



Profiling Beauty

*The newest, most comprehensive
Direct Selling Company*



Helan's Dry Skin Care



Now that a trained Profiler has determined that your skin is a Normal to Dry 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 Dry 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

Naturally fine and fragile, this kind of skin **lacks sebum and lipids** because the sebaceous glands work more slowly. This is characterized by an **absence of the hydro-**

lipid film, which makes the skin more vulnerable and defenseless against the aggressive and dehydrating effects of atmospheric conditions such as cold, wind and temperature changes. This skin type is more predisposed to the **early appearance of wrinkles and expression lines**.

To moisturize does not, however, mean to "wet the skin" because it does not absorb water from outside (skin is waterproof). Caring for dry skin means restoring and constantly **maintaining surface layer moisture by strengthening the hydro-lipid film**, thus enabling the skin to keep the water that comes from within.

This skin type needs to be enriched with ingredients which reintegrate water and fatty acids.

CLEANSING

Cleansing Sensitive skin has to be done with caution. Again, with all that we know about our skin, the best approach is a delicate approach—it is the least stressing on your skin.

Performing a gentle massage for about 2-3 minutes over your entire face will gently lift dirt and remove any old make up using the active ingredients in the cleanser, rather than a scrubbing action. The heat of your hands and the time on your face allows the ingredients to penetrate and do their job more effectively

Helan Normal and Dry Skin Moisturizing Cleansing Milk

Dry skin is fragile and needs to be treated gently. It is best to use a cleansing milk which is rich in nourishing oils to



cleans the skin gently.

HOW TO USE IT

Morning and night, spread evenly over face and neck to remove dead cells, smog and dust and lipids oxidized by ultraviolet rays, to let the skin breathe and to enable it to absorb suitable products.

Apply a small quantity on cotton wool or directly on the skin and spread all over the face without neglecting temples and hairline where makeup residue tends to accumulate. Leave for a few minutes, perform a cleansing massage for a couple of minutes rinse off with tepid water and refresh skin with moisturizing tonic lotion or follow with the Moisturizing Mask.

Helan Normal and Dry Skin Nourishing Moisturizing Mask Cream



Really deep moisturizing treatment: combining the moisturizing properties of Aloe Vera Gel and Marigold with nourishing Passion Flower, Avocado and Rose Moscata oils, Shea Butter and Beeswax.

The combination of vitamins A, B5, C and E, fundamental for defining tissue, makes this mask particularly suitable for reviving the skin when it looks tired and dull.

Acts quickly and effectively, leaving the skin glowing and exceptionally soft.

HOW TO USE IT

Apply a generous layer over all the face, leave to rest for about ten minutes to allow ingredients to penetrate deeply. Remove with tepid water and a sponge.

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 Dry to Normal Skin Moisturizing Tonic Lotion



Completes the action of moisturizing cleansing milk and restores tone and brightness.

The extracts of Aloe Vera gel and Marigold help to keep moisture at the right level.

HOW TO USE IT

Morning and night, after cleansing, spray moisturizing tonic lotion on cotton wool and

pat over face and neck without rubbing.

Apply also during the day to refresh 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 Dry Skin Super Moisturizing Cream



To maintain its natural brightness, this skin not only needs daily moisturizing but also effective protection against external agents (sun, pollution, stress).

Helan's super-moisturizing cream, rich in extracts, vegetable oils, mineral salts and vitamins, thoroughly moisturizes the skin, keeping it soft and supple, while the new filtering system protects it from harmful external agents. Its dual effect formula ensures instant absorption and continual release. Velvety and not greasy, it blends into the skin, moisturizing and leaving it amazingly fresh and bright.

HOW TO USE IT

Indispensable morning and night: after cleansing with milk and moisturizing tonic lotion, massage lightly over the face and neck until completely absorbed. Massage for several minutes, allowing time for the moisturizing agents to penetrate and the heat of your skin to further boost the products effectiveness. Can also be used as a makeup base.

Helan Normal to Dry Skin Restorative Nourishing Cream



An innovative formula and a delightful texture make this product ideal for ensuring protection, energy and well-being and to keep the skin glowing. It contains emollient and moisturizing Aloe Vera gel and

marigold, a complex of amino acids with synergetic action as well as vitamins and mineral salts and vegetable oils and butters which are rich in essential fatty acids with nutrient and emollient properties to integrate low lipids and reduce transepidermal water loss. Keeps your skin young night after night.

HOW TO USE IT

Suitable for the driest skins, apply with a simple massage over clean skin, from the neck upwards towards the face and cheeks up to the temples, tapping with soft, circular movements. Spend some time and allow the nutrients to penetrate, the heat of your hands facilitate the penetration and the massage movements to move stagnant lymph tissues.

HOW TO USE IT

Perfect as a “night treatment” because it stimulates the skin’s own recovery functions as you sleep of also a “day treatment” when your skin needs extra nourishment.

Massage gently into the skin for several minutes using the heat of your hand and gentle circular strokes to allow the product to penetrate.



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

