



Profiling Beauty

*The newest, most comprehensive
Direct Selling Company*



Helan's Normal to Combination Skin Care



Now that a trained Profiler has determined that your skin is a Normal to Combination Skin Type. The products contained with this booklet have been developed specifically for this type of skin.

We recommend using this product set for about 3 months, then recheck your profile. If the symptoms that led to a determination that you have Normal to Combination Skin are disappearing, you may choose to have a Profiler recheck your skin type.

The ultimate goal is to get to the point where you are using a Sensitive Skin Care regimen. This is in line with the Japanese/Mediterranean Skin Care techniques which instruct people to use the most gentle touch and care when dealing with their facial skin. This not only preserves the health of your existing skin cells, but prevents damage on newly formed skin cells.

GET TO KNOW YOUR SKIN TYPE

The characteristics of this skin type are a combination of dry and oily skin. The oily skin is usually found in the **T-zone** (forehead, nose and chin) where there is a larger number of sebaceous (oil) glands. The remaining areas of the face remain dry or normal.



As long as the glandular activity is properly balanced, the differences between the various areas of the face go largely unnoticed. However, when there is **excessive sebum secretion** with enlarged pores, oil stagnates easily and oxidizes upon air contact, forming blackheads which require effective treatment.

Combination skin therefore needs to be **balanced and purified** and at the same time **protected and nourished**.

CLEANSING

Cleansing Combination skin has to be done with caution. Although it is tempting to think that you should be "scrubbing" the oil from the oily patches in the skin but doing so would cause a lot of damage to those skin cells. Your skin always searches for a balance between the moisture that it gets from your sebaceous (oil) glands and the water. Stripping the oily skin of its oils may cause your skin to overreact and produce even more oils.

Performing a gentle massage for about 2-3 minutes over your entire face will gently lift dirt and due to the ingredients chosen in the cleanser formulation and the heat of your hands. This actually works more effectively than scrubbing your skin.

Helan Normal to Combination Skin Rebalancing Cleansing Gel

Cleansing is essential for bright, smooth skin which is soft to the touch. If your skin is not thoroughly cleansed, even the best cream and most impeccable makeup can do little. Strict cleansing is therefore essential, morning and night.



The special, oil-free **gel formula** removes every speck of makeup, dust and smog residue while also eliminating those dead cells which would otherwise not come away by themselves and get mixed with makeup to clog pores.

Witch Hazel, Rhatany and Cabbage rose extracts have delicate astringent and purifying actions which rebalance combination skin. The ingredients in Helan's Rebalancing Cleansing Gel will cleanse while protecting the pH factor to allow the skin to best benefit from subsequent treatments.

HOW TO USE:

Put a little rebalancing cleansing gel on the palm of your hand. To get the full benefits of the formulation use a 2-3 minute cleansing massage to allow the warmth of your hands to help the product penetrate and allow time for the product to break down the excess oils. Apply to damp skin twice a day: In the morning to free pores from dead cells then at night to remove lipids oxidized by ultraviolet rays, smog and dust, to let skin breathe and be nourished by suitable products. Rinse off with warm water and apply Rebalancing Tonic Lotion or the Purifying Scrub.

Helan Normal to Combination Skin Purifying Scrub

Exfoliants are a fantastic way to remove dead skin cells and brighten dull skin. Unfortunately, we have a tendency to do this too much. It is best within the Japanese/ Mediterranean skin care process to exfoliate no more than



once a week. Too much exfoliation can cause a widening of pores, a toughening of the skin and an overall aging effect on the skin. Every Scrub within the Helan line is formulated to be as gentle as possible, but still offer the benefit of a good exfoliation.

This special formula for the face, with Ultra-Fine **Coconut** micro-spheres for gentle exfoliation. **Witch hazel**, **Rhatany** and **Cabbage rose** extracts and **essential Lemon oil** perform synergetic, normalizing, gentle astringent actions. Also ideal during adolescence for the treatment blackheads, oiliness, and redness.

HOW TO USE:

After carefully cleansing with Helan Rebalancing Cleansing Gel, apply purifying scrub to damp skin, spreading evenly over all the face. Avoid the areas surrounding eyes and lips, and pay particular attention to the central T-zone.

Massage with finger tips, using circular movements. Use a very light touch massage and rest with the scrub still on the face.

After 10-15 minutes, remove with damp cotton wool and rinse face with tepid water. Follow with the Rebalancing Tonic Lotion

KEEP IN MIND THAT A COMMON WAY FOR TOXINS TO ENTER YOUR SKIN IS AFTER YOU HAVE CLEANSED. BE SURE THAT THE TOWEL YOU ARE USING WAS NOT WASHED IN A HARSH DETERGENT AND IS MADE OF A NATURAL FIBER.

TONING THE SKIN

This is a common step that is skipped over by many, but it can be the difference between glowing and even toned skin and skin that has a ruddy look to it.

The application of a toning lotion after cleansing also is necessary to adjust the pH of your skin. Your skin is naturally acidic—that is one way that your skin protects itself from the environment. This helps keep your skin clear in the future.

Helan Normal to Combination Skin Rebalancing Tonic Lotion (Alcohol Free)



This tonic lotion completes the action of **Helan's Rebalancing Cleansing Gel**, restoring tone and brightness.

Witch

hazel, Rhatany and Cabbage rose extracts have a light astringent action which helps to normalize enlarged pores and rebalance the natural pH factor, leaving the skin less shiny and oily.

HOW TO USE:

Morning and night, after cleansing with rebalancing cleansing gel, spray tonic lotion on a cotton pad and dab all over the face without rubbing, paying attention to the T zone. This can also be used during the day to freshen and calm red or hot skin.

MOISTURIZING THE SKIN

The final step in all skin care programs is to moisturize. This is the part where you will treat your skin with nourishment, balance the pH and add back healthy moisture to your cleaned skin.

If there is any time to perform a massage on your facial skin, it is during this step. Most of us spend more money on the moisturize but a large part of that cream just sits on the surface of the skin. The warmth of your hands and the time that you take during your massage will allow the full benefits of the moisturizer to come through.

Helan Normal to Combination Skin Rebalancing Cream Gel



An extra-light formula with a delicate texture which blends into the skin and is quickly absorbed.

This special formula provides instant and continuous moisturizing while the sebum-like oils supply just the right amount of lipids, indispensable for healthy skin and a compact corneous layer (the layer of skin cells just below the skin's surface).

Safe, efficient UV filters provide protection from the sun's harmful rays and leave the skin glowing.

HOW TO USE:

apply every morning, gently massaging over the face and neck after careful cleansing



Printed for Profiling Beauty
PO Box 31, Aberdeen, SD 57402-
0031

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