FIRST TIME IN INDIA

beauty school

TAKE CARE ABOUT YOUR SKIN WITH ARTLIFE'S COSMETIC PRODUCTS

Art of Life
What will you learn?

- What is skin?
- Why should you take care of your skin?
- Skin care rules
- Skin types
- Basic skin care routine
- Skin cleansers
- Skin moisturizers
- Oily problem skin care solutions
- Anti-Aging solutions
- Hair care solutions
- Men’s care solutions
What is Skin?

Skin is not just a covering for human body, but very important and multifunctional organ which maintaining the body’s vital functions!
Human’s weight – 80 kg

Skin weight - 12 kg

Skin surface area is about to 1,5-2 Sq. m. (16-22 Sq. Ft.)
What is Skin?

- Human skin consists of layers which are different in their structure and purpose.

- Skin is in process or regular renovation. This makes possible its improvement and rejuvenation.

- Besides an external effect, skin performs many other functions.

- Skin is a part of human body and it is impossible to isolatedly care or treat it.

- Skin is a live organ. Some skin structures are more dead than alive (horny layer). It determines its uniqueness and durability secrets.
Skin Layers

- Epidermis
- Dermis
- Hypodermis
- Hair
- Sweet pore
- keratin
- Capillaries
- Nerve endings
- Sweat gland
- Hair bulb
- Blood vessels
- Fat cells
- Sebaceous gland
Function of the Skin:

- Protection
- Temperature control
- Excretion
- Breathing
- Immunity
- Sensation
- Metabolism
Skin types:

- OILY
- DRY
- NORMAL
- COMBINATION
How to determine your skin type?

1. Dry skin (no traces of grease on the tissue)
2. Oily skin (traces of grease on most parts of the tissue)
3. Normal skin (light traces of grease on the tissue)
4. Combination skin (visible traces on forehead, nose, chin areas)
What affects the skin?

BAD HABITS

ULTRAVIOLET

WEATHER CONDITIONS

ECOLOGY
What are free radicals?

All molecules are formed by tiny negative charged particles. They are called *electrons*. Electrons exist «in pairs», providing balance and maintaining molecules stability. If normal stable and happy molecule loses one of electrons under the influence of Oxygen, it oxidizes and became a *free radical*.

* The same oxidizing process makes oils get ransid, cut apples get brown and iron get rusty.
When losing an electron, the molecule do not understand how to fix this problem. Lost electron leaves a gap and molecule tries to fix it. It should compensate loss to survive. Such molecules became unstable, extremely aggressive and dangerous.

Free radicals compensate their losses by stealing electrons from normal stable molecules.
Free radicals harm

In their pursuit for electrons, free radicals circulates over the organism and affects it with «terroristic actions», attacks normal healthy cells and molecules by destroying their membranes and DNA and randomly enters into chemical reactions.

- Causes different skin diseases
- Provides skin darkening
- Provokes early aging
- Causes skin dryness
- May cause skin cancer
Antioxidants – friends of our skin

- Destroys free radicals by reducing their lifetime to less than a second
- Defends cells from damage
- Saves skin from early aging
- Makes skin beauty and smooth
Where are antioxidants?

Food Supplements

Fresh fruits and vegetables

Cosmetics
I. CLEANSING

About to 50% of all skin diseases are result of skin’s wrong cleansing or its total absence.
Skin pollution

Internal

• sebaceous and sweat glands excretes
• skin horny layers

External

• dirt, dust
• makeup residues
Lack of washing

Experiment: Britain journalist refused of washing for 1 month

- The skin has become dry and flaky
- Many spots appeared
- The skin has got older for 10 years!
КРАСОТА НА Q С ПЛЮСОМ
Everyday skin cleansing

**MORNING**

Skin works more intensive at night:

- Wastes and toxins
- Dead cells
- Sweat
- Sebum

**EVENING**

Daily influence on skin:

- Dust
- Makeup
- Dead cells
- Sweat
- Sebum

**Daily cleansing Rule:** clear your skin to make it more shiny and healthy

*Two times per day – at morning and at evening!!!*
Q-System Facial Cleansing & Make-up Removing Gel Cream

Apply to the face skin

Rinse with water!

