

Diego dalla Palma
PROFESSIONAL

ICON TIME

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

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

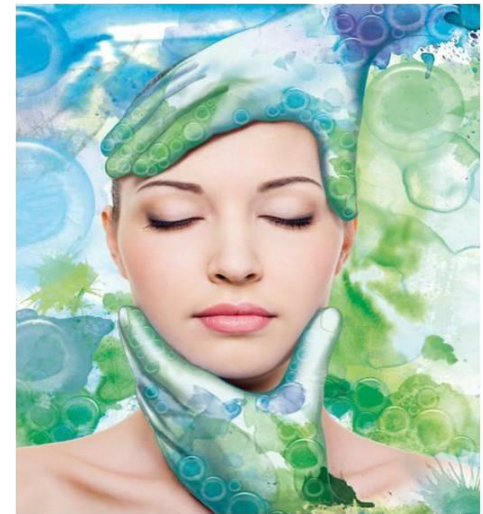
Suitable for all types of skin types. Safe for pregnant women or sensitive skin. They can also be used with the latest technologies such as, laser treatments, micro needling and cosmetic surgeries. We will start this training with the objectives of the range and the 51+3 HYALUCOMPLEXTM which is at the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

Communication goal

The main objectives of the products are therefore:

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

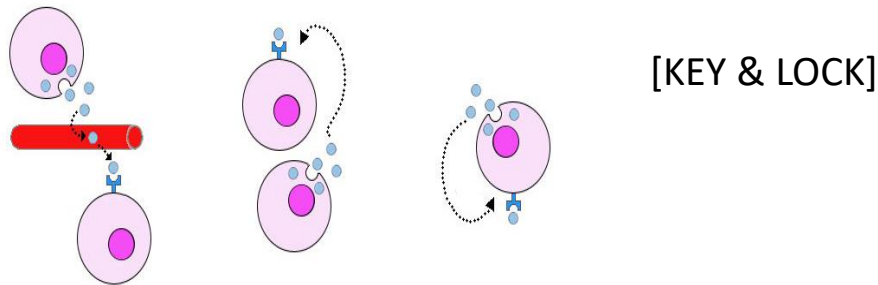
If the intoxicated cells, with a reduced metabolism, can no longer communicate correctly with each other and work in harmony, there is a loss of dialogue between the epidermis and the dermis.



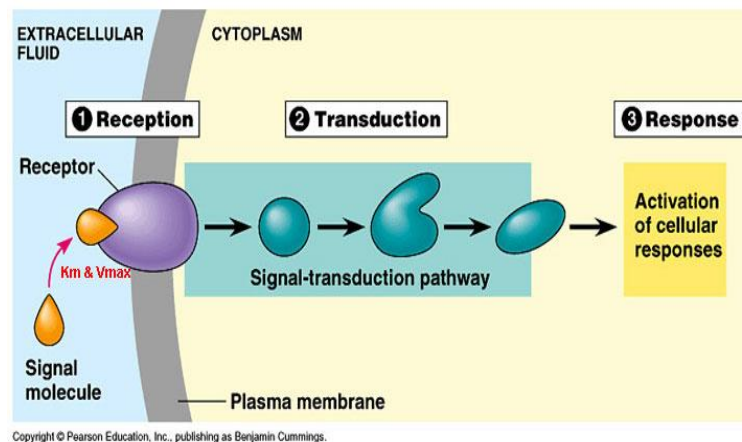
Cellular communication

The main mechanism by which cells communicate is through messengers released by secretory cells and bound by 'receptors' on the cell membrane.

IMPs (integral membrane proteins), also known as messenger RNA (mRNA) binding proteins.



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



Cellular messengers

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

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

We call them bioactive molecules.

51+3 HYALU COMPLEX™

At the heart of the products is the **51+3 HYALU COMPLEX™**
COMPLEX™: Exclusive patented brand Diego dalla Palma

- **51+3 HYALU COMPLEX™** provides everything the cells and structural components of the skin need to be healthy. It provides the perfect level of nutrients that are necessary for good cell communication and fights skin problems on the surface and deep down for immediate and long-lasting results. For each segment of the range, the **51+3 HYALU COMPLEX™** has been enhanced with bioactive molecules according to the skin imbalance to be corrected.
- Let's take a closer look at what **51+3 HYALU COMPLEX™** contains.

