

B E R N A R D  
C A S S I E R E  
— P A R I S —  
B E A U T Y B Y N A T U R E



# Therapist Beauty Handbook



# MAKEUP REMOVERS AND CLEANSERS



## REMOVE THE MAKE UP & CLEANSE THE SKIN...



Makeup removing and cleansing process are fundamental steps of the daily beauty routine. It is essential to use adapted makeup removers and cleansers to the skin needs. They are the first beauty gesture.

## SYMPTOMES

All skin types need makeup removing and cleansing process adapted to their needs.

## CAUSES → CONSEQUENCES

If makeup removers and cleansers are inappropriate to the skin needs, this can cause dramatic consequences on the skin conditions:

Dryness

Occlusivity

Scouring

Dehydration



- Degradation of the protective hydrolipidic film
- Improvement of the skin aging

## BC SOLUTION

- ✓ Suitable for all skin types, even the most sensitive ones
- ✓ Dermatologically and ophthalmologically tested

- ✓ Biphasic makeup remover
- ✓ The milk
- ✓ The oil
- ✓ The balm
- ✓ The water
- ✓ The gentle toner
- ✓ The fresh toner

- ✓ The purity cleansing mousse
- ✓ The cleansing jelly
- ✓ The scrubbing cream
- ✓ The gentle peeling powder





# CHOCOLATE ANTI-STRESS & ANTI POLLUTION



## ▶ REVEAL RADIANCE AND PROTECT THE SKIN



Daily, many of urban « pollutants » accumulate on the surface of the skin mixing with natural skin's secretion such as sebum, or with makeup residues. These harmful substances attack the skin and consequently trigger an increased secretion of free radicals, favoring dehydration and appearance of the ageing signs.

## ▶ SYMPTOMS

- General loss of brightness
- Blurred and dull complexion
- Combination skin will glow more
- Dehydrated will be less comfortable
- Sensitive skin will be more reactive
- Acceleration of the aging process : wrinkles and loss of firmness

## ▶ CAUSES → CONSEQUENCES

Multiple daily attacks especially in urban areas:

Tiredness      Sleep trouble  
                     UV  
 Tobacco smoke  
                     Pollution



- Production of free radicals
- Degradation of the protective hydrolipidic film
- Inflammation / excessive reactivity
- Increased seborrhic activity
- Worsening dehydration
- Skin asphyxia : oxidation of cells surface / oxygen deficiency for deep tissue

## ▶ BC SOLUTION

**COCOA EXTRACT** ANTI-OXYDANT and ANTI-RADICAL  
**COCOA BUTTER** NOURISHING

- ✓ Nutriprotective cream
- ✓ Mousse mask

All the products of the Chocolate Anti-stress line contain fair trade cocoa extracts (butter) to register Bernard Cassière in a commitment to a fair use of the natural resources of our planet.





# MUESLI NUTRI-SENSITIVE CARE



## ▶ TO SOOTH THE SENSITIVE SKINS...

The super recipe for healthy skin! To give a solution to sensitive and dry skins. The secret to restore nutrition and wellness to the skin..

## ▶ SYMPTOMS

The invisible symptoms:

- Burn
- Twinges
- Tingling
- Itching
- Pain

The visible symptoms:

- Redness
- Fineness of the epidermis
- Edema
- Drought
- Roughness

## ▶ CAUSES → CONSEQUENCES

Temperatures  
 Stress      UV      Pollution  
                   Weather conditions  
 Hormonal changes  
 Inadequate cosmetics



- Dilation of blood capillaries
- Irritation of the nerve endings: burning, tightness, tingling ...
- Thinning of the stratum corneum
- Degradation of the protective hydrolipidic film
- Inflammation / excessive reactivity
- Alteration of skin repair mechanisms
- Slowing of cell regeneration

## ▶ SOLUTION BC



“Muesli” nutritive complex [organic oat extract + probiotics] : to reinforce and maintain cutaneous microbiota balance ; to calm down, soften and reduce the redness.

- ✓ Intense cream cold cream style
- ✓ Daily soothing cream
- ✓ SOS redness serum
- ✓ Nutriprotective hand cream
- ✓ Honey lip balm
- ✓ Soothing mask skyr texture



# MINT – LEMON COMBINATION TO OILY SKINS



## FOR PURIFYING AND MATTIFYING ...



Skin congestion, breakouts and overproduction of sebum characterizing oily skins are common with teenagers and young adults. However, various factors can also encourage overproduction of sebum, blemishes or dilated pores regardless of the client's age.

