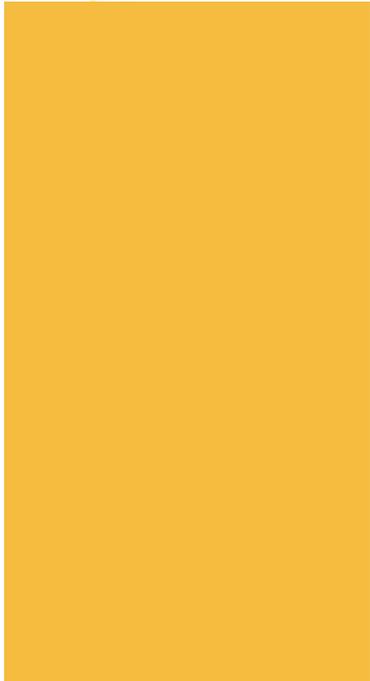


Profiling Beauty

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Direct Selling Company*



Helan's Normal to Oily Skin Care



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

This skin type is characterized by a higher than normal production of sebum which forms an **oily film** on the skin. This film remains in the pores and oxidizes on contact with air, causing **impurities and black-heads**, particularly in the T-zone (forehead, nose and chin).



Blemished, shiny skin, however, is not the only result of excessive sebum production: it also alters the **proper pH factor**, hence lowering **the natural protective barrier defenses** of the skin, **favoring bacterial growth**. The shiny film allows harmful substances like dust, dirt and smog to accumulate and cling more easily to the skin. More and more spots and blackheads appear, causing redness and preventing the skin from breathing and receiving oxygen. Skin renews itself with difficulty, its texture is thick and irregular with inflamed, dilated pores. This type of skin requires specific treatments capable of gently yet thoroughly **purifying** and **rebalancing the skin** while simultaneously **providing moisture** to keep it fresh and vital, looking even, smooth and bright, **without a trace of oiliness**.

CLEANSING

Cleansing should be scrupulous and constant but gentle; it is thus advisable to use a cleanser which is not aggressive but especially formulated for oily skin. The cleanser should not stimulate the sebaceous glands because excess sebum production will aggravate unsightly problems rather than reduce excess oil.

Ultimate goals: extremely gentle oil free cleansing, normalize oil secretions and keep skins pH balance

Helan Normal to Oily Skin Purifying Cleansing Gel

Helan's Purifying Cleansing Gel is light and oil-free.

It cleanses skin thoroughly while the ingredients of **Burdock, Cinnamon, Lapacho** and **Ginger** combine to normalize secretion without altering the skin's balance.



HOW TO USE:

Place some purifying cleansing gel on the palm of your hand and apply to damp skin in the morning to free pores from sebum which has accumulated overnight. Use at night to remove smog, dirt makeup. Massage gently for a using a very gentle massage allowing the product to fully reach the excess oil, use circular movements. Avoid energetic rubbing. Rinse off carefully to remove all traces of the product. Follow with the Tonic Lotion or the Facial Scrub

Helan Normal to Oily Skin Green Clay Cleansing Bar



Many people with oily skin prefer the cleansing bar. Enriched with **lightly exfoliating tea tree leaves** and **essential oil** which are dermo-purifying as well as sebum balancing, and **Cinnamon** extract, this treatment ensures gentle, ideal cleansing, freeing pores of all impurities.

Like a sponge, the high **Green Clay** content absorbs and reduces sebum excess, fighting against oiliness with an anti-shine effect. **Helan's Green Clay Cake** is a pH neutral cleanser without soap or colorants. It does not contain alkaline substances and is highly compatible with the skin.

HOW TO USE:

Dampen your facial skin then work your hands around the bar to create rich gently lather. Massage gently allowing the green clay to absorb the oil on its own. Apply every morning to cleanse gently, without irritating, and to free pores of sebum which has accumulated during the night. Follow with the Purifying Scrub or the Tonic Lotion

Helan Normal to Oily Skin Green Clay Scrub Mask



For Daily cleansing, use the Purifying Cleansing Gel/Green Clay Bar and Astringent Tonic Lotion but every so often you may perform a more thorough cleansing to unclog the pores of all impurities. More than any other skin type, oily skin retains smog, smoke, dust etc., and thus needs particular care. For this type of skin Helan has created this scrub mask with the purifying action of essential oil

extracts from the leaves of Tea Tree and Lemon, Lapacho extract and the absorbent action of Green Clay which neutralizes excess sebaceous secretion and combats greasiness.

Furthermore, since there is evidence that acne is associated with a lack of linoleic acid, Helan has enriched the green clay scrub mask with avocado and rose moscata oils and unsaponifiable Olive oil, all of which have a high content of linoleic acid.

HOW TO USE:

Cleanse first with Purifying Cleansing Gel, rinse off and dry. Apply Scrub Mask spreading it evenly over the face and avoiding the area round the eyes.

Leave to act for 5-10 minutes, and then remove with damp cotton wool or a sponge and rinse well with tepid water.

Finally apply Astringent Tonic Lotion, alcohol-free. Use several times a week for a decisive action against blackheads and enlarged pores.

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 Oily Skin Astringent Tonic Lotion (Alcohol Free)



Tonic lotion completes cleansing and helps to eliminate shiny areas.

The vegetal ingredients, burdock, cinnamon, Lapacho and ginger, normalize sebum and purify the skin, freeing pores from any sebum excess.

HOW TO USE IT:

Spray onto a cotton pad and pat gently over face, especially the forehead and the sides of the nose and chin, without rubbing or irritating the 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 cleansed 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 moisturizer 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 Oily Skin White Clay Cream Gel



This fluid cream-gel combines the rebalancing and mattifying action of herbal extracts with a moisturizing action which ensures that the right amount of moisture is kept constantly under the skin's surface.

Ideal for normalizing the pH factor, controlling sebum production and keeping the skin constantly matte and fresh.

HOW TO USE IT After cleansing and toning with purifying cleansing gel and astringent tonic lotion, apply the product from the middle of the face towards the sides until it has been completely absorbed. Choose a massage and massage gently into the skin. The heat of your hands and the time of the massage increases the effectiveness of this and any skin care product.



Printed for Profiling Beauty
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0031

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