

Diego dalla Palma
PROFESSIONAL

LENITIVO SOOTHING

1.INTRODUCTION



A MORE COMMON CONDITION THAN WE THINK
WITH AN INCREDIBLY HIGH POTENTIAL

60 - 70%

Percentage of women reporting having sensitive skin, according to research published by Frontiers of Medicine in 2019.
This figure decreases only slightly if we consider the male population (50-60%).

1. Farage MA. The Prevalence of Sensitive Skin. Front Med (Lausanne). 2019;6:98.

60-70

PERCENT

WOMEN WHO
REPORT HAVING
SENSITIVE SKIN

2.5

BILLIONS

20 – 84 YEARS
OLD WOMEN
WORLDWIDE

A POTENTIAL OF APPROXIMATELY

1.8 B POSSIBLE
CONSUMERS



SENSITIVE SKIN

A PERMANENT CONDITION THAT MAY CAUSE
DISCOMFORTS OF DIFFERENT INTENSITY



Dry skin



Skin redness



Rosacea



Couperose

Even if common, not all the symptoms are equal,
as even their grade of tollerability may be diverse

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2. DEFINITION & CHARACTERISTICS OF SENSITIVE SKIN

2. DEFINITION & CHARACTERISTICS

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Definition and symptoms

Sensitive or reactive skin is “a syndrome” defined by the occurrence of unpleasant sensations (stinging, burning, pain, pruritus, and tingling sensations) in response to stimuli that normally should not provoke such sensations.

The skin can appear normal or be accompanied by erythema.

Sensitive skin can affect all body locations, especially the face”

Described sensations can vary largely: pain, pruritus, burning, tingling, prickling, pungency, thickening or dryness of the skin, and may or may not be accompanied by signs such as redness, mild erythema, telangiectasias, xerosis, desquamation or urticaria.

Misery et al. at International Forum for the Study of Itch. 2017.



2. DEFINITION & CHARACTERISTICS

Characteristics

It is **characterised** by:

1. Weaker and thinner microbial layer and skin barrier with greater water loss and permeability to external irritants
2. An altered response of the immune system and the release of inflammatory mediators
3. A greater perception of the sensation of itching, discomfort, pain (neurogenic inflammation)

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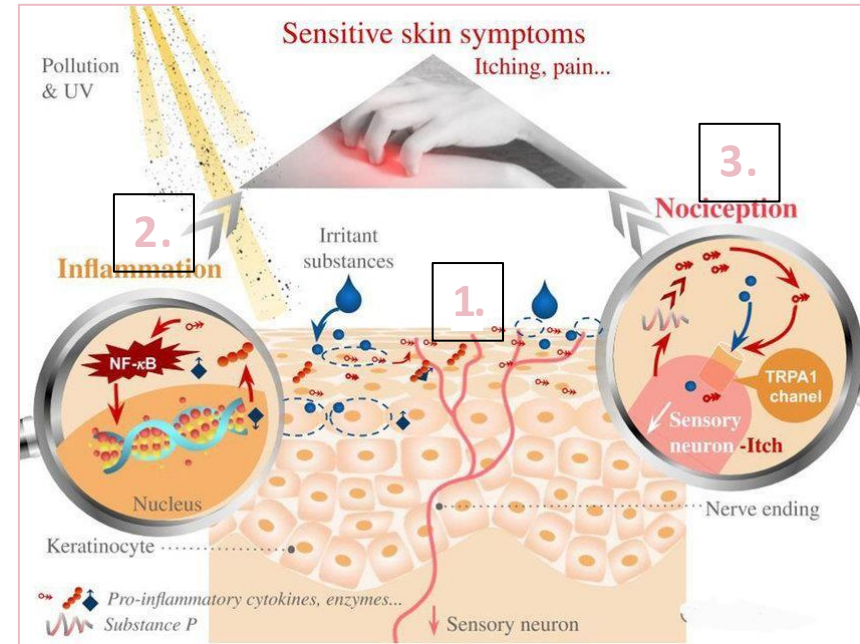


Fig. 1. Biological mechanisms underlying sensitive skin (Ständer et al., 2009; Misery et al., 2016; Duarte et al., 2017).

brain

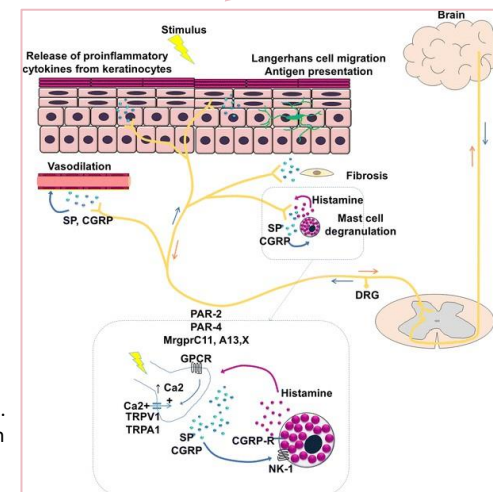


Fig. 2. Skin neurogenic inflammation. Choi, J.E., Di Nardo, Semin Immunopathol (2018).

