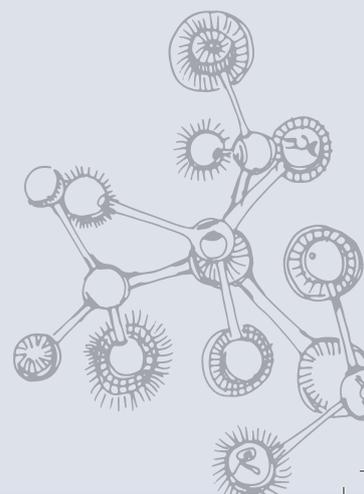


[comfort zone]

ACTIVE
PURENESS

purifying renewing
mattifying

SYSTEM DOSSIER



ACTIVE PURENESS

WHAT IS OILY SKIN?

The skin is normally covered by a hydrolipidic film, which has a protective action, and is composed of a hydrophilic or aqueous component, the NMF (Natural Moisturizing Factor) and an oily component consisting of sebum and epidermal lipids. The function of the hydrolipidic film is to preserve the skin's hydration, limiting excessive evaporation of water and providing defense from the outside, thanks to its acidic pH and to the antibacterial substances produced by the fatty acids of the sebum.

Essential for the beauty and balance of the skin, sebum can turn from being an ally to the skin, to becoming a problem for the skin, when its composition is altered or the activity of the sebaceous glands is not balanced. The EXCESS SECRETION OF SEBUM defines the skin condition known as "oily skin".

OILY SKIN has a shiny appearance, is thick and has dilated pores. This type of skin tends to form blackheads and blemishes. It is oily and slippery to the touch, especially in the T zone, which includes the forehead, nose and chin. The presence of sebum can also be felt in front of and behind the ears, at the temples, on the décolleté and between the scapula (shoulder blades). It is more common in men than in women, and occurs more often in adolescents rather than adults.

TYPES OF OILY SKIN

Oily skin can be classified in three ways, according to the different composition of sebum:

1. OILY SKIN - The sebum is particularly abundant and liquid. The skin looks shiny and has large, dilated pores.

2. ASPHYCTIC SKIN - The sebum is waxy, dense and trapped within the follicle. The excessive production of sebum obstructs the follicular duct and therefore the sebum, cellular waste products, and bacteria become trapped within. This occlusion gives rise to comedones, which can be closed and deep down (whiteheads) or more superficial and open (blackheads). Asphyctic skin sometimes appears as not having excessive sebum production, in which case it appears dry and rough to the touch, due to the presence of comedones. This condition is often characterized by hyperkeratosis, which is the thickening of the outer layer of the skin, the stratum corneum.

3. IMPURE SKIN - The bacteria trapped in the follicles cause inflammatory reactions and produce serious and painful lesions, finally provoking pustules and acne. Impure skin is also subject to redness and is easily influenced by changes in temperature. This type of skin condition affects a high percentage of adolescents, but can also affect young adults within the 25-30 age group.

HOW TO RECOGNIZE IT

	TO THE TOUCH	VISUAL
OILY SKIN	oily, thick, compact and smooth	shiny, thick, dilated pores
ASPHYCTIC SKIN	oily or dry and rough	yellow-grey, shiny, thick, dilated pores with black and white comedones
IMPURE SKIN	oily, irregular	reddish, shiny, dilated pores, pustules and lesions

ACTIVE PURENESS

THE CAUSES OF OILY SKIN

ENDOGENOUS (INTERNAL) CAUSES

The excessive production of the sebaceous glands can be dependent on a genetic predisposition, constitutional factors or hormonal changes, in particular the male hormones. It is for this reason that adolescents, especially boys, are more subject to juvenile acne. The same applies to other pathologies linked to the secretion of hormones, such as the polycystic ovary syndrome in women, who have the tendency to develop oily, acneic skin.

EXOGENEOUS (EXTERNAL) CAUSES

The use of some pharmaceutical drugs can stimulate excessive sebum secretion. Oily skin can also be the consequence of using cosmetic products that are not suited to the specific skin condition, being too aggressive or even too rich. In an indirect way, an unbalanced diet, with high intake of junk food, can contribute to the onset of oily skin.

THE 4 STEPS THAT LEAD TO ACNE

Oily skin is usually predisposed to developing acne. Four typical and sequential phases which lead to the onset of acne can be identified:

1. SEBACEOUS SECRETION - The increase of the male hormone secretion is the primary cause of excessive sebum production.
2. INFLAMMATION - When free fatty acids, present in sebum, come into contact with the air, they oxidize, forming free radicals, which activate an inflammatory state and consequently irritation.
3. HYPERKERATOSIS - Inflammation then stimulates a defense mechanism, which induces the cells to multiply more intensively. This creates a thickening of the stratum corneum (at the level superior to the pilosebaceous follicle), which results in the pores becoming blocked.
4. BACTERIAL PROLIFERATION - The obstruction of the follicle creates an optimal condition for the proliferation of the Propionibacterium Acne bacteria, normally found in the follicular duct, but which proliferates intensively when there is the condition of excess sebum and absence of oxygen.

ACTIVE PURENESS PURIFYING RENEWING MATTIFYING

For the relaunch of ACTIVE PURENESS, [comfort zone] has strengthened the formulas and has enriched the offer to purify, renew and mattify oily skins in an even more effective way. Thanks to the combination of alpha poly hydroxy acids, a blend of white and green clays and the natural extract of Garcinia Mangostana, the system acts on all four phases which lead to acne, preventing its formation and maintaining the skin purified and matte over time. The new ACTIVE PURENESS adheres to the formulation philosophy, Science-Based Conscious Formulas™, free from silicones, parabens, mineral oils, and achieving up to 96% natural-origin ingredients. It does not contain SLES nor other surfactants that are aggressive for the skin.

ACTIVE INGREDIENTS

BLEND OF WHITE AND GREEN CLAYS contrast the overproduction of sebum and help mattify the skin.

GARCINIA MANGOSTANA is an evergreen tropical plant, whose fruit is known as the "king of fruits", for its delicious taste and pleasant aroma. The peel is rich in polyphenolic components and xanthenes, of which alpha mangostin, tannins, and flavonoids promote a valuable antioxidant action. The extract also carries out an effective antibacterial and anti-inflammatory action, which renders it ideal for the treatment of oily skin.

