



Profiling Beauty

*The newest, most comprehensive
Direct Selling Company*

Helan's Linea
Dolcezza Line



Helan's Linea Dolcezza Line

If your Personalized Profiling Beauty Profile calls for this line you may choose to use the facial care. It is a simple, no fuss way to give your skin the nourishment it needs to stay healthy and youthful. It is the perfect line for women who do not want to pursue the full facial care line, pre-teens and teenagers to start out their skin care routine on a healthy and effective path and men, who want to care for their skin with the latest research shown to add healthy and glow to men's skin in particular.

Helan's Linea Dolcezza Line includes a **multitude of body care** to supplement the facial care line. All in keeping with the philosophy of providing your skin the nourishment it desires with no preservatives, harsh dyes or unnecessary drying agents.

The beehive is an exceptional "workshop" where raw materials, precious in natural cosmetology, abound.

Bees collect from flowers and transform various substances with their enzymes: pollen, honey, royal jelly, propolis, beeswax; despite their individual differences, they all share the quality of being completely natural and have such a complex composition as to be designated "the ideal nourishment for the skin".

Therefore, using beehive products in cosmetic formulas has been beneficial, joining natural qualities with exceptional effectiveness



CLEANSING THE FACE

Helan Linea Dolcezza Day and Night Beauty Treatment - Rinse Off Integral Make Up Remover Rebalancing Milk with Honey, Propoli and Sweet Almond Oil

A clear, bright complexion of absolute purity!

This is the result of methodical cleansing with the Rebalancing Milk containing Honey and Propoli with a particularly gentle, delicate action. This fluid emulsion has been formulated with a base composed exclusively of waxes and vegetable oils, containing a high percentage (10%) of **Sweet Almond oil** for its high degree of affinity to the skin, for effective yet delicate cleansing, respecting even the most sensitive of skins utmost.

The sweetening properties of the **Honey**, the dermopurifying power of the **Propoli** and the light toning effect of the water aromatised with **Witch Hazel** give the product an exceptional delicate feel during make up removal.

This special formula:

- **Removes** the excesses of secretions, impurities and make-up perfectly.
- **Purifies** the skin without enlarging pores.
- **Respects** the hydrolipidic film leaving the epidermis soft and sweet.
- **Illuminates** and **moisturizes** the skin giving it a surprising sensation of freshness.

It is the assurance of a cleaning in all sweetness .



HOW TO USE IT:

Dampen your face with lukewarm water. Apply a small amount onto the palm of your hand and rub into your fingers. Use your fingers to perform a light, circular massage. Let the heat of your hands and fingers

allow the beneficial nutrients of this cleansing milk to penetrate your skin and purify your pores. Rinse with Lukewarm water and pat dry with a clean towel.

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.

MOISTURIZING THE FACE

Helan Linea Dolcezza Day and Night Beauty Treatment Essentia Viso Moisturizing, Nourishing and Anti-Wrinkle Facial Day and Night Beauty Cream

with Rose mellite, Royal jelly, Pollen, Ivy and Hop

A soft emulsion which uses the extraordinary properties of apiary products in synergetic combination with the vegetable extracts of Ivy and Hop harmoniously inserted in a base with a high degree of sebum-affinity.

It is the daily treatment which keeps the skin looking young and fresh, reducing signs of aging with a triple action:

***MOISTURIZING**

The original association of **Royal jelly, Pollen** and **Rose mellite**, rich in sugars (highly hygroscopic) and natural amino-acids (close in composition to the epicutaneous NMF) retains large quantities of water, restoring freshness and brightness to the facial complexion.

***NOURISHING**

To ensure optimum nutrition, thanks to the special formula rich in **Beeswax, Passionflower oils** and **Grape-pips** as well as the proteic substances of the **Royal jelly**, it encourages prompt reformation of the skin barrier, restoring smoothness and fullness.



***ANTI-WRINKLE**

To protect, with suitable **UV filters**, the skin structures from the wrinkling effect of the sun rays restoring elasticity and tone thanks to the properties of **Ivy** and **Hop extracts**.

HOW TO USE IT

Apply in the morning on the clean skin or in the evening after a busy day, spread the cream in a light circular motion, allowing the heat of your hands to let the product deliver its nutrients more deeply and move the stagnant lymph tissue under the skin's surface to facilitate drainage and refresh the skin thoroughly

Helan Linea Dolcezza Apelab Hydrating and Emollient Lip Balm with Beeswax, Propolis and Shea Butter

This nourishing, soft stick weakens the harsh effects of the sun, cold and wind whether at the seaside or in the mountains.