## SYMPTOMS

### Combination skins

Normal skin with overproduction of sebum on the T-zone

- Excessive shine on the T-zone
- Dehydration on the cheeks
- Dilated pores on the T-zone
- Blemish-prone

### Oily skins

Fluent seborrhea : overproduction of sebum which flows  
Retentional seborrhea : overproduction of sebum in the pores remaining

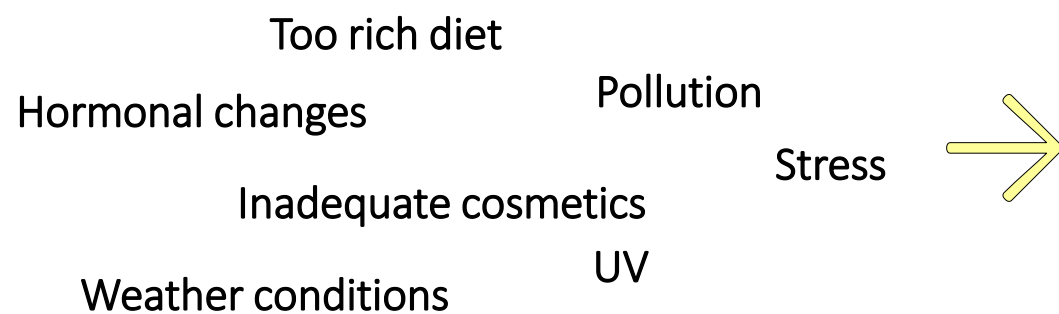
- Dilated and visible pores
- Excessive shine on the whole face
- Blemish-prone
- Thick skin and dull complexion

### Blemished skins

Overproduction of sebum and bacterial growth responsible of infections

- Oily skin, shine excess
- Dilated pores
- Thick-prone
- Appearance of imperfections

## CAUSES → CONSEQUENCES



- Increased seborrheic activity
- Keratinocyte proliferation : skin thickening
- Increased skin pH
- Bacterial overpopulation
- Inflammatory reaction

## BC SOLUTION

JAVA TEA EXTRACT

**SEBOREGULATOR** transforming excessive shine into a glowing complexion

CHILEAN WILD MINT

**AUTO-PURIFYING** to fight against blemish

LEMON ESSENTIAL OIL

**ASTRINGENT** to tighten pores

Non  
Comedogenic

- ✓ Cleansing purity mousse
- ✓ Clarifying purity mask
- ✓ Mattifying balancing serum
- ✓ Mattifying hydrating fluid
- ✓ Mattifying purity gel
- ✓ Tinted cream
- ✓ BLUR Perfecting concentrate
- ✓ SOS Roll-on imperfections





# BLOOD ORANGE DULL SKINS DETOX CARE



## ▶ DETOXIFY THE SKIN...

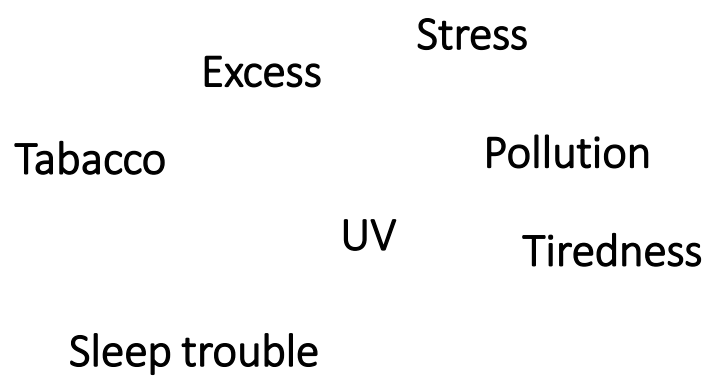


To avoid the inner tiredness to be visible from the outside, revitalize the skin with the EE energizing treatment for a skin detox effect

## ▶ SYMPTOMES

- Dull and tired skin
- General lack of radiance
- Asphyxiated and grey complexion
- Aging process accelerated : appearance of fine lines and wrinkles

