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ALWAYS

# ACTIVE

HL PROFESSIONAL SKINCARE

VITAMIN C

PERFECT TIME ACTIVES

ANTI AGING TREATMENT

POLLUTION

SKINCARE TIPS FOR SPRING



Always Active

HL is proud to announce the  
LNE innovation award winner

# PERFECT TIME





# VITAMIN C

Pigmentary changes and wrinkling are directly associated with premature photo-aging and are considered its central cutaneous manifestations. In fact, it is estimated that of all the environmental factors, UV radiation (UVR) contributes up to 80% and it is the most important environmental factor in the development of skin aging and skin cancer.

UVR leads to extrinsic skin aging (photo-aging) by inducing the production of reactive oxygen species (ROS). When the skin is exposed to UV light, ROS such as the superoxide ion and peroxide are generated. In time, these ROS have a potential to generate cascade reactions that damage the cells. These ROS-induced damages occur as direct chemical alterations of the cellular DNA, the cell membrane and the cellular proteins, including collagen. UVR also directly triggers melanogenesis, hence resulting in skin darkening and pigment formation.

One of the important and intriguing strategies discussed in the literature for the effective treatment of photo-age signs is the use of topical vitamin C.

Vitamin C is a potent antioxidant that can be used topically to prevent and treat hyperpigmentation, as well as other skin changes associated with photo-aging. In fact, this vitamin is the most plentiful antioxidant in human skin. It acts as a part of the complex group of enzymatic and non-enzymatic antioxidants that protect the skin from ROS. A significant body of scientific research supports the use of cosmeceuticals containing vitamin C. First and foremost, it was found that the vitamin helps prevent hyperpigmentation, as it neutralizes the ROS formed due to UV exposure. The vitamin protects the skin from oxidative stress by sequentially donating electrons to neutralize the free radicals. Moreover, it is equally effective against both UVB (290-320 nm) and UVA (320-400 nm). Under laboratory conditions, it has been shown that application of 10% topical vitamin C reduces UVB-induced erythema by 52% and sunburn cell formation by 40-60% as presented in 2009 by Farris PK in "Cosmetical Vitamins: Vitamin C". Over the years,



several studies have demonstrated that vitamin C interacts with copper ions at the tyrosinase-active site and inhibits action of the enzyme tyrosinase, thereby reducing various oxidative steps of melanin formation and inhibiting melanogenesis.

To summarize, due to its diverse effects, topical vitamin C has become a useful part of the skin professionals' tools. With various action mechanisms and an excellent safety profile, it is increasingly used for the prevention and treatment of photo-ageing and hyperpigmentation. In addition to promoting collagen synthesis and improving inflammatory dermatoses, the benefits include photo-protection from UVA and UVB and lightening uneven tone.



Oral supplementation with vitamin C boosts the levels found in the skin however, these quantities are not enough to effectively help prevent and treat UV damage as the amount available to the skin is limited. The regular application of a topical concentrated vitamin C serum will reach the dermis and provide the sought-after benefits.

**C THE SUCCESS** CONCENTRATED VITAMIN C SERUM is formulated with multiple forms of vitamin C to provide effective penetration into the dermis and maximum benefits to the skin without causing sensitivity.

# PERFECT TIME KEY ACTIVES

PERFECT TIME is a highly effective treatment line which caters the needs of mature skin and helps fill wrinkles, smoothen texture, firm and tighten the contour lines of the neck and décolleté granting a firmer, younger-looking complexion.

The PERFECT TIME formulations are based on high quality ingredients blending functional peptides, essential amino acids as well as natural extracts and butters sourced from around the world and well known for their beneficial activities on the skin.



# ANTI AGING WITH **C THE SUCCESS** SIGNATURE PROFESSIONAL FACIAL

Remove any make-up with EYE & LIP MAKEUP REMOVER.

## 1 - INITIAL CLEANSING

Cleanse with C THE SUCCESS CLEANSER, massage onto moist skin for 2-3 minutes and rinse thoroughly with plenty of water. Pat dry the skin.

## 2 - INITIAL CLEANSING COMPLETION

Drip ALPHA-BETA PREPPING LOTION onto a cotton ball and wipe over the skin. Wait 2 minutes to absorb.

## 3 - FIRST PEELING

Pour 5 ml ANTI AGE PEEL into a cosmetic bowl and apply to skin with a cosmetic brush. Wait 10 minutes and rinse with water. Pat dry skin.

Note: During the application and removal of the peel, the client might experience light redness and stinging. This is temporary and will disappear once treatment is completed. It is recommended to prepare the client before applying the product.

## 4 - SECOND PEELING

Apply a uniform layer of WHITE PEEL, place water-soaked cloth compresses over the peeling to activate the enzymes in the peeling. Leave on for 7-10 minutes and remove thoroughly with a moist cloth. Pat dry the skin.

## 5 - MASSAGE

Apply 5-6 drops of C THE SUCCESS VITAMIN C SERUM and massage gently into skin, over it add C THE SUCCESS CREAM and proceed with the anti-aging facial massage.

Do not rinse the skin at the end of the massage.

## 6 - MASK

Apply an even layer of the C THE SUCCESS INTENSIVE TREATMENT MASK, leave on for 15 minutes and rinse thoroughly with plenty of water. Pat dry the skin.

## 7 - TREATMENT COMPLETION

Apply 2 drops of C THE SUCCESS VITAMIN C SERUM and massage gently into skin, over it apply C THE SUCCESS DAY INTENSIVE CREAM.



Follow with SUNBRELLA or AGE DEFENSE CC CREAM SPF 50 before sun exposure.