Enriched with **oils, butters** and **waxes** that restore hydration and elasticity to the lips while the dermo-purifying properties of Propoli, soothe and calm down burning due to chapping and redness.



***It counteracts the photo-sensitization and consequent irritation with its protective actions.
Keeps the lips soft and velvety with the richness of its active ingredients.***

HOW TO USE IT

Apply as needed, this lip balm contains no drying ingredients that many lip balms contain forcing you to reapply frequently. The benefits can be felt hours after application

HAND CARE

A quick look at someone's hands is something most people do unconsciously and nourishing care for your hands can play a crucial part in creating an overall more youthful and healthy look

Helan Linea Dolcezza Liquid Soap for Sensitive and Delicate Skin with Honey and Propolis

The use of cosmetics designed for the most sensitive and delicate skin types is also advantageous for those with normal, resistant skin.



Cleansing products for the most sensitive skin were created to be ultra delicate and free of irritating agents. This means that beyond having a **slightly acidic pH**, it must have a protein-carbohydrate structure that not only eliminates sebum but preserves and reintegrates its most useful physiological protection.

Helan's Linea Dolcezza Liquid Soap, provided with its pump, is particularly suitable for delicate, daily cleansing of the skin. This ultra- light, gentle formula is enriched with the softening properties of **Honey**, with its high sugar content, and **Propolis**, purifying and rebalancing, as well as vegetable cleansing agents that are **free of preservatives, dyeing agents and SLS, SLE***. It forms a very light, soft, creamy foam that respects the delicate physiological balance of even the most sensitive skins.

HOW TO USE IT:

This beneficial soap can be kept in the bathroom or next to your sink for a nutritious, healing and effective hand washing. A thorough and washing can protect the transmission of germs and disease, so take your time and enjoy the scent and healing nature of this liquid soap

Linea Dolcezza Cream Per Le Mani Protective and Emollient Dermopurifying Hand Cream

with Thyme mellite and Lemon essential oil, Sweet Almond and Grape seed oils, Shea butter and Beeswax

The skin of the hand is particularly delicate and must be protected, above all in winter when attacked by cold and wind, which make it more fragile.

Thanks to the completeness of this Protective Emollient Dermopurifying formula, this rich hand cream has a very light texture and is able to effectively combat redness and chapping.

HOW TO USE IT:

Apply a small amount onto the palm of your hand. You may choose to rub your palms together vigorously to allow the blood to flow to the area and add warmth to the product. Rub your hands together and concentrate on your wrists for a moment to massage the tension, rub the top of your hands in a delicate circular motion, finally, using a light twisting motion, start at the bottom of each finger and move to the top, pressing lightly on your nail to finish, Of course you don't have to do this every time you apply the lotion, but this is a good time to take out to stop and treat yourself



BODY CARE

In keeping with the ideals of using only nourishing ingredients and using them in the most responsible way, the Linea Dolcezza line of Body care adds a nourishing method of caring for your skin. Overall, you will see a difference in the health and vitality of the skin on your body

Helan Linea Dolcezza Shampoo Doccia Shampoo and Shower Gel with Body and Hair

The use of cosmetics designed for the most sensitive and delicate skin types also advantageous for those with normal, resistant skin.

Cleansing products for the most sensitive skin were created to be ultra delicate and free of irritating agents. This means that beyond having a **slightly acidic ph**, it must have a protein-carbohydrate structure that not only eliminates sebum but preserves and reintegrates its most useful physiological protection.



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Helan, of the various types of shampoos and shower gels, has chosen a **one-in-all product** for face, body and hair. The Shampoo Shower Soft-Gel is made with ultra-delicate tension-active surface agents: sugary substances extracted from Corn and Potatoes combined with the fatty acids of the Coconut palm.

This super delicate cleansing base, **free of preservatives, dyeing agents and SLS, SLES**, enriched with emollient **Honey** and purifying, rebalancing **Propolis, Witch Hazel** and **Rhatany extracts**, allows impurities to be removed without altering the delicate structure of skin and hair.

