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ALWAYS

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HL PROFESSIONAL SKINCARE

**CARING FOR
THE FACIAL SKIN
DURING PREGNANCY**

**EXPRESS TREATMENT
POST SUMMER**

**END OF SUMMER..
SKIN CARE TIPS**

**SEBORRHEA -
SEBACEOUS SKIN
INFLAMMATION**



HL - PROFESSIONAL SKINCARE

CARING FOR THE FACIAL SKIN DURING PREGNANCY



The skin's health and appearance are affected by multiple external and internal factors. One of the most prominent, especially among women, is the change that naturally occurs during hormones fluctuations. During pregnancy, a woman's body undergoes many changes, including the appearance of Beta-hCG (a hormone that is unique to pregnancy, which is produced by the embryo and the placenta) and an increase in the levels of the female hormones estrogen and progesterone. Hormonal changes can lead to skin problems. If left untreated these problems can continue after the pregnancy these concerns include spots and dark skin discolourations, oily skin and pimples, and also the enlargement of blood vessels.

THE MASK OF PREGNANCY

One phenomena of pregnancy is the appearance of brown spots on the facial skin. The medical term for this skin condition is melasma (in Greek, Melas = black) or chloasma. In colloquial language it is known as "the mask of pregnancy", since it has the distinctive form of a mask that resembles the wings of a butterfly, symmetrically spreading from the direction of the upper lip and the nose, toward the cheeks, temples and the forehead. Increased levels of estrogen are

responsible for this phenomenon. This encourages the production of melanin in the skin. Darker skin is more prone to changes in pigmentation because darker skin naturally produces more melanin (although it does occasionally also appear among light skinned women). Women who have increased sun exposure are also prone to increased melanin.

In most cases, the butterfly mask disappears within several weeks after the birth, for some women the mark will remain after pregnancy and breastfeeding period. Therefore, the best treatment is prevention. It is advisable to limit the skin's exposure to the sun, when going out into the sun ensure to protect the skin through the meticulous use of sunscreens. According to the guidelines of the FDA—the American Food and Drug Administration—it is necessary to ensure that the selected product is broad-spectrum and provides protection both from the UVA radiation and the UVB radiation. In addition, it must have a sun protection factor (SPF) of at least 15. For people who belong to the high risk groups, or in cases of prolonged outdoor activity—a sun protection factor of at least 30. HL's product line Sunbrella grants the skin protection from UVA and UVB rays, is based on strong sunscreens with

and SPF of 30, and combined with a sunblock which operates to block radiation.

If there is no improvement in the condition of the pigmentation several weeks after the pregnancy, a series of peeling treatments can still improve the condition and significantly lighten the spots. Ingredients such as hydroquinone and phenol are common in skin lightening treatments and are prohibited during pregnancy. HL offers gentle peels that can be used during pregnancy, such as HL's Alpha Peel - a very effective yet gentle peel. This peel is based on a unique complex of alpha hydroxy acids produced from fruit, and which is designed to lighten the skin, creating an even skin tone and improved skin texture.

BLOOD VESSEL CHANGES DURING PREGNANCY

For some pregnant women, the increased hormone levels can lead to the enlargement of blood vessels, including the blood vessels that carry blood to the skin. This enlargement of the blood vessels bears an important role, since it carries nutritional and moisturizing components to the skin, making it appear radiant and healthy. On the other hand, it may sometimes cause the appearance of red welts on the skin and the salient manifestation of capillaries on the skin surface. This phenomena provides another good reason to avoid exposing skin to the sun and to meticulously use quality sunscreens. Moreover, it is recommended to refrain from mechanical peels which are based on tiny particles and from rubbing the skin.

PREGNANCY ACNE AND ITS TREATMENT

Another common phenomenon during pregnancy is the outbreaking of acne, which mostly appears during the third trimester. The phenomenon stems from a rise in the activity of the sebaceous glands, as a result of the increased levels of hormones, mainly the levels of progesterone. The lesions may not just appear on the facial skin, but also on the back, chest, buttocks and even the arms. This phenomenon also usually passes after the pregnancy ends, but in certain cases it may leave behind brown and red spots, and sometimes even blemishes. Therefore, it is recommended to see a dermatologist and/or a specialist cosmetician in order to diagnose the skin condition and determine the suitable treatment using products that are allowed for use during the pregnancy.

