and relieve the signs of tiredness. With a natural rebalancing and reinvigorating aroma for mind and body.

*93.4% natural origin ingredients.*

*Free from silicones.*

*Free from synthetic fragrance.*

*pH 4.7-5.8.*

### Active ingredients.

**Longevity Complex™**: organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**Alpha-glucan yeast**: it reinforces the skin's autophagy mechanism, the natural system of elimination of metabolic waste products. The detoxifying action deals with the accumulation of waste substances generated during the day, in normal aging processes and over long periods of stress.

**Gluconolactone**: poly-hydroxy acid with a non-aggressive exfoliating action for the skin. It acts on the outer skin layer, weakening the corneocyte structure and favouring balanced cellular turnover.

### HOW TO USE

After using the Essence, massage the product onto the skin with movements from the center outwards. Leave on all night. Cleanse the face the following morning.

### RECOMMENDED

Particularly recommended in case of stressed and tired skin, with lines, wrinkles, first signs of aging. We suggest a cycle of 28 days every 3 months.

### PRO TIPS

Take 3 minutes of your time to apply the mask following the /skin regimen/ Mindful Massage, designed to enhance its rebalancing benefits and put you in the right mood before bedtime.

### EFFICACY TESTS

For 100% of women skin is more radiant.\*

For 100% of women more relaxed face features\*

For 95% of women skin is smoother\*

*\*self-assessment, 20 women, 28 days, application of Night Detox, in the evening.*

Scientifically tested to improve cell vitality and promote a repairing activity following exposure to urban dust and environmental pollution.\*\*

*\*\*in vitro test, on keratinocytes, application of Night Detox.*



## /step 3 - protect

### lip balm

*/nourishing lip balm*

A creamy, fluid balm that protects the lips from external aggressions. Enriched with precious oils and natural butters, it strengthens the barrier which, being free of sweat glands and sebaceous glands, is subject to being frequently dry, cracked, and prone to cracking.

*87.1% natural-origin ingredients.*

*Clean Formulation: free of silicones, ethoxylates, EDTA and acrylates.*

*Without synthetic fragrances.*

### Active ingredients.

**Avocado Butter:** obtained from the fruit pulp, it is rich in monounsaturated fatty acids and antioxidant vitamin E. Its composition very similar to that of human sebum gives it an excellent ability to penetrate the skin, giving deep elasticity and nourishment.

**Karité Butter:** natural butter extracted from a plant native to West Africa which is considered a valid ally for the youthfulness of the skin thanks to its highly emollient and moisturizing action. The high content of vitamin E also offers protection from free radicals.

**Almond Oil:** rich in emollient and nourishing fatty acids, it deeply hydrates even the driest skins, restoring softness and elasticity.

**Mimosa, Sunflower and Jojoba Waxes:** with moisturizing, restructuring and protective properties. They protect the skin and give the balm exceptional smoothness and creamy texture.

### HOW TO USE

Apply to the lips and repeat the application whenever you feel the need.

### RECOMMENDED

For all skin conditions.

### PRO TIPS

/skin regimen/ Lip Balm can be applied over lipstick, helping to increase lip moisture and shine.

### EFFICACY TESTS

For 86% of women, lips are hydrated and nourished.\*

*\*self-assessment test on 46 women.*



## /step 3 - protect

urban shield SPF 30

/anti-pollution UV fluid

Tone-perfecting, illuminating, anti-pollution UVA/UVB protection with Dandelion and **Longevity Complex™**, shielding the skin from the stress and aggressions of city life, such as fine particles and heavy metals, that accelerate skin aging. The light and non-oily texture ensures that it can be applied after the cream and immediately before make-up.

63.7% natural-origin ingredients.

Free from silicones.

No added fragrances.

pH 6-7.

### Active ingredients.

**Longevity Complex™**: organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**Dandelion extract**: from a plant known for its detoxifying properties, this extract protects the skin from pollution and preserves its luminosity. Rich in fructans (polymers of fructose molecules), it protects the skin against the effects of pollution associated with the release of inflammatory mediators, and from the oxidation of proteins.

### HOW TO USE

Apply an even layer to the face and neck after the cream. Massage in until completely absorbed. The product can be used with all creams, and alone for combination skin or in hot, humid climates.

### RECOMMENDED

Must be applied after peelings. Particularly recommended for tired, stressed skin with first signs of aging, discolorations, melasma, lines and wrinkles.

### PRO TIPS

Hands are very exposed to pollutants and sun, and age easily, so don't forget to protect them too!

### EFFICACY TESTS

Scientifically tested protective action against environmental oxidative stress (urban dust and UV rays)\*

*\*in vitro test on keratinocytes, application of Urban Shield SPF 30.*





## /step 3 - protect

### recharging mist

*/moisturizing protective mist*

Functional protective mist with antioxidant action. With a biotech fermented extract and **Longevity Complex™**, it offers cosmetic protection from pollution and damage caused by blue light. It can be sprayed throughout the day, even over make-up, to give the skin a renewed feeling of well-being and preserve its hydration.

*99.2% natural-origin ingredients.*

*Clean Formulation: free of silicones, ethoxylates, EDTA and acrylates.*

*Without synthetic fragrances.*

*pH 5.0-6.0.*

### Active ingredients.

**Longevity Complex™:** organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators.

**Biotech Fermented Extract:** fermented extract obtained through biotechnology from radiation-resistant microorganisms. The selected microorganism was discovered in the Pyrenees area, and chosen for its ability to adapt to light radiation in an extraordinary way. The extract activates the light receptors called opsins, enhancing the physiological defense mechanisms of the skin. It promotes the accumulation of lipids by strengthening the skin barrier, increases antioxidant activity and the repair response of DNA damage. Therefore, it counteracts skin aging induced by solar and artificial blue light, while reducing the formation of dark spots and wrinkles.

**Lavender and Rose floral water:** Obtained by steam extraction without the use of solvents, they have purifying and calming properties and work in synergy to soothe stressed skin. They also give the product a pleasant 100% natural floral scent.

### HOW TO USE

Spray on face and neck, from a distance of approximately 20cm/8 inches, with eyes closed. Repeat the application as needed throughout the day: four daily applications ensure hydration and protection.

### RECOMMENDED

To protect the face from blue light during the day, and to preserve skin hydration. Suitable for all skin types. It can also be applied over make-up.

### PRO TIPS

Take it with you to the office or on a trip: it is particularly suitable in case of exposure to electronic devices and blue light sources, and when spending a lot of time in air conditioned or heated environments.

### EFFICACY TESTS

Antioxidant and protective action from blue light \*

*\* clinical test, instrumental measurement, 20 women, application of Recharging Mist four times a day for 28 days.*

+ 17% skin hydration after a single application of the product.\*\*

*\*\* clinical test, instrumental measurement, 20 women, application of Recharging Mist four times a day.*

For 95% of women the perception of an immediate moisturizing and refreshing action \*\*\*

*\*\*\* self-assessment test, 20 women, 28 days, application of Recharging Mist four times a day.*



## /body care

### hand cream

#### */moisturizing hand cream*

Light moisturizing cream for soft and delicately scented hands. It preserves the beauty of the hands by counteracting external aggressions and the physiological processes of skin dehydration. Its fast absorbing formula without any greasy residue, allows to use digital devices avoiding fingerprints. With a natural rebalancing and reinvigorating aroma for mind and body.