2. DEFINITION & CHARACTERISTICS

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Related skin disorders and signs

Sensitive skin is more prone to:

- onset of signs of aging and photoaging (*sensitive ageing skin*): fine lines and wrinkles, discolorations, loss of tone and loss of density
- skin conditions or disorders such as atopic dermatitis, erythema, **couperose** and rosacea.



2. DEFINITION & CHARACTERISTICS

Focus: couperose

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Couperose is characterized by mostly permanent redness and telangiectasias of the skin of the face linked to weakened blood vessels, due to the lack of elasticity in the skin.

It appears as localized redness in specific facial areas: nose, chin and cheeks are significantly affected.

Couperose skin is prone to developing rosacea flare-ups.



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3. OUR RANGE

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Reduces irritation and balances the skin's natural defences:
the high-tolerance beauty ritual that soothes delicate skin
and protects it against external aggressors

ENRICHED WITH
P R O S E N S E P E P T I D E

ACTIVE INGREDIENTS

3. OUR RANGE – Active ingredients

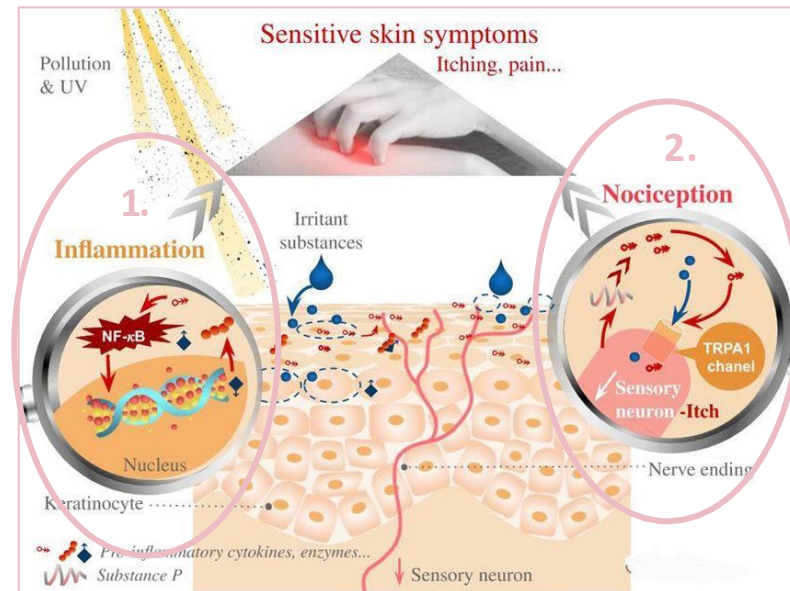
ProSENSE PEPTIDE

REDUCES NEUROGENIC INFLAMMATION

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Dual-action anti-irritation neuropeptide (acetyl tetrapeptide-15):

1. Balances the response of the skin's immune system, reducing the occurrence of redness and irritation.
2. Limits neurogenic inflammation and minimises the perception of pain felt by sensory endings, with an increase in the threshold of tolerability and resistance against external and internal aggressors, as well as it provides relief to delicate or weakened skin.



