

*learn how  
to use  
cosmetics  
vocabulary*

Set your new  
skincare routine  
with

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PROFESSIONAL

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# Guide to Skincare

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*get to  
know key  
steps within  
skincare*

*find out  
about active  
ingredients*

**OLIVAL**  
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# Learn to professionally use skincare vocabulary \_\_\_\_\_

Establishing the ideal skincare routine means making informed choices. We want to help you understand your skin better and also choose cosmetics more easily. That is why we start with – words. You will definitely hear and notice terms connected to the *skincare* world and here you can find out their meaning.

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## **FORMULATION**

= overall product ingredient list, including the product formulation that is unique. That being said, it is one of the elements that actively has influence on the skin and final results. Other elements are type and condition of the skin, other products that are part of skincare routine, including internal elements such as diet, sleep and stress levels.

## **ACTIVE INGREDIENTS or COMPONENTS**

= when applied, these substances have direct influence or effect on the state of skin or specific skin condition. They are used to, for example, give skin a healthier glow, make hyperpigmentation less visible, cleanse and diminish visibility of pores and wrinkles making them less pronounced. Retinol, vitamin C and niacinamide are one of them.

Did you know?

*Some ingredients are more versatile and can have different roles, sometimes depending on their concentration in the final product. For example, salicylic acid can be an active ingredient, but also be a part of the preservative system within a natural cream. Vitamin E in a product can be the active ingredient for skin care and an antioxidant.*

## **HUMECTANTS or MOISTURISERS**

= substances that attract moisture from atmosphere and “embed” it into the skin. These include hyaluronic acid, glycerin, xylitol, polyglutamic acid etc.

## **EMOLLIENTS or LIPIDS**

= substances that nourish and care for the skin and protect it by leaving a rich film on its surface. These include waxes, fats, oils and fatty alcohols.

## **EMULSIFIERS**

= substances that bind different parts of emulsions and stabilise them into a homogeneous mixture. There are few types of emulsifiers based on their intended purpose and type. Some of them are sugar esters, stearates, polysorbates etc.

## **FREE RADICALS**

= atoms or molecules that form under influence of external factors. They are highly reactive and have a negative effect on our cells, including skin cells. Most commonly they are caused by UV radiation, pollution, cigarette smoke and low-quality diet. Use of antioxidants is beneficial in lowering the effect of free radicals on the skin.

## **ANTIOXIDANTS**

= substances that prevent product oxidation and they have a very positive effect on the skin. These include vitamin C, vitamin E, resveratrol, licorice extract and Chilean raspberry extract.

## **PRESERVATIVES**

= substances that prevent microbiological contamination and ensure conformity and cosmetics safety. They can be natural and conventional and they include benzyl alcohol, benzoic acid and its salts, salicylic acid and its salts, phenoxyethanol etc.

## **SURFACTANTS or TENSIDES**

= substances that enable foaming in washing products, i.e. reduce surface tension of water. They help remove fats and impurities. Such as Sodium Laureth Sulfate, Sodium Coco Sulfate and others.

## **ACIDS**

= active substances that act as chemical peeling on the skin (remove dead skin cells). They also accelerate cell renewal and in the long run help fight acne, comedones, spots, rough skin texture and dull complexion. These include BHA, AHA and PHA acids. Products that include acids are called exfoliants and exfoliation (or peeling) is the process of removing dead skin cells.

## **RETINOIDS**

= joint name for active substances derived from vitamin A such as (in descending order based on strength or level of transformation into retinoic acid) retinyl palmitate, retinol, retinal or retinaldehyde. Retinal is the last form usually available in retail sales, while tazatone, adapalene and isotretinoin are available only upon recommendation from physician and on physician's prescription (Europe).

## **SEBUM**

= natural skin oils.

## **COMEDOGENICITY**

= potential of a substance (or several substances) for comedogenic effect by clogging pores and causing skin irregularities and it is usually linked to oils. This is a possibility that may and may not happen because it depends on a lot of factors – primarily the skin itself, ingredients, their percentage and processing, the remaining formulation, method of use of other products in skincare routine etc. That is why no product is 100% guaranteed to not cause comedogenicity.

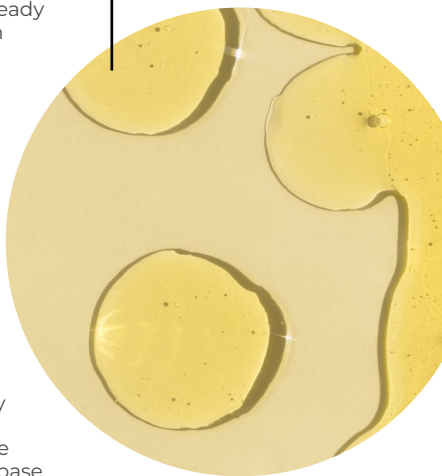
# Learn about the key types (and textures) of cosmetic products \_\_\_\_\_

## **OIL CLEANSER (MICROEMULSION)**

This is not the classic oil that you already have in your bathroom or kitchen. In order to properly cleanse the skin, we need to rinse it off the skin and that is achieved by emulsification. When it comes into contact with water, oil transforms into a transparent white liquid or “milk” and it rinses out completely. Formulation is important and proper rinse ensures cleaner pores and a non-greasy finish after cleansing.

