

Diego dalla Palma
PROFESSIONAL

PURIFYING

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 COMPLEXTM** 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.

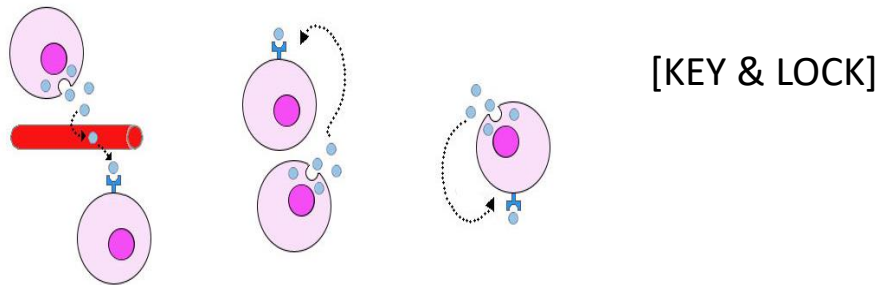


If intoxicated cells with a reduced metabolism can no longer communicate properly with each other and work in harmony with each other there is a loss of dialogue between the epidermis and the dermis.

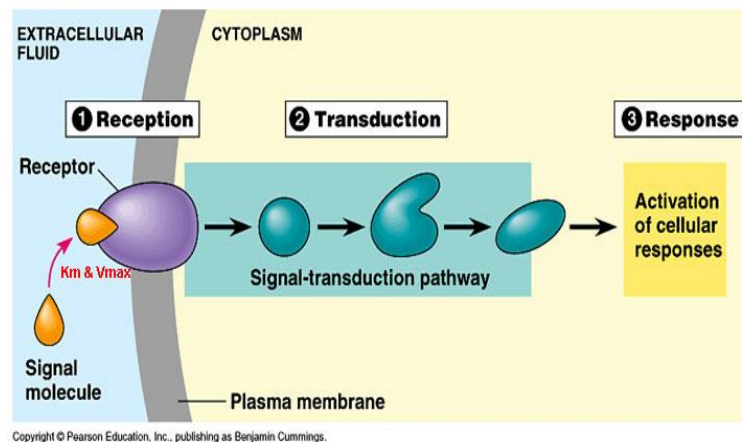
Cellular communication

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™

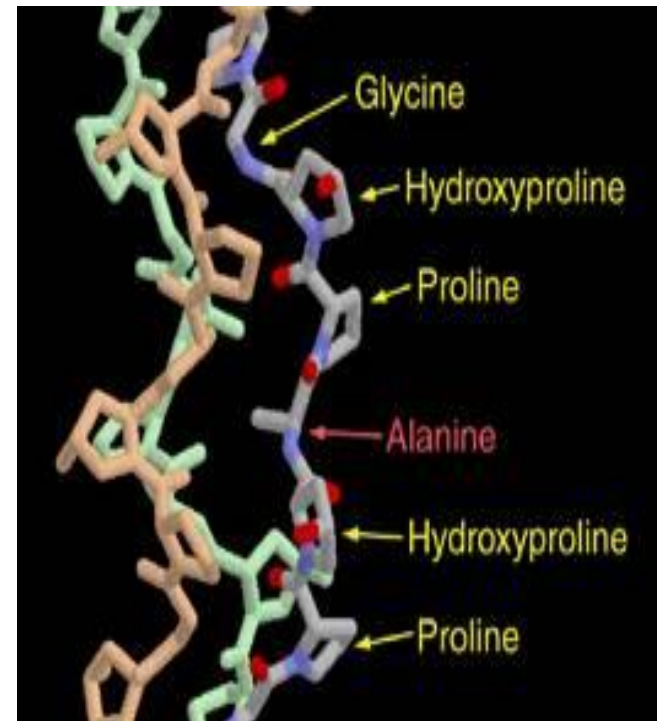
- 20 AMINO ACIDS 16 VITAMINS
- 6 TRACE ELEMENTS AND MINERALS
- 3 NUCLEIC ACIDS
- 4 CERAMIDES
- 2 CELLULAR OSMO-PROTECTORS
- 3 HYALURONIC ACIDS