51+3 HYALU COMPLEX™

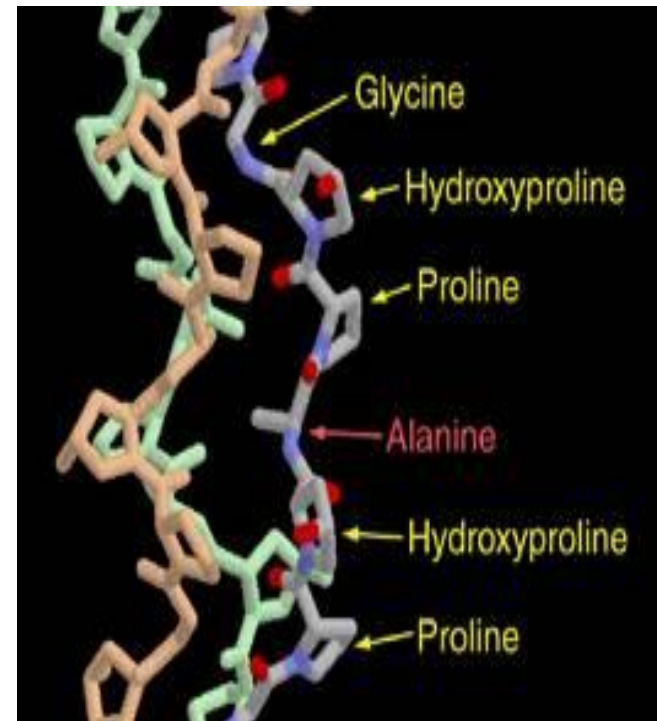
- 20 AMINO ACIDS 16 VITAMINS
- 6 TRACE ELEMENTS AND MINERALS
- 3 NUCLEIC ACIDS
- 4 CERAMIDES
- 2 CELLULAR OSMO-PROTECTORS
- 3 HYALURONIC ACIDS

51+3 HYALU COMPLEX™

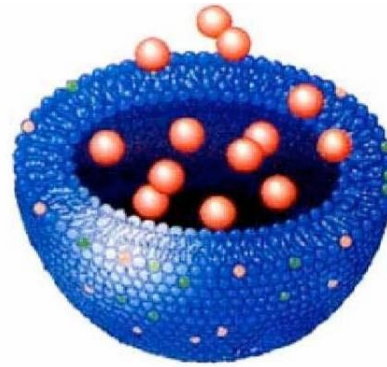
20 AMINO ACIDS

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

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



51+3 HYALU COMPLEX™



16 VITAMINS

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

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

51+3 HYALU COMPLEX™

6 TRACE ELEMENTS AND MINERALS

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

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

3 NUCLEIC ACIDSADN

RNA(ribonucleic acid)

ATP(adenosine triphosphate)

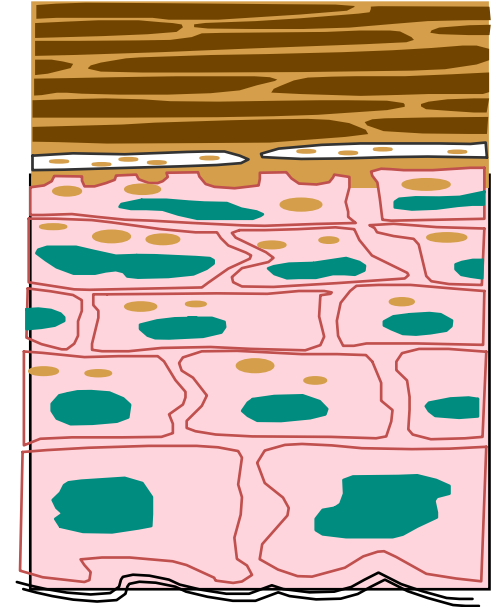
Function: *Regulates metabolism, energy production, cell proliferation and vitality.*

51+3 HYALU COMPLEX™

4 CERAMIDES

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

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



51+3 HYALU COMPLEX™

2 CELLULAR OSMO-PROTECTORS

Trehalose, Betaine.

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



51+3 HYALU COMPLEX™

3 HYALURONIC ACIDS

High molecular weight hyaluronic acid.

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

Low molecular weight hyaluronic acid.

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

Glycosaminoglycans.

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

ICON TIME

Anti-ageing treatment



ICON TIME

In this segment we are going to talk about anti-ageing. You probably already know that to determine the age of the skin there is the chronological or biological age and the cellular age. What is the difference, the chronological age is determined obviously by your age and the passing years and is responsible for 50% of the aging.

Whereas cellular age is determined by several things: Diet, lifestyle, stress, free radicals, skin care products and routines and the environment we live in. It is not connected with your actual age, but rather with how your skin looks! This represents the other 50% of the reasons for ageing and it is this 50% that we have the power to change.

We also know that ageing is a gradual process and that the rate of production of essential skin elements decreases with age. The needs and problems are not the same at 20/30 as at 40 or after 50. Skin care must therefore be targeted and adapted over time.

No matter the type of biological or cellular ageing, ICON TIME [™] has a solution adapted to each stage of life.

Diego dalla Palma skincare strength:

In the **ICON TIME**™ range, the 51 + 3 hyalu complex™ contains a superior number of amino acids that are part of the collagen and elastin structures, to stimulate the production of new structural components of the skin.