Due to the fear of teratogenesis (causing congenital

malformations to the fetus) as a result of their absorption into the bloodstream, the use of the customary prescription medications for the treatment of acne, which are based on Retin A (a Vitamin A derivative), is prohibited during pregnancy. Antibiotic medications taken by mouth that are often used to treat acne are also usually not prescribed to pregnant women. In lieu of these treatments, it is possible and advisable to use local cosmetic products, which contain anti-inflammation and antioxidation components. Thus, for example. We find the application of products based on Vitamin C encourages the healing of the acne lesions. In addition, it also assists in the prevention of hyperpigmentation following the prevention of the acne and in the treatment of post acne blemishes. Plant oils, such as mint, clove and eucalyptus, also have anti-inflammation and anti-infection properties. An additional important ingredient for the treatment of acne, discovered in recent years at the research center, is probiotics. Two designated lines based on these ingredients are the Double Action line - designed for the treatment of mild acne, which is based on clove, eucalyptus and mints oils, as well as on soothing ingredients, including calamine and camphor and chamomile extracts, and the Probiotic line—which is based on a probiotic extract, amino acids, peptides, Q10 and biotin.



END OF SUMMER.. SKIN CARE TIPS



Now that summer is coming to an end and we're making the transition into cooler days, make sure you're taking good care of your skin with a new skin care routine. The change of the season is a good time to take inventory of your skin care regimen and change up some of your products. If you have developed sun spots or hyperpigmentation from too much sun exposure this summer, now is a great time to undergo an advanced skin rejuvenation treatment that can lighten those darker areas and even out your skin tone. Here are some post-summer skin care essentials that will get your skin back in great shape fast:

1 - TREAT SUN-DAMAGED SKIN

Once your summer glow begins to fade, you may start to notice some signs of sun damage - newfound freckles, dark spots, or an uneven skin tone. If you developed sun spots and freckles on your face or neck, reverse some of that sun damage with DERMALIGHT product line. DERMALIGHT lightens the skin tone, and reduces age and sun hyperpigmentation spots. The line is based on a unique combination of high quality ingredients that work in synergy to provide a visible lightening effect

2 - EXFOLIATE FOR SMOOTH AND ATTRACTIVE SKIN

After months' worth of fun in the sun, chances are you have some pretty gnarly dirt and grime piling up on the surface of your skin. Sweat mixed with makeup and environmental impurities can take a toll on the appearance of our complexions, including making our pores appear large and in charge.

Exfoliating twice a week helps slough off dead, dull skin cells as well as revealing smooth skin underneath. Peels also help brighten your complexion and reduce the appearance of fine lines and wrinkles.

3 - GO WILD WITH MOISTURIZER

In the summer, the sun, wind, and chlorine take away a large amount of water from your skin. Now it is time to recover and bring moisture back to dehydrated skin. Cleanse your face with mild cleanser twice a day, follow up with an anti-aging moisturizer, and drink a lot of water. Doing this will help to provide more water for your skin from both the inside and outside.

4 - USE ANTIOXIDANTS AND SUNSCREEN

Just because summer's over, doesn't mean you're off the hook when it comes to sun protection. Sun damage can happen year-round, even in the fall and winter, so don't skip an application of sunscreen ever!

Unprotected exposure to UV rays leads to premature age signs, wrinkles, sagging skin, a dry texture and hyperpigmentation. To ensure a healthy, beautiful, flawless skin it is a must to apply sunscreen even in the fall. Reach for AGE DEFENSE CC CREAM SPF50 which offers high protection against UVA and UVB rays.

5 - UPDATE THE ROUTINE

Now it is time to update the daily home care routine adding products that offer active concentrations of AHAs, BHA and Retinol to repair and renew. Moreover now is the best time to commence a series of corrective facials that will help repair sun damage and rejuvenate the skin. A professional facial will help improve dehydrated skin, restore skin's natural barrier function, improve skin tone and texture, soften the appearance of fine lines and enlarged pores and stimulate skin's natural cellular renewal with the help of a cosmetic grade chemical peel. The synergy of a result-oriented facial alongside the customized daily home regimen offers the best results.