## **TONER**

Fully liquid, non-greasy product that usually serves as re-hydrator, providing balance to naturally mildly acidic skin pH, but also mitigating the effects of hard water on skin. Use of toner is often necessary as moist base when using hyaluronic serums.





## SERUM

The most concentrated product in skincare that usually has the most potent ingredients in higher concentrations. It is often packaged in airless pump or glass packaging with pipette that ensures easy and precise dosing, but also for the protection of formulation. Serums can vary from thicker consistency to completely liquid, and in that case they differ from a toner because of active ingredients and their concentration.



## SERUM EMULSION

A product that acts as a serum, but the texture is between a serum and a more fluid cream. It has a slightly richer texture. In most cases it is used as a serum and it does not replace a cream, but the final method of use depends on the formulation.

## CREAM

There are different types of creams or emulsions (oil-in-water as the more light or water-in-oil as the richer cream). The skin does not know if it is day or night, but this product can additionally start natural processes within the skin. Creams are chosen based on type, condition and needs of skin, including the rest of routine, while labels "day" and "night" can serve as an optional guideline.

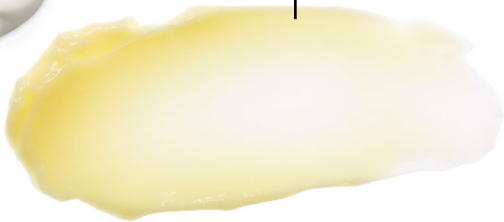


## FLUID

Usually, within a skincare routine, it acts as a cream, but it is different from classic creams due to its almost fluid texture and quicker absorption and sometimes it leaves a surface film on the skin.

**MOUSSE** is also a type of cream and it differs from classic creams due to its fluffy, mousse-like texture that adheres to skin differently. These products are usually intended for oily skin and sometimes they have a blur effect (optically diminish the visibility of a pronounced skin texture).

**POMADE** is a fully waterless product with very thick texture, based on fats and waxes. This type of product is used for very dry skin or dry sections of skin (heels, elbows).



# Find out what is skincare routine and why it is good to have one \_\_\_\_\_

Skincare routine... Ahem, it sounds like something very complex, complicated. We can assure you that it actually isn't! Before you decide to raid product shelves, try to arrange the foundation of your (future) care routine.

**A routine is carefully thought out concept of products, their order and method of use during a longer period of time.** The key factor is period of use so consistency and regular use are highly important. That is why it is called a routine – all steps should become a habit and part of everyday life.

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Why is a well thought out routine a good thing? Primarily because of short term and long term benefits. For example, if we put SPF cream on the skin, it will feel pleasant and skin will not burn in the sun. In the long run, we are keeping our skin healthy, but also preventing early wrinkles, loss of skin tone and appearance of blemishes. Before you start putting together your skincare routine together, it is necessary to know the



type and state of your skin, define routine steps and active ingredients followed by products that are necessary and desirable within a routine.

## **DETERMINE THE TYPE AND CONDITION OF SKIN**

*Skin type is defined by characteristics of your complexion that are always present. Skin can be normal (balanced), dry, mixed or oily.*

- a** **NORMAL or BALANCED SKIN** – characterised by normal appearance, texture and glow.
- b** **DRY SKIN** – characterized by prominently dry texture with almost no visible pores and skin does not get oily throughout the day. Sometimes it is rough and dry under the fingers, without a healthy glow.
- c** **MIXED or COMBINATION SKIN** – increased oiliness in T-zone (forehead-nose-chin) while cheek skin is normal to dry. In some cases pores in nose area are more visible.
- d** **OILY SKIN** – increased secretion of sebum visible shortly after cleansing. Skin is more prone to loading and clogging of pores, blackheads, comedones and acne.

**A good tip!** Quick and simple skin type test can be done after cleansing. Cleanse face as usual and leave without any product residue (serum or cream). Keep track how quickly it gets oily and in what areas. If in an hour or two forehead, nose and chin get shiny while the rest of the skin is dry, it is probably mixed skin type. If the entire face shines, it is probably oily skin. If it remains fully mate up to several hours after cleansing, we are talking about dry skin.

*State of skin is a collection of situations and needs and it can change multiple times per year, depending on various factors such as stress, diet, sleep, skincare routine, change of season, change of location etc. And the skin can become dehydrated, reactive, sensitive...*

- a** **DEHYDRATION** can happen to any skin type. At the same time skin can be oily and dehydrated. Dehydration is accompanied by the specific feeling that the skin is “thirsty”, as well as rough and the texture under the fingers feels sandy. That is why moisture is necessary to everybody, but through a suitable routine and products.
- b** **SENSITIVITY or REACTIVITY** of the skin can be innate and it can be the consequence of a specific skin condition, therapy etc. Sensitive skin is very often unpredictable and that is why it is especially important to carefully choose and introduce products gradually, one by one. In case you are uncertain what causes sensitivity, especially if the occurrences on the skin continue for a longer period of time, recommendation is to seek dermatologist's advice.

**Be careful!** Before using new products, especially the powerful ones because of ingredients and their concentrations, do a patch test or a forearm test. Apply product on a smaller area of the skin and keep track for reactions. If everything is ok within 24 to 48 hours, it is most likely that the product will be suitable for facial skin.