**DURATION OF TREATMENT:** 60-75 minutes



# THE RECOMMENDED SKIN CARE PROGRAM

## C THE SUCCESS TO BOOST ELASTICITY AND RADIANCE

		PRODUCT RECOMMENDATION	
everyday	everyday	<b>C THE SUCCESS</b> CLEANSER 250 ml	
everyday	everyday	<b>C THE SUCCESS</b> CONCENTRATED VITAMIN C SERUM 30 ml	
everyday		<b>C THE SUCCESS</b> INTENSIVE DAY CREAM 50 ml	
	everyday	<b>C THE SUCCESS</b> CREAM 50 ml	
everyday	everyday	<b>C THE SUCCESS</b> INTENSIVE EYE CREAM 15 ml	
	1-2 times a week	<b>C THE SUCCESS</b> INTENSIVE TREATMENT MASK 50 ml	

### COMPLEMENT WITH



**EYE & LIP  
MAKEUP REMOVER**



**AT-HOME  
PEELS**



**AGE DEFENSE  
CC CREAM**

The above is a suggested home care program, for each individual client the professional will recommend the suitable products and the extent of the home care program based on the client's unique skin condition, lifestyle and benefits desired.

Regular use of home treatment products is vital for the success of the treatment and for maintaining the results over time.

# PRODUCT SPOTLIGHT

## PERFECT TIME

### ANTI WRINKLE EYE CREAM

**DESCRIPTION:** Firming eye cream enriched with caffeine, Soybean and Wild Yam extracts and innovative lipo peptides stimulate collagen synthesis, blur the appearance of expression lines, boost elasticity and grant a radiant appearance. In addition it helps smooth and reduce puffiness and under eye bags.

**DIRECTIONS:** Apply to eye contour patting gently and wait until fully absorbed. Contains caffeine.

**RECOMMENDED:** For all skin types

**INGREDIENTS:** Water (Aqua), Glycerin, Propylene Glycol, Oleyl Alcohol, Isononyl Isononanoate, Xylitylglucoside, Ethylhexyl Isononanoate, Cetyl Alcohol, Dioscorea Villosa (Wild Yam) Root Extract, Butylene Glycol, Anhydroxylitol, Caffeine, Palmitoyl Tetrapeptide-7, Acetyl Tetrapeptide-5, Palmitoyl Pentapeptide-4, Dipeptide-2, Panthenol, Chrysanthellum Indicum Extract, Glycine Soja (Soybean) Sterols, Copper Lysinate/Prolinate, Methyl-glucoside Phosphate, Bifida Ferment Lysate, Hesperidin Methyl Chalcone, Polyacrylate Crosspolymer-6, Cetearyl Alcohol, Glyceryl Stearate, Xylitol, PEG-100 Stearate, Ethylhexyl Methoxycinnamate, Polysorbate 20, Polyacrylate-13, Dimethicone, Cetearyl Glucoside, Polyisobutene, Cyclopentasiloxane, Ethylhexylglycerin, Steareth-20, Parfum (Fragrance), Carbomer, Phenoxyethanol.

**AVAILABLE IN:** 15 ml / 0.5 fl oz

**REFERENCE #:** 141079





# URBAN POLLUTION AND THE SKIN



Pollution is a growing problem and has been correlated to one of the top causes for the skin's accelerated aging, including the premature appearance of wrinkles and age spots. Together with UV exposure, lifestyle choices such as smoking and unbalanced nutrition, extrinsic aging has been shown to be caused by chronic exposure to air pollution.

Tackling the issue of urban pollution and environmental aggressions that cause damage to our health and also to our largest organ, the skin, has become an important topic to be considered especially when customizing the skin care regimen for clients whose dermal layer is constantly exposed to harsh urban environment and is subject to industrial as well as traffic pollution. The toxic air in densely populated, industrial urban centers should be accompanied by an increase in awareness of the negative impact pollution has on the skin and a growing attention to be given to the client in order to ensure they understand the importance of protecting the skin.

SPF formulations are an essential product to be used throughout the year because they effectively help protect the skin against UV rays. On the other hand these formulations do not necessarily prevent the many pollution-induced inflammatory

reactions that lead to skin related problems such as rashes and premature age signs lines, spots and a dull, fatigued complexion.

The tiny pollution particles and chemicals are gradually absorbed through the hair follicles and pores into the skin, this way they can reach viable skin cells causing long-lasting damage. Over time it leads to a degeneration and damage to tissues, dehydration, pigment spots, while the damage to collagen and elastin matrix increases the presence of fine lines, all together bestowing an overall unaesthetic complexion.

Things to remember when it comes to recommending an anti-pollution effective skin care regimen includes formulations especially rich in:

1. functional actives that effectively strengthen the skin barrier function.
2. potent, multi-functional antioxidants such as vitamin C.
3. soothing, calming, anti-inflammatory extracts.
4. cleansing formulation that will remove impurities, oil and cellular debris gently without affecting the skin's natural moisture balance.
5. actives that help stimulate the skin's natural repair mechanisms and fight any damage caused by environmental aggressors.



# SKINCARE TIPS FOR SPRING

Consult a professional regarding the best skin care routine in order to transition from winter into the spring, a customized skin care regimen ensures optimal, long lasting results of a balanced and radiant skin.

Make sure to include a potent antioxidant serum to the morning routine in order to fight the free radical damage to skin caused while spending more time outdoors.

Introduce an **AT-HOME PEEL** once or twice a week to help remove dead skin cells, refine the texture and bestow a more radiant aspect.

Give a boost to the weekly home care regimen with a **TREATMENT MASK** in order to better control excess oil, replenish, calm and firm the complexion.

Add to the routine a multi-tasking **CC CREAM**, with an SPF 15 or higher, that will provide broad spectrum protection alongside essential moisture and additional anti-aging benefits.