

DRY SKIN



TO RESTORE ELASTICITY AND SUPPLENESS TO DRY SKIN



PRODUCT	REFERENCE NUMBER	CONTENT	REFERENCE NUMBER	CONTENT
	RETAIL	RETAIL	WHOLESALE	WHOLESALE
Mild Creamy Cleanser	500	200 ml	500P	500 ml
Radiant Firming Tonic	501	200 ml	501P	500 ml
Mild Face Rub	508	50 ml	508P	200 ml
Day Vitalizer	517	50 ml	517P	200 ml
Aquatense Moisture Gel	511	50 ml	511P	200 ml
Hyaluron Impulse	524	50 units	524P	150 units
Face Oil	525	50 ml	525P	50 ml
Night Replenisher	527	50 ml	527P	200 ml
Hydrating Skin Complex	535	30 ml	535P	50 ml
Eye Zone Gel	561	30 ml	561P	50 ml
Hydrating Gel Mask	590	75 ml	590P	200 ml

Healthy skin is smooth, soft and supple. It possesses a natural barrier to protect against moisture loss and prevent the ingress of foreign substances. To achieve this, small horny scales are positioned in several layers on top of one another and are held together by the skin's native cement substance. The natural moisturizing factor (NMF) ensures that the horny layer does not dry out. It consists of hydrophilic and moisture-binding substances. Together with hydrophilic lipids, it forms what is called the hydrolipidic film and ensures the skin's moisture content. The quality of the hydrolipidic film is genetically-related and subject to a number of influences at the same time. Internal factors (e.g. nutrition, hormone level) and external factors (e.g. raw climate, aggressive cleansing agents) may influence the hydrolipidic film to such an extent that visibly dry skin occurs. Depending on characteristics, a distinction can be made between the following two forms of dry skin:

Dry, lipid-deficient skin: due to decreasing sebum production, it is deficient in lipids. This lack of lipids weakens the hydrolipidic film, which protects against dehydration and the ingress of bacteria.

Dry, moisture-deficient skin: the skin usually produces sufficient lipids, but it is deficient in moisture due to a lack of moisture retention factors.

Careful care with lipid-replenishing and moisture-binding active substances is highly important to make dry skin elastic and supple again. DRY SKIN is the special care series for this skin type. Mild cleansing and care products support the skin's physiology with modern active substances. These increase its moisture binding capacity and strengthen the hydrolipidic film.

Regular care with DRY SKIN makes dry skin smooth and supple again, and strengthens its natural film to protect against external influences.

DRY SKIN

RET.
200 ml
Ref.
500

WHL.S.
500 ml
Ref.
500P



- **Optimally prepares the skin for subsequent treatments**
- **Particularly mild care formula with skin physiological pH value**
- **The creamy consistency is particularly easy to apply and wash off**
- **The skin's native moisture is retained**
- **Does not leave the skin feeling tense**
- **Intensive but mild cleansing**
- **Leaves the skin feeling clean**

Mild Creamy Cleanser

GENTLE CLEANSING LOTION FOR DRY SKIN

Gentle and thorough cleansing is particularly important for dry skin. On one hand, impurities, make-up and dead skin cells should be removed thoroughly, and on the other hand, this process should dehydrate or even irritate the skin as little as possible.

Mild Creamy Cleanser is water-soluble and has a rich, creamy consistency. This enables quick make-up removal. Make-up residues are removed both thoroughly and gently. Particles of dirt and native skin excretions are easily removed and are simply rinsed off with water.

The sensation of pleasant cleanliness is therefore followed by perceptibly soft and supple skin.



Home care application

Distribute Mild Creamy Cleanser over the face and neck in the morning and evening and massage in with the fingertips in circling motions. Remove with plenty of lukewarm water or moist compresses. Then clarify the skin with Radiant Firming Tonic.

