



Profiling Beauty

*The newest, most comprehensive
Direct Selling Company*



Helan's Dehydrated Skin Care

Now that a trained Profiler has determined that your skin is a Dehydrated 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 Dehydrated 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.

Since Dehydrated Skin suffers from specific issues that do not pertain to the cleansing of your skin, you may choose another skin care type from Helan to cleanse your skin. If the main problem with your skin is the dehydration only, then choose the cleansing in the Delicate and Sensitive Skin Care line for cleansing and toning your skin.



HYDRATA 24h

water reserve

- to preserve the hydro-lipid film
- to immediately and continuously moisturize
- to render skin compact elastic and bright

GET TO KNOW YOUR SKIN TYPE

Water is a precious resource for the environment and for human life, as well as an essential element for skin health. Young tissues are rich in this element but, as a consequence of aging and exposure to atmospheric agents, they lose more and more water as time goes on. In order to keep the characteristics of beautiful, young skin, the must is **MOISTURIZING**, which does not mean “moistening” your skin, but helping it “maintain” the water it has inside.

The element helping the skin keep this optimal and correct water content is the “hydro-lipid film”: **a fine emulsion of fine drops of water** and skin fats which protects the skin from external aggressors and regulates the perspiration of its inner layers.

The physiological moisturizing of the skin is the result of a delicate balance of various mechanisms:

- ❁ Perfect functioning of the hydro-lipid film
- ❁ Proper water regulation, performed by the horny layer during perspiration from the deepest layers.

Helan Hydrata Dehydrated Skin Care Moisturizing Serum



A very light, oil-free gel; its formulation offers a strong moisturizing action and reintegrates the optimal water content of the skin.

The innovative use of Hyaluronic Acid, in synergy with

Glycosaminoglycans, extracts of Baobab and Honey, is extremely active in limiting water losses and strengthening the intercellular cohesion, balancing the functions of the skin barrier and keeping the integrity of the hydrolipidic film.

This product fixes a more abundant water richness on the cutis and together with the skin lipids, its softens the roughest areas, avoiding uncomfortable tightness.

Thanks to its continuous action, it offers your skin the optimal moisturization level during the day, keeping it soft and supple.

HOW TO USE IT

It is perfect if used after cleansing the skin with skin peel, alone or as a base before the application of the moisturizing cream.

Apply a small quantity of Cream on the forehead, cheeks and chin and massage with gentle circular movements from the center of the face and moving outward until completely absorbed. On shoulders apply to the lower area and work upwards. Spend some time massaging as the heat from your hands and fingertips and the gentle relaxation of the massage will allow the product to penetrate and work more effectively

Helan Hydata Dehydrated Skin Care Moisturizing Cream



A rich, yet delicate and soft cream; when applied to your face it blends to the skin, fixing the water contained in the horny layer and ensuring freshness and brightness all day long.

The hydrating cream has two actions, helping the cutis to preserve its water content:

- ⊗ Thanks to its natural oils, it strengthens the hydrolipidic film, the best barrier against the loss of the cutaneous humidity
- ⊗ Thanks to plant extracts that are able to extract all the water necessary for life even from the roughest soils, it effectively fights dryness and chaps.

The innovative use of the hyaluronic acid, in synergic association with glycosaminoglycans, baobab and honey extracts, is extremely active for the limitation of water losses and the strengthening of the intercellular cohesion, balancing the function of the cutaneous barrier and keeping the integrity of the hydrolipidic film.

HOW TO USE IT

The constant use, morning and night, of hydrata offers an important tool to keep the cutaneous water content and consequently the characteristics of softness, suppleness and splendor.

Massage onto the Face, Neck, Décolleté and Shoulders. Use circular gentle motions. Take your time, a good massage will allow the heat of your hands to warm the product for better penetration of the nutrients, move the stagnant lymph tissue to brighten your face and relax you overall, giving your face a calm and peaceful glow.

For a fantastic night treatment during cold winter months when air conditioning tends to exacerbate dehydrated skin. Put on the Serum followed by the cream to seal it in—and awaken to glowing skin.

Helan Hydrata Moisturizing Mask Treatment Vials



Thanks to its high content of active ingredients the moisturizing mask offers to the epidermis a concentrate of moisturizing resources, able to restore in a short time its freshness and splendor, to quench your skin's thirst deeply and for a long time.

The innovative use of the Hyaluronic Acid, in synergetic association with Glycosaminoglycans, Baobab and honey extracts, is extremely active to limit water loss and to strengthen intercellular cohesion, balancing the function of the cutaneous barrier and keeping the hydrolipidic film integrity.

HOW TO USE IT

If necessary remove contact lenses and any trace of make-up. Pour the content of the vial in a small bowl and soak the included tablet of "paper". The compress will "flower". Apply it to the skin of your face and neck.

Leave in place for some minutes, allowing yourself a relaxing, gratifying break, preferably lying down with eyes closed.

Remove the mask delicately. (For a super boost—take a shower cap and cut some holes in it. Relax in the bath tub before you put on the cotton mask, then place the shower cap over the cotton mask. Leave on for at least 10 minutes—this steaming action will further inject the nutrients deep into your skin)

Complete, after perfect absorption, with the moisturizing cream.

The face mask should be used routinely at least twice a week and every time a special appointment requires it.

Helan Hydrata Hand Treatment



A huge indicator of age that is often overlooked are our hands. They show dehydration, dark spots and no matter how well we have care for the skin on our face and neck—our hands will give us away.

With Glycosaminoglycans, baobab and honey skin exfoliating and lightening complex (PCA Carnitine and Bearberry, Inca Inchi oil and Karite wax and Vitamin E).

In order to keep the skin of the hands looking young, the must is Moisturizing, reinforcing the hydrolipid film and helping the layers of the skin lock in water in the tissues longer. The latest generation of Helan Cosmetics keeps this need of moisturizing at the forefront of fighting dehydration in order to prevent and correct unsightly dark spots on the hands, a telltale sign of aging.

This soft, easily absorbed cream, rich yet light in texture, is the result of the innovative use of synergetic active ingredients which have the triple action of:

Exfoliating: thanks to the PCA Carnita complex which eliminates dead skin cells, speeds up the natural process of skin renewal and optimally prepares it to receive the active ingredients.

Moisturizing: beneficial properties of Hyaluronic acid, Baobab and honey.

Anti-Spot: lightening properties of Bearberry, rich in Arbutin, which acts in opposition to melanin, regulating its synthesis and having a lightening effect on areas of excess. This therefore evens out melanin distribution and prevents new spot formation.

The nourishing effects of Inca Inchi Oil and Karite wax complete the formula with their regenerative properties, making up for the lack of moisture in the skin and significantly reduces trans-epidermal water loss.

HOW TO USE IT:

Apply a small amount on the back of the hand and palm, massaging lightly. Since the product's regular use is essential to making the most of its active ingredients, we suggest application at least twice a day, morning and night. Re-apply after hand washing or whenever you feel the need.

Easily absorbed without and greasy residue.



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