## **DEFINE STEPS OF FUTURE SKINCARE ROUTINE**

Our routine is like a small house that is built slowly and gradually. From foundation – our persistence and consistency in using products, to building four walls that symbolically describe steps of the routine.

### **1. THOROUGH CLEANSING WITHOUT SKIN DRYING OUT**

Cleansing is necessary for every skin, especially if you wear makeup and SPF. We need to adjust products to our habits. If you do not wear foundation during the day and skin does not get significantly oily, it will be enough to wash face with a gel and water in the evening and in the morning repeat those steps or just rinse with water.

In case you do like to wear makeup and apply SPF (that is highly recommended!), it is a good idea to implement the double cleanse method. The first step of the double cleanse implements an oil cleanser that literally dissolves foundation, mascara, lipstick and your sebum (oil dissolves oil!) and in the second step rinse skin with water based gel to remove all impurities and oils. Skin is finally clean, pores are empty and facial skin is prepared for the rest of routine!

### **2. HYDRATION AND EVERYDAY CARE**

Hydration depends on the skin itself – dry skin will need more products with nourishing texture that will lock in moisture better, but also nourish the skin deep within. In case of oily skin, hydration would come from a light hydrating serum combined with a cream. In all cases cream is necessary – even if you find amazing toners and serums with hyaluronic acid it is necessary to lock in all that moisture into the skin in order to prevent the opposite effect in the long run, i.e. dehydration.

**Did you know?** In winter we spend time in heated spaces where the percentage of humidity is much lower and the air is dry. It is important to use humectants in those spaces, but do not forget about suitable creams that will create a protective film on skin and prevent dehydration.

### 3. TARGETED TREATMENT AND OCCASIONAL CARE

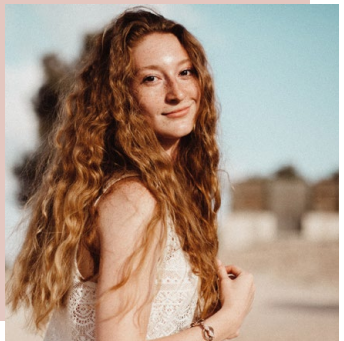
Those are all the products that you introduce when needed and are only used occasionally. Those can be exfoliants with BHA, AHA or PHA acids, sometimes serums with hyaluronic acid or retinoids and sometimes beauty gadgets such as cleansing brushes.

### 4. SUN PROTECTION (SPF)

Sun protection (SPF) is possibly the most important part of skin care routine in the long-term because it protects the skin on many levels and extracts the best results from skincare. Just a reminder, many products that have anti-blemish effect work in such a way to inhibit the production of melanin and the mechanical peeling causes more pronounced sensitivity to the sun in comparison to the usual situation. SPF is the final step in every routine. It is very important to find the one that you will be using regularly.

**Remember!** Every quality SPF has to protect from UVA=aging and UVB=burning radiation. Also, in order to achieve the stated SPF protection, product has to be applied liberally and evenly, the amount of two finger lengths for face, ears and neck. Once applied protection needs to be renewed during the day, especially in the summer after sweating, bathing and wiping with a towel (take care to protect area above upper lip and other sensitive parts!).

Usually foundations and BB creams do not provide enough protection, neither the product ingredient list nor the applied quantity of product usual for that product. This is the reason why it is important to use a dedicated product – even spending time indoors, but located next to a window for a longer time. UVA radiation penetrates glass.



# Meet your new skincare heroes

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Active ingredients will work their magic on blemishes, pimples or wrinkles. Even though they provide targeted action, you should know that every ingredient and product needs time to achieve specific results. You need to wait for such results several weeks to several months. Be patient!

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## VITAMIN C

An indispensable ingredient will refresh tired and dull skin, make hyperpigmentation less visible, even out skin complexion and texture and boost collagen production in the long run.



### Who is it for

As an ingredient, it can be used on all skin types but the choice of product will depend on the formulation. It is not suitable for very sensitive or damaged skin.

**Good to know!** Not every vitamin C is the same. For example, pure ascorbic acid is very effective, but also very unstable and prone to oxidation that causes loss of active properties. Also, it is efficient when pH is lower, making it not especially suitable for sensitive skin prone to irritations. On the other hand, vitamin C derivatives, such as ethylated ascorbic acid, are much more neutral and stable while maintaining efficiency.

## PEPTIDES

Peptide complexes such as Matrixyl® 3000 and Matrixyl® synthe'6™ are neutral ingredients whose efficiency is proven for prevention of early signs of skin ageing, but also prevention of visible lines and smaller wrinkles.



### Who is it for

They can be used from early twenties and they easily combine with other ingredients such as retinal.

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## HYALURONIC ACID

A moisturizer, or humectant, primarily helps with skin hydration. It can provide the so called “plump” effect and give fullness to skin, but this acid alone can not directly influence the appearance of wrinkles and smaller lines. Products based on hyaluronic acid are applied to well moistened skin and followed by a “stronger” textured product that will prevent dehydration.



### Who is it for

Suitable for all types of skin.

**Less is more!** If you use serum with hyaluronic acid, bear in mind that only one product with this ingredient is enough within a routine. Your cleansers and cream should not have additional hyaluronic acid because it can produce a counter effect – dehydration.