3. OUR RANGE – Active ingredients

CERAMIDE PLUS CPX

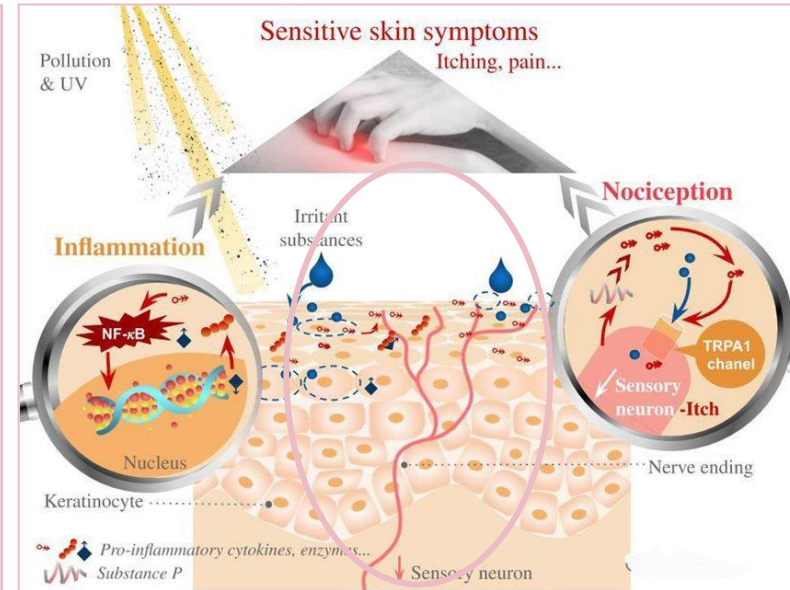
RESTORES THE BARRIER FUNCTION

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The role of ceramides is fundamental in sensitive and fragile skin, which are characterized by a disrupted **barrier function**. They protect against external aggressors and facilitate the process of tissue repair of dry and dehydrated, atopic skin and skin with psoriasis.

Diego Dalla Palma professional products contain a mix of ceramides identical in type and composition to that naturally present in the skin.

Their affinity with the skin has also been increased through a patented delivery system called BioMembrains® technology that increases the degree of penetration of ceramides through the layers of the skin by 38% (compared to classic systems), preferably locating in areas where the skin's structures are more disrupted.



Ceramides are the **cement** of our skin: they are lipid substances, produced by epidermal cells, which act as a substance of **cohesion** for the cells of the outer layers of the skin as does the cement with the bricks of a protective wall.

3. OUR RANGE – Active ingredients

ECTOINE

REDUCES INFLAMMATORY CASCADE

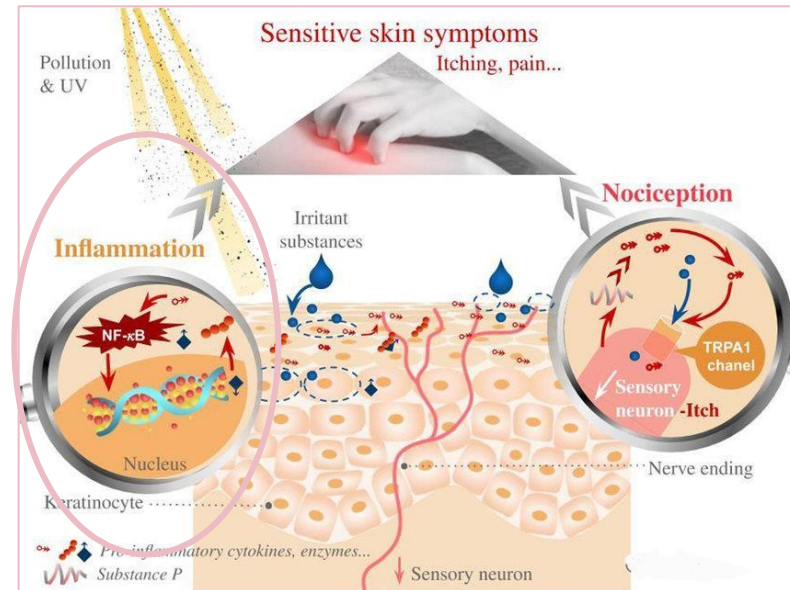
It is ideal for soothing sensitive, hyper-reactive, atopic and fragile skin thanks to its multi-action properties:

It **reduces** the release of **inflammatory mediators** and **preserves the immune-modulating action** of Langerhans cells (cells with immune defense function located in the epidermis).

Moreover, it:

- preserves the skin microbiota by counteracting the proliferation of bad bacteria, associated with inflammatory processes and skin hyperactivity.
- promotes the repair processes of damaged, aged, stressed and irritated skin.
- protects against exposomes: environmental aggressors (pollution, heavy metals, blue light, oxidative stress) and counteracts the formation of dyschromias associated with these aggressors.

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It is an amino acid derivative that **preserves the cell membrane, DNA and osmotic balance by protecting skin cells from the main internal and external stressors** (also known as exposomes): free radicals, solar radiation and blue light, aggressive environmental and chemical irritants, pollution and heavy metals.

3. OUR RANGE – Active ingredients

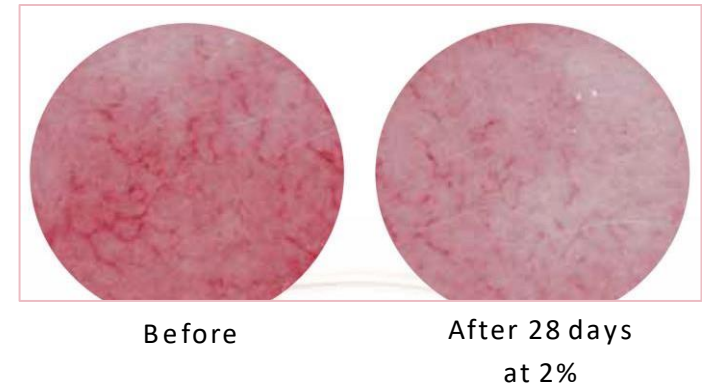
ANTI-REDNESS COMPLEX

PROTECTS BLOOD VESSEL WALLS

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SOOTHING

Strengthens capillary walls by alleviating both temporary and persistent skin redness:

1. It **reduces** the release of inflammatory mediators that promote vasodilation, linked to increase in vessel fragility.
2. it **strengthens** capillary walls.
3. It **improves skin tone** enhancing the support action of blood vessel walls.