*97.6% natural-origin ingredients.*

*Free from silicones.*

*pH 5-5.5.*

### Active ingredients.

**Tulsi:** also known as Holy Basil, it is a sacred Indian herb, extensively used in Ayurvedic medicine and considered a long-life elixir. At a systemic level, Tulsi has adaptogenic properties, i.e. it can increase the resistance of the body to stress, contribute to the elimination of toxins and reduce inflammatory processes. It reinforces and protects the skin for radiant appearance.

### HOW TO USE

If necessary, apply several times a day and massage until completely absorbed.

### RECOMMENDED

All skin types.

### PRO TIPS

In case of very cold climates and sensitive skin, add a couple drops of /skin regimen/ 10.0 Tulsi Booster.

### EFFICACY TESTS

+ 70% in surface hydration compared to the untreated control.\*

\* *clinical test, 20 volunteers, instrumental measurement with corneometer, 1 hour after application of Hand Cream.*

+ 63% skin's ability to preserve the skin barrier.\*\*

\*\* *clinical test, 20 volunteers, instrumental measurement of TEWL, 1 hour after application of Hand Cream.*



## /shaving

### shaving gel

*/delicate shaving gel*

Shaving gel for daily use. The self-foaming texture facilitates easy application and rapid shaving, leaving the skin soft and smooth. The natural aroma based on aromatic herbs, leaves the skin delicately scented with an invigorating action.

*85.7% natural-origin ingredients.*

*Free from silicones.*

*No SLES, no SLS.*

*pH 8-9.*

### Active ingredients.

**Tasmanian Pepper Extract:** is a natural ingredient of Australian origin, specifically designed to protect male skin from mechanical shaving and external agents. The berry contains a powerful active ingredient called Polygodial, an anti-inflammatory substance that soothes irritations caused by shaving. The berries also contain anthocyanins with antioxidant action, and rutin to strengthen the capillaries.

### HOW TO USE

Blend a dollop in the palms of the hands and apply on face and neck to obtain a soft light foam, in an even layer. Proceed with shaving.

### RECOMMENDED

For daily shaving of all skin types.

### PRO TIPS

For very sensitive skin it is recommended to use a few drops of /skin regimen/ 10.0 Tulsi Booster before applying /skin regimen/ Shaving Gel.

### EFFICACY TESTS

Sensory panel judges the product is delicate, pleasant and easy to use.

*\*self-assessment test conducted on 32 volunteers.*





## /lifestyle

### room spray

*/rebalancing ambience aroma*

The quintessence of /skin regimen/ in a spray bottle. A signature fragrance with the distinctive and genderless accord of Juniper, Copahu, Rosewood and Cedarwood essential oils for an immediate rebalancing and reinvigorating effect. Use it at home or in the spa, or in a restricted area such as a wardrobe, to indulge in a moment of pure aromatic bliss.

*Free from synthetic fragrance.*

### Active ingredients.

**Juniper essential oil:** the gum extracted by the berries is an effective neurotonic which can help with cases of stress, anxiety and general burn-out. Its overall effect on the emotional system is one of strengthening helping to dispel negative emotions such as insecurity, loneliness, sadness and guilt.

**Copahu essential oil:** the resin is an exudate obtained from the trunk of *Copaifera Officinalis* L. It has a delightful aroma that many people find sweet and reminiscent of warm honey. This wonderful fragrance when inhaled can put you in a lighter frame of mind and alleviate any feelings of anxiety and stress that you may be feeling

**Rosewood essential oil:** the essential oil is extracted by steam distillation of the trunk. It has a delicate aroma, slightly feminine, which helps treat depression, as it is said to impart feelings of happiness and strength. Rosewood oil also helps calming the mind.

**Cedarwood essential oil:** the essential oil is extracted by branches and roots, it has a characteristic aroma which reminds of pencil shavings. It calms the spirit and eases nervous tension. Energetically, cedarwood essential oil is extremely useful in case of anxiety. It

exerts a powerful, strengthening, and fortifying action for the body and mind.

### HOW TO USE

Spray into the air, away from the face.

### RECOMMENDED

Spray into the air to characterize a space with the /skin regimen/ aroma. Follow the warning instructions.









## /professional

### waterproof makeup remover

#### */biphasic eye makeup remover*

Delicate two-phase solution to remove water-resistant makeup from eyes and lips. Formulated with emollient oils, it promotes a nourishing and moisturizing action that preserves the softness and integrity of the eye area.

*98.0% natural-origin ingredients.*

*Free from silicones.*

*No added fragrances.*

*No SLES, no SLS.*

*pH 6.5-7.*

### Active ingredients.

**Tsubaki Oil:** a multi-active oil, characterized by a high level of oleic acid (omega 9) which provides many different properties essential for preserving cutaneous equilibrium. Favors the following actions: emollient for skin softening; nourishing to reintegrate sebum levels; and hydrating to keep the corneocytes intact, reducing the evaporation of water from the skin.

**Betaine:** is a natural osmolyte extracted from sugar beets. Physiologically found in the skin, it maintains an optimal state of liquids inside and outside the cells, preserving hydration and vitality even in compromised situations (extreme temperatures, pollution, sun exposure). It contributes to making the make-up remover gentle and respectful of the skin's physiology.

### HOW TO USE

Shake the bottle before each use. Saturate two cotton pads and lay them on the closed eyes with delicate pressure. Slide the pads with movements starting from the center of the eye towards the outside to facilitate the removal of the make-up.

### RECOMMENDED

For all skin conditions and to remove water resistant make-up.

### EFFICACY TESTS

Ophthalmologically tested\*

*\*clinical test, instrumental measurement, ocular tolerability (conjunctival mucosa, palpebral skin, tearing, burning), 20 volunteers with sensitive eyes and / or wearing contact lenses.*

Proven removing action on waterproof makeup\*\*.

*\*\* clinical test, instrumental measurement with a colorimeter, 20 volunteers.*

85% of volunteers are very satisfied about the cleansing efficacy. \*\*\*

*\*\*\*self-assessment, 20 women, use of Waterproof makeup remover on waterproof make-up.*





# /professional

cleansing cream

*/anti-pollution face wash*

Gentle foaming cream with delicate surfactants and **Longevity Complex™**. It protects the skin from the effects of pollution. Effectively removes make-up, SPF, dust, cigarette smoke and residues that deposit on the skin during the day. With a natural aroma that rebalances and reinvigorates mind and body.

*88.1% natural-origin ingredients.*

*Free from synthetic fragrance.*

*Free from silicones.*

*No SLES, no SLS.*

*pH 5-7.*

## Active ingredients.

**Longevity Complex™**: organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

## HOW TO USE

Mix a pea-sized amount of /skin regimen/ Cleansing Cream in your palms with a little water and apply to the face, neck and décolleté. Keep adding some water and massage into the skin with wave-like motions to thoroughly cleanse. Follow the indications on the **Urban Longevity Facial™** and **Urban Detox Facial** technical sheets.