They are also enriched with the valuable energizing properties of silver, gold and platinum metals.

Precious metals have been used since ancient times for their beneficial actions:

- Improving microcirculation.
- Reactivate the metabolism with a regenerating and vitalizing action.
- Make the skin more luminous and minimize the visibility of wrinkles and imperfections.
- With the action of GABA gamma amino butyric acid, which is a neurotransmitter and regulates the nervous system, it can work to relax muscle contraction.
- Counteract the action of free radicals.
- Have an antibacterial and anti-inflammatory action.
- They are ideal for a tired skin, intoxicated by toxins and which needs to be renewed and "woken up". Cellular bio-revitalisation and protection of the skin's support system make it an intensive anti-ageing treatment formulated to combat wrinkles and loss of radiance.
- Classified in 3 age stages and the visual is simply beautiful.

Precious metals

SILVER



GOLD



PLATIN



AGE 1

First stage 30-40 years

The first anti-ageing products should be formulated to prevent ageing and protect the integrity and functions of the skin. They must actively combat processes that alter the balance of the cells and structures of the skin, leading to ageing, such as oxidative processes caused by free radicals, micro-inflammatory processes, alterations in metabolism and cellular communication.

Specific responses

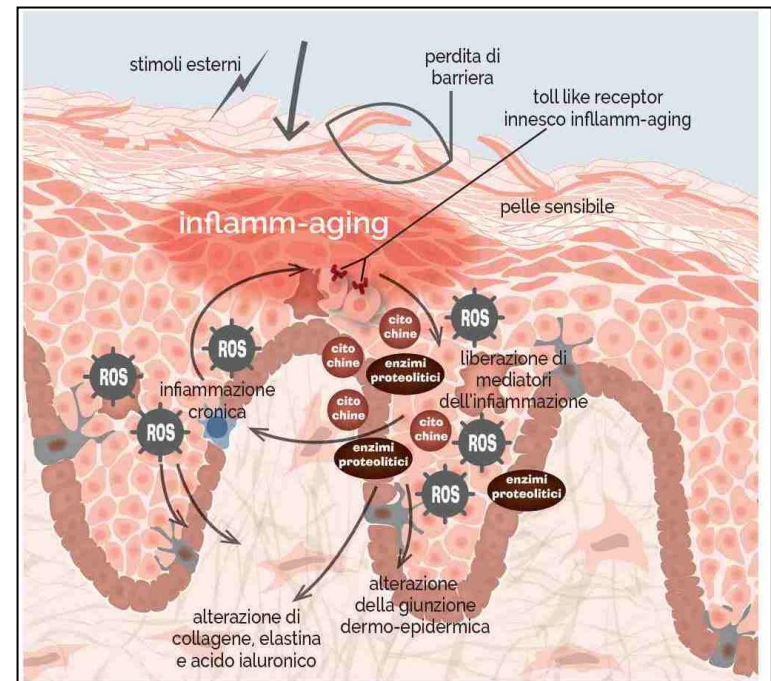
Revitalising anti-ageing care to protect the skin's youthfulness and fight against ageing accelerated by external agents and micro-inflammatory processes called "InflammAging".

What exactly are silent inflammatory processes...?

Inflammation is an important defensive mechanism. Several factors such as a hectic lifestyle, oxidative stress, pollution and an unbalanced diet can alter our body's defensive response and trigger chronic micro-inflammatory processes that are not visible on the surface of the skin, but which accelerate cellular ageing. This phenomenon is called InflammAging.

InflammAging: Is a term to identify the invisible, but chronic micro-inflammatory process that compromises the skin's barrier function and causes the constant formation of free radicals.

The skin ages faster, resulting in dryness, wrinkles, fine lines, pigment spots and loss of elasticity.