Ideal for sensitive skin, with couperose and rosacea acne (efficacy tested on rosacea in vivo for 28 days vs. placebo).

LENITIVO SOOTHING

4. RANGE COMMUNICATION

Diego dalla Palma
PROFESSIONAL

4. RANGE COMMUNICATION

RANGE IMAGE



4. RANGE COMMUNICATION

RANGE IMAGE



LENITIVO SOOTHING

5. PRODUCT RANGE

PROFESSIONAL PRODUCTS

4. PRODUCT RANGE

DETOXIFICATION

PROFESSIONAL PRODUCT

LENITIVO
SOOTHING

SAME FORMULA
AS HOME USE PRODUCT



200 ml bottle

MICELLAR CLEANSING WATER

Designed for skin-compatible cleansing and high tolerability. It quickly and efficiently removes makeup and impurities from face, eyes and lips, without disrupting the hydro-lipid film and the physiological pH of the skin. Fragrance-free

CONTAINS:

Provitamin B5 (panthenol), ProSENSE PEPTIDE, ectoine, resurrection sugar.

4. PRODUCT RANGE

EXFOLIATION AND MASSAGE

PROFESSIONAL PRODUCT

LENITIVO
SOOTHING



150 ml tube

RENEWING MASSAGE CREAM

Enriched with urea and allantoin, it helps remove dead cells, softens the skin surface and reduces the appearance of cracks, leaving the skin soft and nourished. Fragrance-free.

CONTAINS:

Urea 2%, allantoin, provitamin B5 (panthenol), ceramide plus cpx, shea butter.

4. PRODUCT RANGE

MASK

PROFESSIONAL PRODUCT

LENITIVO
SOOTHING



200 ml tube

NOURISHING AND SOOTHING CERAMIDE MELT-IN MASK

It balances irritated skin, soothes redness and relieves the sensation of itching and discomfort. This ceramide-rich mask strengthens the skin barrier and provides the skin instant moisture and nourishment. Its shea butter-infused melting texture becomes more fluid when applied to the skin, helping the absorption of the ceramides and making its removal easier and quicker. Allergen-free fragrance.

CONTAINS:

ProSENSE PEPTIDE, ceramide plus cpx, ectoine, zinc oxide, shea butter, vitamin E

4. PRODUCT RANGE

INTENSIVE ACTION

PROFESSIONAL PRODUCT

LENITIVO
SOOTHING

SAME FORMULA
AS HOME USE PRODUCT



AIRLESS POUCH
TECHNOLOGY



50 ml airless bottle

DEEPLY NOURISHING ANTI-AGEING SERUM

Intensive treatment, enriched with Collalift®18, to slow down the onset of signs of ageing and reduce the appearance of wrinkles and fine lines, while respecting the delicate balance of sensitive and reactive skin. It is enriched with a multiceramide complex with restorative properties, which restores sensitive skin's comfort, softness and smoothness. Fragrance-free.

CONTAINS:

Collalift®18, ProSENSE PEPTIDE, ceramide plus cpx, ectoine, vegetable squalane.

4. PRODUCT RANGE

CONCEPT

PRIMARY PACK

LENITIVO
SOOTHING

HIGH TECH PRIMARY PACKAGING FOR A BETTER FORMULA PRESERVATION

AIRLESS POUCH TECHNOLOGY



Highly innovative packaging: preserves the formula and protects its active ingredients from external agents.

PLUS

NO AIR-INTAKE

Total separation between product and external packaging. The product is 100% protected from contact with oxygen. This allows to use fewer preservatives and to better preserve the active ingredients within the formulation.

USE > 95% OF THE PRODUCT

It guarantees over 95% emptying of the product.

RESPONSIBLE RECYCLING PACKAGING

After use, the consumer can easily separate the plastic bottle from the "bag" that contained the product and dispose of the two elements separately, in the right way.