## RECOMMENDED

On delicate or particularly dry skins apply a few drops of /skin regimen/ 10.0 Tulsi Booster before using the /skin regimen/ Cleansing Cream.



## /professional

microalgae essence

*/energizing illuminating lotion*

Highly concentrated lotion with 7 essential components of the NMF (natural moisturizing factor), an energizing unicellular microalgae and Longevity Complex™. It optimally recharges and hydrates the skin, countering the effects of intense lifestyle, stress and dehydration due to heating, air conditioning and travelling. Cooling serum-like texture. With a natural rebalancing and reinvigorating aroma for mind and body.

*96.0% natural-origin ingredients.*

*Free from synthetic fragrance.*

*Free from silicones.*

*pH 4.7-5.7.*

### Active ingredients.

**Longevity Complex™:** organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**Unicellular microalgae:** (*Euglena Gracilis*): active on the release of Calcium and on the production of cellular ATP, essential to stimulate metabolism and give a boost of energy to the skin.

### HOW TO USE

Apply a small amount to your palms and press into face, neck and décolleté with the palms and then the fingertips, working upwards. Follow the indications on the **Urban Longevity Facial™** and **Urban Detox Facial** technical sheets.

### RECOMMENDED

For stressed, dehydrated, aging skin.



## /professional

### detox peel-off

#### */purifying anti-pollution mask*

Detoxifying peel-off mask to clear the skin of impurities and pollution residues, for an immediately fresh and glowing look. The synergy of Chlorella, White Clay and Charcoal with White Ginseng root creates a matrix with optimal adherence that absorbs impurities, purifies the pores and counteracts the effects of environmental daily pollution which intoxicate the skin and accelerate the aging process. Ideal also to keep sebum production under control and re-establish the optimal level of hydration.

*100% natural-origin ingredients.  
Preservative-free.*

### Active ingredients.

**Chlorella:** a unicellular micro-alga living in sea or clear water. It differs from others by its exceptional chlorophyll concentration. A well-known superfood it is a useful supplement to detoxify the organism from the accumulation of heavy metals. Likewise on the skin, its high content of chitin and cellulose (polysaccharides) allows to capture and eliminate pollutants, effective in particular as a heavy metal detox.

**White Clay:** known for its purifying properties, it captures the impurities found on the surface of the skin for an effective detoxifying action.

**Plant-based Charcoal:** obtained by coconut shells, it is a porous substance with high absorption capacity. It captures impurities and facilitates their removal.

**White Ginseng:** originating in China and Korea, it is a remedy from Traditional Chinese Medicine, dating more than 2000 years ago. It possesses rebalancing and energizing properties.

### HOW TO USE

Mix 1 sachet (30g/1.05oz.) with 90ml / 3.4oz. of water at room temperature (20-25°C/68-77°F). Mix with a spatula (+/- 1 minute) until obtaining a smooth and homogeneous consistency. Apply with a spatula, in a semi-thick layer (avoid eye and eyebrow area), leaving the edges thicker to facilitate the removal. Leave on for 15 minutes. When dry, the mask will come off easily, and any residues can be removed with a moistened cotton pad. Once the mask is removed, some skin types could show a little reddening around the edges due to the occlusion. The redness will disappear in few minutes. If the edges are thick this redness is less evident. Follow the indications on the **Urban Detox Facial** technical sheet.

### RECOMMENDED

For all skin types, excluding very sensitive. Ideal to bring back luminosity and smoothness to dull, gray skin.

### EFFICACY TESTS

Immediately removes 84% of PM 2.5 deposited on the surface of the skin\*.

Increases hydration up to 74.6%.\*

*\*clinical test, instrumental measurement,  
1 single application.*





# /professional

## acid preparator

*/acid preparator*

A specific solution with controlled pH to prepare the skin for AHA-based treatments. The slightly acidic pH of 3.5-4.5 lowers the skin's pH, thereby alleviating excessive cutaneous stress during the processing of the alpha-hydroxy acid gel.

*98.5% natural origin ingredients.*

*Free from silicones.*

*No added fragrances.*

*pH 3.5-4.5.*

## Active ingredients.

**Citric Acid:** it creates an acidic environment and weakens the bonds between the corneocytes. The skin starts to adjust to a more acidic pH and to receive a high concentration of alpha hydroxy acids. Thanks to this step, it is possible to limit skin irritations, often associated with the use of chemical peeling products.

**Arginine:** it stabilizes the pH in a dermo-compatible way, as it is part of our own skin structure.

## HOW TO USE

Apply prior to /skin regimen/ Face Renewer. Make sure the skin is well cleansed and dry. Apply with cotton pads and sweep all over the skin. Follow the indications on the **Urban Longevity Facial™** technical sheet.

## RECOMMENDED

Prior to products with an acidic pH. Exclusively for professional use.



# /professional

face renewer

*/face renewing gel*

New formulation enhanced at pH 3-3.5, promotes an intensive multi-level exfoliating action with renewing, anti-aging and purifying ingredients. It stimulates oxygenation in the cells, promotes their vitality and activity and supports turnover giving brightness and even complexion.

*69.8% natural origin ingredients.*

*Clean Formulation: free of silicones, ethoxylates, EDTA and acrylates.*

*No added fragrances.*

*pH 3.0 - 3.5*

## Active ingredients.

**45% Alpha Hydroxy acids and Polyhydroxy acids:** a gel base without perfume. Different acids at different concentrations create a multi-level peeling in a single product able to diversify the exfoliation mechanism and obtain a more complete action.

**Glycolic Acid:** in combination with citric acid it activates a powerful cellular replacement action for deep intensive renewal.

**Lactic Acid And Gluconolactone:** due to their larger molecular size, they stimulate the renewing action and promote a moisturizing action that protects the skin.

**Nasturtium Extract:** stimulates the transmission of oxygen, improving tissue oxygenation for a more even and luminous skin.

## HOW TO USE

Apply an even layer of product with the brush on clean, dry skin. Leave on for 5 minutes, if the leather tolerates the product well, extend the application time up to 10 minutes. Remove with a face cloth. Follow the instructions on the **Urban Longevity™** technical data sheet.

## RECOMMENDED

For stressed skin with signs of aging, uneven skin tone, dullness and expression lines, as well as for more mature, thickened and deeply wrinkled skin. It is advisable to use an SPF product in the days following facial treatment and limit exposure to the sun. For professional use only. We suggest preparing the skin for professional treatment using the home use product /skin regimen/ Glyco-lacto Peel, as indicated in the dossier.

## SUNBURN ALERT

This product contains an alpha hydroxy acid (aha) that may increase your skin's sensitivity to the sun and particularly the possibility of sunburn. Use a sunscreen, wear protective clothing, and limit sun exposure while using this product and for a week afterwards. Contact of the product with the skin must be of limited frequency or duration. Avoid contact with the eyes. If irritation persists, discontinue use and consult a physician. For professional use only.



