



Profiling Beauty

*The newest, most comprehensive
Direct Selling Company*



Helan's Couperose Skin Care



Now that a trained Profiler has determined that your skin is a Couperose 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 Couperose Skin are disappearing, you may choose to have a Profiler re check 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



Couperose is characterized by persistent redness of the skin due to dilated blood vessels and slow blood circulation. Couperose skin is particularly delicate and sensitive to many external elements such as:

- Cold weather and wind
- Sudden changes in temperature
- Exposure to ultraviolet rays
- As well as: smoke, smog, pollution etc...

Due to these external factors, blood vessels lose their natural elasticity and remain in a state of dilation, tending toward redness and losing their function of feeding the cells and keeping toxins away.

It is important not to neglect the appearance of the first signs of sudden redness because it can lead to the development of small, persistent yet clear reddened veins (rosacea), sources of irritating blemishes and skin inflammations.

Even in this case the most effective preventive action is a healthy lifestyle: a well balanced diet, rich in greens, fish and cereals. Spicy food, alcohol, coffee and all those substances which, in general, have irritating effects on the body and skin or highly encourage blood vessel dilation to occur should be avoided. This is the best way to fight and prevent the development of Couperose.

As far as diet and physical exercise are concerned, gentle, regular **actions repeated with continuity are much more** effective than intense activity carried out occasionally

CLEANSING

Cleansing Couperose skin has to be done gently. 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.

Couperose skin is also very temperature sensitive—tepid water should be used in both dampening the face and rinsing off the cleansing gel.

Helan Couperose Skin Softening Cleansing Gel



Due to its fragility, couperose skin must be treated gently avoiding soaps which may weaken the hydrolipidic layer.

This unique oil free gel formula carefully removes make-up traces, dust and smog. This gel is rich in specific cleansing agents of vegetable origin obtained from apple, wheat, potato, corn and coconut and from a complex extract of honey which is particularly softening and soothing. It

also contains extracts of Blackcurrant and Ruscus which are ideal for fighting the fragility of blood vessels. The Cleansing Gel carries out a soft yet effective cleansing action removing make-up and impurities with utmost care in full respect of the pH of the skin.

HOW TO USE IT

Pour the Softening cleansing gel on the palm of the hand and apply carefully on damp skin twice a day: in the morning to free the pores from dead skin cells and in the evening to remove lipids oxidized by the ultraviolet rays, smog and dust to allow the skin to breathe and get nourishment from the most appropriate products.

Massage the gel onto the dampened skin for 2-3 minutes, leave the gel to act for a few minutes and rinse with warm water. Follow with the refreshing water toner to restore the physiological pH of the skin and encourages absorbance of the face creams.

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 Delicate and Sensitive Skin Soothing and Refreshing Aqua Toner



Thanks to its special formula, this gentle alcohol free lotion, gives luminosity and freshness to the face completing the action of the cleansing gel in an excellent way.

Its formula is based on a complex extract of honey which is particularly softening and soothing, and extracts of Blackcurrant, Horse Chestnut and Ruscus, which are protective of the blood vessels. This formula calms down irritation of the skin, tones down redness and reduces any burning sensations and irritation.

Its rebalancing action of the physiological pH of the skin encourages absorbance of the face Creams and optimizes its effectiveness.

HOW TO USE IT:

Apply morning and evening after having cleansed the skin with the Cleansing gel. Spray the aqua toner onto a cotton pad and dab carefully on face and neck without rubbing.

You may also apply during the day to refresh and calm reddened 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 Couperose Skin Care Protective Base Cream Gel



The botanic answer in cosmetics for sensitive skin with Couperose issues.

Extracts and extra pure oils are carefully selected according to their total gentleness and maximum protection to provide and immediate

sensation of wellbeing to ultra delicate skin and to protect the epidermis from allergic reactions.

Vitamin C and specific sun filters fight free radicals and protect the skin from the negative action of UV rays preventing and soothing the irritating state of the skin, which is normally caused by these factors.

This smooth and extremely gentle Cream-gel is an oil-free ultra light formula whose delicate texture is rapidly absorbed into the skin to re-hydrate it and to restore vitality and softness.