Tip: *Pre-cleansing with Mild Creamy Cleanser is recommended in the case of heavy make-up. To do this, apply cleansing lotion and remove the surplus with a paper tissue. Then apply again and wash off with plenty of water or a compress.*



ACTIVE SUBSTANCES

- **Avocado oil:** Rich in natural fatty acids and vitamins A, E and D; cares for and protects the skin even during cleansing, leaves the skin feeling soft and smooth



DRY SKIN

- The skin profile appears smoother and its pores finer
- The skin is better prepared to absorb subsequently applied products
- The skin is perceptibly revived and refreshed
- Skin-friendly pH value
- Leaves the skin feeling absolutely clean

RET.
200 ml
Ref.
501

WHS.
500 ml
Ref.
501P



Radiant Firming Tonic

REVIVING FACIAL TONIC FOR DRY SKIN

Thorough, pore-deep cleansing for effective skin care is only completed when the cleansing preparation is followed by a facial tonic.

The facial tonic removes undesired water residues and any cleansing product residues from the surface of the skin. With its refreshing and reviving function, it restores the skin's equilibrium and enhances the effect of subsequent care preparations.

Radiant Firming Tonic is a mild, alcohol-free facial tonic with a skin-friendly pH value. It boosts individual well-being each time it is applied and revives the skin, perceptibly toning and refreshing it.



Home care application

Pour Radiant Firming Tonic onto a cotton wool pad after cleansing in the morning and evening and stroke gently over the face and neck.

Tip: Also very beneficial and refreshing as a compress for the sensitive eye area.



ACTIVE SUBSTANCES

- **Soluble collagen:** Intensively binds and retains moisture; film-forming and lifting



DRY SKIN

- Refines the complexion
- The complexion takes on a rosy hue
- Rids the skin of dead skin cells, hornification and blackheads
- Subsequent active care substances are better absorbed by the skin
- Prevents blemishes

RET.
50 ml
Ref.
508

WHL.S.
200 ml
Ref.
508P



Mild Face Rub

MILD FACIAL PEELING WITH JOJOBA WAX BEADS

Moisture-deficient skin is often brittle and rough. The horny cells' irregularity is comparable with a damaged roof: the external matrix has lost its reliable protection function. As a result, its ability to store moisture is severely impaired. To prevent this scenario from occurring in the first place, the horny lamellae on the surface should be regularly and gently removed.

Mild Face Rub is a mild peeling cream. It contains abrasive particles consisting of jojoba wax, which roll over the surface of the skin like small beads of wax. They perceptibly smooth dry skin and prevent the occurrence of blackheads.

Mild Face Rub pampers the skin even during application. Gentle and smooth, it is applied and massaged in like a rich cream. The abrasive strength of the peeling is attributable solely to the intensity and duration of the massage. As it is water-soluble, it is simply washed off again like a cleansing lotion.

Mild Face Rub makes dry skin soft, supple and smooth again.



Home care application

Mild Face Rub onto the cleansed skin on the face and neckline once to twice per week. Distribute and massage in gently for a few minutes with moistened fingers. Then rinse off thoroughly with warm water. Subsequently treat again with Radiant Firming Tonic.

Ideal before applying a serum.



ACTIVE SUBSTANCES

- **Peeling granules consisting of jojoba wax:** Rounded abrasive particles which melt due to the body's heat on application
- **Jojoba ester:** Provides the consistency for emulsions based on jojoba oil; leaves the skin feeling soft and velvety, and makes it supple



DRY SKIN

- **Smooths creases caused by dryness**
- **Outstanding foundation for make-up**
- **Light consistency, rapidly absorbed**
- **Perfect moisturizer and moisture binder**
- **Protection and security against omnipresent environmental influences**

RET.
50 ml
Ref.
517

WHL.S.
200 ml
Ref.
517P



Day Vitalizer

MOISTURIZING DAY CREAM

Consistent, daily care is indispensable for dry skin. If the skin is deficient in moisture and lipids, its elasticity decreases significantly and creases caused by dryness form far too quickly. Even in young skin, the complexion appears pale and unattractive.

Day Vitalizer is a soft but nevertheless rich day care cream for dry skin. It offers balanced protection in all situations in which moisture is drawn from the skin: climate-controlled and excessively heated rooms, exposure to the sun, wind and weather stress, car and air travel.

Day Vitalizer refills the moisture deposit of moisture-deficient and slightly lipid-deficient skin, making it supple and smooth.