/professional

## neutralizer

/neutralizing face tonic lotion

An arginine solution which, due to its affinity with the skin, gently neutralizes the activity of the alpha-hydroxy acids and restores the physiological skin pH. Redness and irritations are reduced and skin hydration is preserved.

99.2% natural origin ingredients.

*Free from silicones.*

*No added fragrances.*

*pH* 8-10.

### Active ingredients.

**Arginine:** an amino acid present in the stratum corneum as a component of the NMF (natural moisturizing factor), which is the complex regulating skin hydration. It neutralizes the pH of the acids and keeps skin protected and optimally hydrated.

## HOW TO USE

Apply to the skin after /skin regimen/  
Face Renewer. Apply with cotton pads  
and sweep all over the skin. Follow the  
indications on the **Urban Longevity  
Facial™** technical sheet.

## RECOMMENDED

Always after the application of an acidic pH. Exclusively for professional use.





## /professional

tripeptide cream

*/age-defense moisturizer*

Daily face cream with Palmitoyl Tripeptide-5, Dandelion extract and **Longevity Complex™**, to protect the skin from pollution and leave it firmer and well-hydrated. The massageable light-balm texture eases the tension of facial muscles and cools the skin. With a natural rebalancing and reinvigorating aroma for mind and body.

*91.8% natural origin ingredients.*

*Free from silicones.*

*Free from synthetic fragrance.*

*pH 5-6.5.*

### Active ingredients.

**Longevity Complex™**: organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**Dandelion extract**: from a plant known for its detoxifying properties, this extract protects the skin from pollution and preserves its luminosity. Rich in fructans (polymers of fructose molecules), it protects the skin against the effects of pollution associated with the release of inflammatory mediators, and from the oxidation of proteins.

**Tripeptide-5**: biomimetic peptide that mimics the action of a protein, naturally present in the skin, to stimulate the synthesis of new collagen. Thanks to its small dimensions, it penetrates easily and promotes a firming and wrinkle-correcting action.

### HOW TO USE

Apply to face and neck after the essence and the selected booster application. Follow the indications on the **Urban Longevity Facial™**, **Urban Detox Facial** and **Urban Glow 15.0 Facial** technical sheets.

### RECOMMENDED

For all skin conditions, in case of wrinkles, signs of aging, stress and fatigue.



## /professional

urban shield SPF 30

*/anti-pollution UV fluid*

Tone-perfecting, illuminating, anti-pollution UVA/UVB protection with Dandelion and **Longevity Complex™**, shielding the skin from the stress and aggressions of city life, such as fine particles and heavy metals, that accelerate skin aging. The light and non-oily texture ensures that it can be applied after the cream.

*63.7% natural-origin ingredients.*

*Free from silicones.*

*No added fragrances.*

*pH 6-7.*

### Active ingredients.

**Longevity Complex™**: organic superfood extracts and a high-tech ingredients counteracting the effects of stress and aging accelerators. With Wild Indigo to modulate excess cortisol and boost beta-endorphins, antioxidant Maqui Berry, anti-glycation Spinach that also promotes correct dna methylation, and anti-glycation Carnosine.

**Dandelion extract**: from a plant known for its detoxifying properties, this extract protects the skin from pollution and preserves its luminosity. Rich in fructans (polymers of fructose molecules), it protects the skin against the effects of pollution associated with the release of inflammatory mediators, and from the oxidation of proteins.

### HOW TO USE

Apply an even layer of product after the cream to the face and neck. Massage in until completely absorbed. Follow the indications on the **Urban Longevity Facial™**, **Urban Detox Facial** and **Urban Glow 15.0 Facial** technical sheets.

### RECOMMENDED

Must be applied after the peeling. Ideal for all skin types, it is particularly recommended for tired, stressed skin with first signs of aging, discolorations, melasma, lines and wrinkles.



# /beauty tool

gua sha

*/facial lifting tool*

Inspired by the Far Eastern therapeutic technique that uses unidirectional pressures/glides on lubricated skin intentionally creating therapeutic scraping effects to stimulate blood flow, mobilize toxins and immediate plumping and lifting effects. It is a powerful and effective technique, used to treat various pathologies with an inflammatory base (fibromyalgia, headaches, asthma, colitis) even in the medical field. Given its simplicity and immediate results, it is now considered a quick fix for daily stress and strain which leaves its traces on the skin and body.

## CHARACTERISTICS AND EFFECTS

The **Gua Sha** is carried out using a Bian stone, considered a very precious instrument in Traditional Chinese Medicine. It contains over 40 minerals and trace elements and with its smooth edges is the ideal tool for the **Gua Sha** technique. Performing a **Gua Sha** treatment by integrating it with your homecare routine is the perfect combination between the activation of natural healing and skin revitalization processes, synergizing them with the potential of the line's active ingredients. The completeness of its actions, in just five minutes, is effective in both /skin regimen/ facials for its immediate action on the nervous system. At a deeper level, the repeated unidirectional "compression and rubbing" strokes on the face improve circulation and lymphatic drainage, reducing muscle tension and supporting the nervous system. The result is an immediately brighter, healthier and toned skin with relaxed features. In the long term, important results are obtained in terms of anti-aging, soothing inflammation and congestion, detoxifying and revitalizing.

## HOW TO USE

In case of dry skin, it is recommended to apply a few drops of /skin regimen/ 10.0 Tulsi Booster to the skin before using the stone. Warm the stone by rubbing it between your hands and proceed with moderate pressure slides on the sides of the neck. Then move on to the face, starting from the chin and going up to the cheeks, forehead and finally around the eyes. Repeat each movement three times. Indications can be found on the packaging for homecare use and in the treatment protocols for professional use.

## RECOMMENDED

Highly recommended for all skins. Suitable for relieving tension in facial muscles, stimulating circulation and promoting lymphatic drainage. The skin appears immediately smoother, younger and lifted. Works perfectly with /skin regimen/ **Urban Longevity Facial™** for enhanced anti-aging results and /skin regimen/ **Urban Detox Facial** to stimulate skin detoxification and restore vitality.

## WARNINGS:

It is recommended to avoid **Gua Sha** in case of skin inflammation (e.g. rosacea, eczema, cystic acne) and sunburn. If the client has recently undergone fillers or botox, **Gua Sha** can only be performed after a period of three months. For other cosmetic procedures, refer to a medical doctor or dermatologist.







## /skin regimen/ *the facials*

**The perfect antidotes to modern fatigue and urban lifestyle**, all our facials counteract the effects of stress and pollution and are ideal for a time-pressed, unisex clientele with dull, aging and intoxicated skin. They all feature the benefits of the /skin regimen/ Macro Waves Sound™, the brand's recharging Natural Aroma and a bespoke combination of total active formulas addressing the different skin conditions. Each treatment can be empowered with the **Gua Sha** techniques.

### **1. Urban Longevity Facial™**

60 min.

30 min. express version

REJUVENATING

### **2. Urban Detox Facial**

60 min.

DETOXIFYING

### **3. Urban Glow 15.0 Facial**

15 min.