4. PRODUCT RANGE

INTENSIVE ACTION

PROFESSIONAL PRODUCT

LENITIVO
SOOTHING

SAME FORMULA
AS HOME USE PRODUCT



AIRLESS POUCH
TECHNOLOGY



50 ml airless bottle

SOOTHING ANTI-REDNESS SERUM

Soothing and anti-redness concentrate for sensitive, couperose-prone or irritated skin due to pharmacological and antibiotic therapies or exposure to irritants (sun, wind, cold). Its ProSENSE PEPTIDE and the anti-redness complex soothe irritated skin and helps to minimise both temporary and persistent redness. Fragrance-free.

CONTAINS:

Anti-redness complex, ProSENSE PEPTIDE, ectoine, glycyrrhetic acid

4. PRODUCT RANGE

FINAL STEP

PROFESSIONAL PRODUCT

LENITIVO
SOOTHING

SAME FORMULA
AS HOME USE PRODUCT



30 ml tube

SOOTHING EYE CONTOUR

Anti-bag • anti-dark circle

A fresh and mild formula designed to tackle dehydration, dryness, wrinkles and fine lines without creating a sensation of discomfort, itching and redness that are typical of sensitive eyes, contact lens wearers or people with irritation of various origin on the eyelids and periorcular area (dermatitis, external aggressors, pharmacological treatments). Enriched with 3% B-CIRCADIN™, it synchronises circadian rhythms and helps reduce signs of fatigue (puffiness and blue-toned dark circles) caused by an unhealthy lifestyle, excessive exposure to blue light (smartphones, TVs and PCs), sleeping disorder. Fragrance-free.

CONTAINS:

B-CIRCADIN™, ProSENSE PEPTIDE, ceramide plus cpx, ectoine, vitamin E.

4. PRODUCT RANGE

FINAL STEP

PROFESSIONAL PRODUCT

LENITIVO
SOOTHING

SAME FORMULA
AS HOME USE PRODUCT



75 ml tube

DEEPLY NOURISHING AND SOOTHING CREAM

Soothing and strengthening treatment for sensitive, couperose-prone or irritated skin due to pharmacological and antibiotic therapies or exposure to irritants (sun, wind, cold). Enriched with ProSENSE PEPTIDE and a multi ceramide complex, it protects the skin and restores comfort and hydration. Fragrance-free.

CONTAINS:

ceramide plus cpx, ProSENSE PEPTIDE, ectoine, vitamin E, shea butter, vegetablesqualane.

4. PRODUCT RANGE

FINAL STEP

PROFESSIONAL PRODUCT

LENITIVO
SOOTHING

SAME FORMULA
AS HOME USE PRODUCT



AIRLESS POUCH
TECHNOLOGY



50 ml airless bottle

UNIFORMING TINTED CREAM SPF50 – High protection

A daily photoprotective treatment with complexion perfecting and anti-ageing properties. With ectoine and an anti-redness complex, it strengthens the skin and helps relieve redness. Gel-cream texture: fresh, ultra-light and rapidly absorbed.

CONTAINS:

Ectoine, ProSENSE PEPTIDE, anti-redness complex, ceramide plus cpx, next-generation broad spectrum photostable filters (UVB-UVA-IR-Blue Light), mineral pigments.

4. PRODUCT RANGE

WHOLE RANGE

PROFESSIONAL PRODUCT



MICELLAR
CLEANSING
WATER

DETOXIFICATION



RENEWING
MASSAGE
CREAM

EXFOLIATION
AND
MASSAGE



NOURISHING
AND
SOOTHING
CERAMIDE
MELT-IN
MASK

MASK



DEEPLY NOURISHING ANTI-AGEING
SERUM
OR
SOOTHING ANTI-REDNESS SERUM

INTENSIVE ACTION



SOOTHING
EYE
CONTOUR



DEEPLY
NOURISHING
AND
SOOTHING
CREAM

FINAL STEP



UNIFORMING
TINTED
CREAM
SPF50

PROFESSIONAL PROTOCOL

FOR SENSITIVESKIN

4. PRODUCT RANGE

PROFESSIONAL PROTOCOL

SENSITIVE SKIN

LENITIVO
SOOTHING

PROFESSIONAL PROTOCOL FOR SENSITIVE SKIN

PRODUCT	DOSE	DURATION
DETOXIFICATION		
Micellar cleansing water	10 ml	2'
EXFOLIATION AND MASSAGE		
Renewing massage cream with specific massage during processing time	5 ml	2'+3'
SPECIFIC MASSAGE FOR SENSITIVE SKIN		15'
MASK		
Nourishing and soothing ceramide melt-in mask	8 ml	10'
INTENSIVE ACTION		
Choose according to need		
Soothing anti-redness serum	1ml	1'
Deeply nourishing anti-ageing serum	1ml	1'
FINAL STEP		
Soothing eye contour anti-bags anti-dark circles	0,5 ml	1'
Deeply nourishing and soothing 24H cream	1ml	1'
Uniforming tinted cream	2 ml	1'
TREATMENT DURATION		40 min

4. PRODUCT RANGE

PROFESSIONAL PROTOCOL

SENSITIVE SKIN

LENITIVO
SOOTHING

SPECIFIC MASSAGE FOR SENSITIVE SKIN

A method taken from manual lymphatic drainage that allows an improvement in lymphatic circulation, in order to restore vigor and balance to the skin.