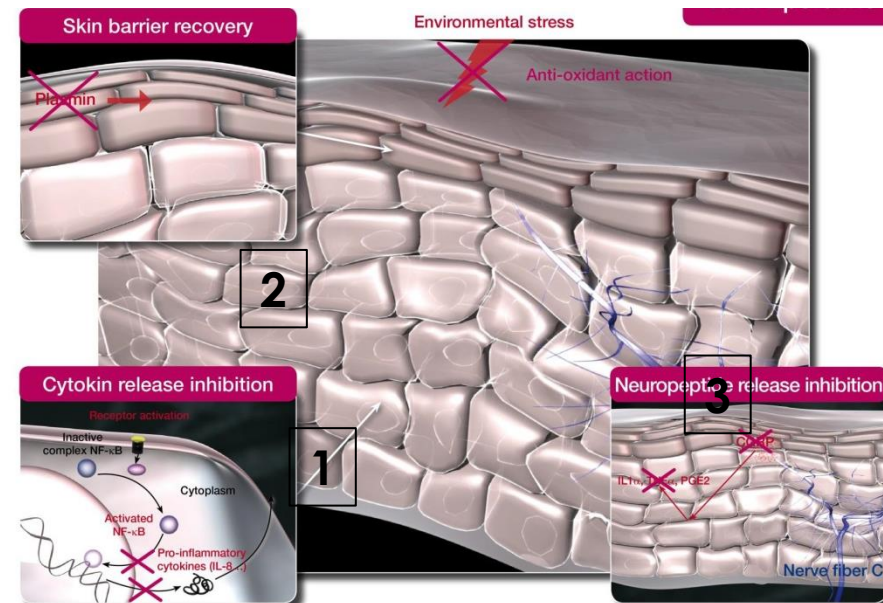


Anti-inflammatory system

Diego dalla Palma's anti-inflammatory system is an active "Youth Protection" treatment. It is ideal for slowing down the first signs of ageing and treating the harmful effects of stress and an unhealthy lifestyle. It also combats the action of free radicals and the InflammAging process, thus improving the integrity and biomechanical properties of the skin.

The anti-inflammatory system works on three levels:

- Reducing the release of inflammatory mediators.
- Improving skin barrier function.
- Inhibiting the release of neuropeptides that sensitise nerve fibres.



Metallic energy: SILVER

To protect the skin's youthfulness, the anti-inflammatory system is reinforced with silver micro-dust that fights irritation and preserves the thickness and function of the epidermal barrier, leaving the skin softer and more hydrated.



Professional treatments

The **REVITALISING ANTI-AGEING CARE** products designed for phase 1; protects the skin's young appearance. Ideal from the age of 30 to fight against skin ageing; accelerated by external agents and micro-inflammatory processes (InflammAging).

AGE 2

Second stage 40-50 years

When the skin already has wrinkles, you need corrective treatments aimed at protecting the skin's support structure containing active ingredients that stimulate new collagen and elastin formation and helping them to move properly through the layers of the skin and protect the fibers from hardening - caused by excess sugar in our diet (glycation process) and the damaging effects of free radicals.

Specific responses :

The Redensifying Anti-Aging Care products are formulated to protect the skin's support structure and correct the signs of aging.

Metallic energy: GOLD

The action of the biomimetic peptides is enriched with GOLDEN Collagenin, a valuable energizing peptide complex containing colloidal gold that stimulates the formation of new collagen for more toned, supple and wrinkle-reduced skin.



Bio-mimetic peptides

The dermis - made up of collagen and elastin fibers soaked in a glycosaminoglycan gel - provides structural support to the skin. Over the years, this support structure gradually degenerates, and wrinkles become more pronounced.

This process is due to less production of collagen and elastin fibers and a poor distribution in the skin increasing their degradation caused by "glycation".

Glycation is due to the attachment of excess sugars in our diet to collagen and elastin fibers. These sugars cause the fibers to harden and lose their suppleness and their ability to provide support and elasticity to the skin.

All the peptides in the Diego dalla Palma range are anti-glycation. You will see in the product description the abbreviation no. Ages in front of the peptides.

Bio-mimetic peptides

Complex created to protect the skin's support structure and correct the signs of aging.

Pro derma peptides (citrulline 10-tripeptide and algal pseudoalteromonas): **they stimulate the production of new collagen and elastin fibers, reorganizing them in space, stimulating the production of decorin.** This process also controls the size of the collagen fibrils, the uniformity of their diameter and their regular distribution, thus protecting the skin's resistance and elasticity.

No-A.G.E. peptides (tripeptide-1, acetyl tetrapeptide-5): these peptides prevent the formation of A.G.E. (advanced glycation end products which, in the skin, are the collagen and elastin fibers that have become hard due to the cross-links that form between these fibers and sugar)

Fights wrinkles, sagging skin and loss of tone.

Professional treatments

The **ANTI-AGEING REDENSITIVE** care products designed for stage 2; Protects the skin's support structure and corrects the signs of ageing, thanks to its "**filling**" action. Ideal from the age of 40 or for skin suffering from wrinkles, loss of radiance or tone.

AGE 3

Third stage 50+ years

When you are over 50, the ability of skin tissue to regenerate and renew itself is reduced. The skin becomes thinner and loses its tone and radiance.

A lack of hormones accelerates this process and weakens the lipid barrier that protects the skin. There is also a separation of the dermal/epidermal junction and cell communication becomes very difficult.

Specific responses :

The products in the Anti-Aging Skin Renewal Care **regenerate tired skin and combat the slowing down of the skin's normal functions and its ability to renew itself.**

Ideal from the age of 50 and for women in pre-menopause or menopause who suffer from dry skin and loss of elasticity.

Metal energy: PLATINUM

The action of the ÂGE DELAY complex is enriched with **PLATINUM SKIN-Matrix**, a valuable peptide complex containing colloidal platinum.

