

Diego dalla Palma
PROFESSIONAL

Cleanser / Detox / Anti pollution

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

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 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 HYALU COMPLEX™** which is at the heart of all the products making it a range that stands out from others on the range that stands out from others on the market with products that the skin recognises.

Communication objective

The initial 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 cell vitality and longevity.

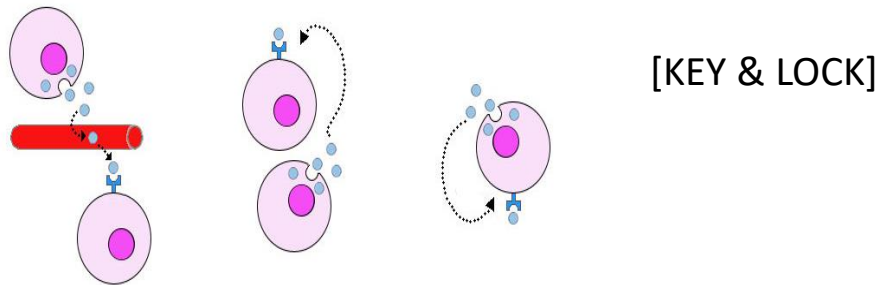


If intoxicated cells with a reduced metabolism can no longer communicate properly with each other and work in harmony with each other there is a loss of dialogue between the epidermis and the dermis.

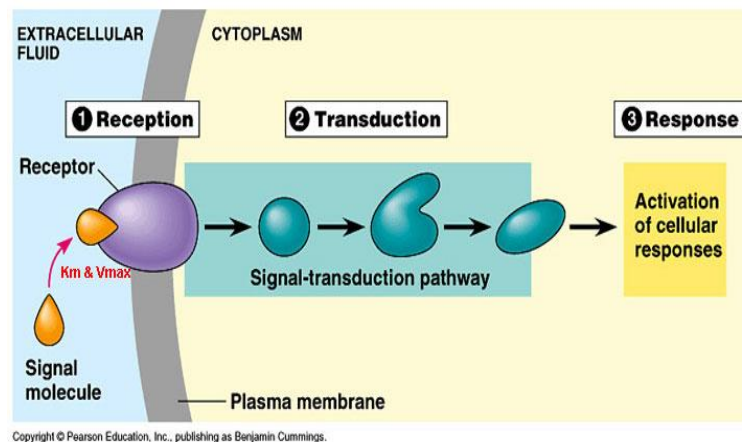
Cellular communication

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™

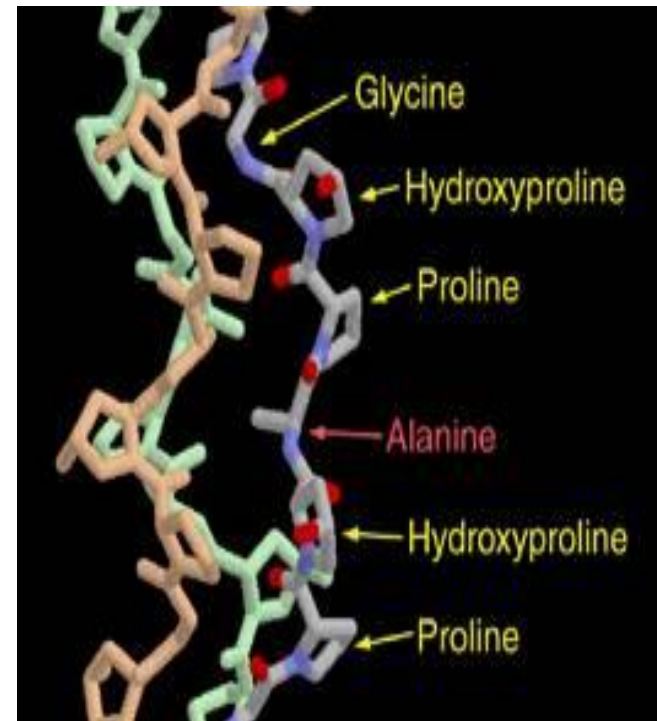
- 20 AMINO ACIDS 16 VITAMINS
- 6 TRACE ELEMENTS AND MINERALS
- 3 NUCLEIC ACIDS
- 4 CERAMIDES
- 2 CELLULAR OSMO-PROTECTORS
- 3 HYALURONIC ACIDS

