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ALWAYS

ACTIVE

HL PROFESSIONAL SKINCARE

DRY SKIN
SOLUTIONS
FOR THE
COLD SEASON

5 FACTS
ABOUT
PROFESSIONAL
PEELS

ALPHA-BETA
NEW HOME KIT



HL - PROFESSIONAL SKINCARE

THE COLD SEASON: DRY SKIN - CAUSES AND SOLUTIONS



Skin dryness is a common problem from which many people suffer. In most cases, the problem is related to the changes that occur as part of the aging process. However, during the transitional seasons, and particularly during the cold season, it is especially noticeable and disturbing. What are the main causes for the problem and how can it be treated?

Dry skin is characterized as thin skin, with closed pores and an increased proneness to the premature appearance of wrinkles and fine lines. The skin looks lifeless, rigid, dull and lackluster, and is often rough. In many cases the dryness also causes redness, skin sensitivity and itching.

THE CAUSES FOR THE PROBLEM

In most of the cases, the skin dryness stems from changes that occur in the skin as part of the aging process and involve a decrease in the production of important components. At the same time, the exposure to various environmental factors accelerate the speed of these changes:

- **A decrease in the production of collagen and elastin proteins** - the two main proteins of the skin, which constitute the skin's infrastructure and grant it support, firmness and pliability. For women, this process is accelerated during menopause, as a result of the decrease in the production of the female hormones. In addition, enzymes produced in the skin during the aging process operate against the collagen and elastin and damage them. In young healthy skin, these enzymes are supervised by the

skin's control mechanisms; however, with time, the efficiency of these mechanisms is reduced, causing an increased activity of destruction.

- **A decline in the cell regeneration and mitosis capacity** - with the years, there is a decline in the capacity for division and differentiation of the cells in our bodies. After the age of 50, the rate of the cell mitosis decreases by 50%, so that instead of 28 days, the process takes 60 days. In the dermis layer, the decline in the capacity for mitosis, regeneration and differentiation of the dermis cells leads to another reduction in the production of the elastin fibers, and as a result, to the decline of the epidermis layer.
- **A decrease in the production of hyaluronic acid** - hyaluronic acid, which is produced in the dermis layer, is one of the essential components that create the skin's epidermal barrier, whose role is to protect the skin and prevent the evaporation of water and moisture loss. This is thanks to its ability to bind large amounts of water. However, as the years go by, its production is reduced due to the accumulated oxidative damage to the skin. This decrease leads to damage of the skin barrier and results in the appearance of skin dryness.
- **Deceleration in the activity of the sebaceous glands** - the sebum that is secreted from these glands constitutes another essential component of the skin barrier. The decrease in their activity also damages the epidermal barrier. Moreover, the

function of the hydrolipidic system, whose role, among others, is to preserve the level of moisture in the depth of the skin, is disrupted. As a result, the skin becomes drier, thinner, more wrinkled and lackluster.

- **Exposure to harmful environmental causes** - the skin's dehydration process is accelerated by various environmental causes, including the radiation of the sun, smoking, environmental pollution and increased oxidation processes. These cause a prompt increase of free radicals that damage the skin's stratum corneum, the skin barrier and the natural moisture factors. In addition, they accelerate the aging of the skin, leading to the loss of pliability and vitalness resulting in the premature appearance of spots and wrinkles. Temperature conditions, such as cold and dryness, which are increased during the transitional seasons and in the winter, also damage the skin barrier and increase the skin's proneness to dehydration.

SOLUTIONS AND TREATMENTS

In recent years, innovative solutions and treatments were developed, which assist the protection of the skin barrier and the encouragement of the production of the essential components in the skin and the rate of cell regeneration, the reduction of the damaging oxidation processes, and the rehabilitation of the natural mechanisms that are responsible for the appearance of replete, youthful, healthy, supple and vigorous skin. The central ingredients include:

1. **Hyaluronic acid** - constitutes one of the important structural materials in the epidermal barrier, binds with water and provides the skin with moisture, volume, softness and pliability.
2. **Essential amino acids** - known for their ability to support the tissue repair and increase the production of the collagen and elastin.
3. **DNA repair enzymes** - operate to repair the damages caused to the DNA by the free radicals.
4. **Copper-peptide** - an innovative combination between copper and a peptide, which enables the insertion of the copper into the skin cells and causes an improved absorption of it in the cells. This component encourages the production of the collagen, the elastin and the hyaluronic acid in the skin, and as a result, accelerates the repair

processes in the skin tissue.