Particularly recommended for older skin. It rebalances cell communication and preserves the extracellular matrix of the dermis for firmer, plumper and younger looking skin.



AGE DELAY complex

The passing years and the hormonal changes due to the menopause and premenopause lead to a gradual slowing down of the skin's normal functions and its ability to regenerate and reflect light. It also often leads to pigment spots. Senescent" cells, less able to proliferate, work and renew themselves, accumulate, further accelerating skin ageing and sagging. The AGE DELAY complex is a deeply regenerating anti-ageing complex: It stimulates the production of "Klotho", youth proteins and reduces the quantity of "progerins", ageing proteins, delaying cellular senescence. It reactivates the vital functions of young skin and stimulates the activity of fibroblasts, cells that produce collagen, elastin and hyaluronic acid, for a firmer, more plump face.

Rich in isoflavones from the red poppy plant, which is particularly recommended for women in the process of menopause or pre-menopause to help reduce the consequences of this condition.

Professional treatments

The products of the ANTI-AGEING RENOVATOR CARE designed for stage 3;

Regenerates tired skin and combats the slowing down of the skin's normal metabolic functions and its ability to renew itself.

Ideal from the age of 50 and for women during or before menopause who suffer from dry skin and loss of elasticity.

Home care products



Normal skin



Anti-ageing cream REVITALISING 24HR 30-40 years - 50 ml

ACTION: "Youth Protection" treatment. A cream with a soft and light texture, anti-ageing that slows down the first signs of ageing and treats the harmful effects of stress and an unhealthy lifestyle. Thanks to its Anti-Inflammation system, it combats the action of free radicals and inflammation. Enriched with silver micro-dust that strengthens the structure of the skin's protective barrier.

RESULT: Smooth, hydrated skin and less visible fine lines.

ACTIVE INGREDIENTS: 51+3 HYALU COMPLEX™, anti-inflammatory system, silver micro-dust.



dehydrated



Anti-ageing cream REDENSIFIANT 24HR 40-50 years - 50 ml

ACTION: restructuring and filling anti-ageing treatment, specifically formulated to fight against wrinkles, skin slackening and loss of tone. Enriched with GOLDEN Collagenin, a precious peptide complex containing colloidal gold, which stimulates the formation of new collagen. It has an enveloping and protective texture.

RESULT: More toned and elastic skin and minimized wrinkles.

ACTIVE INGREDIENTS: 51+3 HYALU COMPLEX™, "no-a.g.e.s peptides", GOLDEN Collagenin.



Dry skin



Anti-aging cream RÉNOVATRICE 24HR 50 years+ - 50 ml

ACTION: anti-ageing treatment that regenerates the skin in depth, with AGE DELAY complex and PLATINUM SKIN-Matrix.

It stimulates the production of "Klotho", youth proteins, reactivating the vital functions of young skin for a firmer, "plumper" complexion. Reinforced with red poppy isoflavones, it is also recommended for women in the process or premenopause who suffer from dry skin, loss of tone and the appearance of brown spots. Its rich and nourishing texture is ideal for dry, dehydrated or cold weather skin.

RESULT: skin is revived and looks younger and firmer.

ACTIVE INGREDIENTS: 51+3 HYALU COMPLEX™, AGE DELAY complex, PLATINUM SKIN-Matrix, creatine, pro-collagen, red poppy isoflavones.

Home care products



Corrective Eye Cream - 15 ml

ACTION: Innovative eye treatment. Thanks to its orange corrective pigments and diamond dust, it visibly reduces dark circles and makes the eyes glow. Its carefully measured concentration of active ingredients helps to improve periocular microcirculation so that puffiness, dark circles and crow's feet are less visible.

ACTIVE INGREDIENTS: 51+3 HYALU COMPLEX™, diamond brightening complex, anti-puffiness complex, escin, colour correcting pigments.



Gold elixir anti-ageing redensifying serum - 30 ml bottle with dropper

A luxurious formula that fills and softens the skin. Developed to actively combat wrinkles and signs of aging. A sublime golden infusion with GOLDEN Collagenin and "No a.g.e.s Peptides" amino peptide complex, which stimulates collagen production and fights against "glycation", one of the main processes of skin ageing processes. Enriched with micro encapsulated golden hyaluronic acid that melts on contact with the skin, giving it a precious glow.

ACTIVE INGREDIENTS: GOLDEN Collagenine, pro derma peptides, cross-linked hyaluronic acid Hyaluronic Acid Technology, Hyaluronic Acid Microbeads.

Home care products

SUPERMASK™ - Anti-ageing repair shock treatment - 1 single dose mask.

ACTION: intensive, regenerating treatment that restores vitality and youthfulness to the complexion in just minutes minutes. It stimulates the production of new collagen, protecting the skin's support structure thanks to the synergistic action of the AGE DELAY complex and the "no-a.g.e.s peptides". With the DOUBLE SKIN POWER MASK technology with two layers for deep penetration of the active ingredients.