ALPHA-POLY-HYDROXY ACIDS (gluconolactone, mandelic acid, glycolic acid) promote an exfoliating action, which contrasts hyperkeratosis, smooths the skin and reduces the appearance of pores.

ACTIVE PURENESS

SCIENCE-BASED CONSCIOUS FORMULAS™

Since skincare products feed and nourish the skin, we are extremely rigorous about what we put into our formulas. We select the finest natural-origin ingredients and oils, the most advanced high-tech molecules and carrier systems. Every ingredient is consciously chosen to guarantee the maximum efficacy, safety and sensoriality of our products. Silicones have been substituted with natural oils and butters, which provide silkiness, softness and "real active beauty" for the skin. Our products are made in Italy with electricity from renewable resources. The packaging is entirely recyclable and has been produced with as minimal impact on the environment as possible, reducing the use of superfluous raw materials and components.



FREE FROM
SILICONES, PARABENS,
MINERAL OILS, ARTIFICIAL COLORS,
ANIMAL DERIVATIVES



HOME CARE

The ACTIVE PURENESS SYSTEM is composed of a gel and tonic for profound, renewing cleansing; a clay mask which is astringent and mattifying; a hydrating fluid, ideal also as a make-up base; and a corrector for a localized action on blemishes.

PROFESSIONAL

The professional treatments, with purifying, oxygenating and mattifying actions, are available in two versions:

- COMPLETE (60 minutes) characterized by the innovative ACTIVE PURENESS PEEL-OFF MASK, with spirulina algae for mattifying.
- EXPRESS (30 minutes) with the use of the ACTIVE PURENESS MASK with white and green clays for a quick and simple treatment.

Both treatments include the use of the ACTIVE PURENESS PREP MASK, a keratolytic exfoliating mask, particularly effective for the extraction of comedones.

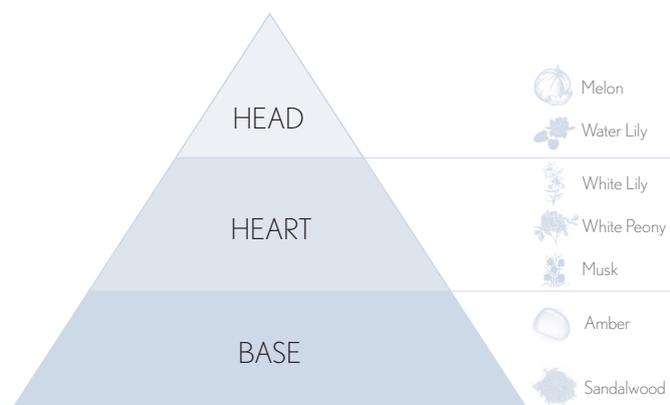
INTEGRATED APPROACH



FRAGRANCE

We always select fragrances that are evocative of the action of the product and use them at minimum concentrations to make our formulas exquisite and safe on the skin.

ACTIVE PURENESS proposes an integrated approach which combines the use of home care products and professional treatments, with nutritional and lifestyle advice to significantly improve the appearance of oily skin and prevent the formation of blemishes.



We always select fragrances that are evocative of the action of the product and use them at minimum concentrations to make our formulas exquisite and safe on the skin. ACTIVE PURENESS distinguishes itself for its fresh, slightly marine, floral and unisex fragrance.

ACTIVE PURENESS

BEAUTY ROUTINE

	CLEANSING	TREATMENT
DAILY ROUTINE MORNING AND EVENING	 GEL  TONER	 FLUID
TWICE A WEEK	 SCRUB	 MASK
SPECIAL TREATMENT WHEN NEEDED		 CORRECTOR

LIFESTYLE TIPS

OILY SKIN AND DIET

Some foods increase the chance of having oily skin, in particular those foods with a high glycemic index and refined carbohydrates: sweets, sugary drinks, bread, pasta etc. These foods rapidly and consistently increase the concentration of glucose in the blood with a consequent peak in the insulin hormone, which in turn leads to an increase in inflammation; that silent, but chronic pathology. Alcohol and caffeine can alter the circulation and temperature and also increase this state of inflammation, and therefore it is advisable to limit consumption of these elements. For a healthy, balanced skin it is recommended to consume foods rich in fiber such as vegetables and whole grains, to avoid sugar, and reduce meat and dairy products, and to choose fish, almonds and wheat germ oil, which are rich in omega 3 and provide a good quality of sebum. What about chocolate? Chocolate does not need to be avoided completely; it is actually recommended for a protective antioxidant action thanks to the polyphenols from cocoa. But it depends on how much and what kind of chocolate you eat: it is recommended to eat 6-7 grams of dark chocolate (70%) per day. It is however recommended to completely avoid milk chocolate and white chocolate, which have too many fats and sugars and not enough of the good elements that make chocolate a precious nutritional, as well as delicious, food. Finally, zinc and selenium supplements are recommended to help prevent excessive oiliness.

OILY SKIN AND THE SUN

During the summer, oily and impure skins suffer even more. Initially it appears that the sun actually "dries" the impurities, improving the T zone and reducing blemishes. However, the sun also accentuates an inflammatory process, an underlying cause of acne, causing a thickening of the stratum corneum, which then leads to the formation of comedones. The apparent improvement is also related to the skin achieving a tan, which gives the skin a uniform color and hides the imperfections. So it is good to get some sun exposure, but always using sun protection and not overdoing it.

OILY SKIN AND STRESS

It has been shown that stressful conditions can alter hormonal production, bringing about oiliness in the skin and even acne. It is therefore recommended to take some anti-stress actions; in particular a moderate amount of physical exercise can help balance stress and reduce levels of cortisol. Other relaxation techniques, such as meditation and yoga, are highly effective in alleviating stress.

ACTIVE PURENESS

HOME CARE

GEL purifying cleansing gel



pH 5-6

PACKAGING
flacon with pump
SIZE
200 ml

PRODUCT

Cleansing gel with 3% gluconolactone for its exfoliating action. Thanks to the presence of purifying and sebum-normalizing actives, the gel deeply cleanses the epidermis and clears the pores. SCIENCE-BASED CONSCIOUS FORMULASTM, free from silicones and with 94% natural-origin ingredients.

CHARACTERISTICS

The exfoliating action of gluconolactone facilitates the removal of the superficial dead skin cells, reducing the blockage of the pores and therefore preventing the formation of blackheads. Arginine compensates for the exfoliating action of the gluconolactone by protecting the pH and maintaining the physiological parameters of the skin. The antibacterial action of mangosteen extract completes the efficacy of the product.