## ▶ CAUSES → CONSEQUENCES



- Slowdown of cellular process
- Production of free radicals
- Presence of toxins
- Degradation of the protective hydrolipidic film
- Inflammation / excessive reactivity
- Skin asphyxia : oxidization of cells surface / oxygen deficiency in deep tissue

## ▶ BC SOLUTION

**NEW GENERATION DETOX COMPLEX**  
 [blood orange extract + upcycled\* citrus extract + organic five-flavour berry extract]

ANTIOXYDANT  
 ANTI-POLLUTION  
 ANTI-FREE RADICAL  
 DETOXIFYING

- ✓ EE cream
- ✓ Complexion reviving detox cream
- ✓ Radiance booster detox serum
- ✓ 3 in 1 detox mask
- ✓ Detox night concentrate





# HYDRA-LOCK DRY AND DEHYDRATED SKINS



## ▶ REHYDRATE AND NOURISH...



In front of discomfort and tautness, it is sometime difficult to make difference between dehydration and dryness. The internal dysfunctions and external aggressions can improve this unbalance the skin need to fight against: the lack of water and the lack of lipid.

## ▶ SYMPTOMS

- Roughness
- Discomfort
- The aging process is accelerated : appearance of dehydration lines
- Blurred and dull carnation
- Lack of suppleness

## ▶ CAUSES → CONSEQUENCES

Internal dysfunctions  
 Hormonal changes  
 Tiredness    UV    Stress  
                   Weather conditions



- Degradation of the hydrolipidic protector film
- Inflammatory reaction
- Thinning of the stratum corneum
- Alteration of the intercellular cement
- Degradation of dermal fibers
- Appearance of dehydration lines

## ▶ BC SOLUTION

**BAMBOO EXTRACT**    WATER CAPTOR  
**ALOE-VERA EXTRACT**    HYDRATING

- ✓ High hydration cream
- ✓ High hydration sorbet cream
- ✓ Aquasleeping night cream
- ✓ High hydration anti-thirst mask





# YUZU PERFECT GLOW CARE



## ▶ EVEN THE COMPLEXION...



Today pigmentation problems are one of the major concern in cosmetic. Dyschromia are pigmentation spots characterized by a difference of color because of an abnormal pigmentation. Whatever their origins there are solutions to mitigate it.

## ▶ SYMPTOMS

Dyschromia can be represented by hypopigmentation or by hyperpigmentation:

- Melasma : sun exposure and hormonal changes
- Chloasma : pregnancy mask
- Berlock dermatitis : induces by a photo-sensitive product as perfume
- Ephelides : pigmentation spots because of sun exposure
- Scars
- Lentigo
- Photo-induced aging(UV)
- ...

## ▶ CAUSES → CONSEQUENCES

Phototype	Genetic
	UV
Hormonal changes	
Aging	Photo-sensitive product



- Melanocyte degeneration
- **Melanin overproduction**
- Degradation of the protective hydrolipic film

## ▶ BC SOLUTION

### NATURAL YUZU EXTRACT

### WHITE TEA EXTRACT

### TYROSINASE INHIBITOR Organic and fair trade

- ✓ Yuzu daily glow new skin lotion
- ✓ Yuzu minute glow cleansing gel
- ✓ Yuzu correcting serum for skin radiance
- ✓ Yuzu new skin smoothing cream
- ✓ Yuzu high protection fluid SPF 50





# THE BOOSTERS



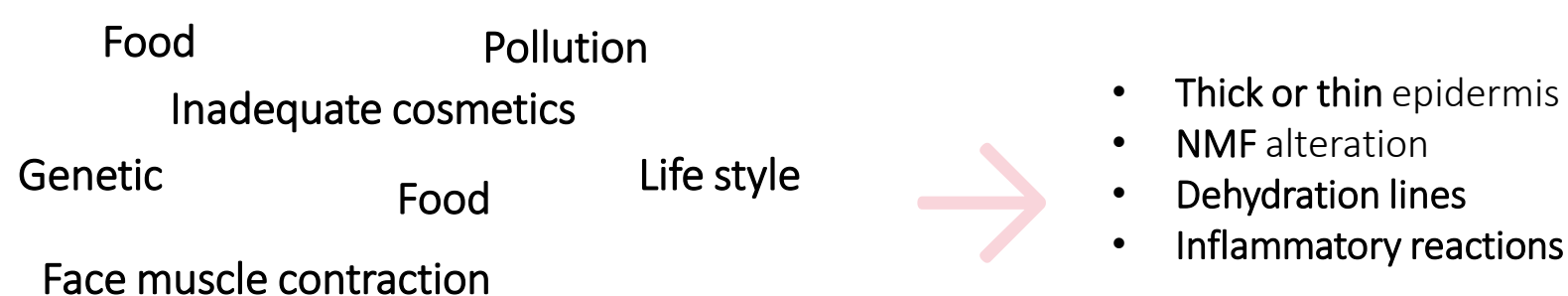
## TO BOOST YOUR CREAMS (AND YOUR SALES) ...