The inner layer of the mask in contact with the skin deposits the active ingredients, flooding the skin with with 35 ml of concentrated anti-ageing serum.

The outer layer creates a protective occlusive barrier that penetration of the active ingredients so that the product works faster and deeper. faster and deeper.

ACTIVE INGREDIENTS: AGE DELAY complex, "no-a.g.e.s peptides", GOLDEN Collagen, PLATINUM SKIN-Matrix, hyaluronic acid, glycans, GABA.

SUPERMASK™ - Relaxing eye and critical spot defatigator - 1 single dose mask.

ACTION: Due to diamond dust and lifting agents, it sublimates the complexion in minutes for a more relaxed and rested result.

Its fresh, highly adhesive hydrogel structure makes the product easy to use and ensures that the active ingredients penetrate deep into the skin. It is rich in anti-wrinkle pro-collagen peptides and soothing agents to improve puffiness and dark circles.

ACTIVE INGREDIENTS: Diamond Brightening Complex, Anti-Puffiness Complex, Oatmeal Lifting Agents, Pro-Collagen Biomimetic Peptide



Retail Super Active Plumping Energizing Concentrate

The ultimate solution for firming, moisturizing and softening the skin.

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

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

Why do you need to add a shock treatment?

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

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

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



For mature skin, the energizing concentrate is ideal.

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

Redensifying, remodelling and anti-wrinkle action.

Nourishing and elasticizing milk texture.

For dehydrated mature skin, the plumping concentrate is ideal.

A complex of active ingredients with a synergistic action that helps to preserve the precious capital of hyaluronic acid present in the skin. The active ingredients N-acetylglucosamine and mini hyaluronic acid penetrate deep into the skin, promoting the production of new hyaluronic acid for a fuller, plumper feeling. Cross-linked hyaluronic acid smoothing technology. It creates an invisible 3D film on the skin's surface with an immediate lifting effect and acts as a reservoir and reserve of hyaluronic acid, ensuring a prolonged release over time.

Moisturising and plumping action.

Thick and velvety smooth gel texture.



Professional products

Corrective Eye Cream - 30 ml tube

ACTION: Innovative eye treatment. Due to its orange corrective pigments and diamond dust, it immediately reduces dark circles visibly and makes the eye area glow. Its carefully measured concentration of active ingredients helps improve periocular microcirculation and smoothes wrinkles so that puffiness, dark circles and crow's feet are less visible.

ACTIVE INGREDIENTS: 51+3 HYALU COMPLEX™, diamond brightening complex, anti-puffiness complex, escin, color correcting pigments.



Reidentifying anti-ageing cream SILVER OR PLATINUM - 150 ml tube

ACTION: energizing and restructuring treatment with anti-wrinkle action, specially formulated to fight against wrinkles, skin slackening and loss of tone. Reidentifies and repairs the skin, nourishes and hydrates it in depth. Stimulates new collagen and elastin formation for more toned and supple skin.

ACTIVE INGREDIENTS: 51+3 HYALU COMPLEX™, micro silver dust, GOLDEN Collagenin, PLATINUM SKIN-Matrix.



Professional products



Anti-Aging Revitalizing Concentrate 30-40 years SILVER - 50 ml bottle with dispenser

ACTION: a concentrate of energy and health to strengthen the skin. It helps to maintain the action of cellular functions, fighting chronic micro-irritations that accelerate aging (InflammAging). Ideal in times of stress and an indispensable ally in restoring the skin's vitality.

ACTIVE INGREDIENTS: 51+3 HYALU COMPLEX™ , Anti-Inflammatory system, silver micro-dust.



Reidentifying Anti-Aging Serum 40-50 years GOLD - 50 ml bottle with dispenser

ACTION: intensive reidentifying treatment. Revitalizes cellular activity and stimulates new collagen and elastin formation, leaving the skin firm and "plumped up". Enriched with "no-a.g.e.s" peptides with "anti-glycation" properties, it keeps the skin's support structure supple, actively fighting the appearance of wrinkles. For firmer, more compact skin.

ACTIVE INGREDIENTS: 51+3 HYALU COMPLEX™ , "no-a.g.e.s peptides", GOLDEN Collagen.



Anti-ageing renovating ampoule 50 years+ PLATINUM - 8 ampoules

ACTION: Creatine, a cellular energy activator, stimulates the skin's metabolic action and restores energy and density to skin that has become fragile over the years and through hormonal changes associated with ageing. It improves sagging skin, making it more toned and firmer.

ACTIVE INGREDIENTS: AGE DELAY complex, PLATINUM SKIN-Matrix, creatine, pro-collagen, red poppy isoflavones.