STRENGTHS

SEBUM-NORMALIZING CLEANSING
DELICATE EXFOLIATING FORMULA
FREE FROM SLES
UNISEX

HOW IT WORKS

GLUCONOLACTONE 3%, poly-hydroxy acid with an exfoliating action. Contrasts hyperkeratosis, stimulated by oxidated sebum of the pilosebaceous follicle.

ARGININE is an amino acid that forms part of the skin's NMF (Natural Moisturizing Factor). Thanks to its dermal affinity, it contrasts the acidic pH of gluconolactone and carries out a hydrating action.

MANGOSTEEN EXTRACT from the "king of fruits", Garcinia Mangostana consists of many xanthenes, of which the alpha-mangostin, tannins, flavonoids and polyphenolic components in particular promote an antioxidant and antibacterial action, indispensable for halting the processes which lead to the development of acne.

HOW TO USE

Apply to dry skin, massage delicately for a few seconds and then carefully rinse. Avoid the eye area. It is suitable to use under the shower on the areas of the body that are prone to impurities.

RECOMMENDED

For impure, oily and acne-prone skins. Recommended for male skins and in hot, humid climates.

WARNINGS

The percentage of gluconolactone permits the use of this product in the summer months, but to ensure complete protection, it is recommended to apply an SPF cream afterwards.

COMPLEMENTARY PRODUCTS



ACTIVE PURENESS
TONER



ACTIVE PURENESS
FLUID



ACTIVE PURENESS
MASK



ESSENTIAL
SCRUB



ACTIVE PURENESS
CORRECTOR

ACTIVE PURENESS

HOME CARE

TONER

purifying renewing toner



pH 3.8-4.8

PACKAGING
flacon with flip top
SIZE
200 ml

PRODUCT

Astringent toning lotion with 3% gluconolactone for its exfoliating action. Completes the cleansing of the skin, clearing the pores and minimizing their appearance. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 96% natural-origin ingredients.

CHARACTERISTICS

Alcohol-free, it promotes an exfoliating action, which helps to smooth the skin, improving the appearance of the pores and reducing the formation of blackheads and blemishes. Arginine compensates for the exfoliating action of the gluconolactone by protecting the pH and maintaining the physiological parameters of the skin. The antibacterial action of mangosteen extract completes the efficacy of the product.

STRENGTHS

ASTRINGENT ACTION WITHOUT ALCOHOL
DELICATE EXFOLIATING FORMULA
UNISEX

HOW IT WORKS

GLUCONOLACTONE 3%, poly-hydroxy acid with an exfoliating action. Contrasts hyperkeratosis, stimulated by oxidated sebum of the pilosebaceous follicle.

ARGININE is an amino acid that forms part of the skin's NMF (Natural Moisturizing Factor). Thanks to its dermal affinity, it contrasts the acidic pH of gluconolactone and carries out a hydrating action.

MANGOSTEEN EXTRACT from the "king of fruits", Garcinia Mangostana consists of many xanthenes, of which the alpha-mangostin, tannins, flavonoids and polyphenolic components in particular promote an antioxidant and antibacterial action, indispensable for halting the processes which lead to the development of acne.

HOW TO USE

Apply morning and evening with a cotton pad after cleansing.

RECOMMENDED

For impure, oily and acne-prone skins. Recommended for male skins and in hot, humid climates.

WARNINGS

The percentage of gluconolactone permits the use of this product in the summer months, but to ensure complete protection, it is recommended to apply an SPF cream afterwards.

COMPLEMENTARY PRODUCTS



ACTIVE PURENESS
GEL



ACTIVE PURENESS
FLUID



ACTIVE PURENESS
MASK



ESSENTIAL
SCRUB



ACTIVE PURENESS
CORRECTOR

ACTIVE PURENESS

HOME CARE

FLUID mattifying hydrating fluid



pH 5.5-6.5

PACKAGING
airless tube
SIZE
30 ml

PRODUCT

Hydrating fluid for impure and acne-prone skins. The unique combination of Vitamin C and mattifying powders in a liposomal base renders this the ideal hydrating product as well as an optimal base for make-up. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 93% natural-origin ingredients.

CHARACTERISTICS

The liposomal structure, derived from purified lecithin, has a very similar structure to the skin, and is ideal for transporting Vitamin C. Thanks to this base, the product promotes a hydrating action without oily substances for a mattifying effect which lasts.

STRENGTHS

MATTIFYING HYDRATING FLUID
LIPOSOMAL DERMAL AFFINITY STRUCTURE
OPTIMAL MAKE-UP BASE
UNISEX

HOW IT WORKS

VITAMIN C sodium ascorbyl phosphate is the stable form of Vitamin C and is highly indicated for the treatment of impure skins. Promotes an antioxidant action, which reduces sebum oxidation and stimulates collagen synthesis, giving the skin a more toned appearance and making pores less visible. Illuminates the skin and lightens dyschromia, often associated with skin imperfections.

STARCH provides the matte effect, absorbing excess sebum, therefore contrasting the shiny appearance.

HOW TO USE

Apply to cleansed skin and massage gently. Can be used prior to the application of make-up.

RECOMMENDED

For impure, oily and acne-prone skins. Recommended during the summer months, and especially in hot, humid climates.

COMPLEMENTARY PRODUCTS



ACTIVE PURENESS
GEL



ACTIVE PURENESS
TONER



ACTIVE PURENESS
MASK



ESSENTIAL
SCRUB



ACTIVE PURENESS
CORRECTOR

ACTIVE PURENESS

HOME CARE

MASK mattifying clay mask



pH 6.5-7.5

PACKAGING
tube
SIZE
60 ml

PRODUCT

Creamy mask with green and white clays for an astringent and purifying action. It absorbs excess sebum, rendering the skin more luminous and matte, and the pores less evident. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 94% natural-origin ingredients.

CHARACTERISTICS

The mask has an astringent and mattifying effect thanks to the normalizing properties of the clays, together with an antibacterial action which makes this an intensive treatment for reducing shininess, smoothing the skin, and reducing the formation of blackheads and blemishes.

STRENGTHS

MATTIFYING EFFECT
DELICATE PURIFYING ACTION
UNISEX

HOW IT WORKS

KAOLIN AND BENTONITE (17%) are white clays known for their absorbent properties.