Acting on the lymphatic circulation helps to remove toxins that are deposited in the tissues, favoring their purification.



HOME USE PRODUCTS

4. PRODUCT RANGE

DETOXIFICATION

HOME USE PRODUCT

LENITIVO
SOOTHING



200 ml bottle

MICELLAR CLEANSING WATER

Balancing and refreshing with pro-vitamin B5

Designed for skin-compatible cleansing and high tolerability. It quickly and efficiently removes makeup and impurities from face, eyes and lips, without disrupting the hydro-lipid film and the physiological pH of the skin. Fragrance-free

CONTAINS:

Provitamin B5 (panthenol), ProSENSE PEPTIDE, ectoine, resurrection sugar.

HOW TO USE:

Morning and evening, soak a cotton pad and gently swipe over face, eye area and lips. Remove the residues with a cotton pad moistened with water. No need to rinse.

4. PRODUCT RANGE

INTENSIVE ACTION

HOME USE PRODUCT

LENITIVO
SOOTHING



DEEPLY NOURISHING ANTI-AGEING SERUM

Firming and anti-wrinkle with Collalift®18

Intensive treatment, enriched with Collalift®18, to counteract the onset of signs of ageing and reduce the appearance of wrinkles and fine lines, while respecting the delicate balance of sensitive and reactive skin. It is enriched with a multiceramide complex with restorative properties, which restores comfort, softness and smoothness to sensitive skin. Fragrance-free.

CONTAINS:

Collalift®18, ProSENSE PEPTIDE, ceramide plus cpx, ectoine, vegetable squalane.

HOW TO USE:

Morning and evening, apply to clean skin from the centre of the face outwards. Tap with your fingertips to help absorption.

AIRLESS POUCH
TECHNOLOGY



30 ml airless bottle

4. PRODUCT RANGE

INTENSIVE ACTION

HOME USE PRODUCT

LENITIVO
SOOTHING

SOOTHING ANTI-REDNESS SERUM

Strengthening and decongestant with anti-redness complex

Soothing and anti-redness concentrate for sensitive, couperose-prone or irritated skin due to pharmacological and antibiotic therapies or exposure to irritants (sun, wind, cold). Its ProSENSE PEPTIDE and the anti-redness complex soothe irritated skin and helps to minimise both temporary and persistent redness. Fragrance-free.

CONTAINS:

Anti-redness complex, ProSENSE PEPTIDE, ectoine, glycyrrhetic acid

HOW TO USE:

Morning and evening, apply to clean skin from the centre of the face outwards. Tap with your fingertips to help absorption.

AIRLESS POUCH
TECHNOLOGY



30 ml airless bottle

4. PRODUCT RANGE

INTENSIVE ACTION

HOME USE PRODUCT

LENITIVO
SOOTHING

SOOTHING EYE CONTOUR

Anti-bag • anti-dark circle

Hydrating and anti-fatigue with B-CIRCADIN™

A fresh and mild formula designed to tackle dehydration, dryness, wrinkles and fine lines without creating a sensation of discomfort, itching and redness that are typical of sensitive eyes, contact lens wearers or people with irritation of various origin on the eyelids and periocular area (dermatitis, external aggressors, pharmacological treatments). Enriched with 3% B-CIRCADIN™, it synchronises circadian rhythms and helps reduce signs of fatigue (puffiness and blue-toned dark circles) caused by an unhealthy lifestyle, excessive exposure to blue light (smartphones, TVs and PCs), sleeping disorder. Fragrance-free.

CONTAINS:

B-CIRCADIN™, ProSENSE PEPTIDE, ceramide plus cpx, ectoine, vitamin E

HOW TO USE:

In the morning and evening, gently apply a small amount of product to the eyelids and the eye area, tap lightly with your fingertips from the inner corner out. Avoid direct contact with eyes. To enhance the decongestant effect, store the product 1-2 hours in the refrigerator before applying it.

AIRLESS POUCH
TECHNOLOGY



15ml airless bottle

4. PRODUCT RANGE

FINAL STEP

HOME USE PRODUCT

LENITIVO
SOOTHING

DEEPLY NOURISHING AND SOOTHING 24H CREAM

Decongestant and restorative with ceramide plus cpx

Soothing and strengthening treatment for sensitive, couperose-prone or irritated skin due to pharmacological and antibiotic therapies or exposure to irritants (sun, wind, cold). Enriched with ProSENSE PEPTIDE and a multi-ceramide complex, it protects the skin and restores comfort and hydration. Fragrance-free.