## NIACINAMIDE

Known also as vitamin B<sub>3</sub>, this ingredient will decrease the production of oils in skin, reduce the appearance of acne and pimples and provide hydration. Its benefits vary depending on the ingredient percentage within a product – lower percentage of ingredient is exceptionally useful for skin hydration and maintaining natural protective function, while the higher percentage within a product helps with skin irregularities.



### Who is it for

In higher, treatment-like percentages it is ideal for mixed to oily, problematic skin because it alleviates sebum secretion. Lower percentages (below 2%) will suit normal to dry skin.

**Good to know!** Niacinamide pairs perfectly with vitamin C derivatives due to neutral pH value. Technically, it is not advisable to combine it with only pure ascorbic acid within a routine.

## CERAMIDES

These are substances with bioidentical structure and their precursors correct damage to skin hydro-lipid barrier, boost synthesis of skin lipids and stimulate natural feature of self-regulation of hydration, ultimately leading to stronger and more resilient skin.

### Who is it for

Ceramides are neutral skincare supplements welcomed in any skin care, but again, their use depends on the formulation. Some formulations will be too nourishing for very oily skin, for example.



## POLYGLUTAMIC ACID

As one of the strongest humectants (moisturizers), this acid retains “build in” moisture by forming an invisible protective barrier at skin surface. That prevents skin from drying out. It provides the feeling of instant relief for tight skin feeling.



### Who is it for

This ingredient is suitable for all skin types skincare.

**Do you know?** Not all acids are suitable for exfoliation or peeling! Such examples include hyaluronic acid and polyglutamic acid that are for hydration, while tranexamic acid acts on blemishes and evens out the complexion, even making it lighter, the same as ferulic acid that has antioxidative properties.

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## TROXERUTIN

This bioflavonoid demonstrates exceptional anti-inflammatory, antibacterial and soothing properties on the skin. It stimulates microcirculation and skin renewal, mitigating redness and supporting capillary strength. Not being less important, but troxerutin also boosts vitamin C absorption into the skin.



### Who is it for

For all types of skin, except extremely sensitive or damaged skin (or upon recommendation by dermatologist).

**Fun fact!** This active ingredient comes as a bright yellow powder that gives the product an interesting yellow sheen.



## SALICYLIC ACID

This acid, as an active ingredient, provides deep pore action, refines the skin and provides anti-inflammatory effect.



### Who is it for

Salicylic acid is suitable for mixed to oily skin, but not for sensitive and dry skin. Use of this acid in pregnancy is not recommended (if used as active ingredient with up to 2% concentration in final skincare product).

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## ECTOIN

This type of amino acid has exceptional soothing property and strengthens natural skin barrier, making it excellent for skin with damaged hydrolipid barrier. Ectoin supports hydration effect and mitigates the consequences of exposure to external elements.



### Who is it for

This ingredient is suitable for all skin types, especially dehydrated and sensitive skin.

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## TRANEXAMIC ACID

This is one of the newer and less known acids that diminishes the visibility of reddish blemishes due to acne, evens out skin texture and gives the complexion a more fresh look. It can be used in the morning and evening.



### Who is it for

This acid is recommended for normal, mixed to oily skin.

## RESVERATROL

Resveratrol is one of the mighty natural antioxidants that decelerates premature skin ageing, soothes it, evens out skin texture and hydrates the skin deep within. You can find it in red wine and dark chocolate.



### Who is it for

This ingredient is neutral and suitable for all skin types, except highly sensitive.

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## RETINAL

Also known as retinaldehyde, this is the most potent form of retinoids available in retail sales. Retinal has multifunctional effect as it works on acne, comedones, wrinkles and fine lines.



### Who is it for

Use depends on the skin itself and skin problems, but it can be used on dry skin with wrinkles and on oily skin with acne. It is important to introduce it slowly and adjust the rest of routine. Retinal is not recommended during pregnancy and for damaged, inflamed, irritated or dehydrated skin (because barrier function might be compromised).

**Be careful!** As a precaution measure, ingredients such as retinoids and salicylic acid are not recommended for use during pregnancy, but you can replace them with other valuable skincare ingredients such as AHA and PHA acids or vitamin C. Skin is now even more sensitive to UV radiation so do not forget about SPF!

## FERULIC ACID

This ingredient shows outstanding antioxidative property and it is interesting that this feature becomes more prominent with exposure to UV radiation. For that reason it is useful in products that are applied in the morning with SPF.



### Who is it for

Suitable for all types of skin.

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## CAMU CAMU EXTRACT

Extract from fruit that grows in the Amazon rainforest. This extract is known for highly potent, bioavailable share of vitamin C. This extract helps to alleviate the impact of stress, especially blemishes, wrinkles, fine lines and overall tired, dull complexion.



### Who is it for

Suitable for all types of skin. Not recommended for people with citrus allergy.

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## MANDELIC ACID

AHA acid that chemically exfoliates skin, refreshes and evens out complexion and provides it with radiance. Long-term use stimulates collagen synthesis and acts against the causes of premature skin ageing.

### Who is it for

Suitable for all types of skin, even sensitive skin.



## AZELOGLYCINE

Azeloglycine is an innovative derivative of azelaic acid that the skin tolerates better in comparison to classic azelaic acid. Also, it is more compatible with numerous other ingredients and products and, more importantly, it is one of the key ingredients that provenly soothes rosacea symptoms. Antimicrobial property makes azeloglycine a reliable companion for acne treatment, balancing out sebum secretion and powerfully soothing erythema that is characteristic to chronic skin conditions such as rosacea. Glycine provides an in-depth hydrating effect and strengthens the natural barrier skin function that is key to regeneration and healthy skin functions.