Everyday, the skin has to fight against stress, pollution and some others exterior modifications. Indeed, the cosmetic routine can be insufficient in some situations and the skin in lack of hydration, vitamins and others nutrients essentials to its functions.

## SYMPTOMS

- Dehydration
- Dull skin
- Expression lines
- Lack of elasticity

## CAUSES → CONSEQUENCES



## BC SOLUTION

- ✓ Aloe nutritive pearls
- ✓ Bamboo tears
- ✓ New skin essence



# HONEY

## « COCOONING » BODY TREATMENT



### Thrill from Lapland

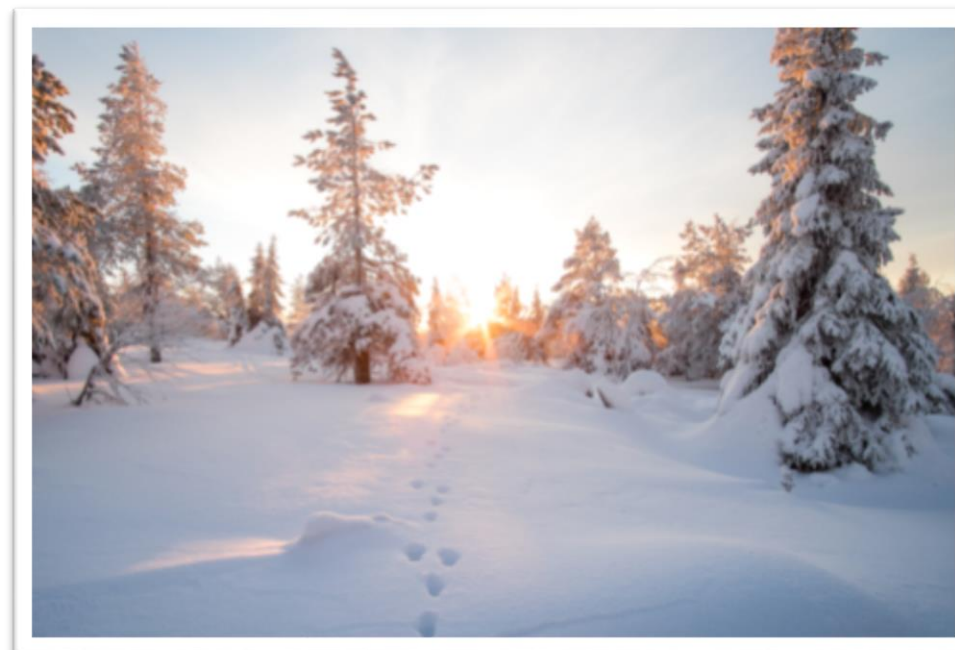
A cocoon treatment inspired by winter, a truly moment of sweetness and deep nutrition for a pure comfort instant to the most dry skins

#### AIM

Recommended for dry skins

#### TARGET

- Nourish
- Lipid restoring
- Repair
- Deep relaxation
- Release



#### RESULTS

- The skin is nourished and soften
- Well being and deep relaxation

#### MAIN ACTIVES



- **Acacia honey** : Nourishing, stimulating and regenerative
- **Shea butter**: nourishing, protecting, repairing

#### TREATMENT COMPOSITION

Honey and sugar body peeling.....	800ml jar
Honey massage butter.....	800ml jar
Honey body wrapping wax .....	1Kg jar
Honey super-nourishing body balm.....	300ml jar



KADOON  
*We lead. Others follow*

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