ACTIVE SUBSTANCES

- **Short-chain hyaluronic acid:** Low-molecular and biotechnologically obtained moisturizer with high moisture binding capacity, penetrates down to the lower layer of the epidermis and visibly "pads" it out, smooths the skin and protects its moisture
- **Codium tomentosum:** Atlantic green algae, moisturizing, long-lasting effect
- **Imperata cylindrica:** Root extract from the desert plant Imperata cylindrica; native to Asia and Australia, it is able to survive even in extremely dry conditions; rich in potassium, moisturizing and moisture-binding
- **Macadamia nut oil:** Softening and skin-smoothing, rich in palmitoleic acid; palmitoleic acid increases the oil's ability to penetrate into the skin



Home care application

Apply onto the face and neckline after cleansing and toning in the morning, and massage in gently. Outstanding foundation for make-up.

Tip: Dry skin is only slightly lipid-deficient and the typical night care appears too rich? Then simply use Day Vitalizer as night care as well!

Recommendation: Face Guard combats premature skin aging with effective light protection. To achieve this, simply apply the extremely light lotion beneath Day Vitalizer during the day.



DRY SKIN

- Refreshing cream gel
- Smoothes moisture-deficient skin
- Long-lasting moisture deposit for the upper layers of skin
- Protection against free radicals
- Visible improvement of the skin structure
- Supports and stimulates the skin's moisture binding capacity

RET.
50 ml
Ref.
511

WHL.S.
200 ml
Ref.
511P



Aquatense Moisture Gel

GEL CREAM FOR DRY, MOISTURE-DEFICIENT SKIN

In moisture-deficient skin, the lack of moisture retention factors outweighs an adequate lipid content. This is particularly the point at which care products with a high moisture content and comparably low lipid content are desirable. Daily care should be light and nevertheless possess the balanced properties of a cream.

Aquatense Moisture Gel has a particularly light texture and immediately leaves the skin feeling fresh. Even whilst being applied, the light green cream gel imparts a sensation of increased moisture and smooths fine creases caused by dryness. Moisture-binding active substances such as hyaluronic acid and the Atlantic green algae extract prove particularly helpful in building up a moisture deposit.

Aquatense Moisture Gel is a plentiful source of moisture and a genuine thirst-quencher for moisture-deficient, dry skin.



Home care application

Depending on preference, apply Aquatense Moisture Gel after cleansing and toning onto the face, neck and neckline in the morning and/or evening and distribute gently.

Tip: Can be combined with any care cream or used on its own as enjoyable care for all those who dislike a cream texture!

Recommendation: Face Guard combats premature skin aging with effective light protection. To achieve this, simply apply the extremely light lotion beneath Aquatense Moisture Gel during the day.



ACTIVE SUBSTANCES

- **Codium tomentosum:** Atlantic green algae, moisturizing, long-lasting effect
- **Hyaluronic acid:** Extreme moisturizing and moisture-retaining effect, high moisture binding capacity
- **Panthenol:** Provitamin B5 stimulates the formation of new cells, acts to alleviate irritation and increase moisture
- **Vitamins C and E:** Antioxidant vitamins, prevent premature skin aging



DRY SKIN

- Improves the skin structure
- Smoothes creases caused by dryness
- Ideal foundation for make-up
- Smooth, silky-soft skin



Home care application

Twist open a capsule of Hyaluron Impulse or open it using a pair of scissors. Squeeze out the entire content and stroke over the face, neck and neckline using the fingertips. Leave out the eye area. If desired, apply the usual day or night cream on top. For external use only.

Tip: "Small gifts preserve friendships". Give your customer two to three Hyaluron Impulse capsules and once again emphasize the care success of your balancing dry skin treatment!



RET.
50 units
Ref.
524

WHL.S.
150 units
Ref.
524P

Hyaluron Impulse

CARE CAPSULES FOR DRY SKIN

If dry skin is particularly brittle, applying a day cream in the morning is often not sufficient. Additional care to improve the feel of the skin and for application as and when individually required now takes on particular importance.

Hyaluron Impulse is small care capsules which resemble pinkish, shimmering pearls. The creamy, soft content is intended for external application. Together, the extraordinary texture and modern contents provide an optimal skin care experience and result: the capsule's rich contents are distributed over the skin, leaving it feeling velvety soft, gentle and supple. Each individual application leaves the skin beautiful and smooth.

Hyaluron Impulse is suitable for application with and without day or night care. Applied directly beneath make-up, dry skin regains its silky-matte shimmer.