EXPRESS GLOW

## A unique mind-skin experience.

The **100% Natural Aroma** of Juniper, Copahu, Rosewood and Cedarwood essential oils rebalances and reinvigorates mind and body. These benefits are enhanced by the /skin regimen/ Macro Waves Sound™. Incorporating both natural and synthetic sounds experienced in everyday life, it creates the perfect soundscape to add an extra dynamic dimension to the facial experience. It helps the listener to detach from everyday rhythm while retrieving the optimal level of energy. The complete facials begin with **destressing techniques inspired by Qigong**, encouraging

energetic detoxification and realignment. The intense **Rolling Roulage** massage stimulates collagen production and helps release the muscle tensions for a visible healthy, glowy, young-looking skin.

## Consultation is key.

Before starting the treatment, observe the guest's skin and ask his/her major concern:

1. dullness/uneven tone;
  2. wrinkles/imperfections;
  3. dehydration/fine lines;
  4. depletion/dryness;
  5. impurities /toxin build-up;
- and if they have any particular tensions in the upper part of the body.

This, along with your skin expertise, will allow you to **choose the facial** with AHA or with the /skin regimen/ Detox Peel-off **and the most appropriate booster and to dedicate specific care to relieve the specific tensions mentioned by the guest during the consultation.**

Explain the key features of the facial and your product choice. Then invite the guest to relax and start the journey with the /skin regimen/ Welcome.



## /skin regimen/ *urban longevity facial*<sup>TM</sup>

The perfect antidote to rejuvenate stressed skin and to specifically contrast accelerated aging. The efficacy of AHAs and a customized selection of highly effective boosters is enhanced by the synergy of Qigong and Rolling Roulage massage, the Macro Waves Sound<sup>TM</sup> and the brand's Natural Aroma, which recharge the skin and the mind. It is highly recommended to enhance the treatment with the **Gua Sha** techniques to reinforce the anti-aging effects. Considering the use of AHAs, please avoid offering this facial to guests with Melasma and sensitive skin.

100% of the panel finds its skin glowy and brighter\*

95% of the panel perceived mind-skin wellbeing\*

100% of the panel is satisfied with the facial and would repeat it\*

*\*22 people, women and men, results after the 60 minutes facial.*

### Timing.

The **complete facial** lasts 60 minutes. You can also offer an **express version** of 30 minutes. In this case keep the Welcome step and apply the products with no special massage techniques.

## /skin regimen/ *urban detox facial*

The perfect antidote for everyone to detox the skin from pollution and to specifically contrast impurities and imperfections. The efficacy of the Detox Peel-off Mask with Chlorella and plant-based Charcoal and a customized selection of highly effective boosters is enhanced by the synergy of Qigong and Rolling Roulage, the Macro Waves Sound<sup>TM</sup> and the brand's natural aroma which recharge the skin and the mind. It is highly recommended to enhance the treatment with the **Gua Sha** techniques

to further enhance the detoxifying and energizing effects.

100% of the panel finds the skin glowing and brighter\*

90% of the panel perceived the skin purified\*

*\*21 people, women and men, results after the 60 minutes facial.*

### Timing.

The complete facial lasts 60 minutes.

## /skin regimen/ *urban glow 15.0 facial*

Dedicated to time-pressed urbanites with dull, stressed skin, an intensive 15-minute solution for immediate glow and anti-fatigue thanks to the combination of Vitamin C and Rolling Roulage massage.

### Timing.

This mini facial lasts 15 minutes.

## /skin regimen/ *urban longevity facial*<sup>TM</sup>

### Description.

The perfect **antidote to modern fatigue** and urban lifestyle, this facial is ideal to renew the skin and counteract the effects of stress and pollution. For a **unisex clientele** with stressed, dull and aging skin. It is highly recommended to enhance the treatment with the **Gua Sha** techniques to reinforce the anti-aging effects.

Considering the use of AHA, please avoid offering this facial to people with Melasma and sensitive skin.

### Benefits.

**Customizable to correct specific stress-related imperfections and signs of aging**, it rejuvenates the skin and leaves you feeling recharged and ready to face your busy days.

### Timing.

The **complete facial** lasts 60 minutes. You can also offer an **express version** of 30 minutes. In this case keep the Welcome step and apply the products with no special massage techniques.



/skin  
regimen/  
*urban longevity facial*<sup>TM</sup>

/step 1 - cleanse

**WELCOME**

- Macro Waves Sound<sup>TM</sup>.
- Qigong Destressing Techniques.

**CLEANSING**

- Cotton pads.
- Waterproof makeup remover.
- Warm water in a bowl.
- Cleansing cream.
- **Gua Sha** massage

/step 2 - correct

**TONING**

- Microalgae essence.
- Rolling Roulage Massage.

**PEELING**

- Acid preparator (with cotton pads).
- Face renewer (with a brush).
- Neutralizer (with cotton pads).

Custom selection

**DEHYDRATION/FINE LINES**

- 1.85 HA booster.

**DRYNESS/DEPLETION**

- 10.0 Tulsi booster.

**DULLNESS/UNEVEN TONE**

- 15.0 Vit C booster.

**WRINKLES/IMPERFECTIONS**

- 1.5 Retinol booster.

**OILINESS/IMPURITIES**

- 1.0 Tea tree booster.

/step 3 - protect

**PROTECTION**

- Microalgae essence.
- Tripeptide cream.
- Urban shield SPF 30.

## /step 1 - cleanse

### Welcome.

Welcome the guest and ask which concern he/she would like to address, based on the boosters we offer. Ensure the guest is comfortable on the bed and turn the **/skin regimen/Macro Waves**

**Sound™** on. Have the **/skin regimen/ 10.0 Tulsi Booster** ready to start the welcoming energetic detoxification and realignment.

1. Warm 2 drops of **/skin regimen/ 10.0 Tulsi Booster** in your hands, ask the guest to inhale while your hands gently move close to the nose.



2. Place hands on décolleté and push down for one breath.



3. Place hands on the shoulders and push for one breath.



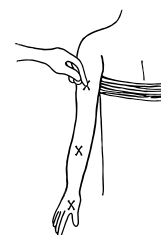
4. Slide hands to the base of the neck and with a walking action move back towards the occiput.



5. Glide into the hair with a waving motion using the whole hand and then release at the crown.



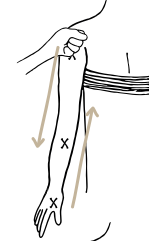
6. Apply 1 drop of **/skin regimen/ 10.0 Tulsi Booster** to 3 points: upper arm, forearm and between the thumb and index finger.



7. Scapula-chest stretch and sweep down the arm.



8. Vibrational movements on the outer arm, 9 times at each point. Repeat on the inner arm.



9. Rolling, squeezing all the way down the arm and then back up again.



10. Sweep down the arm using both hands from shoulder to fingertips.



11. With one hand pressing the palm into the bed, use the other hand to sweep up the inside of the arm from the hands towards the underarm.



Repeat steps 6 - 11 on the other side.