### Who is it for

It's suitable for all skin types, including sensitive skin.

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## CM NARINGENIN CHALCONE

Carboxy-Methyl (CM)-Naringenin-Chalcone is an active ingredient derived from natural polyphenol (naringenin chalcone) that can be found in citrus fruit skin or in a tomato. It is a molecule with a powerful anti-inflammatory property, intended for targeted skin care of rosacea or for sensitive skin prone to itchiness and redness. This active ingredient provides multiple proven properties. Above all, it significantly reduces chronic inflammatory skin response. Helps soothe capillary redness, protects and soothes skin exposed to stress and provides relief for skin itchiness or irritation.



### Who is it for

It's suitable for all skin types, including sensitive skin.

# Explore Olival Professional collection

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## CLEANSERS

### Microemulsion and Amino Gel

The lightweight cleansing oil, enriched with squalane and hemp seed oil, gently dissolves and removes waterproof makeup and sun protection products. Licorice extract and vitamin E have anti-inflammatory and antioxidative effect and they nourish the skin. Microemulsion rinses easily and is the perfect first step of cleansing for all skin types. Apply few pumps onto dry hands, massage onto dry face, rinse and continue cleansing with a gel.

Hydrating gel exceptionally gently cleanses the skin from makeup residue and impurities and prepares it for further care routine. Gel is enriched with betaine, polyglutamic acid, allantoin, aloe vera and licorice extract that join forces and provide hydration, prevent skin from drying out and act anti-inflammatory and soothing. Amino gel is suitable for all skin types and it is perfect as the second step of cleansing. Apply few pumps onto hands, massage onto damp face, rinse and continue with skincare.



## HYDRATING TONER

### Hydro Toner $\beta$ G

Refreshing and nourishing toner instantly (re)hydrates the skin, balances skin pH and alleviates adverse effect of hard water on the skin. Suitable for all skin types, especially skin prone to dehydration. Beta-glucan boosts regeneration of skin protective barrier and makes it more resistant to environmental influences, while *Globularia alypum* extract acts anti-inflammatory and soothes sensitive skin. Betaine, allantoin, glycerine and aloe vera extract support hydrating effect, providing the skin with softness and shine. Hydrating toner comes in pump packaging allowing convenient use. Suitable for all skin types and conditions, except very sensitive or damaged, irritated skin.



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## SERUMS

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**Serums with  
hyaluronic acid  
(applied to damp skin)**

*Hyaluron Hydrator 4H*

*Peptide Serum P*

*Vitamin Serum C+*

*Vitamin Serum R<sup>2</sup>*

**Serums without  
hyaluronic acid  
(applied to dry skin)**

*Vitamin Emulsion C+*

*Vitamin Serum RA*

*Vitamin Serum B<sub>3</sub>*

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## HYDRATING SERUM

### Hyaluron Hydrator 4H

Concentrated Hyaluron Hydrator 4H joins forces with 4 types of hyaluronic acid that penetrate into layers of skin and provide it with hydration, polyglutamic acid that prevents skin from drying out and ectoin that soothes and strengthens the hydrolipid barrier. Hyaluron Hydrator 4H quickly and deep within (re)hydrates the skin and restores youthful appearance of all types of skin. Apply product to well moistened skin and then apply cream and/or oil immediately after the hydrator. Suitable for all skin types and conditions, including sensitive skin.



## TREATMENT SERUMS

### Peptide Serum P

Serum with peptides, valuable amino acids, revitalises the skin of face and neck, boosting and strengthening collagen production. This complex of two types of tripeptides, Matrixyl® 3000 and Matrixyl® synthe'6™, hyaluronic acid and aloe vera, enables this serum to prevent and diminish signs of premature skin ageing such as loss of skin firmness, elasticity and hydration and the appearance of fine lines and wrinkles. Peptide Serum P can be used as preventive hydrating care but also as care in case of visible skin changes. Suitable for all skin types and conditions, including sensitive skin.



## Vitamin Serum C+

Concentrated serum with 10% ethylated ascorbic acid (3-O-Ethyl Ascorbic Acid), a stable vitamin C derivative, and ferulic acid, vitamin E with addition of troxerutin, hyaluronic acid and ectoin. This serum diminishes visibility of hyperpigmentation and blemishes, provides antioxidative effect and restores natural youthful shine. Suitable for all skin types, especially mixed to oily and dehydrated skin, as well as those that prefer products with hyaluronic acid.



**Did you know?** The myth is that vitamin C can not be used as part of morning routine. On the contrary! Vitamin C, especially when joining forces with ferulic acid and vitamin E, has strong antioxidative feature against stressors from the environment – UV radiation being one of the strongest. Also, this combination completes sun protection with a SPF.

## Vitamin Emulsion C+

Concentrated serum emulsion with 10% ethylated ascorbic acid (3-O-Ethyl Ascorbic Acid), a stable vitamin C derivative, and ferulic acid and vitamin E, with the addition of camu camu extract and ceramide complex. This product fights hyperpigmentation, soothes the appearance of wrinkles and fine lines and its milky texture rich in ceramide complex nourishes and cares for the skin. Due to specific formulation it is suitable for all skin types, especially normal to dry skin, as well as mature skin. It will be a great choice for the ones who prefer cream like products without hyaluronic acid.