51+3 HYALU COMPLEX™

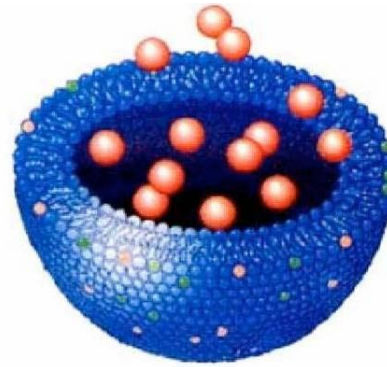
20 AMINO ACIDS

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 ACIDS

ADN

RNA(ribonucleic acid)

ATP(adenosine triphosphate)

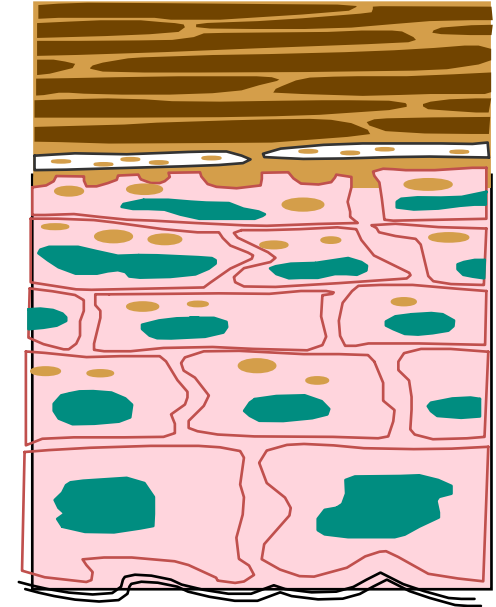
Function: *Regulates metabolism, energy production, cell proliferation and vitality.*

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.*

Cleanser / Detox - all skin types

In this segment we will discuss deep cellular detoxification to improve the health of all skin types.

Cellular communication is as we saw earlier determined by many things: Diet, lifestyle, stress, free radicals, skin care products and routines and the environment we live in. It is essential at all levels of the skin's proper functioning. This is where we have the power to make a difference.

Let's find out why these exceptional products go far beyond simple deep cleansing.

But first, let's take a closer look at free radicals and toxins, which are the two major issues in cellular communication.

FREE-RADICALS

Free radicals are the main cause of poor cell communication resulting in ageing and other skin imperfections.

They are highly reactive molecules lacking an electron. This instability causes the molecules to seek "**compensation**" by taking it from living molecules all around them.

They attack:

Protein enzymes (collagen, elastin)

The cell membrane

DNA

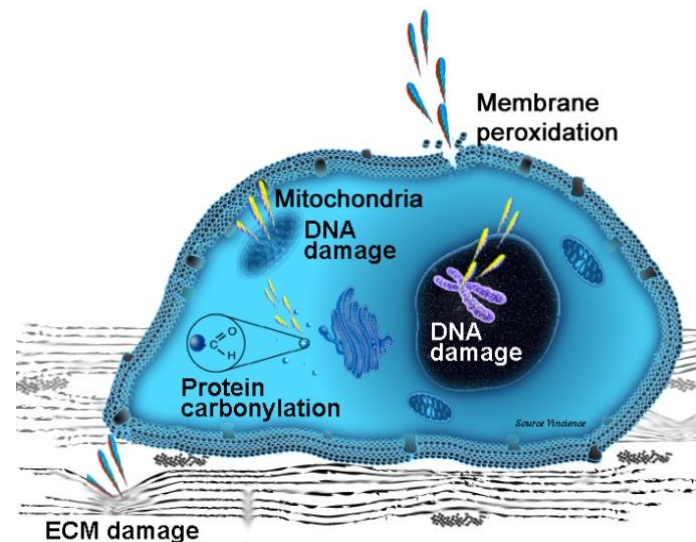
They come from:

