

No. 42 JULY 2017

ALWAYS

ACTIVE

HL PROFESSIONAL SKINCARE



UV AND PHOTO AGING

SUN SMART SKIN WITH HL

HYALURONIC ACID AND THE SKIN

EXPRESS REPLENISHING FACIAL

PEPTIDES FOR FIRMING & LIFTING

UV AND PHOTO AGING

Photodamage, also referred to as photo-aging or sun damage, is a general term used to describe changes caused by exposure to UVA and UVB radiation to the skin. There are a number of environmental factors that negatively affect our skin's health such as smoking and pollution; however, the cause that is recognized as the most damaging is UV radiation.

Unprotected exposure to UV rays will cause genetic and molecular changes in the skin that can lead to serious medical conditions and over time will manifest themselves aesthetically as:

- Pigmentation changes, showing uneven skin tone with darker hyperpigmentation spots
- Fine lines
- Dryness
- Loss of elasticity, saggy, dull and coarse texture
- Premature aging of the skin

Photodamage can be caused continuous exposure to natural UV radiation as well as synthetic UV light. When skin is exposed to UV rays a number of changes occur within the dermis, these accumulate and lead to visible signs that affect our skin's health and aesthetics. In addition to the visible

sunburn, caused by the UVB rays, there are many UVA & UVB biological consequences that occur deep into the skin and will slowly accumulate and show with time, such as:

- An increase in the number of stratum corneum layers and keratinocytes leads to increased epidermal thickness
- Damage and breakdown of collagen fibers and solar elastosis, accumulation of abnormal elastin fibers, which lead to the degradation of the skin's structural matrix with reduced elasticity and smoothness
- Oxidative stress which will lead to inflammation, cell membrane as well as DNA damage

Photo-aging is not reversible and that is why the best action is to prevent through the regular application of a broad sunscreen that offers both UVA and UVB protection every day, even on cloudy days. For complexions that already show photodamage there are a number of steps that can be taken to improve the skin's aesthetics and prevent from further damage. These topical aesthetic treatments should be customized based on the severity of the photodamage for each individual client along with their lifestyle choices. It is important to follow these include a home care regimen that contains formulations with Retinol, Vitamin C, AHAs, ceramides and potent skin illuminating, antioxidant extracts to counteract the pigmentation changes.



Always Active

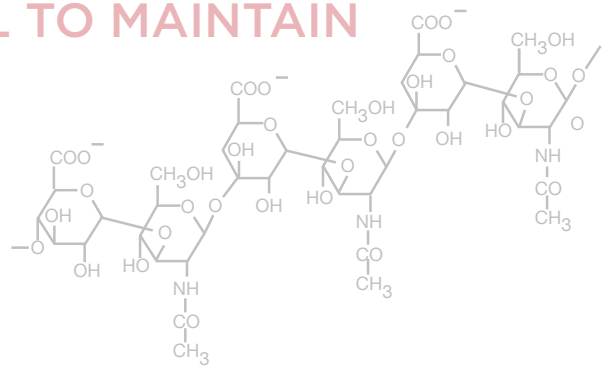
SUN SMART SKIN

- UVA & UVB PROTECTION
- ANTIOXIDANT PROTECTION
- HYDRATION
- COLOR CORRECTIVE



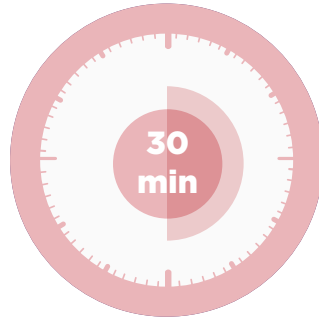
HL - PROFESSIONAL SKINCARE

HYALURONIC ACID ESSENTIAL TO MAINTAIN OPTIMUM SKIN MOISTURE



- ☑ is also known as HA, hyaluronan or hyaluronate.
- ☑ is a powerful humectant, a polysaccharide naturally present in the human body.
- ☑ was discovered in 1934 by Karl Meyer in an ophthalmology lab at Columbia University then in the early 1940s Endre A. Balazs, MD pioneered the research on the structure and biological activity of hyaluronan.
- ☑ its name is derived from hyalos, the Greek for glassy/resembling glass and uronic acid, a class of sugar acids.
- ☑ acts as a lubricant in the joints and other tissues within the body and as a moisture-binding element keeps the skin plump, hydrated and firm.
- ☑ in humans, the amount of naturally occurring HA in the skin decreases with age, this plays an important role in the development of the aging features such as wrinkle formation, decreased elasticity and loss of essential hydration.
- ☑ in order to preserve skin's youthfulness, HA is vital to:
 - increase skin hydration
 - maintain skin's optimal moisture
 - improve elasticity and firmness
 - prevent the premature appearance of fine lines
 - preserve suppleness and vitality





EXPRESS REPLENISHING FACIAL

The EXPRESS REPLENISHING is a facial 30-minute facial to significantly increase moisture, soften the appearance of fine lines, revitalize dull skin and bestow a supple complexion.