## Vitamin Serum B<sub>3</sub>

Extremely light, quick absorbing texture of serum B<sub>3</sub> is intended for skin prone to irregularities and redness. This is a complex formulation with 8% niacinamide and 1% tranexamic acid, magnolia bark extract, xylitol and provitamin B<sub>5</sub> (panthenol). Niacinamide acts specifically against the appearance of acne and pimples, regulates excessive sebum secretion and diminishes visibility of enlarged pores. Niacinamide and tranexamic acid diminish visibility of blemishes and contribute to more even skin texture. Magnolia bark extract, xylitol and panthenol soothe the skin, hydrate and boost skin regeneration. It can be used in the morning and evening and it is perfect for mixed to oily problem skin.



**Good to know!** Retinoids and exfoliating acids (BHA, AHA, PHA) accelerate cell change and can prompt the so called purging or the cleansing phase when the skin is prone to comedones, acne and pimples. If this phase occurs, it is temporary and transient and use of products should continue until improvement.

## Vitamin Serum R<sup>2</sup>

Serum is based on proven and long-term effect of retinyl palmitate (retinoid or vitamin A derivative) and resveratrol and hyaluronic acid. Serum hydrates the skin deep within, soothes redness and irregularities, has exceptional antioxidative property, contributes to skin firmness and elasticity and efficiently reduces visibility of first wrinkles and fine lines. It fits well as part of routine for preventive care against premature skin ageing. This serum is the perfect introduction to use of retinoids

in targeted care. Application of SPF in the morning is recommended when using this product. Not suitable for teenagers and during pregnancy.



## Vitamin Serum RA

This concentrated serum emulsion helps renew skin texture and prevent premature skin ageing. Concentration of 0.1% retinaldehyde fights acne, regulates sebum secretion and diminishes visibility of blemishes and fine lines. Vitamin Serum RA, together with astaxanthin, a lipid complex of bioidentical ceramides, bisabolol and allantoin, regenerates hydrolipid barrier and contributes to skin elasticity. Application of SPF in the morning is recommended when using this product. Not suitable for teenagers and during pregnancy. Introduce this product gradually and slowly, according to recommendations.

**Fun fact!** Professional products do not include perfumes in order to make them more suitable for sensitive skin. Their scents are connected to the ingredients in them. If you want to experience the sent of ferulic acid, it is most prominent in our serum and emulsion C+ and Omega Elixir has the nutty sent of chia seed and blackberry seed oils!

## EXFOLIANTS

### Peeling Toner AHA PHA

Exfoliating toner is based on 5.9% AHA and PHA acids, apple extract and nourishing and hydrating ingredients such as hyaluronic acid, betaine, glycerine and panthenol. Specially adapted pH value of 3.6 guarantees effective exfoliation. Toner includes mandelic acid, gluconolactone and lactobionic acid that provide gentle chemical exfoliation to all types of skin, including mature skin. It gently removes dead skin cells and restores moisture, while long term use of this toner makes complexion smoother, refined, more uniform and radiant. Suitable for beginners using exfoliating acids, except for very sensitive skin.



### Microexfoliant

Innovative powder peeling combines chemical and mechanical exfoliation. The product, based on 1% salicylic acid (BHA), includes round natural beads of castor wax, vitamin H (biotin) and alatoine, cleanses pores thoroughly, evens out complexion and stimulates smooth skin and glow. When the powder comes into contact with water it creates a thick, creamy exfoliation paste that removes dead skin cells and prepares the skin for care routine. We recommend using it three times a week or when needed, followed by plentiful hydration after exfoliation. Do not use on dry, damaged or irritated skin. Not recommended for use during pregnancy or in case of allergy or hypersensitivity to salicylic acid.



**Be careful!** If you use exfoliants and retinoids you must include a specific product for sun protection in your skincare routine and use it year-round.

## Enzyme Face Mask

Enzyme face mask is a treatment exfoliant with a creamy texture based on the fruit enzymes papain and bromelain. It is suitable for all skin types, including more sensitive skin (depending on the type of sensitivity). Face mask does not contain classic exfoliating acids and is therefore a more adequate alternative for skin prone to irritation or for easier integration into a routine with retinoids and other stronger active ingredients. The mask enriched with Tefose® active complex, beta-glucan and pineapple extract gently removes dead skin cells and makes the complexion smoother and fresher. It can be used up to several times a week. In addition to exfoliation, the mask hydrates the skin and helps prevent irregularities. Suitable for use during pregnancy.



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## CREAMS

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### Light texture

*Amino Activator CM*

*Vitamin Cream B<sub>3</sub>*

### Nourishing texture

*Vitamin Cream C+*

*Peptide Cream P*

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## Amino Activator CM

The concentrated treatment cream hydrates the skin deep within, nourishes and soothes intolerant, reactive and sensitive skin. The amino acid complex helps restore elasticity and supports natural skin resilience, while CM-Naringenin-Chalcone and azelogyline soothe reactive skin and provide balance to skin exposed to stress. Milk thistle extract and panthenol stimulate regeneration while betain and polyglutamic acid ensure prolonged hydration. Suitable for teenagers. Excellent base for SPF and makeup. No added colours and scents. This product is white in colour, consistency is light, spreads easily and the scent is neutral, ingredient based.