GREEN CLAY (0,5%) has purifying properties. The concentration has been modulated with the white clays to reduce the intensity of the green clay.

MANGOSTEEN EXTRACT from the "king of fruits", *Garcinia Mangostana* consists of many xanthenes, of which the alpha-mangostin, tannins, flavonoids and polyphenolic components in particular promote an antioxidant and antibacterial action, indispensable for halting the processes which lead to the development of acne.

HOW TO USE

Apply an even layer to cleansed, dry skin. Leave to process for 10 minutes. Rinse well with tepid water.

RECOMMENDED

Twice a week for impure, oily and acne-prone skins. Recommended during the summer months, and especially in hot, humid climates.

COMPLEMENTARY PRODUCTS



ACTIVE PURENESS
GEL



ACTIVE PURENESS
TONER



ACTIVE PURENESS
FLUID



ESSENTIAL
SCRUB



ACTIVE PURENESS
CORRECTOR

ACTIVE PURENESS

HOME CARE

CORRECTOR

targeted imperfection corrector



pH 3.5-4.5

PACKAGING
ophthalmic tube
SIZE
15 ml

PRODUCT

Intensive purifying treatment with 3% glycolic acid and 3% mandelic acid, to be used directly on the area of breakouts to favor rapid healing. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 94% natural-origin ingredients.

CHARACTERISTICS

Intensive purifying product that combines the properties of alcohol and acids to dry the skin, therefore favoring the healing of blemishes. The transparent formula is ideal for application prior to make-up.

STRENGTHS

INTENSIVE TREATMENT
SPECIFIC APPLICATOR
TRANSPARENT FORMULA
UNISEX

HOW IT WORKS

GLYCOLIC ACID (3%) and MANDELIC ACID (3%) have exfoliating actions and contrast hyperkeratosis, stimulated by oxidated sebum of the pilosebaceous follicle.

ORGANIC AFRICAN CABBAGE EXTRACT, CERTIFIED ECO-CERT™, from the leaves of the plant, an extract rich in rutin and hydroxycinnamic acid, for a sebum-normalizing action. Reduces sebum oxidation, which causes irritation and inflammation.

MANGOSTEEN EXTRACT from the "king of fruits", Garcinia Mangostana consists of many xanthenes, of which the alpha-mangostin, tannins, flavonoids and polyphenolic components in particular promote an antioxidant and antibacterial action, indispensable for halting the processes which lead to the development of acne.

HOW TO USE

Apply directly to the blemish and re-apply during the day if necessary. Do not use in the eye area.

RECOMMENDED

For localized skin blemishes, especially for oily, impure and acne-prone skins.

WARNINGS

After the application of ACTIVE PURENESS CORRECTOR it is recommended to apply an SPF cream.

COMPLEMENTARY PRODUCTS



ACTIVE PURENESS
GEL



ACTIVE PURENESS
TONER



ACTIVE PURENESS
FLUID



ACTIVE PURENESS
MASK



ESSENTIAL
SCRUB

ACTIVE PURENESS PROFESSIONAL

GEL purifying cleansing gel



pH 5-6

PACKAGING
bottle
SIZE
500 ml

PRODUCT

Cleansing gel with 3% gluconolactone for its exfoliating action. Thanks to the presence of purifying and sebum-normalizing actives, the gel deeply cleanses the epidermis and clears the pores. SCIENCE-BASED CONSCIOUS FORMULASTM, free from silicones and with 94% natural-origin ingredients.

CHARACTERISTICS

The exfoliating action of gluconolactone facilitates the removal of the superficial dead skin cells, reducing the blockage of the pores and therefore preventing the formation of blackheads. Arginine compensates for the exfoliating action of the gluconolactone by protecting the pH and maintaining the physiological parameters of the skin. The antibacterial action of mangosteen extract completes the efficacy of the product.

STRENGTHS

SEBUM-NORMALIZING CLEANSING
DELICATE EXFOLIATING FORMULA
FREE FROM SLES
UNISEX

HOW IT WORKS

GLUCONOLACTONE (3%), poly-hydroxy acid with an exfoliating action. Contrasts hyperkeratosis, stimulated by oxidated sebum of the pilosebaceous follicle

ARGININE is an amino acid that forms part of the skin's NMF (Natural Moisturizing Factor). Thanks to its dermal affinity, it contrasts the acidic pH of gluconolactone and carries out a hydrating action.

MANGOSTEEN EXTRACT from the "king of fruits", Garcinia Mangostana consists of many xanthenes, of which the alpha-mangostin, tannins, flavonoids and polyphenolic components in particular promote an antioxidant and antibacterial action, indispensable for halting the processes which lead to the development of acne.

HOW TO USE

Apply to dry skin, massage delicately and briefly and then remove with a tepid face towel. For more delicate skins, emulsify the product slightly.

RECOMMENDED

For impure, oily and acne-prone skins. Recommended for men.

WARNINGS

The percentage of gluconolactone permits the use of this product in the summer months, but to ensure complete protection, it is recommended to apply an SPF cream afterwards.

COMPLEMENTARY PRODUCTS



ACTIVE PURENESS
TONER



ESSENTIAL
SCRUB



ACTIVE PURENESS
PREP MASK



ACTIVE PURENESS
MASK



ACTIVE PURENESS
PEEL-OFF MASK

ACTIVE PURENESS PROFESSIONAL

TONER purifying renewing toner



pH 3.8-4.8

PACKAGING
bottle
SIZE
500 ml

PRODUCT

Astringent toning lotion with 3% gluconolactone for its exfoliating action. Completes the cleansing of the skin, clearing the pores and minimizing their appearance. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 96% natural-origin ingredients.

CHARACTERISTICS

Alcohol-free, it promotes an exfoliating action, which helps to smooth the skin, improving the appearance of the pores and reducing the formation of blackheads and blemishes. Arginine compensates for the exfoliating action of the gluconolactone by protecting the pH and maintaining the physiological parameters of the skin. The antibacterial action of mangosteen extract completes the efficacy of the product.

STRENGTHS

ASTRINGENT ACTION WITHOUT ALCOHOL
DELICATE EXFOLIATING FORMULA
UNISEX

HOW IT WORKS

GLUCONOLACTONE 3%, poly-hydroxy acid with an exfoliating action. Contrasts hyperkeratosis, stimulated by oxidated sebum of the pilosebaceous follicle.