External sources

(UV radiation, smoke, smog, drugs, pollution)

Internal sources

(Healthy metabolism and cellular respiration due to genes, aging, general health, lack of exercise, lifestyle, emotional stress and diet)



TOXINS

Toxins are the skin's main enemy.

These harmful substances are not only caused by external factors (pollution, corrosive substances, heavy metals, free radicals) but are also produced within the cells themselves, especially during the production of cellular energy. When the skin is unable to eliminate these substances naturally, the waste products of the toxins suffocate the cells and impair their activities. The intoxicated cells with a reduced metabolism can no longer communicate properly with each other. This also prevents the active ingredients found in cosmetic products from working properly.

Detoxification: cellular well-being.

The first step to a healthy healthy glow of the skin.

Cleanser/ Detox - all skin types

The deep cleansing treatment that detoxifies and revitalizes the cells.

It activates the skin's cleansing system and stimulates the **cell regeneration process**. The skin is thus restored and revitalized.

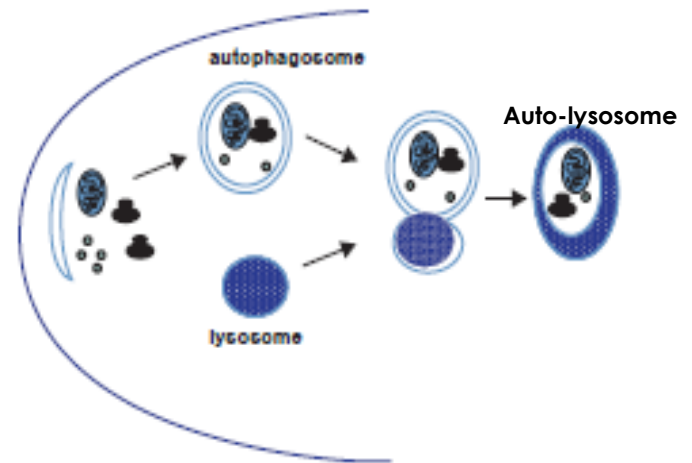
The active ingredient **CELL DETOXIUM** promotes detoxification and the proper functioning of the cells in order to thoroughly cleanse the face. It has been enriched with anti-free radical vitamins such as: coenzyme Q10 (vitamin Q), alphasalicylic acid (vitamin N), vitamins C and E to help protect and restore the skin's optimal balance.



Cell Detoxium

It is an active ingredient extract of purified *Candida saitoana*, which is a fungus obtained from a fermentation process. It targets the natural detoxification mechanisms of the skin.

It is able to stimulate the formation of intracellular autophagosomes that can incorporate and break down toxins, thus stimulating the elimination of toxic substances and cellular waste.



The CLEANSERS of the Diego dalla Palma range
PROFESSIONAL AND RETAIL are named **MICELLAIRE** .

What does this mean?

What is a micelle?

Micelles are spherical structures, which attract both water and oil-based substances like a magnet. Due to this structure, micelles have the ability to "capture" both dirt and oil from our skin.