The small capsules are both ideal and space-saving companions on trips, and can be packed into even the smallest of bags.



ACTIVE SUBSTANCES

- **Long-chain hyaluronic acid:** High-molecular and biotechnologically obtained moisturizer with high moisture-binding capacity, forms a smoothing film on the surface
- **Dual peptide system:** Myristyl pentapeptide-8 and myristyl tetrapeptide also occur in the skin and are therefore able to penetrate particularly well when passage through the horny layer and improving the skin's volume there are required

DRY SKIN

RET.
50 ml
Ref.
525

WHLS.
50 ml
Ref.
525P



- **Strengthens the hydrolipidic film**
- **Alleviates feelings of tension**
- **Cares for lipid-deficient skin, leaving it supple and smooth**
- **Improves the skin's native protection**
- **Light and pleasant texture**
- **Rapidly absorbed**
- **Pleasant fragrance**

Face Oil

CARING FACE OIL FOR DRY, LIPID-DEFICIENT SKIN

An intact hydrolipidic film is crucial to healthy skin. If it is weakened, the horny layer becomes increasingly permeable and loses ever more of its protective function. At the same time, the skin continues to lose moisture. In turn, this so-called trans-epidermal moisture loss weakens the natural barrier layer and not infrequently leads to pruritus and redness.

Face Oil is a high-quality facial oil for balancing out dry, lipid-deficient skin. The fatty acid structure of the natural oils which are contained is similar to that of the lipids in human skin. They are particularly well absorbed by the horny layer. The skin rapidly regains its elasticity. The soft lipid film on the skin additionally prevents the loss of native moisture from the skin. Even in extreme situations (e.g. cold winter days, dry air in rooms), the skin remains protected against excessive dehydration.



Home care application

Massage a few drops of Face Oil into the skin after cleansing in the morning and/or evening.

***Tip:** Face Oil is ideal wind and weather protection for very dehydrated skin - particularly during the cold time of year. In this case, apply Face Oil on top of the usual day or night care.*

If light protection is additionally desired, Face Guard is applied onto cleansed skin first of all.

A few drops of Face Oil massaged into the nail bed cares for the nail skin, leaving it soft and beautiful.



ACTIVE SUBSTANCES

- **Macadamia nut oil:** Softening and skin-smoothing, rich in palmitoleic acid; palmitoleic acid increases the oil's ability to penetrate into the skin
- **Isostearyl isostearate:** Shortened to ISIS, emollient based on replenishable, biological raw materials, improves the cohesion of the lipids in the Stratum corneum and reduces transepidermal moisture loss from the skin
- **Squalane:** Obtained from olive oil, similar to the skin's natural lipid, easily absorbed without leaving the skin feeling greasy, prevents dehydration (moisture loss), skin-smoothing
- **Bisabolol:** Aqueous extract of chamomile, alleviates redness and pruritus



DRY SKIN

RET.
50 ml
Ref.
527

WHL.S.
200 ml
Ref.
527P



- **Strengthens the skin's native barrier function**
- **Ensures soft, smooth and supple skin**
- **Protection against free radicals**
- **Visible improvement of the skin structure**
- **Increases resilience and elasticity**
- **Leaves the skin looking rested and smooth in the morning**
- **Pleasant fragrance, easily distributed**

Night Replenisher

RICH NIGHT CREAM

Controlled by the complex mechanisms of cell activity, the skin's natural functions immediately react to environmental stimuli. In the present, stress-laden day and age, this is precisely why it is absolutely vital to strengthen the skin's native protection and actively support it from the outside. This is most effectively carried out during nightly rest in the sense of deep-acting care.

Night Replenisher is a rich night cream with a soft consistency. Modern active substances balance out lipid and moisture deficiencies. Brittle and dry skin regains its elastic and supple surface. In addition, the barrier function of dry skin is supported in such a way that it is able to increasingly unfold its optimal protection against further dehydration.

Night Replenisher cares for dry skin whilst you are asleep. Thus fortified, it is able to cope with the day's requirements.



Home care application

Apply onto the face, neck and neckline after cleansing and toning in the evening, and massage in gently.