EXPRESS TREATMENT POST SUMMER S.O.S



We recommend the MINI POST SUMMER S.O.S treatment with **BIO REPAIR** for clients who experienced a traumatic aesthetic treatment, going through a period of stress or after sunburn due to unprotected sunbathing.

The MINI POST SUMMER S.O.S facial does not replace the HL signature in-spa REHABILITATION facial but it does offer visible results in less than 30 minutes and provides a great and quick solution to maintain the results in between the regular facials.

1

CLEANSING

Cleanse with **BIO REPAIR GEL CLEANSER**, massage for 2-3 minutes and rinse with water. Pat dry the skin.



2

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.



3

MASSAGE

Apply a generous amount of **BIO REPAIR CELLULAR FIRMING GEL** and massage for approximately 5 minutes. During the massage it is recommended to include the eye contour, neck and décolleté areas. Do not rinse off the gel.



4

MASK

Apply a uniform layer of **LACTOLAN CREAM MASK**, wait 5 minutes until the mask is absorbed, do not rinse off the mask.



5

SUN PROTECTION

Apply **AGE DEFFENSE CC CREAM SPF 50** for protection and radiant, even tone.



BENEFITS

- Refines and strengthens the skin structure
- Soothes skin, reduces over-sensitivity and redness
- Improves skin's elasticity and suppleness
- Reduces depth of lines

PRODUCT SPOTLIGHT

BIO REPAIR

CELLULAR FIRMING GEL

DESCRIPTION: An active gel based on Aloe Leaf juice and Repair Complex, moisturizes, calms and stimulates the skin's natural restoration process. The soothing blend enriched with Collagen and Elastin improves elasticity, firms the skin texture and smoothes fine lines.

BENEFITS:

- Helps rehabilitate and soothe the skin
- Improves suppleness and elasticity
- Encourages biochemical processes to improve cellular function.

DIRECTIONS: 1-2 times a day apply on clean skin and wait 2-3 minutes until fully absorbed. Follow with the recommended cream. Suitable as a moisturizing foundation under makeup.

RECOMMENDED: For all skin types, either as daily treatment serum or to intensify the benefits of the skincare regimen complementing the benefits of the day and night creams.

INGREDIENTS: Water (Aqua), Aloe Barbadensis Leaf Juice, Propylene Glycol, Polysorbate 20, Bifida Ferment Lysate, Hydrolyzed Collagen, Hydrolyzed Elastin, Carbomer, Benzophenone-4, Triethanolamine, Imidazolidinyl Urea, Fragrance (Parfum), Alpha Isomethyl Ionone, Amyl Cinnamal, Benzyl Salicylate, Butylphenyl Methylpropional, Eugenol, Hydroxycitronellal, Hydroxyisohexyl 3-Cyclohexene Carboxaldehyde, Limonene, Phenoxyethanol, Methylparaben, Ethylparaben, Propylparaben, Blue 1 (CI 42090), Yellow 5 (CI 19140), Red 33 (CI 42090).

AVAILABLE IN: 50 ml / 1.7 fl oz - REF. 103507
250 ml / 8.5 fl oz - REF. 103503



SEBORRHEA

SEBACEOUS SKIN INFLAMMATION



Seborrhea is a skin problem which causes a disturbance in aesthetic appearance, as well as suffering and a feeling of discomfort. The exact reasons for this common problem are not yet totally clear, but several factors increase the chances of the appearance or deterioration of the symptoms.

Seborrhea is a common problem which presents as a chronic inflammation of the skin in regions where there is a profusion of sebaceous glands, and causes dandruff, redness and flaking skin. In Latin, the word seborrhea means “flow of sebum” and indeed, the inflammation is caused due to a problem of the sebaceous glands. According to estimates, the prevalence of seborrhea in the population is about 15%, with 3-5% manifesting it in a serious degree. The condition generally appears following puberty, with most cases in the 40-year age group. Although it afflicts both genders almost equally, it is slightly more common among men. In addition, the condition is more common among babies up to one year of age, where it appears on the scalp. However this condition generally passes by about 10-12 months, and does not require treatment.

SYMPTOMS OF THE CONDITION

Seborrhea develops gradually, and the main symptoms are a red rash and burning accompanied by dry dandruff or oily hair, swelling, yellowish discharge, and in some cases also itching, mainly on the scalp. In more severe cases, the condition is accompanied by pimples with reddish-yellowish scales. These symptoms appear mainly in the T-area of the face, on the eyebrows, at the

base of the eyelashes, on the upper lip and the beard area. It can also appear on the scalp, external ear canal, behind the ears. Very few cases involve the neck, chest, armpits, groin and navel.