ARGININE is an amino acid that forms part of the skin's NMF (Natural Moisturizing Factor). Thanks to its dermal affinity, it contrasts the acidic pH of gluconolactone and carries out a hydrating action.

MANGOSTEEN EXTRACT from the "king of fruits", Garcinia Mangostana consists of many xanthenes, of which the alpha-mangostin, tannins, flavonoids and polyphenolic components in particular promote an antioxidant and antibacterial action, indispensable for halting the processes which lead to the development of acne.

HOW TO USE

Apply after cleansing and throughout the treatment when necessary to refresh the skin.

RECOMMENDED

For impure, oily and acne-prone skins. Recommended for men.

WARNINGS

The percentage of gluconolactone permits the use of this product in the summer months, but to ensure complete protection, it is recommended to apply an SPF cream afterwards.

COMPLEMENTARY PRODUCTS



ACTIVE PURENESS
GEL



ESSENTIAL
SCRUB



ACTIVE PURENESS
PREP MASK



ACTIVE PURENESS
MASK



ACTIVE PURENESS
PEEL-OFF MASK

ACTIVE PURENESS PROFESSIONAL

PREP MASK exfoliating keratolytic mask



pH 5.5-6.5

PACKAGING
tube
SIZE
250 ml

PRODUCT

Cream mask with keratolytic action, to favor the removal of comedones without being aggressive. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 93% natural-origin ingredients.

CHARACTERISTICS

The formulation has been studied to favor the extraction of comedones during professional treatments, favoring a softening, keratolytic action, which open the pores, making extractions more comfortable.

STRENGTHS

DOUBLE ACTION: EXFOLIATING AND PURIFYING
FACILITATES THE EXTRACTION OF COMEDONES
SUITABLE FOR SENSITIVE SKINS
UNISEX

HOW IT WORKS

MANDELIC ACID (1%) an alpha-hydroxy acid with an exfoliating action. Contrasts hyperkeratosis, stimulated by oxidated sebum of the pilosebaceous follicle.

EMOLLIENT OILS promote a dilating action on the pores, which helps with easy comedone extractions.

MANGOSTEEN EXTRACT from the "king of fruits", Garcinia Mangostana consists of many xanthenes, of which the alpha-mangostin, tannins, flavonoids and polyphenolic components in particular promote an antioxidant and antibacterial action, indispensable for halting the processes which lead to the development of acne.

HOW TO USE

BEFORE EXTRACTION: Apply a thick, even layer of product to cleansed skin. Then place the tissue compresses, which have been previously soaked in water and warmed in the hot cab, and leave to process for 5-10 minutes. Remove the tissue compresses and the cream with a face towel and proceed with extractions.

TO PURIFY: Apply a thick, even layer to cleansed skin. Leave to process for 10 minutes. Remove with a tepid face towel.

RECOMMENDED

For all skins which need deep cleansing.

WARNINGS

This product contains an alpha-hydroxy acid (aha) that may increase your skin's sensitivity to the sun and the possibility of sunburn. Use the product as indicated. Prior to sun exposure it is advised to apply sun protection to the areas that have been treated. Use an SPF product, wear protective clothing and limit sun exposure during the period of product usage as well as for a week after once you have stopped using the product. Avoid contact with the eyes. If irritation occurs, stop using the product and consult with a doctor. Keep out of the reach of children. Do not use close to the eyes or on broken, irritated skin.

COMPLEMENTARY PRODUCTS



ACTIVE PURENESS
GEL



ACTIVE PURENESS
TONER



ESSENTIAL
SCRUB



ACTIVE PURENESS
MASK



ACTIVE PURENESS
PEEL-OFF MASK

ACTIVE PURENESS PROFESSIONAL

PEEL-OFF MASK intensive balancing mask



PACKAGING
single-use sachets
SIZE
25 g

PRODUCT

Intensive peel-off mask for a purifying, revitalizing action. Consists of a concentrated spirulina algae powder to be used with natural mineral water. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 86% natural-origin ingredients.

CHARACTERISTICS

The mask acts like a second skin, by adhering perfectly to the contours of the face. During the processing time, a tightening effect is immediately perceived, and once the mask is removed, the skin appears purified, detoxified, toned and revitalized.

STRENGTHS

DOUBLE ACTION: PURIFYING AND REVITALIZING
FREE FROM ALCOHOL AND PRESERVATIVES
SUITABLE FOR SENSITIVE SKINS
UNISEX

HOW IT WORKS

SPIRULINA is an algae which distinguishes itself for its extraordinary capacity to synthesize nutrients of high quality. Particularly rich in beta-carotene, the precursor of Vitamin A, it promotes a protective, antioxidant action and also stimulates collagen synthesis.

HOW TO USE

Mix one sachet of the peel-off mask with 80ml of natural mineral water and apply the product, starting from the neck and working upwards. Leave to process for 15 minutes.

RECOMMENDED

For impure, oily and acne-prone skins, but also suited to more delicate, dehydrated and mature skins which need purification.

WARNINGS

Avoid contact with the eyes. Do not inhale the powder.

COMPLEMENTARY PRODUCTS



ACTIVE PURENESS
GEL



ACTIVE PURENESS
TONER



ESSENTIAL
SCRUB



ACTIVE PURENESS
PREP MASK

ACTIVE PURENESS PROFESSIONAL

MASK mattifying clay mask



pH 6.5-7.5

PACKAGING
tube
SIZE
250 ml

PRODUCT

Creamy mask with green and white clays for an astringent and purifying action. It absorbs excess sebum, rendering the skin more luminous and matte. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 94% natural-origin ingredients.

CHARACTERISTICS

The mask has an astringent and mattifying effect thanks to the normalizing properties of the clays, together with an antibacterial action which makes this an intensive treatment for reducing shininess, smoothing the skin and reducing the formation of blackheads and blemishes.

STRENGTHS

MATTIFYING EFFECT
DELICATE PURIFYING ACTION
UNISEX

HOW IT WORKS

KAOLIN AND BENTONITE (17%) are white clays known for their absorbent properties.

GREEN CLAY (0,5%) has purifying properties. The concentration has been modulated with the white clays to reduce the intensity of the green clay.

MANGOSTEEN EXTRACT from the "king of fruits", Garcinia Mangostana consists of many xanthenes, of which the alpha-mangostin, tannins, flavonoids and polyphenolic components in particular promote an antioxidant and antibacterial action, indispensable for halting the processes which lead to the development of acne.