TWO-PHASE MICELLAR CLEANSER
PROFESSIONAL

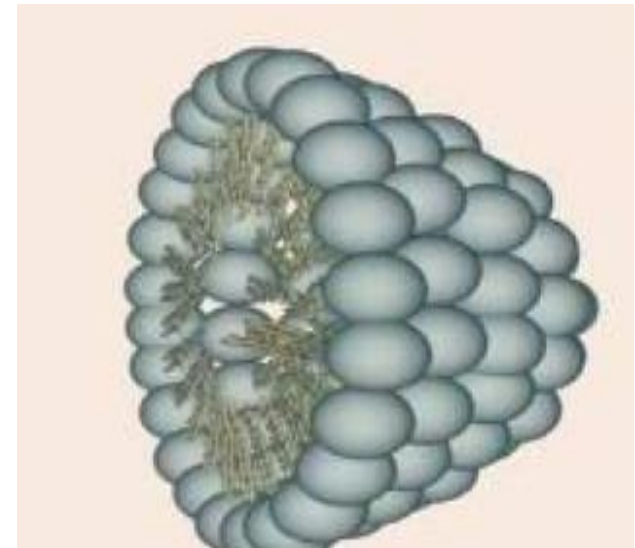
What is BIPHASIC?

As the name suggests, it is a two-phase cleanser:

The upper phase is made of oil enriched with Omega 3 (clearly visible in the bottle)

The lower phase is a solution of hyaluronic acid enriched with cell detoxium.

Before use, you should shake the bottle so that the two components mix well. Remove all make-up from the face and eyes. Despite the oil content it has a non-greasy effect on the skin.



Cleanser - all skin types / Retail home care



Micellar cleansing milk 250 ml

Its micellar structure combined with cell detoxium allows for deep and gentle cleansing of the skin of the face and eyes, respecting the skin's hydrolipidic film.

ACTIVE INGREDIENTS: cell detoxium, hydramoist, panthenol.



Detoxifying Cleansing Foam 125 ml

Deep cleansing, perfect for those who prefer a foamy, non-creamy texture. Leaves skin fresh and luminous with a nice citrus scent.

ACTIVE INGREDIENTS: cell detoxium, vitamin C, regenerating amino acid complex, lactobacilli probiotic, prebiotic, panthenol.



Revitalizing Toner 200 ml

Moisturizes, restores and helps to perfect make-up removal. Alcohol free

ACTIVE INGREDIENTS: cell detoxium, hyaluronic acid, trace elements and minerals.

Cleanser - all skin types / Retail home care



Oxygenating Scrub 75 ml

Mechanical action scrub with ecological sugar crystals for an effective exfoliation that offers multiple benefits such as **oxygenation, detoxification and purification** of the skin. **Oxygen Flow** is extracted from the nasturtium flower, a plant with therapeutic properties rich in iron and **vitamin C** with anti-ageing and anti-free radical properties that increases cell oxygenation.



Detoxifying concentrate 30ml

Intensive cellular detoxification treatment, rich in Cell Detoxium and the **51+3 HYALU complex**. It restores balance and energizes the skin. Restores the optimal conditions to receive alpha-lipoic acid and coenzyme q10, 2 powerful antioxidants that stimulate cellular vitality and combat the loss of compactness and elasticity. Enriched with **vitamin C and E** for an anti-spot and protective action. ***Recommended for those who are new to Diego dalla Palma products or for skin with particular problems such as asphyxia, rashes or skin lacking radiance.***



Purifying clay mask 10 bags

Detoxifying, purifying and remineralising mask with **puri-enzyme** (papaya) to remove dead skin cells, **green clay** to absorb toxins, Shea butter to soften the skin and detoxifying Cell Detoxium.

Anti-pollution detox / Retail home care



URBAN LIFE Daily Protection Fluid SPF50

30 ml *essential for outdoor people

Protects against all types of pollution and UV rays for strong, hydrated and younger-looking skin. Contains **Pollushield™**, a complex that prevents smog, smoke, fine dust and other pollutants from adhering to the skin and facilitates their removal during cleansing. Combats the action of free radicals and hydrates due to the **hydrafilmsystem**. Cell detoxium for detoxification and sun protection due to the **UVA-UVB filter for broad spectrum sun protection**.

Retail Super Active Anti-Stress Concentrate

The shock response for a more radiant and rested face and a vital and luminous look.