5. **Ceramides** - essential fatty molecules that operate to preserve the epidermal barrier and thus preserve the natural moisture in the skin, decelerate the skin's aging process and contribute to the cell regeneration.

The **JUVELAST** line developed at HL Laboratories assists the rehabilitation of dry, damaged skin, the protection of the epidermal barrier and the blurring of wrinkles. The line is based on an exclusive HL patent - Topical DNA Repair Composition, which was tested and proven in clinical studies to be especially efficient in the improvement of the skin texture and the reduction of the depth of the wrinkles.

The patent contains DNA repair enzymes and a copper-peptide complex. These formulas combine two sophisticated carrier technologies, which insert the active ingredients into the deep layers of the skin, thus enabling continued nourishment of the skin, a substantial improvement in its texture, a significant reduction in the depths of the wrinkles and the acceleration of the repairing processes in the skin structure.

6. **Alpha and beta hydroxy acids** - accelerate the exfoliation of the skin on the stratum corneum, and at the same time, cause a chain of reactions in the dermis layer, which instigate changes that encourage the production of the collagen and elastin and achieve efficient results in the rejuvenation of the skin, the reduction of the dryness and the improvement of the appearance and texture of the skin.
7. **Vitamins C and E** - operate first and foremost as powerful antioxidants and prevent the oxidation processes that damage the skin.

The **ALPHA-BETA** line developed at HL Laboratories acts to regenerate, rehabilitate and lighten the skin using an active combination of Alpha Hydroxy Acids, Beta Hydroxy Acid, Retinol, vitamin C and Green tea. The products significantly accelerate skin regeneration and act to reduce the depth of wrinkles, improve texture and elasticity, and increase skin moisture.

5 FACTS ABOUT THE HL PROFESSIONAL PEELS

1 The core blends of HL PROFESSIONAL PEELS, the comprehensive range of cosmetic grade exfoliators, are based on proprietary blends of natural Alpha Hydroxy Acids (AHA) further enhanced with key actives such as BHA, Retinol and extracts to reach the optimal synergy point.

2 The HL proprietary blends of Alpha Hydroxy Acids comprise 5 AHAs: glycolic acid, lactic acid, malic acid, citric acid and tartaric acid, in different concentrations and ratios. These acids are sourced from milk as well as fruits such as oranges, lemons, sugar cane, sugar maple and bilberry.

3 AHAs have been defined as one of the most effective cosmetic ingredients in topical treatments. On the epidermis AHAs work by shedding the top layer of dead skin cells to reveal a newer, smoother skin. The extent of the exfoliation of epidermal cells in the stratum corneum depends on the type and concentration of AHAs, complementary ingredients in the product as well as the treatment technique.

