



Profiling Beauty

*The newest, most comprehensive
Direct Selling Company*



Helan's Anti Aging Body Skin Care

The skin is constantly regenerating itself with new skin cells being produced from the deep layers. These new and vital cells move toward the surface and gradually lose water and vitality.

With aging, this cycle slows down and dead skin cells stay on the outer layer longer, making the skin rougher and duller.

Regular, continuous removal of dead skin cells gives the body more intense luminosity, allowing the skin to be in the best condition to absorb the active ingredients of the most effective beauty treatments. As with diet and physical exercise, **gentle, regular actions** repeated on a daily basis are much more effective than intense activity carried out only occasionally.



Helan offers Anti Aging Body Care organized into two categories with an essential line that is intended for all anti aging body skin care.

ANTI AGING BODY SKIN CARE ESSENTIALS

Focused on cleansing, relaxing and massaging, these essential line body care products are intended to keep the skin supple and toned.

All work within the Japanese/Mediterranean skin care techniques in gentle and consistent care resulting in long lasting beauty.

Helan Anti Aging Body Care Detoxifying and Draining Sea Crystals for the Bath



Removing dead skin cells and impurities is the first step in improving the level of absorbance for receiving subsequent cosmetic treatments.

HELAN Sea Crystals not only ensure this **dermo-purifying** action but also enrich the skin with the excellent draining and purifying micronutrients found in seaweed . **Furthermore**, essential oils of **Sweet Orange**, **Eucalyptus**, and **Lemon** are also added to prepare the skin as well as the mind, body and soul for the subsequent application of the most suitable cosmetic treatment, according to the individual's needs.

This Product contains a double action by combining the smooth action of the scrub, with the excellent properties of sea salts and pure essential oils.

It works by making the skin smoother, eliminating impurities, dead cells, toxins, and thickened parts of the horny layer of the epidermis.

HOW TO USE IT

Add a tablespoon or two to running warm bath water and relax.

For a spa treatment and extra boost of detoxification. Mix a small amount of the Dry Oil with the Sea Crystals and rub all over the body. Draw your bath while the nourishing and

detoxifying ingredients penetrate the dermis. Enter your bath and relax while the nourishing ingredients use the heat of the water to draw the toxins out and the natural actions of the ingredients to penetrate the skin layers and nourish from within.

Helan Anti Aging Body Care Restructuring and Moisturizing Dry Oil



Smoothing Massage

For dry, rough and peeling skin

Argan, inca inchi, sweet almond and passion flower oils, Rosemary extract and Vitamin E

The sensible combination of oils extracted from the seeds and fruits of Argan, Inca Inchi, sweet almond and passion flower, has a very effective action in restoring the skin barrier as well as elasticity of the epidermis. These oils are rich in essential fatty acids which are important components of the skin cell membranes as well as vitamins which are fundamental for the production of supporting skin cells.

Therefore, the oil is able to limit the loss of water which takes place through the layers of the skin. The oil promotes cohesion amongst skin cells, increasing hydration and providing softness and tone.

HOW TO USE IT

A gentle massage on the skin gradually warms the dry oil releasing its essential oils and removing all muscular tensions and eliminating tiredness. Particularly fluid and

easy to spread all over the body, it is the ideal formula for moisturizing the skin with natural ingredients whilst releasing its warm fragrance in the room.

As in the directions for the Sea Crystals, mixing a tablespoon or two of this oil with the sea crystals and rubbing all over the body before entering a warm bath is a fantastic spa treatment.

Helan Aquacream Anti Aging Moisturizing Cream



PROTECTING THE NATURAL BALANCE OF THE HYDROLIPIDIC FILM

How it works: The innovative presence of **Ceramides** and **extracts of Baobab** and **Honey**, which are irreplaceable in the prevention of water loss through the skin and strengthening skin cell cohesion, brings the function of the skin barrier back to normal again.

The nourishment from the oils of **Argan, Inca Inchi, Sweet Almond, Passion Flower** and **Karité wax (rich in essential fatty acids)**, important components of skin cell membranes) combined with **Vitamins A** and **E** (the pre-eminent, anti-aging vitamins) restores the skin barrier as well as elasticity of the epidermis.

HOW TO USE IT

Apply a generous quantity of Acquacream all over the body every night before going to bed. Massage until completely absorbed. Take your time using circular kneading motions and the heat of your hand to allow the beneficial nutrients contained within this product to penetrate your skin

HOW TO GET THE MOST OUT OF THIS FORMULA: In the dark, when the body is at rest, skin cells go through a time of intense regeneration. This is the best moment to provide the skin with the nourishment it requires to obtain a higher level of compactness and tone.

