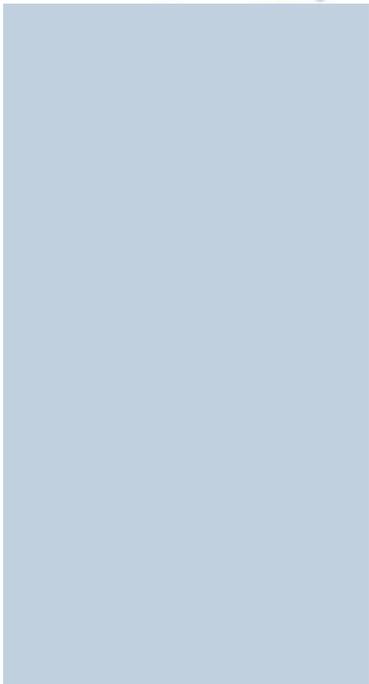


Profiling Beauty

*The newest, most comprehensive
Direct Selling Company*



Helan's Delicate and Sensitive Skin Care



Now that a trained Profiler has determined that your skin is a Delicate or Sensitive Skin Type. OR you have used the skin care products to treat your skin and now that the issues have subsided, you are moving to the most gentle way of caring for your skin. The products contained with this booklet have been developed specifically for Delicate and Sensitive type of skin and their gentleness works with the Japanese/Mediterranean Skin Care techniques.

Since the ultimate goal is to get to the point where you are using a Sensitive Skin Care regimen, continue to use the gentle touch recommended with the Japanese/Mediterranean Skin Care techniques. 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



Itching, redness, irritation: the skin's defensive reactions to continuous external stressors which alter the water-sebum composition of the hydro-lipid film.

The skin suddenly becomes reactive, fragile and delicate. Sensitivity is mainly caused by an anxious, over-response to both internal factors such as moods (anxiety, sadness, excitement), and external factors, such as, environmental stressor including the sun, wind, and cold.

During the **winter months**, causes of irritation may be:

- **Cold and wind**, which diminish the skin's natural protective barrier (the hydro-lipid film) by removing oil and water

- **Sudden changes from a warm, closed environment to outside cold**, which stimulate the peripheral micro-circulation in vessels which dilate and then shrink, causing redness.

- **In the city, humidity tends to retain smog, dust and toxic particles in the air**. Despite not having been scientifically quantified, the harmful role of pollution is significant and all these substances cling to the skin's surface, mixing with sebum to become continuous sources of irritation.

During the **summer months**, on the other hand, one of the main causes of irritation is ultra-violet ray exposure. Insufficient or inappropriate sun protection is an important cause of dehydration and redness, especially for delicate, sensitive skins. This condition can then result in inflammation causing redness, burning and dermatitis. Only constant care can restore brightness to fragile skin and help it glow, which is why specific products must be used to adequately protect sensitive skin, restoring comfort and well-being.

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 Delicate and Sensitive Skin Softening Cleansing Milk



Sensitive, delicate skin is fragile and should be treated gently without using soap, which weakens the hydrolipidic film. This cleansing milk cleanses the skin gently and is therefore essential for removing makeup and impurities left on the skin. A concentrate of plants, Chamomile, Licorice, Perilla, Butcher's Broom and Linden to soften and calm and emollient olive, passion flower and rose on hyper- sensitive and red skin as well as on peripheral circulation.

HOW TO USE IT:

Morning and night, spread evenly over face and neck to remove dead cells and lipids which have been oxidized by ultraviolet rays, smog and dust, to let the skin breathe and enable it to be nourished by suitable products. Apply a small quantity on cotton wool or directly onto the skin, spread over the face without neglecting the hairline and temples where makeup residue tends to collect. Allow to act for a few minutes and massage gently, then remove by rinsing off with tepid water so as not to traumatize capillaries. Dry face and put gently with softening tonic lotion, alcohol-free

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 Softening Toning Lotion

The special formula of this gentle alcohol-free lotion restores brightness and freshness to the skin and completes the cleansing action of softening cleansing milk.

Based on extracts of Chamomile, Licorice, Perilla, Butchers broom and linden, it calms irritation and keeps redness or hotness at bay.

HOW USE IT

Morning and night, after cleansing with milk, spray tonic lotion on a cotton and pat over the face and neck without rubbing.

Apply during the day to freshen 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 Delicate and Sensitive Skin Softening Moisturizing Cream-Gel



The herbal answer to caring for delicate, sensitive skin!

Extracts and mineral salts, pure and carefully chosen, restore instant well-being, delicacy and maximum protection to ultra-fragile skin. Vitamins C and E protect from free radicals, specific sun filters

to defend the skin from harmful UV rays and to prevent the appearance of wrinkles and age signs.

This velvety and non-greasy cream-gel comes in an ultra-light formula with a delicate texture which blends quickly into the skin to moisturize and restore vitality and softness.

HOW TO USE IT

The best moment to apply cream-gel is in the morning before leaving home, to protect the skin from stress and aggressive atmospheric agents.

Before applying, a few simple actions are advisable:

Cleanse the face with softening cleansing milk and tonic lotion to enable the skin to absorb the protective ingredients.

Massage cream over the face and the neck with delicate, circular movements until it is completely absorbed. Use the heat of your hands and gentle circular movements to treat your skin.

Can be used as a valid make-up base.

Helan Delicate and Sensitive Skin Softening Nourishing Cream Gel



Specially prepared for delicate, sensitive skins, this cream relies on the rich nutrient, beneficial action of sebum-similar oils such as Olive and Sweet Almond.

Helps to prevent skin aging due to the anti-radical ingredients Rose Moscata oil, vitamins C and E, while it softens and protects through the combined action of Chamomile, Licorice and Perilla. The delicate formula leaves the skin feeling healthy and silky soft.

HOW TO USE IT

Perfect as a “night treatment” because it stimulates the skin’s own recovery functions as you sleep or 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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