***Tip:** Night Replenisher is also suitable as day care in lipid-deficient skin. In this case, Face Guard also ensures optimal light protection and is applied beneath Night Replenisher.*



ACTIVE SUBSTANCES

- **Short-chain Hyaluronic acid:** Low-molecular and biotechnologically obtained moisturizer with high moisture binding capacity, penetrates down to the lower layer of the epidermis and visibly "pads" it out, smoothes the skin and protects its moisture
- **White lupines:** Hydrolysate from lupine proteins, increases cellular activity in the basal cell layer, promotes the formation of keratinocytes, resulting in an improved barrier function and increased moisture binding capacity
- **Avocado oil:** Deep-acting care thanks to the natural phytosterol content, soothes the skin and increases its suppleness
- **Vitamin E acetate:** Antioxidant, protects the cell membranes against free radicals



DRY SKIN

RET.
30 ml
Ref.
535

WHL.S.
50 ml
Ref.
535P



- **Moisture-regulating**
- **Smooths creases caused by dryness**
- **Ideal for fixing make-up**
- **Youthfully fresh radiance in a short while**
- **Improves the skin structure**



Home care application

Apply Hydrating Skin Complex as a cure in the morning and/or evening. Remove approx. two squirts from the dispenser bottle and distribute over the cleansed face. The product is absorbed rapidly into the skin. Then apply the usual day or night cream.

***Tip:** Indispensable wherever make-up is applied! Applied directly beneath the make-up without the addition of a day care product (except in the case of extremely dehydrated skin), make-up remains fixed in place for hours.*

Hydrating Skin Complex

SMOOTHING MOISTURE CONCENTRATE

Hyaluronic acid is a natural and important constituent of human skin. It has the tasks of supporting connective tissue fibers and structural proteins and binding moisture. If the production of hyaluronic acid declines, e.g. following intensive sunbathing, dryness and loss of elasticity increase. Even in young skin, initial creases caused by dryness then appear all too quickly. Only an effective moisturizer is now able to help!

Hydrating Skin Complex is an effective moisture concentrate. Its long- and short-chain hyaluronic acid content serves to intensively moisturize the epidermis. Bound closely to the skin surface and with the ability to store additional moisture, the gel concentrate develops its effect.

Each application guarantees freshness and ensures beautiful, smooth skin.



ACTIVE SUBSTANCES

- **Long-chain Hyaluronic acid:** High-molecular and biotechnologically obtained moisturizer with high moisture-binding capacity, forms a smoothing film on the surface
- **Short-chain Hyaluronic acid:** Low-molecular and biotechnologically obtained moisturizer with high moisture binding capacity, penetrates down to the lower layer of the epidermis and visibly "pads" it out, smoothes the skin and protects its moisture
- **Codium tomentosum:** Atlantic green algae, moisturizing, long-lasting effect
- **Imperata cylindrica:** Root extract from the desert plant Imperata cylindrica; native to Asia and Australia, it is able to survive even in extremely dry conditions; rich in potassium, moisturizing and moisture-binding
- **Polysaccharide:** High-molecular moisturizer from the fruit of the carob tree, moisture-binding and skin-smoothing



DRY SKIN

RET.
30 ml
Ref.
561

WHL.S.
50 ml
Ref.
561P



- **Moisturizing and moisture retaining**
- **Smooths creases caused by dryness**
- **Combats swelling and dark rings around the eyes**
- **Cools and refreshes**
- **Ideal for spectacle and contact lens wearers**
- **Lipid-free**

Eye Zone Gel

MOISTURIZING EYE GEL

No other area of the face is as sensitive as the eye area. The skin here is 5 to 10 times thinner than anywhere else on the face. It also has hardly any sebum glands and no padding adipose tissue.

If the fine vessel walls are naturally lacking in resilience and a sluggish lymphatic system is added, blood shimmers through the porous capillary walls and leaves dark shadows behind. Additional fatigue and stress make the rings around the eyes even more pronounced and the eye contour decreases in firmness. Specific care is now needed to strengthen the eye contour tissue and simultaneously relieve it.

Eye Zone Gel is a particularly refreshing eye contour gel for immediate assistance. It smooths creases caused by dryness and sustainably supplies moisture. It also causes swelling to abate rapidly and effectively combats dark rings around the eyes.