This is an alternative solution especially for clients who have very busy schedules or need a quick, last-minute solution for an important event. The EXPRESS REPLENISHING facial does not replace the HL signature in-spa HYDRATION facial but it does offer visible results in less than 30 minutes and provides a great, quick solution to maintain the results in between the regular facials.

RECOMMENDED FOR

All skin types, especially suitable for complexions showing signs of dermal dehydration.

BENEFITS

- ✓ Gentle exfoliation
- ✓ Replenishes and optimizes the integrity of the skin barrier
- ✓ Improves elasticity
- ✓ Restores a suppleness

4 STEP PROTOCOL:


- 1 Remove any make-up with EYE & LIP MAKEUP REMOVER and cleanse skin with VITALISE CLEANSER, massaging gently onto moist skin for 2 minutes. Rinse thoroughly with plenty of water and pat dry the skin.
- 2 Apply a uniform layer of WHITE PEEL, place water-soaked cloth compresses over it to activate the enzymes and leave on for 7 minutes. Remove thoroughly with a moist cloth and pat dry the skin.
- 3 Apply 2-3 drops VITALISE MOISTURE OPTIMIZING BOOSTER, pat gently into the skin and leave on 2 minutes. Do not rinse the skin.
- 4 Apply a generous layer of VITALISE MOISTURIZING MASK, gently massaging into skin for 1-2 minutes and leave it on for 10 minutes. Remove excess with a tissue. Follow with SPF during the daytime.

5 FUNCTIONAL PEPTIDES FOR FIRING & LIFTING MATURE SKIN

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

Peptides, molecules comprised of amino acids, the building blocks of proteins. They serve as mediators between the cells and the different skin layers, and transmit signals to the cells in the dermis layer, which encourage them to accelerate their action, similarly to the action that exists in young skin. As a result, the peptides accelerate the production of the collagen and elastin in the skin cells, and improve the elasticity and firmness of the skin. Some of the peptides also suppress the action of the expression muscles (similarly to the action of Botox), and by that contribute to the reduction of existing wrinkles and the impeding of the creation of new wrinkles.

PERFECT TIME functional peptide compounds include:



Acetyl Hexapeptide-8 helps reduce and smoothes the appearance of fine lines and wrinkles, especially those brought on by repeated facial expressions such as smiling and frowning

Palmitoyl Pentapeptide-4 boosts collagen and hyaluronic acid synthesis improving firmness and suppleness, minimizes fine lines and smoothes texture

Hexapeptide-10 stimulates cell activity and collagen synthesis, improves skin compactness, firms texture and softens the appearance of fine lines

Palmitoyl Tetrapeptide-7 skin restoring, helps decrease inflammation, improves firmness and elasticity as it stimulates collagen synthesis and increases the amount of hyaluronic acid in the skin, which can help firm the skin

Acetyl Tetrapeptide-5 helps reduce eye puffiness and under eye bags, improves elasticity and smoothness

PRODUCT SPOTLIGHT

GLOW SENSE SPF 15 PERFECT GLAM MOISTURIZER

DESCRIPTION: Unique multi-benefit moisturizer for a subtle shimmer effect and radiant skin tone, replenishes and maintains long lasting moisture and prevents damage caused by UVB rays. The cream is enriched with potent antioxidant plant extracts to delay premature aging for a more uniform skin tone, healthy and radiant.

DIRECTIONS: Apply daily

INGREDIENTS: Water (Aqua), Mica (CI 77019), Ethylhexyl Methoxycinnamate, Hydrogenated Polyisobutene, Titanium Dioxide (CI 77891), Benzophenone-3, Isopropyl Myristate, Palmitic Acid, Stearic Acid, Cetyl Alcohol, Punica Granatum (Pomegranate) Fruit Extract, Ginkgo Biloba Leaf Extract, Camellia Sinensis (Green Tea) Leaf Extract, Centella Asiatica Leaf Extract, Iron Oxides (CI 77491), Triethanolamine, Glycerin, Propylene Glycol, Butylene Glycol, Ethylhexylglycerin, Phenoxyethanol, Imidazolidinyl Urea, Fragrance (Parfum), Citronellol, Geraniol, Linalool.

AVAILABLE IN: 50 ml / 1.7 fl oz

REFERENCE #: 158307



3 TIPS>

1>



For an illumination and rejuvenation treatment of the periorbital area it is recommend to use WHITE PEEL. Once a week, after all make up is removed and facial skin cleansed and dry, apply a generous and uniform layer, cover with a lukewarm moist cloth for 7-10 minutes. Remove with the help of the lukewarm moist cloth and pat dry the skin. Follow with the suitable eye contour cream.

2>



For clients in their thirties-forties, that have a persistent dehydrated complexion, it is recommended to use the VITALISE MOISTURIZING MASK; to apply 2-3 times a week instead of the night cream. eye contour cream.

3>



Milia around the eyes in teens and adults can be diminished with the daily application of MILENIUM. After the cleansing step, apply a generous quantity with a cotton pad over the area and let it absorb 5 minutes before proceeding to the eye contour treatment cream.

NEW HL POSTERS COMING SOON