Professional products



Revitalizing Anti-Aging Mask 30-40 years SILVER - 200 ml

ACTION: the silver in the formula has reactivating properties that revive the skin and protect its barrier function, leaving it soft and revitalized.

ACTIVE INGREDIENTS: silver micro-dust, softening vegetable oils.

SUPERMASK™ - Anti-ageing repair shock treatment - 8 single dose masks.

ACTION: intensive, regenerating treatment that restores vitality and youthfulness to the complexion in just minutes. It stimulates the production of new collagen, protecting the skin's support structure due to the synergistic action of the AGE DELAY complex and "no-a.g.e.s peptides". With the **DOUBLE SKIN POWER MASK** technology with two layers for deep penetration of the active ingredients.

The inner layer of the mask in contact with the skin deposits the active ingredients, flooding the skin with 35 ml of concentrated anti-ageing serum. The outer layer creates a protective occlusive barrier that penetration of the active ingredients so that the product works faster and deeper.

ACTIVE INGREDIENTS: AGE DELAY Complex, "no-a.g.e.s peptides", GOLDEN Collagen, PLATINUM SKIN-Matrix, hyaluronic acid, glycans, GABA.

SUPERMASK™ - Relaxing eye and critical spot defatigator - 8 single dose masks.

ACTION: Due to diamond dust and lifting agents, it sublimates the complexion in minutes for a more relaxed and rested result. It acts on the entire eye contour area and on critical areas such as the lips and nose-mouth area often marked by deep wrinkles.

Its fresh, highly adhesive hydrogel structure makes the product easy to use and ensures that the active ingredients penetrate deep into the skin. It is rich in anti-wrinkle procollagen peptides and soothing agents to improve puffiness and dark circles.

ACTIVE INGREDIENTS: Diamond brightening complex, anti-puffiness complex, oatmeal lifting agents, procollagen biomimetic peptide



Professional Product

WHITELIGHT SEGMENT

VITAMIN C PEARL

Hyperactive Vitamin C: 79% - 7 pearls

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

Directions: Dissolve one hyperactive vitamin C bead: 79% in a bowl with :

- 1,5 ml of anti-ageing reidentifying serum. FOR THE ANTI-AGEING REDENSIFYING TREATMENT.
- the contents of one anti-ageing renovating ampoule. FOR THE ANTI-AGEING RENOVATING TREATMENT.
- Blend until smooth and apply to face, neck and décolleté until completely absorbed.

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

Cost and suggested price of salon treatments

SILVER REVITALISING ANTI-AGEING CARE

30-40 years old or the first wrinkles appear.

Price \$7.30

Suggested facial price 100\$.

Steps of the treatment

- ✓ **Make-up removal** Remove make-up with 2ml of Biphasic Eye/Lip Make-up Remover.
- ✓ **Cleansing** Apply 3ml of Micellar Cleansing Milk in gentle cleansing movements to the face, neck & décolleté.
- ✓ Rinse and tone with 3ml Revitalizing Toner.
- ✓ **Skin Analysis**
- ✓ **Exfoliation** Choose the exfoliator according to the client's skin type: apply 5ml of Enzymatic exfoliator or
- ✓ Mandelic acid or combined acid peel. Leave on for 5-10 minutes. Rinse with cold water.
- ✓ **Massage** with 2ml of Massage Cream perform a specific icon time massage.
- ✓ **Mask** apply 5ml of Revitalizing Anti-Aging Mask to the face and neck. Leave on for 10 minutes. Rinse off.
- ✓ **Serum** apply 1ml of Revitalizing Anti-Aging Concentrate.
- ✓ **End of treatment** cream apply 0.5 ml of Corrective Eye Cream.
- ✓ **End of treatment** cream apply 1 ml of Redensifying Anti-Aging Cream.
- ✓ **End of treatment** cream apply 0.5 ml of CP cream.

Cost and suggested price of salon treatments

SILVER REVITALIZING ANTI-AGEING CARE / EYES AND CRITICAL POINTS ACCENT

30 years old or first wrinkles appear.

Price \$26.67

Suggested facial price 140\$.

Steps of the treatment

- ✓ **Make-up removal** Remove make-up with 2ml of Biphasic Eye/Lip Make-up Remover.
- ✓ **Cleansing** Apply 3ml of Micellar Cleansing Milk in cleansing maneuvers to the face, neck & décolleté.
- ✓ **Rinse** and tone with 3ml Revitalizing Toner.

Skin Analysis

- ✓ **Exfoliation** Choose the exfoliator according to the client's skin type: apply 5ml of Enzymatic exfoliator or Mandelic acid or combined acid peel. Leave on for 5-10 minutes. Rinse with cold water.
- ✓ **Massage** with 2ml of massage cream to perform a specific icon time massage.
- ✓ **Mask 1 SUPERMASK** - Relaxing eye mask and critical points + 5ml revitalizing anti-ageing mask on face and neck. Leave on for 10 minutes. Rinse off.
- ✓ **Serum** apply 1 ml of Revitalizing Anti-Aging Concentrate.
- ✓ **End of treatment** cream apply 0.5 ml of Corrective Eye Cream.
- ✓ **End of treatment** cream apply 1 ml of Reidentifying Anti-Aging Cream.
- ✓ **End of treatment** cream apply 0.5 ml of CP cream.