SOFT AND DELICATE STRUCTURE
(do not contain colourants)

Gently cleanses the skin due to delicate cleansing components. Recommended for everyday use for all skin types.
Purification
soft cleansing component do not irritate the skin
manufactured palm, corn and sunflower oils and glucose bind well and remove pollution from the skin without causing irritation.
Q-system Cleansing gel cream and makeup remover

care

gel cream contains ingredients that prevent the skin tightening and neutralize the effect of hard water, giving an exceptional feeling of comfort:

hamazulen

protects and soothes the skin, and has anti-inflammatory and bactericidal effect

allantoin

moisturizes and softens the stratum corneum, promotes tissue regeneration, has a healing effect on the skin, and makes it smooth and elastic.
peeling gel for face based on enzymes and pumpkin oil Q-system

cleansing for all types of skin

careful cleansing

based on natural enzymes
Deep cleansing of the skin

besides
daily cleansing, our skin needs
a deeper cleansing!

1-2 times a week!
The skin's ability to regenerate is the most important property, without which, it can not act as a barrier between the body and the external environment.

Dead cells accumulate on the skin surface and does not allow the skin to get a full breathe.

The skin becomes dull, gray and lifeless.
Peeling gel – a deep cleansing at home

- Takes off the keratinous layer of the skin
- Runs the skin update process
- regeneration: elastic and collagen work out

-The skin:
- hitches
- Smoothes
- Rejuvenates
- Improves its elasticity
- Removes its irregularities

after the peeling procedure, preparations can penetrate deeper into the skin and will be more effective
Peeling gel for face based on enzymes and pumpkin oil Q-system

Q-care
Caring components to support the skin during the procedure:

- **pumpkin oil** – has regenerating, hydrating, nourishing and rejuvenating effects, restores skin elasticity, softens it

- **Wheat fiber** - adsorb pollution, slow down the aging process, they are the source of supply for the skin cells.

- **Allantoin** - moisturizes and softens the stratum corneum, promotes tissue regeneration, has anti-inflammatory, soothing and healing effect on the skin

- **D-panthenol** - has a healing, moisturizing, smoothing and anti-inflammatory effect
How to use peeling gel Q-system

**Instruction to use:** use *1-2 times a week*. Apply a small amount of peeling gel on dry and clean skin and keep it from 10 to 20 minutes (depending on the sensitivity of the skin) at room temperature. Rinse with plenty of water, until its complete removal.
Cleansing program Q-system

Gel cream и Peeling gel

Q-system

*they are mutually complete and intensify the effect of each other*
Clean face means the fusion and health of your face.
II. Moisturizing the skin

We are thirsty ...

... And the skin is also thirsty!
Man consists of water

Aging means to be dewatering and drying
When the skin loses moisture ...

- It becomes dry and dull
- Starts to peel off
- Appears wrinkles
To have beautiful skin, you should...

drink plenty of fluids

use moisturizers
AQUA dream

The road to a beautiful face
the solution of the problem is the proper hydration of the skin
The system of basic skincare

**Protector Day Cream**
- Easy comfortable formula
- Powerful antioxidant protection
- Deep hydration
- The natural protection from UV radiation

**Night cream detoxicant**
- Intense hydration and nutrition
- Removing toxins from the upper layers of the skin
- Restoration of lipid skin barrier

**gel cream for the skin around the eyes**
- Prolonged hydration and comfort
- Draining effect and removing puffiness
- Eliminating dark circles
- Shining eyes thanks to reflective particles
Aqua Dream line:

Moisturize

Protect from the effects of the environment

Get rid your skin of toxins
Composition of all this line's products, includes cucumber extract.

Rich chemical composition:
- Polysaccharides
- Polyphenols
- Glycosides
- Vitamins (B9 and C)
- Enzymes
- Amino acids
- Organic acids

Intensely moisturizes
- Supports Natural Moisturizing Factor. Helps to prevent moisture loss.

Restores
- Restores the natural acid mantle of the skin - its natural defenses.

Airconditions the skin

Softens

Bleaches and Brightens
Day Cream Protector

- Deep and prolonged hydration
- Powerful antioxidant protection
- Recovering the potential energy of cells
- The natural protection from UV radiation
Antioxidant complex

Natural properties of three plant form the synergistic effect

Horsetail extract:
- has anti-inflammatory effects
- Accelerates renovation of the skin cells
- Removes puffiness and swelling of the skin
- Tightens pores, astringent effect
- Regulates the secretion of the sebaceous glands
- Strengthens the walls of fragile blood vessels

Ginseng extract:
- Regulates and normalizes metabolism
- stimulates the regeneration of tissues and blood microcirculation
- Intensively nourishes and regenerates the skin

GREEN TEA EXTRACT:
- Anti-inflammatory and antibacterial effect
- Increases protective properties of the skin
- supplies the skin cells with oxygen
- Strengthens thin and fragile walls of blood vessels
- Tones and makes skin elastic
Some reasons why you need day cream moisturizer:

- **After washing**
  Very often, after washing, you feel dryness and tightness on your skin. There may be small inflammation and irritation. The cream gives the skin a feeling of comfort and a pleasant sense of softness.