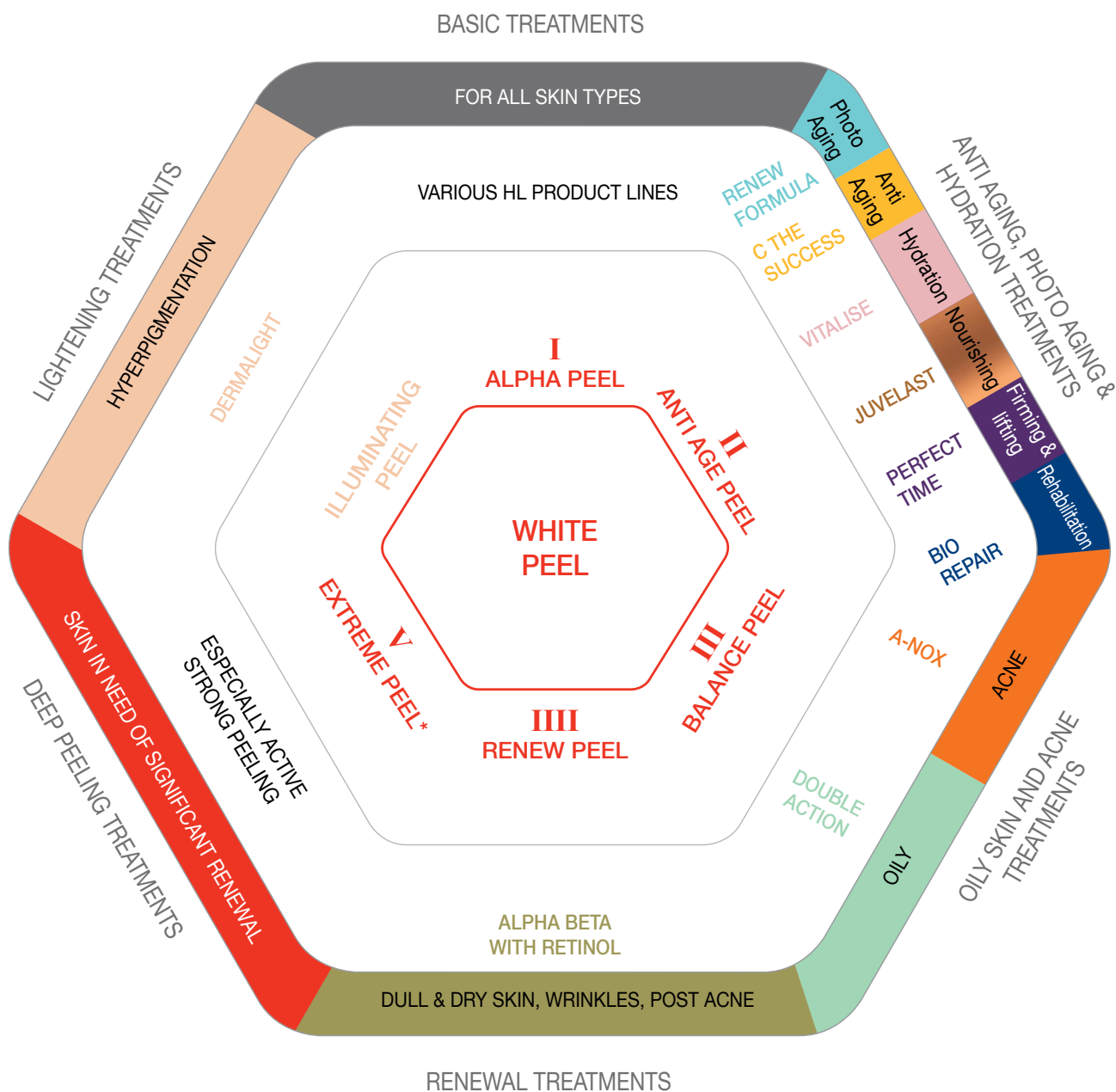
4 The HL proprietary blends of Alpha Hydroxy Acids are further intensified with BHA, Retinol and potent key actives such as vitamins A and C, Grape Seed, Pomegranate and Acai complete and intensify the benefits. Each ingredient plays an important role in the formulation, offering a treatment solution via strength and suitability based on the needs of different skin conditions and aesthetic treatments.

5 The HL PROFESSIONAL PEELS will assist by improving skin's barrier function, stimulating cellular renewal, boost collagen synthesis and increase hyaluronic acid levels for improved elasticity and skin hydration. They help rejuvenate balance and beautify the complexion.



RENEW AND REJUVENATE WITH HL PROFESSIONAL PEELS

HL TREATMENT MAP



HL has developed the PROFESSIONAL **PEELS**, a highly effective and especially active product line based on high quality natural proprietary AHAs blends enhanced with BHA, Retinol and extracts to offer concrete, visible results. The series includes cosmetic grade peels that are differentiated in their strength and suitability accordingly in respect to the treatment:

Strength → **I - III** represent the concentration and ratio between the actives

Suitability → the blend is formulated according to the treatment and skin condition

REJUVENATION WITH ALPHA-BETA

SIGNATURE PROFESSIONAL TREATMENT PROTOCOL

Remove any make-up with EYE & LIP MAKEUP REMOVER.