The dandruff is generally fine and powder-like and if not treated it becomes coarse, yellow and oily.

In addition to the aesthetic disturbance, the dandruff and red spots cause discomfort and suffering.

WHAT CAUSES SEBORRHEA?

The exact mechanism responsible for seborrhea is not yet totally clear, but it appears that several factors are involved.

One of the factors identified is a type of yeast, called *Malassezia pityrosporum*. This yeast has been discovered in sebaceous glands of people suffering from seborrhea. It is still unknown how the yeast causes the inflammation, but it appears to be a resulting skin infection, combined with a defective reaction of the immune system.

Another factor which may be involved in the problem is the hormonal system. This assumption is supported by the fact that its prevalence increases following puberty. Several studies found over-activity of the sebaceous glands in response to the presence of the male hormone, which may explain the fact that the problem is slightly more common in men. In addition, recent studies have shown a correlation between seborrhea and a lack of biotin.

Other factors which may increase the predisposition to the condition are genetic, food allergies, and also diseases related to the nervous system, e.g. Parkinson's. In addition, a fair number of medications may cause seborrhea or exacerbate the condition.

In most people, seborrhea tends to get worse in the winter, while in the summer the condition improves. In addition, some correlate the deterioration of the seborrhea condition to periods of tension and emotional stress.

TREATMENT

One of the major ways to deal with seborrhea is to observe proper hygiene, as this serves to remove the oily layer from the affected area and helps improve the condition of the skin. Moreover, it is important to treat the problem as early as possible, the longer the delay the more serious the seborrhea. Potentially requiring more complex treatments. Some people respond well to exposure to the sun, and for this reason sunbaths are recommended for many patients.

Medical treatment of the problem includes anti-fungal preparations (creams, shampoo, and in severe cases - medication taken orally) which prevent the growth of the yeast in the sebaceous glands. Creams based on steroids are also used to treat seborrhea and to soothe the inflammation, but this can be used only for short term treatment, as the steroids may harm the local immune system and thereby accelerate the deterioration of the condition.

In the past oil-based preparations were used to treat seborrhea, based on the concept that the oily substance would soothe the dandruff and give the irritated skin a more supple and comfortable feeling. However the oil blocked the skin and caused the area below the skin to heat up, and as a result intensified the seborrheal activity. In recent years there has been a revolution in the approach to treating the skin, and cosmetic manufacturers have recognized that the active ingredient does not have to be oil. This new approach also brought about a change in the substances for treating seborrhea, and instead of preparations based on oil, today soothing formulations with a light water-based texture are used.

HL has a special product for treating seborrhea - Seboderm, based on two anti-bacterial and anti-fungal

proteins - lactoperoxidase and lactoferrin, which prevent the development of bacteria and strengthen the natural protective mechanism of the skin.

The lactoperoxidase protein contains an enzyme - a catalyst, when it comes in contact with the skin it forms a molecule of oxide, turning it into an active ion which destroys bacteria in the skin. The lactoferrin protein acts by linking iron ions in the skin, thereby preventing the bacteria from staying alive and killing them.