51+3 HYALU COMPLEX™

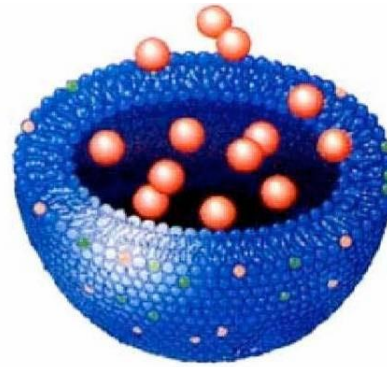
20 AMINO ACIDS

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)

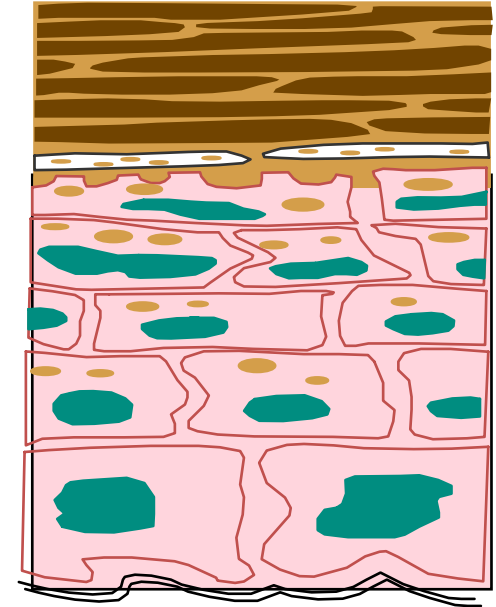
Function: *Regulates metabolism, energy production, cell proliferation and vitality.*

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.*

Purifying - oily skin

Acne, combination to oily skin

In this segment we will talk about combination, oily and acne-prone skin. Their characteristics and their particular needs.

Cellular Bio Revitalization, which consists of infusing micro molecules of hyaluronic acid, rebalances the skin's "ecosystem".

A beauty treatment that restores sebum production, reducing the appearance of enlarged pores and blemishes for flawless skin and a smooth complexion. Enriched with Bakuchiol ACN.

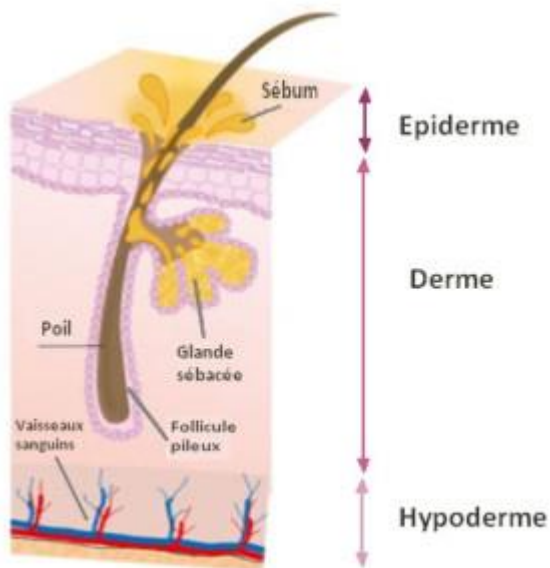


In the beginning...: seborrheic retention development of oily skin

Simply put, when this mechanism is working properly, the sebum produced by our sebaceous glands is extracted from the **hair follicle** and flows naturally to the base of the hair, due to the **hair shaft**. Under normal conditions, the glands secrete just enough to maintain the skin's suppleness and protective barrier.

Unfortunately, when too much sebum is present (hyperseborrhea) we can observe an accumulation of oil on the skin surface and the dilation of pores.

Treating this problem in time allows us to correct the dysfunction and return the sebum secretion and excretion processes to normal.