We also have 3 super active concentrates on sale. The **energizing**, **anti-stress** and **plumping** concentrates. 3 shocking actions / 3 different textures. You can also incorporate them into your salon treatments.

These serums have been created to offer a **7 DAY shock treatment** that can 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 intoxicated skin, the *anti-stress* concentrate is very suitable.

Internal and environmental stress (excessive exposure to blue light from smartphones, televisions and PCs, sleep disorders, night work, jet lag, tension, poor diet) alters the internal clock of facial skin making it look duller, grey, tired and accelerates the ageing process. The active ingredient β -circadin™ detoxifies the skin and resynchronizes its circadian rhythms, countering the signs of fatigue on the face and eye contour (dark circles and puffiness).

Detoxifying action

Refreshing and silky transparent fluid texture.

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Cleansing - all skin types / Professional Care



Micellar cleansing milk 400 ml

Cleanses the skin of the face thoroughly and gently. Leaves the skin soft and fresh.

ACTIVE INGREDIENTS: cell detoxium, hydramoist, panthenol.



Revitalizing toner 400 ml

Moisturizes and restores. Alcohol free. Non-irritating to the eyes. Can be used after removing blackheads.

ACTIVE INGREDIENTS: cell detoxium, vitamin C, regenerating amino acid complex, lactobacilli probiotic, prebiotic, panthenol.



Biphasic Micellar Cleanser 400 ml

Gently removes all traces of make-up from the face, eyes and lips. Does not leave the skin greasy.

ACTIVE INGREDIENTS: cell detoxium, vitamin E, Omega 3, hyaluronic acid, marigold flower extract, sweet clover and mango.



Blackhead Remover Balm 75 ml

Facilitates the removal of blackheads and is a powerful antibacterial agent. Can be used alone or in combination with a vapozone or warm cloth. Let stand for 10 minutes. Proceed to extraction.

ACTIVE INGREDIENTS: vitamin F, neem oil and avocado oil.



Soothing Astringent Mask 200 ml

Gel texture, fresh feeling. Soothes irritation and reduces redness.

ACTIVE INGREDIENTS: cell detoxium, cornflower, vitamin B and glycyrrhetic acid (liquorice root).

Cleansing - all skin types / Professional Care



Mandelic Acid Scrub 200 ml

Creamy scrub with a delicate and rich texture designed for all skin types. **Mandelic acid 10%**. Apply to the face, avoiding the eyes. Leave on for 10 minutes. Remove with a damp cloth. Can also be used as a pre-peel, 1 week in advance, to prepare the skin for more aggressive exfoliating treatments.



Enzymatic Scrub 150 ml

Purified enzymatic complex (papaya) with regenerating and moisturizing effects. It removes impurities and gently refines the skin. Apply to the face, avoiding the eyes. Leave on for 10 minutes. Remove with a damp cloth.



Combined Acid Peel 200 ml

Contains 20% AHA, pH 3.5. **Glycolic acid, mandelic acid, citric acid, lactobionic acid.** Apply to the face, avoiding the eyes. Leave on for 5-10 minutes. If the client feels tingling, you can use a fan brush and make light strokes on the area for a few minutes to relieve.

This neutralizes with water. Rinse well.

Cleansing - all skin types / Professional Care



Detoxifying Cream SPF15 150 ml

Protects the skin from external agents and stimulates cellular activity. Restores luminosity to tired skin.

ACTIVE INGREDIENTS: 51+3 HYALU, cell detoxium, coenzyme Q10, alpha-lipoic acid, vitamin C and E.



Massage Cream 150 ml

A soft, silky cream with a smooth consistency that allows all massage manoeuvres to be performed with ease without creating a greasy sensation. It improves the absorption of active ingredients due to the high supply of oxygen to the tissues, eliminates toxins and improves oxygen circulation.

ACTIVE INGREDIENTS: Oxygen Flow (nasturtium flower), vitamin PP, shea butter and glycans.

