

STEP-BY-STEP



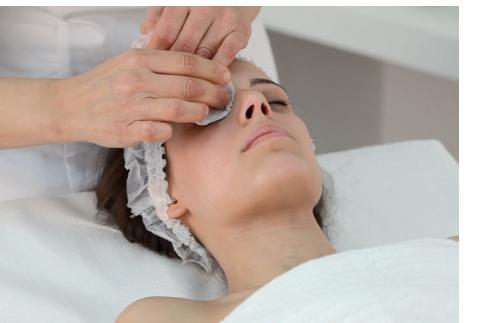
ANTI AGING

ADVICE FOR YOUR CUSTOMER

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

Perform 1 or 2 times a week cleaning thorough face with the Microgranules Exfoliating Scrub followed by toning with Oxygenating Renewing Tonic Lotion and from the application of Oxygenating Renewing Mask (leave for 20 minutes and rinse with plenty of water lukewarm); complete with the Oxygenating Renewing 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 Oxygenating Renewing Cleansing Milk, face, neck and decolletè shortly massaging in a circular motion and remove the residue with a sponge soaked in warm water.



3. EXFOLIATING GEL

3. Spread a thin layer of the Smoothing Exfoliating Gel with Blueberry and Malic Acid Basic Line, approximately 3 minutes massaging in circular motions, finally remove with a sponge and warm water.



4. TONING

4. Dab the treated area with Oxygenating Renewing Tonic Lotion.



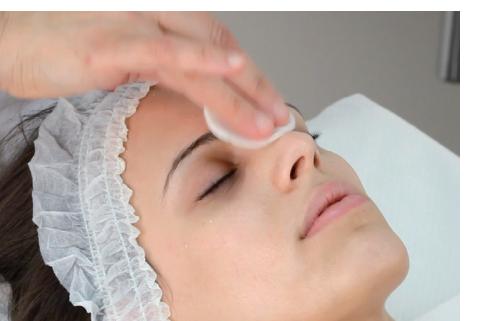
5. OXYGENATING RENEWING ACTIVE CONCENTRATE

5. Apply on face neck and decolletè few drops of Oxygenating Renewing Active Concentrate and make a massage with stimulating maneuvers.



6. MASK

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



7. TONING

7. Dab the treated area with Oxygenating Renewing Tonic Lotion.



8. OXYGENATING RENEWING SERUM

8. Pat on the whole face a few drops of Oxygenating Renewing Serum.



9. CREAM MASSAGE

9. Perform for a few minutes a modeling massage with Oxygenating Renewing Cream.

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CAPRI
BEAUTY LINE

FACE



ANTI AGING

ANTI AGING OXYGENATING
RENEWING LINE WITH CAVIAR
AND RETINOL



ANTI AGING

OXYGENATING RENEWING TREATMENT

Extraordinary anti-aging treatment which actively promotes cell awakening and stimulates the cutaneous microcirculation. Made with Caviar, Retinol, Vitamin E, Vitamin PP, Red Vine, Hyaluronic Acid, NMF, Marine Collagen, Hydrolyzed Elastin And Coenzyme Q10, the specific products used in the different **stages of treatment bring nourishment, revitalize, renew and moisturize in depth to the facial skin which immediately appears more compact, toned and restored.** With Anti Aging cosmetic line, it is possible to act directly on the cutaneous degradation recorded in our genetic program (DNA), blocking or slowing down the mechanisms that interfere with the different systems:

- The decline of the immune system;
- The decline of the endocrine system;
- The decline of the antioxidant defense system.

Others active ingredients, such as Vitamins A, E, PP, Selenium, Zinc and Red Vine (one of the major sources of bioflavonoids, **essential for combating free radicals**), it reinforces the effects. The treatment is effective on all skin types that have a dull appearance due to poor oxygenation while promoting the acceleration of cell renewal, helping to stimulate the creation of new healthy cells. The skin, free to breathe, regains a healthy appearance, through the exclusive mix of amino acids and Oligoelements.