HOW TO USE

Apply an even layer to cleansed, dry skin. Leave to process for 10 minutes. Remove well with a tepid face towel.

RECOMMENDED

For impure, oily and acne-prone skins.

COMPLEMENTARY PRODUCTS



ACTIVE PURENESS
GEL



ACTIVE PURENESS
TONER



ESSENTIAL
SCRUB



ACTIVE PURENESS
PREP MASK

ACTIVE PURENESS

COMPLETE

TREATMENT PURPOSE	A deep cleansing treatment that gives an immediate luminous, smooth and even appearance. Characterized by an innovative mattifying peel-off spirulina algae mask. Intense and delicate at the same time, it purifies and balances the skin, leaving it fresh and toned.
RECOMMENDED	For all skin conditions, including skins that are sensitive, dehydrated and mature. Particularly effective on impure, oily, scarred and acne-prone skins.
BENEFITS	Smooths and improves the skin's texture. Purifies, regenerates and mattifies. Rebalances sebaceous alterations.
DURATION	60 minutes
PROFESSIONAL PRODUCTS	ACTIVE PURENESS GEL ACTIVE PURENESS TONER ESSENTIAL SCRUB ACTIVE PURENESS PREP MASK ACTIVE PURENESS PEEL-OFF MASK HYDRAMEMORY CREAM GEL [comfort zone] FACE BRUSH, BOWL and FACE TOWELS
OPENING	TREATMENT STEPS 1. Start the treatment with the TRANQUILLITY™ WELCOME RITUAL.
SKIN PREPARATION AND ANALYSIS	2. Cleanse the face, neck and décolleté with ACTIVE PURENESS CLEANSING GEL, massaging gently and then remove with a tepid face towel. 3. Proceed with SKIN ANALYSIS. 4. Apply ACTIVE PURENESS TONER with a cotton pad. 5. Apply ESSENTIAL SCRUB, massaging gently and then remove with a warm face towel.
TREATMENT	6. With a brush, apply a thick layer of ACTIVE PURENESS PREP MASK. 7. Proceed with the application of the tissue compresses, previously soaked in water and warmed in the hot caby, and leave to process for 10 minutes. 8. Remove the tissue compresses and the cream with a warm towel and proceed with extractions. 9. Apply the ACTIVE PURENESS TONER with a cotton pad to complete the cleansing and to disinfect the areas that have had extractions.
FINAL TOUCH	10. In a bowl, mix one sachet of ACTIVE PURENESS PEEL-OFF MASK with 80ml of natural mineral water. Mix vigorously to create a homogeneous creamy texture and then apply, working from the neck upwards onto the face. Leave to process for 10-15 minutes. Remove all traces of the mask. 11. Using cotton pads, freshen the skin with ACTIVE PURENESS TONER.
CONCLUSION AND PRESCRIPTION	12. Complete the treatment by applying a small amount of HYDRAMEMORY CREAM GEL. Offer a cup of Matcha tea or rejuvenating juice, along with the PRESCRIPTION CARD with indicated products and lifestyle tips to prolong the benefits of the treatment at home.

ACTIVE PURENESS

EXPRESS

TREATMENT PURPOSE	An express purifying and rebalancing treatment for impure and oily skins. Characterized by a mask rich in green and white clays, which act on contrasting the excessive production of sebum and help give the skin a clear, matte appearance.
RECOMMENDED	For impure, oily and acne-prone skins with a lot of surface congestion.
BENEFITS	Rebalances sebaceous alterations. Gives immediate luminosity and skin smoothness. Mattifies
DURATION	30 minutes
PROFESSIONAL PRODUCTS	ACTIVE PURENESS GEL ACTIVE PURENESS TONER ESSENTIAL SCRUB ACTIVE PURENESS PREP MASK ACTIVE PURENESS MASK HYDRAMEMORY CREAM GEL [comfort zone] FACE BRUSH, BOWL and FACE TOWELS
OPENING	TREATMENT STEPS 1. Start the treatment with the TRANQUILLITY™ WELCOME RITUAL.
SKIN PREPARATION AND ANALYSIS	2. Cleanse the face, neck and décolleté with ACTIVE PURENESS CLEANSING GEL, massaging gently and then remove with a tepid face towel. 3. Proceed with SKIN ANALYSIS. 4. Apply ACTIVE PURENESS TONER with a cotton pad. 5. Apply ESSENTIAL SCRUB, massaging gently and then remove with a warm face towel.
TREATMENT	6. With a brush, apply a thick, even layer of ACTIVE PURENESS PREP MASK and leave to process for 10 minutes. Remove with a warm face towel. 7. Apply the ACTIVE PURENESS TONER with a cotton pad to complete the cleansing. 8. Apply an even layer of ACTIVE PURENESS MASK and leave to process for 10 minutes. Remove the mask with a warm face towel. 9. Using cotton pads, freshen the skin with ACTIVE PURENESS TONER.
FINAL TOUCH	10. Complete the treatment by applying a small amount of HYDRAMEMORY CREAM GEL.
CONCLUSION AND PRESCRIPTION	Offer a cup of Matcha tea or rejuvenating juice, along with the PRESCRIPTION CARD with indicated products and lifestyle tips to prolong the benefits of the treatment at home.

ACTIVE PURENESS

AT A GLANCE - HOME CARE

Specific system for the face to purify, renew and mattify impure and oily skins, preventing the formation of acne.

ALPHA-POLY-HYDROXY ACIDS exfoliating action to smooth the skin and reduce the visibility of pores.

BLEND OF WHITE AND GREEN CLAYS contrasts the overproduction of sebum and helps to mattify the skin.

GARCINIA MANGOSTANA EXTRACT from an evergreen tropical plant, with antioxidant and antibacterial actions.