- **BASIS OF MAKE-UP**
  After applying the cream, makeup lies easily and lasts longer. The toners are distributed well to the skin and do not clog the pores, because on the skin forms something like a protective layer.

- **UV protection**
  The skin is protected from the negative external influences, due to the presence of natural UV filters.

- **Rejuvenates**
  Well moisturized skin looks fresher and younger, because the wrinkles caused by dryness are smoothed.
Night cream-detoxifier

- Deep and long moisturizing
- It moves the toxins out from the upper layers of the skin
- It recovers the lipid barrier of the skin
Detox complex

**Oat extract:**
- It protects the epidermal barrier
- It moisturizes and nourishes the skin
- It stimulates cellular and metabolic processes of skin

**Chamomile extract:**
* It has anti-inflammatory and soothing effect
* It absorbs toxic products of metabolism of cell

**Horse chestnut extract:**
* It has anti-edema effect
* It helps to move out the products of the metabolism of cells, compensates the negative effects of UV rays.

**Hop extract:**
* It activates the metabolic processes in the epidermis
Detox complex

- It activates the natural processes of skin
- Started up the mechanism of self-cleaning cells from the toxins
- Neutralizes already settled micro particles of pollution on the skin.
- Oxygenates the cells.
Mango butter
(from the seed of Indian magnifier)

- It recovers the natural lipid barrier of the skin, giving its back the ability to retain moisture.
- It neutralizes the effect of ultraviolet radiation.
Borage oil (barrage)

- It contains the vitamins F, A, E, K, B, plant hormones, tannins, minerals, Omega-Z and Omega-6 fatty acids.
- Fatty acid composition: gamma-linoleic acid, linoleic acid, linolenic acid, oleic acid, and others.

 Gamma-linolenic acid in the composition of phospholipids, takes part in the construction of cell membranes and influences on the transportation of nutrients, which leads to improved blood circulation in the skin, improves its nutrition, blood oxygen saturation, removing and eliminating of toxins from the body.
Why the skin needs night cream:

• Moisturizing and nutrition
Not only in the daytime, but also at night, after cleansing and removing the makeup, your skin needs moisturizing. You should clean your skin more thoroughly, because the skin has been applied make-up, thus the skin loses more moisture and needs more vigorous recovery. This cream allows the skin, to make more quickly a balance of moisture and nutrition.

• Recovery
Night cream helps the skin to be recovered from the received damage, during the day. It works, when we’re sleeping.

• Night cream-detoxifier not only moisturizes and recovers the skin, It helps eliminate irritation and redness, soothes and prepares the skin to rest during the night.
Gel cream for the skin around the eyes

- Moisturizes and gives comfort
- Eliminates edema,
- Removes dark circles under the eyes
Ingredients:

- **CAFFEINE**
  - Eliminates edema and dark circles under the eyes

- **HORSETAIL EXTRACT**
  - Removes puffiness and swelling of the skin, strengthens the walls of fragile blood vessels

- **GREEN TEA EXTRACT**
  - Tones and strengthens the skin
How to apply a cream on the skin around the eyes:

- Apply cream to the skin around your eyes, using your ring finger, because that is the weakest and the "non-working" finger.
- You should cream easily, by circular movements on the massaging lines around your eyes. Movements should be barely noticeable. If you have dark circles under the eyes, do that, making mild taps by your fingertips, to stimulate the local blood circulation and promote penetration of the cream.
- The cream is applied not from the inner corner of the eye to the outside, as many people do like this, vice versa - from the outer to the inner corner.
Results of using the product line of Aqua Dream:

- wrinkles caused by dryness are smoothing, the skin becomes smooth and silky.
- Dark circles and bags under the eyes are reducing and the skin will look fresh and
- regular use gives a soft lightening effect
III. Oily / skin care problem
- Oily skin
- Enlarged pores
- Inflammation
- Dim complexion
- Black dots
- Uneven surface of the skin

This is a problem for many women and men!
Incaps Secret
designed to oily skin

This line is unique due to the special technology of encapsulation of bioactive substances
Sulfur

- Sulfur is contained in the molecules of B-cyclodextrin, due to this, it penetrates into the deep layers of the skin, where is the focus of inflammation
- Dries and eliminates skin blemishes
- It has an obvious antimicrobial activity
ADVANTAGES:

- Consolidation into a single recipe incompatible or poorly soluble components
- Delivery of the active ingredients into the deeper layers of the skin
- Provision of the piecemeal release of the active substances for a long-acting
- Retention of high biological activity of each ingredient
WASH MOUSSE

- Created for daily skin cleansing
- Tightens pores
- Eliminates acne
- Contains oat extract, calendula, salicylic acid and zinc
Matting face cream

- Normalizes oily skin
- Eliminates shine
- Tightens pores
- Removes acne and black points
The cream of local action

- Deeply penetrates the skin,
- deliberately acting
- On the source of inflammation
- Contains oat extract, glycolic acid, sulfur.
glycolic acid

- carefully cleanses the upper layer of the skin from dead cells, cleanses the clogged pores
- Provides high bioavailability of the active ingredients
Sulfur

- Sulfur is contained in the molecules of B-cyclodextrin, due to this, it penetrates into the deep layers of the skin, where is the focus of inflammation.
- Dries and eliminates skin blemishes.
- It has an obvious antimicrobial activity.
Results of using the product line of Incaps Secret:

- Disappears oily shine, pores become enlarged, eliminate "black dots" and pimples
- The skin becomes healthy and beautiful
IV. fight ageing on skin

the mature skin can also look great!
Causes of Skin Aging

- Genetically predetermined process (naturally)
- The influence of external factors

Fine wrinkles
20-25 years

After 15 years
Deepening of wrinkles
30-35 years

After 30 years
Deep wrinkles
50-55 years
Pro Biocosmetics line worked out based on lysine of probiotic bacterial cultures

| it is a natural component of our skin flora |
| normalizes the quantity of "useful" microorganisms on the skin surface, thereby enhancing its protective function and immune system |
| creates and maintains a healthy balance of the skin |
Exquisite extract of the orchid flower

- restores skin vitality and youthful glow
- provides the skin’s ability to resist all signs of aging
- allows the skin to maintain proper functioning of its cells
Cleansing Fluid

Quickly and effectively removes decorative cosmetics and pollution from the surface of the skin

does not irritate and does not dry the skin

Air-fluid texture is suitable for everyday use
Face cream

- Restores the elasticity of damaged tissues
- It has a lifting effect, smooth's wrinkles
- Moisturizes and nourishes the skin
- The effective protection from the negative impacts of the environment
The results:

- Wrinkles are smoothed out
- The skin becomes soft and tender
IV. HAIR CARE
Problems!

- Dull hair color
- Split ends
- Hair loss
What harms hair?

- tight hairstyles
- frequent hair coloring
- Perm
- Excessive use of hair styling tools
- Frequent effect of the sun
- Taking certain preparation
- Diets
- Hormonal disorders
- Bad ecology
- Bad habits
- The effect of the sea and chlorinated water
Gorgeous hairs – its result of proper and regular care of them!
Ideal decision for the care and protection of hair from the hot air and UV

Milky and bamboo Collection
The composition of resource includes efficient components for hair restoration:

- **Whey milk** gives hair elasticity and healthy look and soft feel, helps to strengthen the hair.
- **Bamboo extract** - returns the strength and elasticity of the hair, perfectly moisturizes and tones the scalp.
- **Walnut extract** stimulates hair growth and recovery. It protects hair from atmospheric pollution and sunlight.
- **The extract of nutmeg** nourish hair follicles, strengthens the roots.
Milky and bamboo

Improves the structure of hair

Moisturizes and nourishes

Tones the scalp

Strengthens hair roots and prevents hair loss

Protects and restores the hair after dyeing
Hair balm masque series Milky Collection

Milky and bamboo

It protects hair against mechanical damage and adverse environmental effects

Conditions the hair along the entire length, making them soft and manageable
Milky and bamboo

Result: strong, shiny, manageable hair!
Freedom inside you!
➢ It is for those men who are used to winning,
➢ for those who have chosen their way and moves on it no matter what difficulties come

«Dikar» Series
Features? Oh sure!

Did you know that sex differences between men and women apply to the skin?

Men:

- The upper skin layer thicker than women approximately 20%
- Hair loss problem is more urgent than for women to 48%
- Acne is more severe

But! Men's skin didn’t longer gets old!
Gentle cleansing, protection and a feeling of freshness

The gel contains a mixture of active components, which cleanse the skin gently, saturated with nutrients rejuvenate strength.
**Firming action**

The shampoo gently cleanses, moisturizes and softens the hair and scalp. It makes hair strong and manageable.