

STEP-BY-STEP



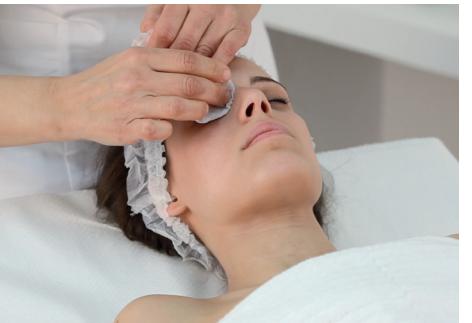
NEW SKIN Sy-STEM CELLS

ADVICE FOR YOUR CUSTOMER

MORNING:
Cleanse your face with Revitalizing Illuminating Cleansing Milk. Tone with Revitalizing Illuminating Tonic. Apply a few drops of Revitalizing Illuminating Serum. Complete spreading a light layer of Revitalizing Illuminating Cream and massage until absorption.

EVENING:
Remove make-up face and eyes with Two-Phase Make-Up Remover and rinse with plenty of warm water. Pat with fingertips few drops Revitalizing Illuminating Serum. Spread a light layer of Revitalizing Illuminating Cream and massage until absorption.

Perform 1 or 2 times a week cleaning thorough face with the Microgranules Exfoliating Scrub followed by toning with Revitalizing Illuminating Tonic and from the application of Revitalizing Illuminating Mask (leave for 20 minutes and rinse with plenty of water lukewarm); complete with Revitalizing Illuminating Cream and massage until absorption.



1. CLEANSING EYE

1. Soak a cotton ball, remove the excess water, apply the right amount of Eye Make-up Remover Gel Basic Line and carefully clean the eyes and lips gently rubbing until remove all traces of make up.



2. CLEANSING FACE / NECK

2. Cleanse with Revitalizing Illuminating Cleansing Milk, face, neck and decolletè shortly massaging in a circular motion and remove the residue with a sponge soaked in warm water.



3. GOMMAGE

3. Spread on face, neck and decolletè a thin and uniform layer of Facial Gommage Basic Line, avoiding the eye area and leave on for about 3 minutes. Massage gently with fingertips until complete removal of the product, eliminate residues with a sponge and warm water.



4. TONING

4. Dab the treated area with Revitalizing Illuminating Tonic.



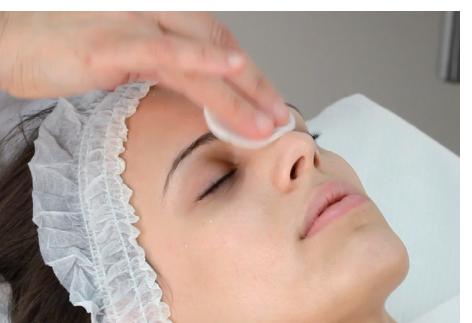
5. REVITALIZING ILLUMINATING CONCENTRATES

5. Apply on face neck and decolletè few drops of Active Concentrates Revitalizing Illuminating Action and make a massage with stimulating maneuvers.



6. MASK

6. With a paintbrush apply a layer uniform of Revitalizing Illuminating Mask, leave on for 20-30 minutes and remove with sponge and warm water.



7. TONING

7. Dab the treated area with Revitalizing Illuminating Tonic.



8. REVITALIZING ILLUMINATING SERUM

8. Pat on the whole face a few drops of Revitalizing Illuminating Serum.

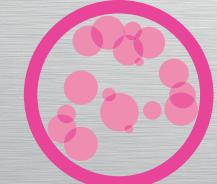


9. CREAM MASSAGE

9. Perform for a few minutes a modeling massage with Revitalizing Illuminating Cream.

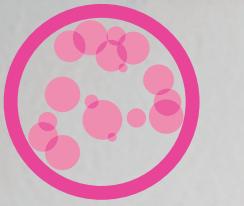
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FACE

**NEW SKIN
Sy-STEM CELLS**
REVITALIZING ILLUMINATING
FACE LINE WITH STEM CELLS
OF RED GRAPE AND SWISS APPLE



FACE



NEW SKIN Sy-STEM CELLS

REVITALIZING ILLUMINATING FACE LINE WITH STEM CELLS OF RED GRAPE AND SWISS APPLE

The most effective ingredients and cosmetic benefits are born from nature, and ingenuity of man, through the marriage of Nature and Scientific Research, is born the solution for safe cosmetics, effective and gentle that transform natural ingredients in formulations specifically created for the imperfections of our skin.

In the last few years there have been particularly important studies on the ability of stem cells of vegetable origin. Derived from the part of the root terminal, they have the particular feature of repairing any type of tissue in contact with the skin to create a skin regeneration processes. Their primary function is to maintain constant numbers of cells so that damaged tissues may continuously repair.

The line New Skin Cells System, indicated for rejuvenation treatments and tissue repair, was formulated with Plant Stem Apple Switzerland and Red Vine. The extraordinary properties of these plant stems, allowing an action sustained and prolonged reactivating the dormant cells.