	PRODUCTS	DESCRIPTION	INGREDIENTS & ACTIONS	RESULTS	SELLING TIPS	LINK PRODUCTS
EVERY DAY MORNING AND EVENING	 ACTIVE PURENESS GEL pH 5-6 200 ml	purifying cleansing gel deeply cleanses the epidermis thanks to the presence of purifying and sebum-normalizing actives SCIENCE-BASED CONSCIOUS FORMULAS™ without silicones and SLES 94% natural-origin ingredients	GLUCONOLACTONE (3%) poly-hydroxy acid with exfoliating action ARGININE contrasts the acidic pH, also offers hydrating properties GARCINIA MANGOSTANA EXTRACT antioxidant and antibacterial	cleansed and smooth skin contrasts the formation of blackheads and blemishes	sebum-normalizing cleansing, recommended for oily, impure and acne-prone skin unisex, suggested as a cleanser for men and teens recommended for hot, humid climates	 ACTIVE PURENESS TONER  ESSENTIAL SCRUB  ACTIVE PURENESS FLUID  ACTIVE PURENESS MASK  ACTIVE PURENESS CORRECTOR
	 ACTIVE PURENESS TONER pH 3.8-4.8 200 ml	purifying, smoothing toner SCIENCE-BASED CONSCIOUS FORMULAS™ without silicones 96% natural-origin ingredients	GLUCONOLACTONE (3%) poly-hydroxy acid with exfoliating action ARGININE contrasts the acidic pH, also offers hydrating properties GARCINIA MANGOSTANA EXTRACT antioxidant and antibacterial	cleansed and smooth skin contrasts the formation of blackheads and blemishes	delicate exfoliating formula for oily, impure and acne-prone skins unisex, suggested as a toner for men and teens recommended for hot, humid climates	 ACTIVE PURENESS GEL  ACTIVE PURENESS FLUID  ESSENTIAL SCRUB  ACTIVE PURENESS MASK  ACTIVE PURENESS CORRECTOR
	 ACTIVE PURENESS FLUID pH 5.5-6.5 30 ml	hydrating, mattifying fluid SCIENCE-BASED CONSCIOUS FORMULAS™ without silicones 93% natural-origin ingredients	VITAMIN C antioxidant action, reduces sebum oxidation LIPOSOMAL STRUCTURE dermal affinity permits optimal penetration of Vitamin C STARCH mattifying effect	lasting matte effect hydrated, toned skin	perfect during the summer months and hot, humid climates ideal base for make-up unisex	 ACTIVE PURENESS GEL  ACTIVE PURENESS TONER  ESSENTIAL SCRUB  ACTIVE PURENESS MASK  ACTIVE PURENESS CORRECTOR

ACTIVE PURENESS

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	PRODUCTS	DESCRIPTION	INGREDIENTS & ACTIONS	RESULTS	SELLING TIPS	LINK PRODUCTS
TWICE A WEEK	 <p>ACTIVE PURENESS MASK pH 6.5-7.5 60 ml</p>	<p>mattifying clay mask</p> <p>SCIENCE-BASED CONSCIOUS FORMULAS™ without silicones</p> <p>94% natural-origin ingredients</p>	<p>KAOLIN AND BENTONITE absorbent white clays</p> <p>GREEN CLAY purifying</p> <p>GARCINIA MANGOSTANA EXTRACT antioxidant and antibacterial</p>	<p>skin appears luminous and matte</p> <p>reduces the formation of blemishes and blackheads</p>	<p>perfect during the summer and in hot, humid climates</p> <p>balances and smooths the skin</p> <p>unisex</p>	 ACTIVE PURENESS GEL  ACTIVE PURENESS TONER  ESSENTIAL SCRUB  ACTIVE PURENESS FLUID  ACTIVE PURENESS CORRECTOR
SPECIFIC ACTION	 <p>ACTIVE PURENESS CORRECTOR pH 3.5-4.5 15 ml</p>	<p>localized spot corrector</p> <p>SCIENCE-BASED CONSCIOUS FORMULAS™ without silicones</p> <p>94% natural-origin ingredients</p>	<p>GLYCOLIC ACID (3%) MANDELIC ACID (3%) exfoliating, contrasts hyperkeratosis</p> <p>ORGANIC AFRICAN CABBAGE EXTRACT CERTIFIED ECOCERT™ sebum-normalizing</p> <p>GARCINIA MANGOSTANA EXTRACT antioxidant and antibacterial</p>	<p>reduces and eliminates localized spots and blemishes</p>	<p>effective intensive treatment</p> <p>specific applicator for easy use</p> <p>transparent formula</p> <p>unisex</p>	 ACTIVE PURENESS GEL  ACTIVE PURENESS TONER  ESSENTIAL SCRUB  ACTIVE PURENESS FLUID  ACTIVE PURENESS MASK

ACTIVE PURENESS

AT A GLANCE - PROFESSIONAL

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GARCINIA MANGOSTANA EXTRACT from an evergreen tropical plant, with antioxidant and antibacterial actions.

PRODUCTS	DESCRIPTION	INGREDIENTS & ACTIONS	RESULTS	SELLING TIPS
 <p>ACTIVE PURENESS GEL pH 5-6 500 ml</p>	<p>purifying cleansing gel</p> <p>deeply cleanses the epidermis thanks to the presence of purifying and sebum-normalizing actives</p> <p>SCIENCE-BASED CONSCIOUS FORMULAST™ without silicones and SLES</p> <p>94% natural-origin ingredients</p>	<p>GLUCONOLACTONE (3%) poly-hydroxy acid with exfoliating action</p> <p>ARGININE contrasts the acidic pH, also offers hydrating properties</p> <p>GARCINIA MANGOSTANA EXTRACT antioxidant and antibacterial</p>	<p>cleansed and smooth skin</p> <p>contrasts the formation of blackheads and blemishes</p>	<p>double action - exfoliating and purifying</p> <p>unisex, suggested as a cleanser for men and teens</p> <p>recommended for hot, humid climates</p>
 <p>ACTIVE PURENESS TONER pH 3.8-4.8 500 ml</p>	<p>purifying, smoothing toner</p> <p>SCIENCE-BASED CONSCIOUS FORMULAST™ without silicones</p> <p>96% natural-origin ingredients</p>	<p>GLUCONOLACTONE (3%) poly-hydroxy acid with exfoliating action</p> <p>ARGININE contrasts the acidic pH, also offers hydrating properties</p> <p>GARCINIA MANGOSTANA EXTRACT antioxidant and antibacterial</p>	<p>cleansed and smooth skin</p> <p>contrasts the formation of blemishes and blackheads</p>	<p>delicate exfoliating formula for oily, impure and acne-prone skins</p> <p>unisex, suggested as a toner for men and teens</p> <p>recommended for hot, humid climates</p>
 <p>ACTIVE PURENESS PREP MASK pH 5.5-6.5 250 ml</p>	<p>exfoliating keratolytic mask which prepares skin for the extraction of comedones</p> <p>antibacterial action</p> <p>SCIENCE-BASED CONSCIOUS FORMULAST™ without silicones</p> <p>93% natural-origin ingredients</p>	<p>MANDELIC ACID (1%) exfoliating action</p> <p>EMOLLIENT OILS facilitate the extraction of comedones</p> <p>GARCINIA MANGOSTANA EXTRACT antioxidant and antibacterial</p>	<p>skin is luminous and matte</p> <p>contrasts the formation of blemishes and blackheads</p> <p>provides for an easier extraction process</p>	<p>ideal for use in 'back facials'</p> <p>superb results without the use of steam</p>
 <p>ACTIVE PURENESS PEEL-OFF MASK single-use sachet 25 ml</p>	<p>intensive balancing mask</p> <p>SCIENCE-BASED CONSCIOUS FORMULAST™ without silicones</p> <p>86% natural-origin ingredients</p>	<p>SPIRULINA synthesizes nutrients of high quality protective antioxidant action stimulates collagen synthesis</p>	<p>skin is purified, detoxified, toned and revitalized</p>	<p>double action: purifying and revitalizing</p> <p>ideal for sensitive skins</p> <p>free from preservatives and fragrance</p> <p>unisex</p>
 <p>ACTIVE PURENESS MASK pH 6.5-7.5 250 ml</p>	<p>mattifying clay mask</p> <p>SCIENCE-BASED CONSCIOUS FORMULAST™ without silicones</p> <p>94% natural-origin ingredients</p>	<p>KAOLIN AND BENTONITE absorbent white clays</p> <p>GREEN CLAY purifying</p> <p>GARCINIA MANGOSTANA EXTRACT antioxidant and antibacterial</p>	<p>skin is luminous and matte</p> <p>reduces the formation of blemishes and blackheads</p>	<p>guarantees a matte effect</p> <p>balances and smooths the skin</p> <p>unisex</p>