HOW TO USE IT

The morning is the best moment to apply the cream-gel all over the face, before leaving the house to protect the skin from all atmospheric aggressive elements. Gently rub the gel onto your face in a circular motion. Allow for 2-3 minutes of massage to move the lymph tissue under the skin and allow the heat of your hands to help the beneficial ingredients to penetrate.

Helan Couperose Skin Care Regenerating and Nourishing Cream Gel



This gentle formula protects the epidermis from possible allergic reactions and confers a pleasant sensation of wellbeing and makes the skin softly smooth.

Especially formulated for sensitive skin with Couperose, it counts on the beneficial properties of the oils and sebum-like waxes such as argan, avocado and wax from the seeds of Barley

and Karite. They all contribute to preventing skin aging thanks to the anti-radical action of the active principles included in this formula.

The extracts of Blackcurrant, Garcinia, Ginkgo biloba, Horse Chestnut and Ruscus soothe with their protective properties, optimizing the repairing and restructuring of the skin by protecting the fibers of collagen and elastin. They also contribute to improve the microcirculation so that the epidermis can benefit from more oxygen and nourishment.

The innovative formula and the rich and consistent pleasant texture make it the ideal night or even morning treatment for skin that requires extra nourishment. It removes signs of tiredness, encourages the recovering process of the skin, it moisturizes and revitalizes it toning down wrinkles, slackening and other signs of aging.

HOW TO USE IT:

Ideal for all types of skin. Apply with a simple massage on carefully cleaned skin: from the neck move towards face and cheeks up to the sides of the forehead dabbing with delicate circular movements.

Combining the product with a gentle massage favors the microcirculation, improves absorbance of the active principles included and stimulates the functions of the skin.

TREATMENT OF COUPEROSE SKIN

Because the redness of couperose skin can be frustrating when putting on make up or just going about your day, Helan offers two helps with their skin program. One to give your skin a boost just before a big night out or for a regular treatment and another to effectively cover the redness under your regular cosmetics.

Helan Couperose Softening Clarifying Vials



The perfect Synergy of the vegetable active principles included in their formula, makes these vials ideal to fight the typical blemishes of couperose.

Combined together, these principles optimize the repairing and restructuring of the skin protecting fibers of collagen and elastin and contribute to improvement of microcirculation so that the epidermis can benefit more from oxygen and nutrients:

- ◇ Blackcurrant and Ginkgo biloba, very rich in polyphenols and anthocyanosides with a strong antioxidant and protective power of the cells
- ◇ Echinacea angustifolia, rich in polysaccharides and flavonoids, has decongestant and anti-hyaluronic properties.
- ◇ Garcinia mangostana with anti- inflammatory properties.

Active Phyto-extracts, with a distinct regenerating and clarifying function are the base ingredients of the vials to protect the skin from aggressive atmospheric agents, prevent dilation of blood vessels and tone down persistent marks and redness.

They are very beneficial at any time for those types of skin with tendency to redness typical of couperose. They provide an immediate sensation of freshness and wellbeing to the face.

HOW TO USE IT

After having carefully cleansed the skin with the cleaning gel and the refreshing aqua toner, apply the clarifying phials by using the fingertips with a gentle massage onto the interested areas.

Leave to act for a few minutes

Easily absorbed, this will leave the skin in excellent condition for the subsequent application of a light layer of Cream- Gel or nourishing cream.

For optimal application, keep the product in the fridge before applying.

Helan Couperose Clarifying Fluid Concealer



Formulated with esters and triglycerides of vegetable origin. Its formula makes the application of the product very easy to rub in to obtain a thin, homogeneous and invisible layer.

This practical and innovative concealer formulated with multi reflection powders which highlight the reflections of light, is ideal to protect from sun radiation and naturally

reduce all the typical blemishes of couperose toning down redness and working toward a natural complexion.

The specific green color and the group of vegetable active principles selected to prevent and combat the effects of couperose makes it possible to immediately neutralize persistent redness of the skin from blood vessels being dilated and slow circulation.

The finish looks luminous and transparent and the skin appears smooth and silky.

HOW TO USE IT

Apply just after having moisturized the facial skin with the cream gel by massaging some products on the interested areas. The special brush helps to hide all small imperfections very well.



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

1-800-731-9092 — International 1-605-262-0405
www.profilingbeauty.com