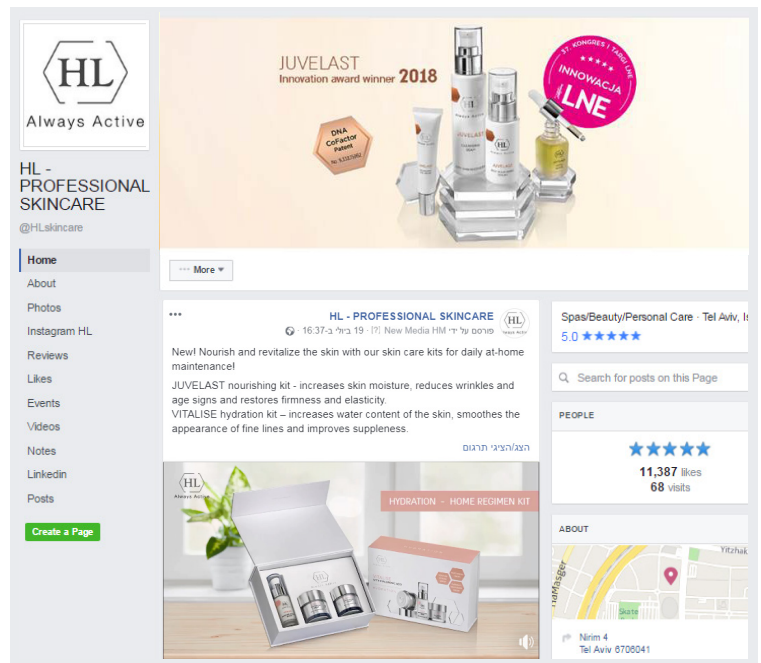
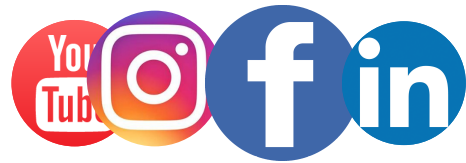
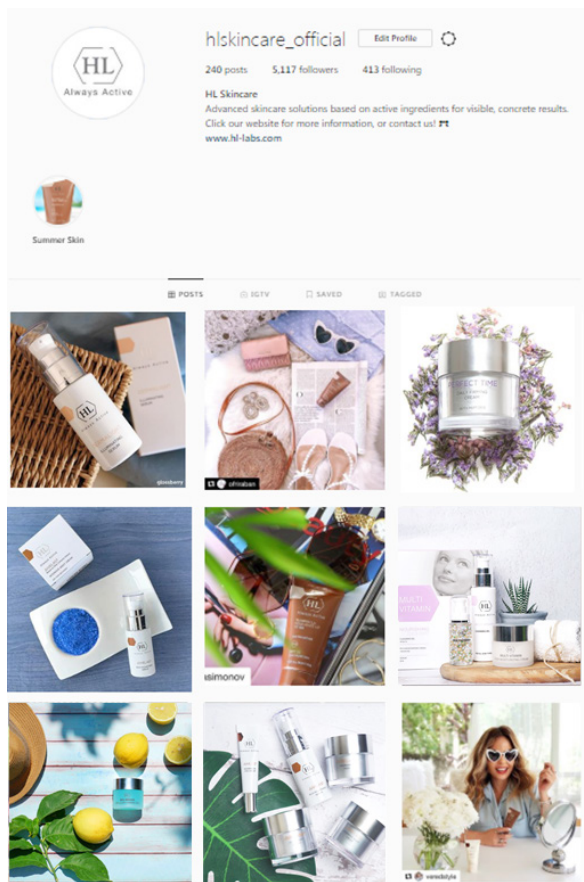
Seboderm is currently the most effective product for real and long term treatment of the yeast *Malassezia pityrosporum* which is involved in the seborrheal process, and also against *P. Acne* bacteria. In addition, Seboderm also contains omega 6 - a linolenic gamma fatty acid, which is known for its action in reducing inflammatory conditions by improving the body's ability to produce prostaglandin 1 - an important substance formed by the body to prevent the inflammatory process. In addition, this fatty acid has also been found to be an important auxiliary agent in preserving the health of the skin and its moisture level. The mechanism through which this fatty acid operates is embodied in its special structure, which is highly similar to the structure of fatty acids that build the cell coating. As a result, it is relatively easier for it to penetrate the cells, and it serves to build the cell corneum and stabilize them.

The combination of the anti-bacterial and anti-fungal proteins with the fatty acid from the omega 6 group is effective in treating problems of seborrhea and acne, prevents infections and balances the sebum secretion, while at the same time improving the texture of the skin and the ability of sensitive and irritated skin to serve as an isolating buffer against external damage.

The preparation was proven in research to have cleared anti-seborrheal and anti-acne action. After the preparation was used continuously for one month a decrease of about 27% was noted in the amount of sebum produced by the skin, and a drop of about 38% was achieved in the rate of sebum secretion to the skin.

Another product line developed in HL laboratories suited for oily skin with seborrhea is the Double Action line. Combining the Double Action products with Seboderm helps to clean and disinfect, stimulate circulation, constrict the pores, absorb oil and secretions, prevent dandruff, dryness and flaking, mend and treat pimples, and also soothes and balances the sebum secretions.

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