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NAME	AIM	INGREDIENTS & RESULTS	SELLING TIPS	NOTES
ACTIVE PURENESS COMPLETE 60 minutes	Intensive treatment with purifying and revitalizing actions for impure, scarred, oily and acne-prone skins. Characterized by an innovative spirulina algae peel-off mask.	The skin appears smooth with an even texture and sebaceous secretion is normalized. The skin appears luminous and even-toned.	For all skins, even delicate, dehydrated and mature skins. Includes extractions.	Suitable for young clients and also ideal for men. Immediate sensation of a fresh, detoxed skin.
ACTIVE PURENESS EXPRESS 30 minutes	Express treatment with mattifying and purifying actions for impure, oily and acne-prone skins. Characterized by a mask composed of creamy green and white clays.	Rebalances the sebaceous alterations, giving immediate luminosity and tone. Improves skin texture.	For skins which are oily and impure. Ideal for young, adolescent skins. Ideal "deep clean" facial in urban settings	Express treatment with immediate results.

ACTIVE PURENESS

AFRICAN CABBAGE
(organic extract certified by Ecocert™)

ALPHA-POLY-HYDROXY
ACIDS

ARGININE

BENTONITE

BENZYL ALCOHOL

CITRIC ACID

COCO-GLUCOSIDE

DENATURED ALCOHOL

DISODIUM
COCOAMPHDIACETATE

EXFOLIATING ACTION

GARCINIA MANGOSTANA
EXTRACT

GLUCONOLACTONE

GLYCERIN

GLYCOLIC ACID

HYPERKERATOSIS

KAOLIN

LIPOSOMAL STRUCTURE

LAURYL GLUCOSIDE

MANDELIC ACID

NMF
(Natural Moisturizing Factor)

SEBACEOUS
HYPERSECRETION

SKIN CONDITIONS

GLOSSARY

Also known as the African Spider Flower, it is rich in rutin and hydroxycinnamic acid; it reduces the sebum oxidation and consequently inflammation.

Include gluconolactone, mandelic acid and glycolic acid. They all have exfoliating actions.

An amino acid, obtained by the fermentation of vegetal-origin raw materials, delicately regulates the pH of the formulation.

A clay mineral with absorbing and plastifying properties, giving structure to the clay masks.

An Ecocert™ approved preservative, active on bacteria.

Acidity regulator.

Delicate surfactant.

Ethyl alcohol which has antiseptic properties and acts quickly on imperfections such as spots and pimples.

Delicate surfactant.

Promotes the removal of keratinized cells.

An extract rich in polyphenolic components with powerful antioxidant and antibacterial actions.

Poly hydroxy acid with delicate exfoliating and hydrating properties.

A humectant of natural origin.

An alpha hydroxy acid with exfoliating properties, it helps to remove impurities from the pores.

Thickening of the stratum corneum induced by inflammation.

A white and green clay mineral with sebum-absorbing properties.

A liposome is a tiny bubble (vesicle) made out of the same material as a cell membrane. In this case, it is derived from lecithin, and has the extraordinary capacity to increase absorption of the active principles, improving their bioavailability. Lecithin is dermo-compatible since it is a natural component of cell membranes.

Delicate surfactant.

A new-generation alpha hydroxy acid; thanks to its size, it penetrates less than glycolic acid and is therefore more delicate. Its antiseptic properties make it ideal for the treatment of imperfections.

The skin's natural hydrating factor, composed of substances which are not lipidic or hygroscopic, but which originate from cellular turnover, such as amino acids, lactic acid, urea, sugars and salts.

Increase of sebaceous secretion primarily induced by male hormones.

ASPHYCTIC: has a yellowish appearance, is shiny, with visible dilated pores.

IMPURE: has a rosy appearance with impurities, spots and pimples.

OILY: appears shiny, thick, with visible dilated pores.

ACTIVE PURENESS

SODIUM LAURYL GLUCOSE
CARBOXYLATE

SPIRULINA

STARCH

VITAMIN C

XANTHONES

GLOSSARY

Delicate surfactant.

A form of blue-green single-celled algae and has the ability to synthesize nutrients of high quality. Particularly rich in beta-carotene, the precursor of Vitamin A, it promotes a protective, antioxidant action and also stimulates collagen synthesis.

Absorbing action on sebum and mattifies the skin.

Sodium ascorbyl phosphate, the stable form of Vitamin C indicated for treatment of impure skins. Promotes an antioxidant action, stimulates collagen synthesis and lightens dyschromia.

Powerful antioxidants of the polyphenol family.