The vegetable metabolites it contains, are fundamental in **delaying aging by protecting and regenerating the skin structure, by deleting wrinkles and expression lines.** Vitamin PP and vitamin C, in synergy with Extract of Green Tea, Elastin, and Tetrapeptide pro elastin, make this new line suitable not only for **young skin** that needs to establish the normal level of hydrated skin and promote regeneration protecting the dermis tissues from damage caused by UV rays, but it's also the ideal treatment for mature skin in need of new life extremely effective in attenuating the formation of deep wrinkles on the face, giving the skin brightness and tone with incredible effects.



REVITALIZING ILLUMINATING CLEANSING MILK

COD. 51031_ML 400
COD. 51032_ML 200 (SELF CARE USE)

Cleansing with this milk has cosmeto-dynamic action thanks to its active ingredients that leave the skin hydrated and nourished. Removes makeup and eliminates impurities while respecting the skin's balance and restoring its natural radiance to the complexion. Based on active antioxidant and revitalizing, it is the ideal cleanser for healthy skin, revitalized and regenerated.



REVITALIZING ILLUMINATING TONIC

COD. 51033_ML 400
COD. 51034_ML 200 (SELF CARE USE)

Specific formula, based on Plant Stem Red Vine and Swiss Apple, together with extract of Green Thea, Elastin, and Tetrapeptide pro elastin, acts directly on the skin and deep, with a revitalizing, moisturizing and restructuring. Due to its specific characteristics and restorative remedial dermo, has an effective plumping and balancing of cell metabolism, as well as a parallel activity deep nourishing and energizing finalized to energize even more tired and dull skin, giving a face brighter, a texture more smooth and silky.



REVITALIZING ILLUMINATING CREAM

COD. 51035_ML 250
COD. 51036_ML 50 (SELF CARE USE)

Specific formula, based on Plant Stem Red Vine and Swiss Apple, together with extract of Green Thea, Elastin, and Tetrapeptide pro elastin, acts directly on the skin and deep, with a revitalizing, moisturizing and restructuring. Due to its specific characteristics and restorative remedial dermo, has an effective plumping and balancing of cell metabolism, as well as a parallel activity deep nourishing and energizing finalized to energize even more tired and dull skin, giving a face brighter, a texture more smooth and silky.



ACTIVE CONCENTRATES REVITALIZING ILLUMINATING ACTION

COD. 51040_12 FIALOIDI ML 10

Super concentrated formula ideal to effectively stop skin aging from the first application. The presence of synergistic Tetrapeptide active pro elastin, together with extracts of Cells Stem Red Vine and Apple Switzerland, Green Tea Extract and Vitamin PP, allows effective protection against free radicals, deeply moisturizing and allowing effectively to regenerate tissues: the skin is visibly more toned, elastic and smooth.

ACTIVE PRINCIPLES

The **ACTIVE PLANT STEM CELLS OF APPLE** (Uttwiler Spätlauber) and are able to penetrate into the dermis where they interact with the cells of the dermis by stimulating the fibroblasts and activating the biochemical processes, they are responsible for the complete regeneration of the skin. Stimulating the formation of collagen and elastin, the stem of the apple have a visible and valuable anti-aging effect, plump out wrinkles, preserving the vitality of the skin and delay the aging process.

The **STEM CELLS OF RED VINE** (*Vitis vinifera*) contain proanthocyanidins, molecules that possess an interesting property: they are radical scavengers, capable of "capturing" the free radicals and neutralizing them by making them no longer harmful to the cells of our body. Also being anti-oxidants act as a sunscreen, absorbing UV radiation.

The **TEGO PEP 4-17®** is a particularly innovative new active ingredient that stimulates collagen synthesis. The name is Tetrapeptide-21 and its action is to stimulate the fibroblasts, the cells responsible for the synthesis of collagen and elastin fibers, to replenish the skin's extracellular matrix. Its physiological activity has been demonstrated in vitro: the Tego® Pep 4-17 stimulates:

- collagen synthesis;
- the synthesis of glycosaminoglycans on fibroblasts;
- confirmed by in vivo studies, showing that:
- The skin roughness has decreased by almost 25%.

In conclusion the Tetrapeptide-21 is an ideal ingredient for reducing aging of the skin based on the stimulation of collagen synthesis.



REVITALIZING ILLUMINATING MASK

COD. 51037_ML 250
COD. 51038_ML 100 (SELF CARE USE)

The Illuminating Revitalizing Mask is specifically designed to have in direct way and profound on all skin types, also the more mature skin and stressed. Rich in active antioxidants, moisturizers and anti-aging, slows the physiological evaporation and water loss skin, attracting and retaining the liquid cell of the dermis. The presence of stem apple and red vine in synergy, and an extraordinary Tetrapeptide active, promotes the production of collagen and elastin with an intense nourishing, moisturizing and revitalizing allowing to counter all the processes of aging.