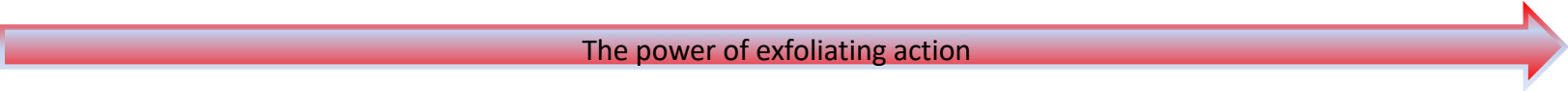


URBAN LIFE Anti-Pollution Smoothing Mask (10 sheets)

This innovative smoothing serum mask in sheets absorbs toxins and traces of impurities, moisturises and protects. Leaves skin instantly refreshed, invigorated, smoother and more radiant.

ACTIVE INGREDIENTS: Pollushield™ complex, cell detoxium, hydrafilm system, lecithin.

HOW TO CHOOSE THE RIGHT SCRUB



The power of exfoliating action

More gentle exfoliating action

Sensitive skin

Exfoliator Enzymatic

WHO IS IT FOR?

For the most delicate, dehydrated and dry skin. For the first treatments in a beauty salon and when the reaction of the skin to be treated is not known.

Mandelic Acid Scrub

WHO IS IT FOR?

For normal, slightly reactive skin. Beware of allergy containing bitter almond.

More active exfoliating action

Resistant skin

Peeling combined acids

WHO IS IT FOR?

For more resistant skin with imperfections, aging or dullness.

Cost and suggested price of salon treatments

Classic CLEANSING treatment-all skin types 45min + 15 min if blackheads are extracted

Price \$3.69 with Mandelic Acid Scrub

Suggested facial price \$85.

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** while performing cleansing maneuvers on the face, neck & décolleté. Rinse and tone with 3ml of **Revitalizing Toner**.

Skin Analysis

- **Exfoliation** apply 5ml of **Mandelic Acid Exfoliator**. Leave on for 10 minutes. Rinse with cold water.
- **EXTRACTIONS** apply 0.5ml to 1ml of blackhead extractor **fluid to areas requiring extraction. Leave for 10 minutes under steam or hot towels**. Proceed with the extractions.
- **Apply** 5ml of **Revitalizing Toner and Anti Redness Concentrate**.
- **Massage** perform a 10-minute massage with 2ml of **Massage Cream**.
- **Mask** apply 5ml of **Soothing Astringent Mask** to face and neck. Leave on for 10 minutes. Rinse off.
- **Finishing Cream** apply 1ml of **Detoxifying Cream SPF15** and (optional) 0.5ml of **CP Cream**.

Cost and suggested price of salon treatments

CLEANSING-ANTI POLLUTION 45min + 15 min if blackheads are extracted

*You use in addition to the classic treatment: The Urban Life Anti-Pollution Mask in sheet.

The cost of the mask is 10.09\$.

Suggested facial price \$125.

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** while performing cleansing maneuvers on the face, neck & décolleté. Rinse and tone with 3ml **Revitalizing Toner**.

Skin Analysis

- **Exfoliation** apply 5ml of **Mandelic Acid Scrub** and leave on for 10 minutes. Rinse with cold water.
- **EXTRACTIONS** apply 0.5ml to 1ml of **Comedo Extraction Fluid** to areas requiring extraction. Leave for 10 minutes under steam or hot towels. Proceed with the extractions.
- **Apply** 5ml of **Revitalizing Toner** and **Anti-Redness Concentrate**.
- **Massage** for 10 minutes with 2 ml of **Massage Cream**.
- **Mask** apply the **Urban life sheet mask** to the face and neck. Leave on for 10 minutes.
- **Serum** apply 0.5 ml of **detoxifying serum**.
- **End of treatment cream** apply 1 ml of **Detoxifying Cream SPF15** and (optional) 0.5ml of **CP cream**.