Helan Anti Aging Body Care Firming and Regenerating Butter Cream for Arms and Thighs



With Spirulina and honey
Pomegranate, green tea, red
vine and soya isoflavones,
Avocado oil and butter, passion
flower oil, vitamins A and E

These are the base ingredients of the regenerating and firming butter cream for preventing the slackening of the skin on arms and thighs and for restoring compactness of aged skin.

The exceptional combination between the pleasure of the application and the effectiveness of the formula, provided by the unique synergy of the substances it contains, makes this soft buttery cream an irreplaceable aid for regenerating the natural fibers of collagen and elastin. It gives the skin the best level of tone and softness.

HOW TO USE IT

Achieve an optimal level, apply the firming butter cream regularly on arms and thighs. The best moment for application is after a shower when the skin is more receptive since the pores are open and perfectly clean. Apply with a gentle massage, take your time and enjoy the massage as it allows the product to penetrate

BREAST NECK AND SHOULDER PROGRAM

These areas of the body have always been considered symbols of femininity as well as exceptional weapon of seduction. So attractive and delicate, they require special care to highlight and preserve their beauty even longer.

The skin tissue which covers the breast acts as a support-container and it is therefore important to protect it and keep it toned, firm and elastic as well as highlight its sensuality and compactness.

Emblems of female beauty, but subject to unsightly slackening, Helan offers a natural and beneficial way to care for aging skin in these delicate areas.

Helan Invigorating and Firming Cream Gel for Breasts, Neck and Shoulders



Prevention and care lifting effect

Ceramides ginkgo biloba, kigelia, hop, soya isoflavones, argan tree leaves flavonoids, Argan Oil, avocado and inca inchi oils, avocado butter and karate wax, Vitamins A and E

Light texture, fresh and silky to the touch

As immediate "firming effect" makes this cream gel particularly active with a smoothing action which makes the skin of the breasts (support- container) look compact and refined.

Phyto extracts, elasticizing agents and anti-free radical vitamins, with and intense invigorating and firming action, are the base ingredients of the cream gel to

restoration of elasticity of the skin and to preserve the characteristics of youthful breasts.

HOW TO USE IT

Spread with gentle circular movements starting from the outer areas towards the nipples. Do not apply any product on the nipples.

It is easily absorbed leaving an invisible protective film on the skin, like a second layer of skin to reshape and support the skin of the breasts.

Ideal after the application of the invigorating and firming phials.



Helan Invigorating and Firm Breast Lifting Intense Treatment Vials

Ginkgo biloba, kilgelia, hop, soya isoflavones, flavonoids from the argan tree leaves

Phyto extracts, active with distinct invigorating and firming properties, are the base ingredients of these vials to

slow down the slackening of the skin and to preserve the characteristics of youth in breasts, neck and shoulders.

HOW TO USE IT:

Pour the contents of a vial in a small bowl and soak the cotton pad provided: the compress "will blossom", lay it down on the skin of the breasts leaving it for a couple of minutes.

temperature which produces a small shock to the circulation and encourages the firmness of the skin tissue.

It is advisable to keep the vials in the fridge up to the moment of use.

Complete with a slow and circular massage with the invigorating cream gel.

BODY TONING

THIN, FIRM STOMACH and SMOOTH, TONED BUTTOCKS

With aging, the loss of firmness of the epidermis can be a normal consequence in some critical areas such as the abdomen and buttocks, which are areas which tend to slacken easily.

To firm a relaxed abdomen and “push up” the buttocks, diet and physical exercise remain the most effective remedies for reshaping both areas. In addition to the regular application of specific cosmetic products is extremely important.

Helan Reshaping Cream Gel



Chilorella, Pomegranate, Green tea, red vine and wild yam Sesame and pea, argan tree leaf flavonoids, olive and grape seed oils, Olive butter and karate wax vitamins A and E.

With aging, the loss of firmness of the epidermis can be a normal consequence in some critical areas such as the abdomen and the

buttocks, which are areas with an easy tendency to slackening.

To firm a relaxed abdomen and “push up” the buttocks, diet and physical exercise remain the most effective remedies for reshaping both areas. In addition to these, regular application of specific cosmetic product is extremely important.

An innovative formula for a specific goal

A cream gel rich in sebum-similar oils with a nourishing and regenerating action. These oils encourage distribution and absorbance and highlight the effectiveness of the stimulating and invigorating vegetable extracts.

HOW TO USE IT

Apply at least once a day with a gentle massage to facilitate absorbance. Start by rubbing the product around the belly button and then to tone up the muscles, continue with the fingers of an open hand making wider concentric circles.

Then massage the abdomen, the waist, the hips and the buttocks.

On these two latter areas rub in more intensively. Apply for at least two months.



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