Then begins Acne and its complications

When we have hyperseborrhea combined with keratinization abnormalities (accumulation of dead cells) a plug forms in the pilary canal: We have the open **comedo / blackhead** (when the sebum is exposed to the air it oxidizes and becomes black) or the **closed comedo / whitehead** (trapped under the skin)

When a hair follicle is obstructed by a comedo in the long term, inflammation can occur **this is stage 2.**

This inflammation is produced by damage to the follicle from excess sebum and the growth and proliferation of a bacterium called cutibacterium acnes (formerly Propionobacterium acnes). These bacteria contribute to the inflammation of comedones and the formation of pimples called papules and pustules.



If acne is still left untreated, it can get even worse

We then talk about :

Grade 3: Medium acne with numerous papulo-pustules, comedones and possibly a cyst nodule. The lesions reach more than half of the face.

Grade 4: Severe acne, with numerous papulo-pustules, open or closed comedones and rare nodules and involvement of the whole face.

Grade 5: Very severe, highly inflammatory acne, covering the face with nodules. Often requires medication and medical management.

The causes:

- Hormonal changes (puberty, menopause, pregnancy...)
- Stress
- Pollution
- Aggressive treatments or use of cosmetics with occlusive properties prescription of certain drugs
- Bad lifestyle habits (smoking, nutrition, exercise, etc.)
- Genetic factors (in 50% of cases)

This is what the products in the purifying segment will treat:

6 Rebalancing the skin's ecoflora (probiotic lactobacillus)

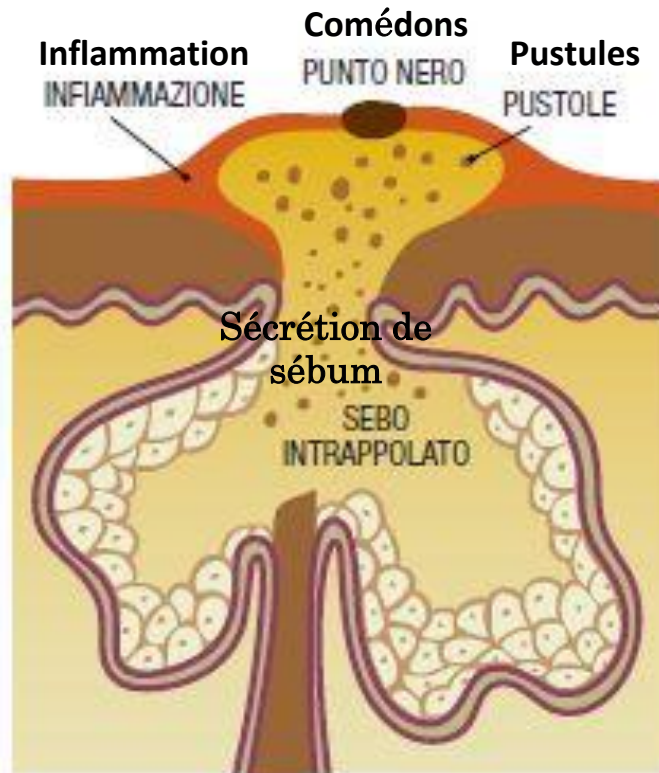
5 Reduction of imperfections, dull and grey complexion, thickening of the skin, blackheads (salicylic acid)

4 Soothing and anti-redness action (Bakuchiol ACN)

3 Reduced oxidation of sebum and surface grease (Bakuchiol ACN)

2 Inhibition of bacterial growth (Bakuchiol ACN, salicylic acid, probiotic lactobacillus)

1 Regulation of sebum secretion (Bakuchiol ACN)



Active ingredients

Bakuchiol ACN: A very pure extract obtained from the seeds of *Psoralea corylifolia*. It has multiple actions: it reduces and normalizes sebaceous secretion, neutralizes the proliferation of *cutibacterium acnes* and other undesirable bacteria, which render the skin impure and encourage the production of blackheads and pimples. It inhibits the oxidation of sebum and fats present on the skin's surface. Strong anti-inflammatory action, it soothes irritation and reduces post-inflammatory spots present on acne-prone skin. Similar effect to retinol.