## Cleansing.

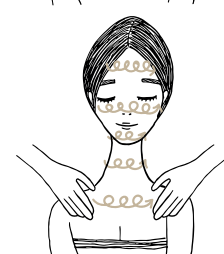
Have a bowl prepared with warm water to use for the cleansing step and the

hot caby prepared with clean, damp face towels.

1. Proceed with eye makeup removal: soak two cotton pads with **/skin regimen/ Waterproof Makeup Remover**, and gently remove makeup from eyes with appropriate techniques.



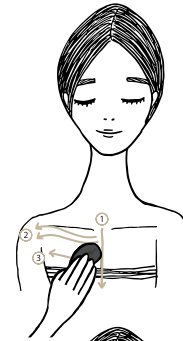
2. Mix a pea-sized amount of **/skin regimen/ Cleansing Cream** in your palms with a little water and apply to the face, neck and décolleté. Keep adding generous amounts of water and massage into the skin with wave-like motions to thoroughly cleanse.



## Gua Sha massage.

1. From the sternum going down.
2. Gliding below the clavicle from the center outwards.
3. Gliding on the pectorals, moving from the center outwards.

*\*Repeat step 2 & 3 on the other side*



1. Gliding from behind the ear to the terminus along the SCM.
2. Gliding from the acromion, along the trapezius to the neck.



3. Up and down vibrations all along the occiput.
4. Gliding from the occiput down to the base of the neck.

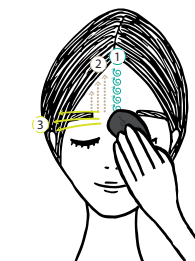
*\*Repeat step 3 & 4 on the other side*



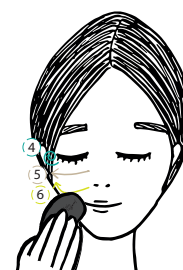
*\*Delicate pressure*

1. Small circular movements from the third eye to the hair line.
2. Small vertical lines from the center of the forehead out towards the temple.
3. Small gliding movements on the eyebrow, above the eyebrow and below the eyebrow.

*\*Repeat step 2 & 3 on the other side*

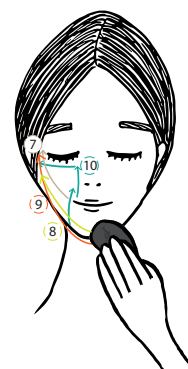


4. Big circles on the temple for 30 seconds. Repeat on the other side.
5. Gliding from below the eye to the temple. Repeat on the other side.
6. Gliding from the side of the nose, below the zygomatic arch to the temple. Repeat on the other side.





7. Big gliding movements from the lips to the temple. Repeat on the other side.
8. Big gliding movements from the chin outwards, then up to the temple. Repeat on the other side.
9. Big gliding movements from the chin, along the jawline to the ear. Repeat on the other side.
10. Gliding from the side of the chin, along the nasolabial fold, to the nostril. Then, gliding up along the side of the nose to orbital bone and then across to the temple. Repeat on the other side.



## Toning.

It is now time to apply the **/skin regimen/ Microalgae Essence**. Once it is well-absorbed, proceed with the **Rolling Roulage**. Inspired by physiotherapeutic techniques, it

stimulates microcirculation, decontracts the facial muscles, deeply oxygenates and detoxifies while stimulating collagen and elastin production.

1. Apply a small amount of the **/skin regimen/ Microalgae Essence** to the palms and press into the skin with the palms and then the fingertips, working upwards.



2. **Rolling Roulage**: start on one side of the face with vertical roulage movements working from the neck towards the forehead.



3. Then proceed with horizontal roulage movements working from the center of the face outwards. Repeat on the other side of the face.



Steps 2 & 3 on the other side of the face.

## Peeling.

Now that the skin has been cleansed and revitalized, it is time to apply the peeling to stimulate the cellular turnover. Apply the **/skin regimen/ Acid Preparator** to the face, neck and

décolleté with a cotton pad. Apply the **/skin regimen/ Face Renewer** to the same areas with a brush. Leave to process for maximum 10 minutes, and carry out the following movements:

1. Rocking movements on the trapezius. Repeat 9 times.



2. Embrace the shoulders, push down and glide down with pressure in the thumbs and pull and rotate. Repeat 9 times.



3. Facing the client, pull towards you with alternating hands from the neck. Repeat the same movement on the other side of the neck 9 times.



Remove the peel with a cool, damp towel. Apply the **/skin regimen/ Neutralizer** to face, neck and décolleté with cotton pads.

4. Warm 2 drops of **/skin regimen/ 10.0 Tulsi Booster** in your hands, ask the guest to inhale while your hands gently move close to the nose.



## Custom selection.

### DULLNESS/UNEVEN TONE

- 15.0 Vit C booster.

### WRINKLES/IMPERFECTIONS

- 1.5 Retinol booster.

### DEHYDRATION/FINE LINES

- 1.85 HA booster.

### DEPLETION/DRYNESS

- 10.0 Tulsi booster.

### OILINESS/IMPURITIES

- 1.0 Tea tree booster

Apply the selected **/skin regimen/ Booster**, working from the forehead down towards the décolleté, using 8 drops. Press the product into the skin, concentrating on the most compromised areas. In the case of the **/skin regimen/ 10.0 Tulsi Booster**, if you see excessive residue at the end of application, remove it with a warm damp towel.

### /step 3 - protect

## Protection.

It is now time to complete the facial with an extra application of the **/skin regimen/ Microalgae Essence** which will be the perfect base for the **/skin regimen/ Tripeptide Cream**. A final layer with **/skin regimen/ Urban Shield SPF 30** is recommended to protect the skin.



1.1 Apply a small amount of the **/skin regimen/ Microalgae Essence** to the palms and press into the skin with the palms and then the fingertips, working upwards. Then proceed with an application of **/skin regimen/ Tripeptide Cream** and proceed with the following steps:



1.2 Thumbs in a horizontal position along and underneath the clavicles x 3.



1.3 Thumbs in a horizontal position along and above the clavicles x 3.



1.4 Grasp the neck with the fingers underneath and use thumbs to drain towards the back of the neck x 3.





1.5 Glide up the face along the nasolabial folds, and then glide out towards the ears x 3.



2. Thumb glides underneath the cheekbones, on top of the cheekbones and above the cheekbones x 1.



3. Using flat hands carry out rotations to the masseter muscles underneath and then in line with the ears.



4.1 With thumbs or fingers work down the nose starting from the third eye and working down to the tip of the nose x 1.



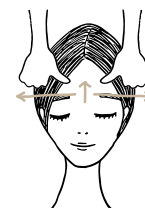
4.2 Smooth out the upper lip with thumbs x 1.



4.3 Smooth out the chin under the lips with thumbs.



5. Thumb on top of thumb, work upwards from the third eye to the top of the forehead with firm pressure open and glide out along the eyebrows.



6.1 Smooth out the forehead in three lines x 1 each line.



6.2 Embrace the head at the crown and release.



7. Finish by applying a small amount of **/skin regimen/ Urban Shield SPF30** to face, neck and décolleté.



8. Warm 2 drops of **/skin regimen/ 10.0 Tulsi Booster** in your hands, ask the guest to inhale while your hands gently move close to the nose.