OXYGENATING RENEWING CLEANSING MILK

COD. 51050_ML 400
COD. 51051_ML 200 (SELF CARE USE)

This product is ideal for mature skin in need of hydration and vitality. It removes makeup and dirt particles without irritating or drying the skin. The presence of caviar Vitamin A, Vitamin E, NMF, makes this an ideal product to cleanse and rid the skin of obstructive powders such as smog and make-up residues; nourish and moisturize deeply restoring tone and brightness and finally normalize the skin by stimulating the cell tropism.



OXYGENATING RENEWING TONIC LOTION

COD. 51052_ML 400
COD. 51053_ML 200 (SELF CARE USE)

Non-alcoholic tonic possesses exceptional refreshing, energizing and oxygenating proprieties and returns the natural pH of the epidermis. Thanks to Caviar Extract and Coenzyme Q10, it effectively hydrates, refreshes and improves the tone and complexion of the skin. The extract of Grape Vine in synergy with Vitamin E regenerate the skin and protect against free radicals.



OXYGENATING RENEWING CREAM

COD. 51054_ML 250
COD. 51055_ML 50 SELF CARE USE

Soft, enveloping cream ideal for skin that needs to rediscover the natural brightness and stimulation cell oxygenation. It guarantees an anti-aging effect by exploiting the deeply nourishing action of the caviar and the antioxidant and structural activity of retinol. The joint action of substances selected for its fine construction, protects the dermis from the aging and stimulates cell metabolism especially in mature skin.



OXYGENATING RENEWING MASK

COD. 51056_ML 250
COD. 51057_ML 100 (SELF CARE USE)

Intensive treatment that highly revitalizes, used to combat skin aging and restore a perfect oxygenation. The formula of the product contains all of the active ingredients through which it is possible to intervene on the skin's degradation and on the skin's dull aspect because of poor oxygenation. The proposed solution will increase the oxygen supply to the skin, through the unique blend of Amino Acids and Vitamins A, E, PP that reinforce the effects.



OXYGENATING RENEWING SERUM

COD. 51058_ML 30 (PROFESSIONAL AND SELF CARE USE)

Instantly revitalizes the skin giving it tone and firmness. The active ingredient Q10 improves the ability to absorb oxygen in the cells and vitamin C instead strengthens the connective tissue. The anti-aging action of the product is guaranteed by the precious mix of substances in synergy, and the high concentration of active ingredients including Vitamin A, Vitamin E, Vitamin PP Microencapsulated, Caviar Extract, Red Grapevine EG, Hyaluronic Acid, NMF and Collagen. The serum is suitable for mature, dull skin of the face, neck and decolletage.



ACTIVE PRINCIPLES

CAVIAR: The caviar has great anti-oxidant and moisturizing power. It stimulates cell renewal and gives firmness to the skin. Caviar contains many nutrients, and good fatty acids, easily absorbed by the skin. In particular, the extract contains the vitelline, a mixture of phosphoproteins and phospholipids, highly beneficial for epithelial cells. The other important substances contained in the caviar are arginine that enhances the synthesis of collagen, leucine involved in wound repair processes, threonine that deals with the formation of collagen and elastin, the lysine that contributes to the metabolism of 'fatty acids and helps in cell repair. Finally, caviar is rich in vitamins such as A, B12, D and E.

RETINOL: Performs different functions of epithelial tissues, including the processes of cell differentiation keratinocyte, the induction of the synthesis of collagen and elastin and is effective in preventing photoaging. Its mechanism of action gives the skin cells in a vital phase of their bodies at a young age. It is used in various cosmetic formulations as an active ingredient in the treatment of skin aging, the pigmentation and acne disorders.

COENZYME Q10: Given the enormous biological potential, especially given the antioxidant and known activities of the deleterious effects of oxidative stress to human skin, this molecule is very well wrought in cosmetic field because it is able to support its antioxidant capabilities of keratinocytes; reduce oxidative damage, especially membrane and genomic, against the same cells; prevent dysfunction of the fibroblasts, preserving the role biosynthetic to structural proteins of the dermis and prevent the damage caused by UV rays and photoaging.