1 - INITIAL CLEANSING

Cleanse with ALPHA-BETA RESTORING SOAP, massage for 2-3 minutes and rinse with water. Pat dry skin.

2 - PREPARING THE SKIN FOR PEELING

2.1 Apply a uniform layer of WHITE PEEL, place water-soaked cloth compresses over the peeling to activate the enzymes. Leave on for 7-10 minutes and remove with moist cloth. Pat dry skin.

2.2 Drip ALPHA-BETA PREPPING LOTION onto a cotton ball and wipe over skin. Wait 2 minutes to absorb.

3 - PEELING

Pour 5 ml RENEW PEEL (III) into a cosmetic bowl and apply with a cosmetic brush on the face, including the neck. Avoid the eye contour area. Wait 10 minutes and rinse with cold water. Pat dry skin.

Note: The peel will cause a stinging or burning sensation and temporary redness, both when applied and washed off. It is recommended to prepare the client for this before applying the product.

4 - MASK

Apply an even layer of ALPHA-BETA BRIGHTENING MASK, lightly massaging the millicapsules, leave on for 15 minutes and rinse with water. To make the mask removal easier, it is recommended to place a damp towel on top to soften it and only then proceed to remove the mask. Pat dry skin.

5 - TREATMENT COMPLETION

Apply ALPHA-BETA RESTORING CREAM.

It is recommended to follow with SUNBRELLA (SPF 36) sunscreen lotion.

DURATION OF TREATMENT: 60 minutes



PROFESSIONAL GUIDELINES:

1. The professional treatment is to be administered only by an esthetician.
2. The treatment is not suitable for pregnant women.
3. The RENEW PEEL (III) professional peel should be done at an interval of 10-14 days. The treatment should be repeated twice or more depending on the skin type and condition.
4. In case of skin flaking it is necessary to allow the process to do its course and it is imperative to inform the client not to peel or pick the skin flakes. Flaking and dryness are normal side effects that are temporary and the skin will heal at its own rate.
5. Exposure to the sun must be avoided during treatment with ALPHA-BETA WITH RETINOL. In hot countries it is recommended to use this product line only during the winter season.
6. The products are highly active, in order to guarantee the success of the treatment you must adhere to the protocol and treatment instructions. Throughout the entire use of the products you should refrain from using any rich, oil-based creams as it can neutralize the action of the RENEW PEEL (III).
7. It is necessary to follow the home treatment daily with the recommended ALPHA-BETA WITH RETINOL products.

HL RECOMMENDED SKIN CARE PROGRAM

ALPHA-BETA TO RENEW AND REJUVENATE

		PRODUCT RECOMMENDATION	
everyday	everyday	ALPHA-BETA WITH RETINOL RESTORING SOAP	
everyday	everyday	ALPHA-BETA WITH RETINOL PREPPING LOTION	
everyday		ALPHA-BETA WITH RETINOL DAY DEFENSE CREAM	
	everyday	ALPHA-BETA WITH RETINOL RESTORING CREAM	
	once a week	ALPHA-BETA WITH RETINOL BRIGHTENING MASK	
	once-twice a week	ALPHA-BETA WITH RETINOL PEELING PADS	

COMPLEMENT WITH:

EYE & LIP MAKEUP REMOVER



SUNBRELLA SPF 30



AGE DEFENSE CC CREAM



The above is a suggested home care program, for each individual client the professional will recommend the suitable products and the extent of the home care program based on the client’s unique skin condition, lifestyle and benefits desired.

ALPHA-BETA WITH RETINOL

INCLUDES:

ALPHA-BETA WITH RETINOL

PREPPING LOTION

125 ml e 4.2 fl. oz

ALPHA-BETA WITH RETINOL

DAY DEFENSE CREAM

50 ml e 1.7 fl. oz

ALPHA-BETA WITH RETINOL

RESTORING CREAM

50 ml e 1.7 fl. oz

REJUVENATION
NEW HOME KIT



Always Active