Cost and suggested price of salon treatments

ANTI-AGEING GOLD TREATMENT

40-50 YEARS OLD.

Price 7.30\$ *if you add vitamin C pearl 10.64\$ the **TOTAL cost** is 17.94\$.

Suggested facial price 100\$ *if vitamin C pearl is added 79% **suggested price** 125\$.

Steps of the treatment

- ✓ **Make-up** removal remove make-up with 2ml of Biphasic Eye/Lip Cleanser.
- ✓ **Cleansing** Apply 3ml of Micellar Cleansing Milk in cleansing motions to the face, neck & décolleté. Rinse and tone with 3ml Revitalizing Toner.

Skin Analysis

- ✓ **Exfoliation** Choose the exfoliator according to the client's skin type: apply 5ml of Enzymatic exfoliator or Mandelic acid or combined acid peel. Leave on for 5-10 minutes. Rinse with cold water.
- ✓ **Massage** with 2ml of Massage Cream to perform a **specific icon time massage**.
- ✓ **Mask 1 SUPERMASK** anti-ageing repair mask on the face and neck. Leave on for 10 minutes. Remove mask and massage away excess serum. **Rinse off if necessary.**
- ✓ **Serum** Apply 1 ml of **Reidentifying Anti-Aging Serum**. Add an anti-ageing, brightening and anti-spot treatment 1 pearl Vitamin C active at a high concentration of 79% to enhance the effect.
- ✓ **At the end of the treatment**, apply 0.5 ml of **Corrective Eye Cream**.
- ✓ **End of treatment** cream apply 1 ml of **Redensifying anti-ageing cream**.
- ✓ **End of treatment** cream apply 0.5 ml of **CP cream**.

Cost and suggested price of salon treatments

ANTI-AGEING PLATINUM RENOVATING TREATMENT / EYE AND CRITICAL POINT ACCENT

50+ years old

Cost \$32.76 *if vitamin C pearl is added \$10.64 **TOTAL cost** \$43.40

Suggested facial price 165\$ *if vitamin C pearl is added 79% **suggested price** 190\$.

Steps of the treatment

- ✓ **Make-up removal** remove make-up with 2ml of Biphasic Eye/Lip Cleanser.
- ✓ **Cleansing** Apply 3ml of Micellar Cleansing Milk in cleansing motions to the face, neck & décolleté. Rinse and tone with 3ml Revitalizing Toner.

Skin Analysis

- ✓ **Exfoliation** Choose the exfoliator according to the client's skin type: apply 5ml of Enzymatic exfoliator or Mandelic acid or combined acid peel. Leave on for 5-10 minutes. Rinse with cold water.
- ✓ **Massage** with 2ml of Massage Cream to perform a **specific icon time massage**.
- ✓ **Mask 1 SUPERMASK** - Relaxing eye mask and critical points + 5ml revitalizing anti-ageing mask on face and neck. Leave on for 10 minutes. Rinse off.
- ✓ **Serum** apply 1 ampoule anti-ageing renovator. Add an **anti-ageing, brightening and anti-spot treatment** 1 pearl active vitamin C with a high concentration of 79% to reinforce the effect.
- ✓ **At the end of the treatment**, apply 0.5 ml of **Corrective Eye Cream**.
- ✓ **End of treatment** cream apply 1 ml of **Reidentifying anti-ageing cream**.
- ✓ **End of treatment** cream apply 0.5 ml of **CP Cream**.

Cost and suggested price of salon treatments

SOOTHING EYE CARE

Price \$22.64

Suggested facial price \$100

Steps of the treatment

Make-up removal remove make-up with 2ml of Biphasic Eye/Lip Make-up Remover.

Cleansing Apply 3ml of Micellar Cleansing Milk in cleansing maneuvers to the face, neck & décolleté. **Rinse and tone** with 3ml Revitalizing Toner.

Skin Analysis

Exfoliation apply 5ml of Enzymatic Scrub. Leave on for 5-10 minutes. Rinse with cold water.

Massage with 1ml of Massage Cream to perform a DRAINING massage around the eye area. ***Duration:***
10 minutes.

Mask 1 SUPERMASK - relaxing mask for eyes and critical points. **Leave on for 10 minutes.**

End of treatment cream apply 0.5 ml of **Corrective Eye Cream.**

End of treatment cream apply 1 ml of **Reidentifying Anti-Aging Cream.**

End of treatment cream apply 0.5 ml of **CP Cream.**