Lactobacillus probiotic (or "lactic ferments"): Balances the physiological ecosystem present on the skin's surface. These can counteract the growth of unwanted bacteria and stimulate the production of β -defensives (substances with an antibacterial effect). Regulate the physiological pH of the hydrolipidic film and strengthen the skin's barrier function. Prebiotic substances (natural fructans and oligosaccharides from malt and fruit) have been added to stimulate the growth of beneficial bacteria on the skin.

Sulphur-based amino acids: Purifying sebum balancing action.

Peptide: Protects collagen.

Exfoliating acid: Reduction of skin imperfections.

Salicylic acid: Willow bark extract Exfoliating and antibacterial action.

Purifying acne, combination to oily skin

Retail skincare at home



ACN Deep Cleansing Gel 150 ml

Specially formulated to cleanse oily and acne-prone skin and acne-prone skin in an effective and gentle way.

Ingredients: bakuchiol, salicylic acid, sulphur-based amino acids, lactobacillus probiotic, hyaluronic acid.



Refined Pores Serum 30 ml

Intensive formula designed to reduce the appearance of all types of blemishes.

Ingredients: bakuchiol , exfoliating acid.



Sebum Normalizing Cream SPF 15 40 ml

Provides an astringent and purifying action, restores sebum production and eliminates the imperfections typical of combination and blemished skin: shine, blackheads, uneven skin tone, etc. uneven skin tone, etc.

Ingredients: 51+3 HYALU COMPLEX™ , bakuchiol , salicylic acid , sulphur-based amino acids , lactobacillus probiotic , hyaluronic acid , UVA UVB FILTER.

DAY



24-hour matifying anti-ageing cream 50 ml

Refines the skin's texture and restores its elasticity, restores a natural, perfect and even complexion even skin tone and tone up. Absorbs excess sebum for a matte effect.

Ingredients: 51+3 HYALU COMPLEX™ , bakuchiol , sulphur-based amino acids , probiotic lactobacillus , peptides , shea butter.

DAY/NIGHT



Purifying acne, combination to oily skin

Professionals



Intensive Lightening Concentrate 30 ml

It contains substances that inhibit the proliferation of bacteria and is ideal for purifying the skin after removing blackheads or when localized imperfections and impurities are present. blemishes and impurities are present.

Ingredients: bakuchiol, salicylic acid, sulphur-based amino acids, lactobacillus probiotic, hyaluronic acid, trehalose (food grade preservative).



Refined Pores Serum 40 ml

Intensive formula designed to reduce the appearance the appearance of all types of imperfections.

Ingredients: 51+3 HYALU COMPLEX™ , bakuchiol , exfoliating acid.



Sebum Rebalancing Cream SPF15 150 ml

Regulates the production of sebum by fighting the imperfections typical of mixed and oily skin oily skin: shiny appearance, blackheads, uneven skin tone, blemishes.

Ingredients: 51+3 HYALU COMPLEX™ ,bakuchiol , salicylic acid, lactobacillus probiotic, UVA UVB FILTER.



Purifying clay mask 200 ml

Detoxifying and remineralizing care, eliminates impurities and gently refines the skin texture. Leaves the skin radiant, compact and soft.

Ingredients: purified papaya enzymes, ventilated green clay, cell detoxium, shea butter.

Cost and suggested price of salon treatments

PURIFYING TREATMENT FOR OILY AND ACNE-PRONE SKIN:

Cost \$5.24 with Mandelic Acid Scrub

Suggested facial price \$100.

Steps of the treatment

- **Make-up removal** remove make-up with 2ml of **Biphasic Eye/Lip Cleanser**.
- **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 Exfoliator**. Leave on for 10 minutes. Rinse with cold water.
- **EXTRACTIONS** apply 0.5ml to 1ml of Comedo Extraction Balm 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** if there is no inflammation perform a draining massage no product needed.
- **Serum** apply 1ml of **Intensive Brightening Concentrate**.
- **Mask** apply 5ml of **Purifying Clay Mask** to face and neck with a brush. Leave on for 10 minutes. Rinse off.
- **Final cream** apply 0.5ml of **Refining Pore Serum** and 0.5ml of **Sebum Balancing Cream SPF 15**.