CONTAINS:

Ceramide plus cpx, ProSENSE PEPTIDE, ectoine, vitamin E, shea butter, vegetablesqualane

HOW TO USE:

Morning and evening, apply to face and neck and gently massage from the centre outwards.

AIRLESS POUCH
TECHNOLOGY



50 ml airless bottle

4. PRODUCT RANGE

FINAL STEP

HOME USE PRODUCT

LENITIVO
SOOTHING



UNIFORMING TINTED CREAM SPF50 – High protection

Illuminating and anti-redness with ectoine

A daily photoprotective treatment with complexion perfecting and anti-ageing properties. With ectoine and an anti-redness complex, it strengthens the skin and helps relieve redness. Gel-cream texture: fresh, ultra-light and rapidly absorbed.

CONTAINS:

Ectoine, ProSENSE PEPTIDE, anti-redness complex, ceramide plus cpx, next-generation broad spectrum photostable filters (UVB-UVA-IR-Blue Light), mineral pigments.

HOW TO USE:

Apply evenly to face, neck and cleavage as a last step before makeup. Reapply if direct sun exposure exceeds two hours. Avoid direct contact with eyes. Depending on the needed amount of nourishment, apply alone or layered over your go-to daily cream.

AIRLESS POUCH
TECHNOLOGY



50 ml airless bottle

4. PRODUCT RANGE

FINAL STEP

HOME USE PRODUCT

LENITIVO
SOOTHING



350 ml bottle with pump

GENTLE REBALANCING CLEANSING OIL

Anti-dryness with jojoba oil

With low foaming power and high tolerability, it cleanses while respecting the hydrolipidic film and the skin barrier. Ideal for dry, sensitive, irritation- and dermatitis-prone skin. Also suitable for children and infants. Allergen-free fragrance.

CONTAINS:

Jojoba oil, provitamin B5 (panthenol), rice protein, ectoine, naturally-derived mild foaming agents.

HOW TO USE:

Apply to wet skin. Massage and rinse thoroughly. Follow with your go-to daily body cream, applying it to damp skin.

4. PRODUCT RANGE

FINAL STEP

HOME USE PRODUCT

LENITIVO
SOOTHING



350 ml bottle

DERMAL-LIPOREBALANCING CREAM

Nourishing and anti-itch with ceramide plus cpx

Moisturising and balancing body treatment ideal for providing well-being and relief to dry skin irritated by external aggressors. Enriched with a multi-ceramide complex and ProSENSE PEPTIDE, it strengthens the skin barrier function and reduces itching and the sensation of tightness. Also suitable for children and infants. Allergen-free fragrance.

CONTAINS:

Ceramide plus cpx, ProSENSE PEPTIDE, ectoine, vitamin E, shea butter

HOW TO USE:

Apply by gently massaging onto the whole body in the morning and/or evening and whenever you feel the need.

4. PRODUCT RANGE

WHOLE RANGE

HOME USE PRODUCT



MICELLAR
CLEANSING
WATER



DEEPLY
NOURISHING
ANTI-AGEING
SERUM



SOOTHING
ANTI-
REDNESS
SERUM



SOOTHING
EYE
CONTOUR



DEEPLY
NOURISHING
AND
SOOTHING
24H CREAM



UNIFORMING
TINTED
CREAM
SPF50



GENTLE
REBALANCING
CLEANSING
OIL



DERMAL-
LIPOREBALANCING
CREAM

DETOXIFICATION

INTENSIVE ACTION

FINAL STEP

4. PRODUCT RANGE CONCEPT

PRODUCT INNERBOX

LENITIVO
SOOTHING



GRAPHIC ELEMENTS TO HIGHLIGHT THE RANGE PURPOSE



- Environmentally friendly solution to reduce paper consumption
- Practical for the consumer

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LENITIVO SOOTHING

5. SENSITISED SKIN

THE PERFECT RANGE TO PROVIDE COMFORT TO SENSITIVE SKIN AND TO SENSITISED SKIN AS WELL

SENSITIVE SKIN

GENETIC FACTORS

(Young skin type, dry & dehydrated skin, allergic prone skin, reactive skin, couperose, rosacea, psoriasis)



Ongoing condition



Alternation between periods of well-being and periods of long-lasting discomfort

SENSITIZED SKIN

ENVIRONMENTAL FACTORS

(Excessive use of active treatments, over-exfoliation, pharmacological treatments, excessive sun exposure)



Temporary condition



Severe peaks of generally short-term discomfort

DIFFERENT CAUSES SAME SKIN SYMPTOMS

Inflammation
Frequent flushing and blushing
Stinging, burning or tingling
Itchiness, flakiness or peeling
Discoloration (red, purple or gray)
Pimple-like bumps
Dryness

5. SENSITIZED SKIN

SKIN CHANGES

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During cancer therapy, the skin and skin appendages (hair, eyelashes, eyebrows, nails) undergo greater or lesser changes.