## Vitamin Cream C+

This cream, based on action of vitamin C and nourishing macadamia and almond oils, hydrates and replenishes the skin, locks in moisture, boosts serum action and refreshes the complexion. This cream includes stable and highly compatible vitamin C in the form of ethylated ascorbic acid, making the cream perfect for dry, balanced to mixed skin types, both used independently or as part of a skincare routine after Vitamin Serum C+. Cream can be used as part of morning (independently or followed by SPF) and evening routine. Suitable for all skin types, except oily skin prone to acne.



## Peptide Cream P

This cream, based on peptide action and nourishing macadamia and almond oils, hydrates and replenishes the skin, locking in moisture and boosting serum action. Based on Matrixyl® 3000, peptide complex (matrikines) that acts as cell communicator that stimulate activation of skin regeneration from within. Ingredients act on improving skin firmness and elasticity and also make the complexion sleek and uniform. Cream is perfect for dry, balanced to mixed skin that likes oils as part of skincare. Cream can be used as part of morning (followed by SPF) and evening routine. Suitable for all skin types, except oily skin prone to acne.



## Vitamin Cream B3

Light and non-greasy, but slightly thicker gel texture. This cream, based on niacinamide action, magnolia bark extract, squalane and panthenol, hydrates mixed to oily skin and provides a soothing effect. Non-greasy texture absorbs quickly into skin, making it soft and smooth. German chamomile oil provides a mild nutty scent and gentle white-bluish colour. Suitable for all skin types and conditions, excluding very dry skin.



## HYDRATING FACE MASK

### Hydro CICA Face Mask

Hydro CICA [hai-drou-seeca] face mask is a multifunctional product for skin care that is rich in a range of moisturising ingredients and extracts for soothing and rich hydration. Madecassoside and *Centella asiatica* plant extract strengthen the resistance of the skin barrier, hibiscus extract contributes to elasticity and antioxidative effect, while ectoine helps to balance the level of hydration. AQUAXYL™ hydration complex promotes the exchange and circulation of moisture through the layers of the skin, as well as the boost of hyaluronic acid produced in the skin. It acts as an “anti-dehydration shield” since it stimulates the formation of essential lipids and proteins in the hydro lipid layer of the skin.



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## OIL

### Omega Elixir

The quick absorbing oil complex is based on the nutritive wealth of squalane, chia seed and blackberry seed oils, avocado and evening primrose oils. Omega Elixir nourishes the skin deep within, soothes and makes skin softer and completes skincare routine. Elixir has regenerating effect on the skin and prevents negative environmental influences such as UV radiation, low temperatures, strong wind, air pollution, impurities and cigarette smoke. This oil can be used in the evening or when needed, independently on a cleansed skin or as last step of skincare routine, after serum and cream. It will suit almost all skin types, except very oily skin types or skin types sensitive to natural oils.



## CARE OF EYE AREA

### Vitamin Fluid B<sub>3</sub> for eye area

Silky texture of the fluid hydrates in depth, nourishes and smooths delicate skin around the eyes. Carefully balanced complex of 1% niacinamide, 0.5% caffeine and ceramide complex will refresh, nourish and help soothe tired looking skin. Shea butter, avocado and macadamia oils and vitamin E improve skin elasticity, soften visibility of wrinkles in the long run and contribute to luminosity of the eye area. Niacinamide in this fluid acts as hydrator and soothes the skin, strengthens natural skin barrier and also mitigates the effect of external stressors by providing antioxidative action. It can be used in the morning, evening or when necessary and it is suitable for all skin types, except very sensitive skin.



**Good to know!** Dark circles under eyes are a consequence of several internal and external factors. They are influenced by stress, level of hydration, quality sleep, salt intake, but above all, genetics. Unfortunately, cosmetic products have very limited effect on such dark circles. Vitamin Fluid B<sub>3</sub> will not completely “erase” dark circles under eyes, but its complex of active ingredients will provide skin with freshness, luminosity and fullness, and it will also ease the puffiness.



## SUN PROTECTION (SPF)

### Professional Fluid SPF 30

Light fluid with silky texture and SPF 30 provides high protection from a wide spectrum of UVA and UVB radiation. This fluid is enriched with niacinamide and ubiquinone, better known as coenzyme Q10. Niacinamide (vitamin B<sub>3</sub>) reduces the appearance of irregularities, regulates sebum secretion and visibility of pores, evens out skin complexion and texture. Ubiquinone or coenzyme Q10 (antioxidant) protects from free radicals that result from UV radiation and stressors from the environment, stimulates collagen synthesis, soothes the skin and helps prevent early signs of premature ageing. Fluid absorbs quickly into the skin, hydrating and making it soft, making it perfect for everyday care and protection of all types of skin, including dry and sensitive.



### Professional Cream SPF 50

The airy, foamy textured cream with SPF 50 provides high protection against UVA and UVB radiation. The cream is enriched with niacinamide and ubiquinone, better known as coenzyme Q10. Niacinamide (vitamin B<sub>3</sub>) reduces the appearance of irregularities, regulates sebum secretion and visibility of pores, evens out skin complexion and texture. Ubiquinone or coenzyme Q10 (antioxidant) protects from free radicals that result from UV radiation and stressors from the environment, stimulates collagen synthesis, soothes the skin and helps prevent early signs of premature ageing. Cream absorbs into skin quickly, making it velvety and mate, but not greasy, thus making it perfect for everyday skincare and protection of mixed and oily skin.