Offer a **Tulsi Tea** to allow a few more minutes of relaxation, and, once the guest is dressed and ready, complete with the suggestion of the **3-step custom home care regimen**.

## /skin regimen/ *urban detox facial*

### Description.

The perfect antidote for everyone to **detox the skin from pollution** and to specifically fight **imperfections** and **adult acne**. The /skin regimen/ **Detox Peel-off** with Chlorella and plant-based Charcoal captures impurities and facilitates their removal and, thanks to White Ginseng Root, effectively rebalances and energizes the skin. **Customizable** with the selection of one of the Boosters. The synergy of Qigong and Rolling Roulage massage, the Macro Waves Sound™ and the brand's Natural Aroma, recharges the skin and the mind. It is highly recommended to enhance the treatment with the **Gua Sha** techniques to reinforce the detoxifying and energizing effects.

### Benefits.

This facial counteracts the effects of stress and environmental daily pollution which intoxicate the skin and accelerate the aging process. Ideal also to keep sebum production under control and reestablish the optimal level of hydration. Skin and mind are detoxified and reinvigorated.

### Timing.

The complete facial lasts 60 minutes.

/skin  
regimen/  
*urban detox facial*

/step 1 - cleanse

**WELCOME**

- Macro Waves Sound™.
- 10.0 Tulsi Booster
- Qigong Destressing Techniques.

**CLEANSING**

- Cotton pads.
- Waterproof makeup remover.
- Warm water in a bowl.
- Cleansing cream.
- **Gua Sha** massage

/step 2 - correct

**TONING**

- Microalgae essence.
- Rolling roulage massage.

**MASK**

- Detox peel-off (with spatula).
- Warm water in a bowl.

Custom selection

**DEHYDRATION/FINE LINES**

- 1.85 HA booster.

**DRYNESS/DEPLETION**

- 10.0 Tulsi booster.

**DULLNESS/UNEVEN TONE**

- 15.0 Vit C booster.

**WRINKLES/IMPERFECTIONS**

- 1.5 Retinol booster.

**OILINESS/IMPURITIES**

- 1.0 Tea tree booster.

/step 3 - protect

**PROTECTION**

- Microalgae essence.
- Tripeptide cream.
- Urban shield SPF 30.



## /step 1 - cleanse

### Welcome.

Welcome the guest and ask which concern he/she would like to address, based on the boosters we offer. Ensure the guest is comfortable on the bed and turn the **/skin regimen/Macro Waves**

**Sound™** on. Have the **/skin regimen/ 10.0 Tulsi Booster** ready to start the welcoming energetic detoxification and realignment.

1. Warm 2 drops of **/skin regimen/ 10.0 Tulsi Booster** in your hands, ask the guest to inhale while your hands gently move close to the nose.



2. Place hands on décolleté and push down for one breath.



3. Place hands on the shoulders and push for one breath.



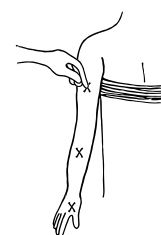
4. Slide hands to the base of the neck and with a walking action move back towards the occiput.



5. Glide into the hair with a waving motion using the whole hand and then release at the crown.



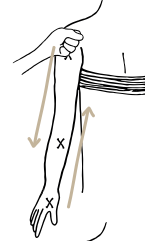
6. Apply 1 drop of **/skin regimen/ 10.0 Tulsi Booster** to 3 points: upper arm, forearm and between the thumb and index finger.



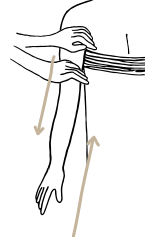
7. Scapula-chest stretch and sweep down the arm.



8. Vibrational movements on the outer arm, 9 times at each point. Repeat on the inner arm.



9. Rolling, squeezing all the way down the arm and then back up again.



10. Sweep down the arm using both hands from shoulder to fingertips.



11. With one hand pressing the palm into the bed, use the other hand to sweep up the inside of the arm from the hands towards the underarm.



Repeat steps 6 - 11 on the other side.

## Cleansing.

Have a bowl prepared with warm water to use for the cleansing step and the

hot caby prepared with clean, damp face towels.

1. Proceed with eye makeup removal: soak two cotton pads with **/skin regimen/ Waterproof Makeup Remover**, and gently remove makeup from eyes with appropriate techniques.



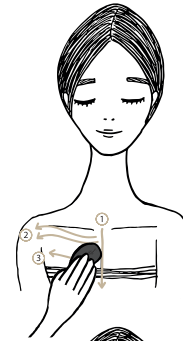
2. Mix a pea-sized amount of **/skin regimen/ Cleansing Cream** in your palms with a little water and apply to the face, neck and décolleté. Keep adding generous amounts of water and massage into the skin with wave-like motions to thoroughly cleanse.



## Gua Sha massage.

1. From the sternum going down.
2. Gliding below the clavicle from the center outwards.
3. Gliding on the pectorals, moving from the center outwards.

*\*Repeat step 2 & 3 on the other side*



1. Gliding from behind the ear to the terminus along the SCM.
2. Gliding from the acromion, along the trapezius to the neck.



3. Up and down vibrations all along the occiput.
4. Gliding from the occiput down to the base of the neck.

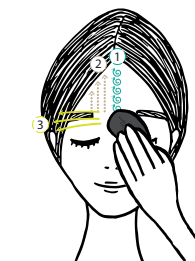
*\*Repeat step 3 & 4 on the other side*



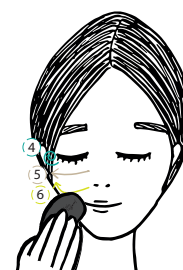
*\*Delicate pressure*

1. Small circular movements from the third eye to the hair line.
2. Small vertical lines from the center of the forehead out towards the temple.
3. Small gliding movements on the eyebrow, above the eyebrow and below the eyebrow.

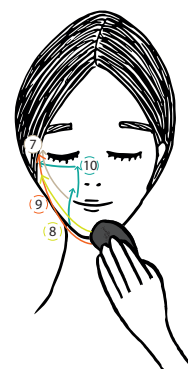
*\*Repeat step 2 & 3 on the other side*



4. Big circles on the temple for 30 seconds. Repeat on the other side.
5. Gliding from below the eye to the temple. Repeat on the other side.
6. Gliding from the side of the nose, below the zygomatic arch to the temple. Repeat on the other side.



7. Big gliding movements from the lips to the temple. Repeat on the other side.
8. Big gliding movements from the chin outwards, then up to the temple. Repeat on the other side.
9. Big gliding movements from the chin, along the jawline to the ear. Repeat on the other side.
10. Gliding from the side of the chin, along the nasolabial fold, to the nostril. Then, gliding up along the side of the nose to orbital bone and then across to the temple. Repeat on the other side.





## /step 2 - correct

### Toning.

It is now time to apply the **/skin regimen/ Microalgae Essence**. Once it is well-absorbed, proceed with the **Rolling Roulage**. Inspired by physiotherapeutic techniques, it

stimulates microcirculation, decontracts the facial muscles, deeply oxygenates and detoxifies while stimulating collagen and elastin production.