Changes that are almost always reversible when the therapy ends.

The skin can feel a sensation of tightness and discomfort, can feel rough to the touch, itchy, sometimes cracked, especially at the ends.

Hair, eyelashes and eyebrows can fall off.

These dermatological disorders can cause severe aesthetic and psychological discomfort with negative repercussions on the quality of life of the cancer patient.



1. EFFECTS

Soothing and comforting

- Moisturises and nourishes extremely dry skin and skin with xerosis
- Reduces the sensation of discomfort and itching
- Soothes redness
- Reduces oxidative stress and accelerated ageing processes
- Protects from sunlight*

*Useful after radiotherapy and after taking photosensitising drugs



2. LIMITED NUMBER OF INGREDIENTS

Formulated with a limited number of ingredients*, it has been specially formulated to provide high tolerance and comfort, even to extremely sensitive skin, such as skin affected by pharmacological treatments or by previous or current cancer treatments.

*The new **LENITIVO SOOTHING** range doesn't contain **51+3 HYALU COMPLEX™**



3. TESTED TOLERABILITY

HEAVY METAL TESTED

Also very low contents of Chromium, Lead, Mercury, Arsenic, Cobalt and Nickel can cause, in sensitive individuals, undesirable effects. Therefore every single batch is controlled to guarantee a value lower than 0.00001%.

FORMULAS

- Suitable for extremely sensitive skin
- Dermatologically tested on cancer patients
- Ingredients with an optimal toxicological profile
(regardless of their natural or plant origin)
- Alcohol free and low % foaming agents
- Fragrance and allergen-free



6. SENSITIZED SKIN TESTED TOLERABILITY

LENITIVO
SOOTHING

4. PROVEN EFFICACY

BALANCE. REPAIR. SOOTHE.

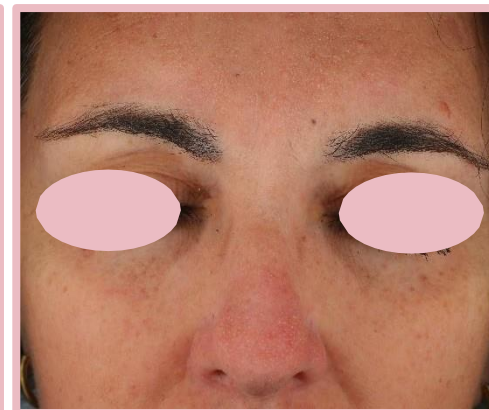
STRICLY PROVEN EFFICACY UNDER DERMATOLOGICAL CONTROL

- Skin appears healthier (reduction of xerosis, fragility, itching) **100 %***
- Increase in skin density **100 %****
- Increase in hydration (face & body) **100 %*****
- Wrinkle reduction **60 %***

TESTED ON
sensitive skin and skin
affected by previous
or current oncological
therapy.



Before
Visia-CR Digital Images image
not photoshopped



After 30 days
Visia-CR Digital Images image
not photoshopped

Instrumental and clinical studies conducted on 20 subjects for 30 days at the University of Naples Federico II: 4 professional treatments + home care products
% of subjects who showed a statistically significant improvement in the parameters under examination.

* Dermatologist's assessment

** Instrumental evaluation using cutaneous ultrasound & confocal microscopy

*** Instrumental evaluation using Delfin MoistureMeter Epid.

LENITIVO SOOTHING

7. SUPPORT MATERIALS

7. COMMUNICATION AND SUPPORT MATERIALS

WINDOW SHOWCARD

LENITIVO
SOOTHING



6. SENSITIZED SKIN

LENITIVO
SOOTHING

HOME CARE CUSTOMIZED ADVICES

XEROSIS

FACE

CLEANSING


SOOTHING
MICELLAR CLEANSING WATER



COSMETIC
TREATMENT


SOOTHING
DEEPLY NOURISHING ANTI-AGEING SERUM




SOOTHING
DEEPLY NOURISHING AND SOOTHING 24H FACE CREAM



PHOTOPROTECTION


SOOTHING
UNIFORMING TINTED FACE CREAM SPF50



BODY

CLEANSING


SOOTHING
GENTLE REBALANCING CLEANSING OIL BODY



COSMETIC
TREATMENT


SOOTHING
DERMAL LIPOREBALANCING BODY CREAM



Diego dalla Palma
PROFESSIONAL