## Professional Fluid SPF 50

The lightweight fluid is intended for (every)day UVA and UVB protection of face and neck skin. In addition to the high protection enabled by modern UV filters, this product provides targeted care and in an excellent addition to every morning skin care routine. Leaves satin semi-mate finish on the skin. The skin absorbs the product really quickly and the product does not leave white residue. It is highly suitable for eye area. The fluid does not include added scents and colours and it makes an excellent base for makeup. Suitable for all types of skin, including more sensitive skin, and it includes nourishing ingredients such as extracts and coenzyme Q10. Guava leaf extract is rich in phenols and provides a natural anti-inflammatory property. It inhibits tyrosinase, thus protecting the skin from hyperpigmentation spots in the long run. Ubiquinone or coenzyme Q10 is a well-known antioxidant that protects the skin from free radicals derived from UV radiation and stressors from the environment. Licorice extract, just like guava leaves extract, reduces tyrosinase incidence, thus enabling synergic effect against the appearance of hyperpigmentation spots. The product has anti-oxidative and caring properties that are especially pronounced during sun exposure.



**Good to know!** SPF is always the last step of morning routine before makeup! These products replace classic creams in the morning and provide a good base for almost all BB creams or foundations, but the pleasant finish will suit even those who do not prefer makeup.

# How to create a routine

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Now that we have learned all about key ingredients, let's go back to our key steps in order to show the right order. Products that are properly positioned within a routine and correctly used are the key to good results.

Let's create an example of a morning routine:

cleansing with a gel and/or water → hydrating toner → serum depending on skin needs → SPF

And an evening routine example:

removing makeup and SPF → washing with gel and water → toner and/or exfoliant (occasionally) → hydrating face mask (occasionally) → serum according to skin needs → cream → oil

Remember: application of products starts with completely liquid products to creamiest and oil textured products. Exception is sun protection because SPF is always last in order in morning routine.

## CHOOSE PRODUCTS (EXAMPLES INCLUDED)

At the last part of this guide we have prepared a cross-section of products per key steps, from cleansing to hydration and everyday care, all the way to treatment and occasional care and sun protection. Remember: these examples are for educational purposes and it is most important that you adjust your routine to your own needs and preferences.

### Cleansing

1. When using makeup and SPF

Microemulsion + Amino Gel



2. When makeup and SPF is not used

Amino Gel



3. If skin is very dry and makeup and SPF are not used

Microemulsion



## Hydration and everyday care

1. Normal skin, prevention of signs of ageing  
Hydro Toner  $\beta$ G + Vitamin Serum R<sup>2</sup> +  
Vitamin Cream C+



2. Normal skin with first signs of ageing  
Hydro Toner  $\beta$ G + Peptide Serum P +  
Peptide Cream P



3. Normal dehydrated skin  
Hydro Toner  $\beta$ G + Vitamin Serum C+ +  
Vitamin Cream C+



4. Mixed skin prone to comedones  
Vitamin Cream B<sub>3</sub>



5. Mixed dehydrated skin prone to acne  
Hydro Toner  $\beta$ G + Hyaluron Hydrator 4H +  
Vitamin Cream B<sub>3</sub>



6. Oily skin with enlarged pores  
Vitamin Serum B<sub>3</sub> + Vitamin Cream B<sub>3</sub>



7. Oily skin prone to acne  
Vitamin Serum RA + Vitamin Cream B<sub>3</sub>



8. Dry skin  
Peptide Cream P + Omega Elixir



9. Dry skin prone to wrinkles and hyperpigmentation  
Vitamin Emulsion C+  
+ Peptide Cream P + Omega Elixir



10. Sensitive skin prone to redness  
Hyaluron Hydrator 4H + Amino Activator CM



### **Targeted treatment or occasional care**

1. Microexfoliant  
– very oily and resistant skin: up to three times a week in the evening after cleansing and before hydration  
– normal to mixed skin: once a week to once every two weeks, depending on needs, in the evening after cleansing and before hydration



2. Peeling Toner AHA PHA  
– dry skin: up to three times a week in the evening after cleansing, onto dry skin before neutral cream  
– dry sensitive skin: twice a week (obligatory patch test) in the evening after cleansing, onto dry skin before neutral cream



3. Vitamin Fluid B<sub>3</sub> for eye area  
– for all types of skin, except very sensitive and skin prone to drying out
4. Enzyme Face Mask  
– up to several times a week, in the evening after cleansing and before other skincare  
– for more resilient skin leave on during night
5. Hydro CICA Face Mask  
– 5-minute reset for the skin or overnight treatment  
– instead of cream, after serum or independently



## Sun protection

1. Professional Fluid SPF 30 for all skin types
2. Professional Cream SPF 50 (mousse) for mixed to oily skin
3. Professional Fluid SPF 50 for all skin types



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If you want a fresh start in your skincare routine, but you do not know where to start... we are here for you and can provide education, individual counselling and recommendations.




**Contact us on social media or send an email!**



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