1. Apply a small amount of the **/skin regimen/ Microalgae Essence** to the palms and press into the skin with the palms and then the fingertips, working upwards.



2. **Rolling Roulage**: start on one side of the face with vertical roulage movements working from the neck towards the forehead.



3. Then proceed with horizontal roulage movements working from the center of the face outwards. Repeat on the other side of the face.



Steps 2 & 3 on the other side of the face.

### Mask.

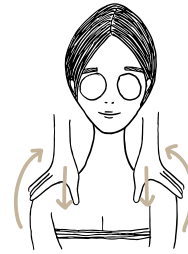
Now that the skin has been cleansed and revitalized, it is time to apply the **/skin regimen/ Detox Peel-off** to

the face, neck and décolleté. Leave to process for maximum 15 minutes, and carry out the following movements:

1. Rocking movements on the trapezius. Repeat 9 times.



2. Embrace the shoulders, push down and glide down with pressure in the thumbs and pull and rotate. Repeat 9 times.



3. Facing the client, pull towards you with alternating hands from the neck. Repeat the same movement on the other side of the neck 9 times.



Wet the edges of the **/skin regimen/ Detox Peel-off** with some water to facilitate the removal. Gently peel the mask from the chin towards the forehead. Remove any residues with a warm damp towel.

4. Warm 2 drops of **/skin regimen/ 10.0 Tulsi Booster** in your hands, ask the guest to inhale while your hands gently move close to the nose.



## Custom selection.

### DULLNESS/UNEVEN TONE

- 15.0 Vit C booster.

### WRINKLES/IMPERFECTIONS

- 1.5 Retinol booster.

### DEHYDRATION/FINE LINES

- 1.85 HA booster.

### DEPLETION/DRYNESS

- 10.0 Tulsi booster.

### OILINESS/IMPURITIES

- 1.0 Tea tree booster

Apply the selected **/skin regimen/ Booster**, working from the forehead down towards the décolleté, using 8 drops. Press the product into the skin, concentrating on the most compromised areas. In the case of the **/skin regimen/ 10.0 Tulsi Booster**, if you see excessive residue at the end of application, remove it with a warm damp towel.

### /step 3 - protect

## Protection.

It is now time to complete the facial with an extra application of the **/skin regimen/ Microalgae Essence** which will be the perfect base for the **/skin regimen/ Tripeptide Cream**. A final layer with **/skin regimen/ Urban Shield SPF 30** is recommended to protect the skin.



1.1 Apply a small amount of the **/skin regimen/ Microalgae Essence** to the palms and press into the skin with the palms and then the fingertips, working upwards. Then proceed with an application of **/skin regimen/ Tripeptide Cream** and proceed with the following steps:



1.2 Thumbs in a horizontal position along and underneath the clavicles x 3.



1.3 Thumbs in a horizontal position along and above the clavicles x 3.



1.4 Grasp the neck with the fingers underneath and use thumbs to drain towards the back of the neck x 3.



1.5 Glide up the face along the nasolabial folds, and then glide out towards the ears x 3.



2. Thumb glides underneath the cheekbones, on top of the cheekbones and above the cheekbones x 1.



3. Using flat hands carry out rotations to the masseter muscles underneath and then in line with the ears.



4.1 With thumbs or fingers work down the nose starting from the third eye and working down to the tip of the nose x 1.



4.2 Smooth out the upper lip with thumbs x 1.



4.3 Smooth out the chin under the lips with thumbs.



5. Thumb on top of thumb, work upwards from the third eye to the top of the forehead with firm pressure open and glide out along the eyebrows.



6.1 Smooth out the forehead in three lines x 1 each line.





6.2 Embrace the head at the crown and release.



7. Finish by applying a small amount of **/skin regimen/ Urban Shield SPF30** to face, neck and décolleté.



8. Warm 2 drops of **/skin regimen/ 10.0 Tulsi Booster** in your hands, ask the guest to inhale while your hands gently move close to the nose.



Offer a **Tulsi Tea** to allow a few more minutes of relaxation, and, once the guest is dressed and ready, complete with the suggestion of the **3-step custom home care regimen**.

/skin  
regimen/  
*urban glow 15.0 facial*

Description.

Dedicated to time-pressed urbanites with dull, stressed skin, an intensive 15-minute solution for immediate glow and plumping thanks to the combination of Vitamin C and Rolling Roulage massage.

Benefits.

Immediate hydration, anti-fatigue and glow. Intense and visible lifting. Overall re-energizing.

Timing.

15 minutes.

Accessories required.

Bowl with fresh water.

Face towels.

Cotton pads.

/skin  
regimen/  
*urban glow 15.0 facial*

/step 1 - cleanse

**WELCOME**

- Macro Waves Sound™.
- Qigong Detox Techniques.

**CLEANSING**

- Cleansing cream.

/step 2 - correct

**TONING**

- Microalgae essence.
- Rolling Roulage Massage.

**DULLNESS/UNEVEN TONE**

- 15.0 Vit C booster.

/step 3 - protect

**PROTECTION**

- Tripeptide cream.
- Urban shield SPF30.

## /step 1 - cleanse

### Welcome.

1. Invite the guest to sit and relax with the **Macro Waves Sound™**. Warm 2 drops of **/skin regimen/ 10.0 Tulsi Booster** in your hands, and then moving to a position behind the guest, asking him/her to inhale deeply, take an additional drop and rub into the center of the collar bones and then another drop behind the ears. (1 minute)



2. Continue with destressing Qigong movements, by simultaneous pummeling down both arms from shoulders to hands and back to the shoulders, and then follow with squeezing movements down the arms down to the hands and then back up to the shoulders. (1 minute)



### Cleansing.

3. First dip your fingers into the bowl of warm water, then apply the **/skin regimen/ Cleansing Cream** to face and neck and carry out circular movements, adding more water if necessary. Remove with warm damp face towels/mitts/ cotton pads. (3 minutes)





/step 2 - correct

## Toning.

4. Apply /**skin regimen**/ **Microalgae Essence** with palms, pressing the product into the skin and then follow with tapping upwards in an upwards direction. Then proceed with **Rolling Roulage**, vertically and then horizontally, one side of the face at a time. (7 minutes)



### /step 3 - protect

#### Protection.

5. Apply 8 drops of **/skin regimen/ 15.0 Vit C Booster** to face, neck and décolleté and ensure complete absorption. (1 minute)



6. Massage **/skin regimen/ Tripeptide Cream** with opening, outwards movements until completely absorbed. (1 minute)



7. Complete with a light application of **/skin regimen/ Urban Shield SPF30**. (1 minute)



This image shows a full page of blank, lined paper. It features approximately 28 horizontal blue or grey lines spaced evenly apart, typical of notebook paper. The lines extend across the entire width of the page, leaving small margins at the top and bottom. There are no vertical lines, text, or other markings on the page.

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/skin  
regimen/  
*modern plant chemistry™*



[www.skinregimen.com](http://www.skinregimen.com)