Home care application

Distribute Eye Zone Gel around the eye area in the morning and evening and whenever desired throughout the day, tapping gently with the fingertips.

***Tip:** When stored in the refrigerator, Eye Zone Gel is particularly refreshing and cooling on application. This cooling effect supports the gel's decongestant effect.*



ACTIVE SUBSTANCES

- **Long-chain hyaluronic acid:** High-molecular and biotechnologically obtained moisturizer with high moisture-binding capacity, forms a smoothing film on the surface
- **Short-chain hyaluronic acid:** Low-molecular and biotechnologically obtained moisturizer with high moisture binding capacity, penetrates down to the lower horny layer and "pads" it out, smooths the skin and protects its moisture
- **Imperata cylindrica:** Root extract from the desert plant Imperata cylindrica; native to Asia and Australia, it is able to survive even in extremely dry conditions; rich in potassium, moisturizing and moisture-binding
- **Sensitive complex:** Active substance complex consisting of yeast extract and panthenol plus extracts of horse chestnut, butcher's broom, licorice root and calendula, decongestant effect, anti-inflammatory, fortifies the skin and effectively combats dark rings around the eyes



DRY SKIN

- **Moisture retention factor with 24-hour long-term effect**
- **The “freshness kick” for dehydrated skin**
- **Skin-smoothing**
- **Lipid-free**
- **Simple and particularly quick application in the salon**
- **Ideal for customers who do not like an oily film on their skin**

RET.
75 ml
Ref.
590

WHL.S.
200 ml
Ref.
590P



Hydrating Gel Mask

MOISTURIZING GEL MASK

Nature has provided optimal protection against dehydration. Certain plants and micro-organisms adapt to their water-deficient habitats in remarkable ways.

This also includes the desert plant *Imperata cylindrica*. This sweet grass originates from the same family as sugar cane. Thanks to its high potassium content, the plant has been used as a salt substitute by Australia's natives since time immemorial. Potassium ions are responsible for maintaining the cells' osmotic equilibrium and protect against dehydration.

Hydrating Gel Mask contains an extract from *Imperata cylindrica*, transforming this pleasant smelling gel mask into a special effect mask. The high concentration of moisture retention substances immediately leaves the skin feeling fresh and is additionally aimed at achieving a long-term effect. Even 24 hours following application onto the skin, the moisture content is still increased by 20%!



Home care application

Generously apply Hydrating Gel Mask onto the corresponding areas of skin, including the eye area, in the sense of a mask or pack. Allow to work in for 5-20 minutes. Remove residues with moist mask sponges and continue skin treatment as usual.

Tip: *Hydrating Gel Mask is outstandingly suitable as a moisturizing “contact gel” for ultrasound applications.*

Store Hydrating Gel Mask in the refrigerator during the summer months. This will ensure that you always have a particularly cooling effect treatment to offer your customers!



ACTIVE SUBSTANCES

- **Imperata cylindrica:** Root extract from the desert plant *Imperata cylindrica*; native to Asia and Australia, it is able to survive even in extremely dry conditions; rich in potassium, moisturizing and moisture-binding
- **Sorbitol:** Plant-based sugar substance with moisturizing properties



SKIN APPLETS



PROFESSIONAL SKIN CARE IN THE BEAUTY INSTITUTION

For moisture-deficient, dry skin

TREATMENT SEQUENCE	PRODUCTS
Cleansing	• Mild Creamy Cleanser
Refreshing	• Radiant Firming Tonic
Eye care	• Eye Zone Gel
Deep cleansing/peeling	• Mild Face Rub <i>or</i> • Enzyme Peeling Mask <i>with</i> Ocean Mineral Activator
Extra cleansing (if required)	• Normalizing Skin Complex
Active substance complex <i>Alternatively</i> Ampoule concentrate	• Hydrating Skin Complex • Hyaluron Fluid <i>or</i> • Hydro Chitosan
Massage <i>Alternatively</i>	• Night Replenisher <i>or</i> • Face Oil • Massage Fleece Face Set D Silk Protein
Mask <i>Alternatively</i>	• Hydrating Gel Mask • Ocean Minerals Hydrating
UV protection	• Face Guard
Conclusion - eye area	• Eye Zone Gel
Day protection	• Day Vitalizer <i>or</i> • Aquatense Moisture Gel