HOW TO USE IT:

Apply on a washcloth or a soft sponge or on your hands. The Japanese/Mediterranean skin care techniques discourages the continual use of exfoliating brushes or bath poufs. Let the cleansing agents of this nourishing gel gently, but effectively, purify your skin

Helan Linea Dolcezza Day and Night Beauty Treatment Extra Fine Body Scrub

Honey, Propoli, Witch Hazel and Rhatany Beeswax and Sweet Almond oil

with Coconut microspheres

A specific body formula for naturally bright, smooth skin. An extraordinarily soft texture rich in **Beeswax** and **Sweet Almond oil**.

Gentle exfoliation, a caress on the skin, with **Coconut microspheres**, which free the epidermic surface of dead cells and stimulate tissue oxygenation.

Honey, emollient and rich in sugars, **Propoli** and extracts of **Witch Hazel** and **Rhatany**, purify and rebalance the skin to supply a synergetic action that brings the skin back to a normal state with a gentle astringent action.

HOW TO USE IT:

No more than once a week, apply a small amount to the palm of your hands and gently massage the scrub all over your body BEFORE you get into the shower. This is something that



has been shown to more effectively remove the dull dead skin cells on the surface of your skin as the humidity of the shower prevents body scrubs from doing their work. Enter the shower and gently rinse off. It is not only essential, but highly beneficial to gently pat your skin dry and massage the Linea Dolcezza body treatment cream onto your freshly exfoliated skin.

Helan Linea Dolcezza Day and Night Beauty Treatment Essentia Corpo Hydrating and Nourishing Body Treatment

with Rose mellite*, Royal jelly, Pollen, Ivy, Hop, Grape seed bioflavonoids, Shea butter, Macadamia, Olive and Grape seed oils

A very soft cream rich in precious substances that regenerates the skin giving it

MOISTURE, NOURISHMENT AND VELVETY SMOOTHNESS

The special formula, rich in **Beeswax, Shea butter, Macadamia, Olive and Grape seed** oils as well as the liquid crystal emulsion structure, has a particular affinity to the skin, re-proposing the same lamella structure that best guarantees skin cell cohesion, forming a protective shield.

The particular association of the **Royal jelly, Pollen and Rose mellite*** gives an enchanting silky feel to the skin while the action of **Grape seed bio-flavonoids** gives a wonderful feeling of lightness.

An extra fine full-bodied texture which is highly emollient, a gentle caress for the body's skin.



HOW TO USE IT:

All creams work better with a massage. It is of course not necessary each time, but if you want to treat yourself: Place a small amount onto the palms of your hands and rub your hands together to warm the cream. Starting at your ankles, rub in

circular upward motions ending at the base of your legs. Move to your wrists, massage in a gently circular motion moving up to the shoulders.

There are lotion applicators that can help apply the lotion to your back, but, if you're flexible enough, try to make your movements downward to the top of your hips. When you reach your buttocks, you can use a little extra pressure as we tend to carry a lot of tension and stress in that area. Massage in circular motions downward on the sides of your torso, then again in circular motions downward from the base of your neck to your hips. When you reach your stomach area, massage in circular motions clockwise around your belly button (this can aid in digestion).

Rub your shoulders, again you can use a little extra pressure here to alleviate stress.

End with massaging your hands and lastly your feet.

Helan Linea Dolcezza Acqua Di Fiori Day and Night Full beauty Treatment Flower Water Scented Moisturizing Mist

An ultra-light formula specifically studied to carry out an energetic, moisturizing action on the skin and bring it back to its optimal level of hydration.

A bouquet especially formulated for this **alcohol-free, Flower Water**, in which select essences, particularly suitable for the most sensitive and delicate skin types, have been used. This combines with the emollient, softening actions of **Honey** whereas the **Hyaluronic acid** proves an exceptional active agent in bringing the skin's level of hydration back to its best, leaving



skin moisturized, soft and elastic.

Light with a no-gas spray nozzle, the skin is engulfed in a cloud of tiny drops that release soft, scented notes. To snuggle and soothe the skin with extraordinary moisture, keeping it smooth and velvety.

Linea Dolcezza Eau de Toilette Fiorita Flowery Fragrance

A flowery fragrance that reveals itself with the fruity sweetness of **Peach**, enhanced by the softness of **Plum**, gradually opening up to scents of nectar and **Honey**.



An ethereal veil of flowery notes in harmonious resonance comes forth at the heart of the fragrance to then mingle happily with **Iris flowers** and **Heliotrope**, anticipating the romantic sway of soft **Cabbage Rose petals**.

The perfect balance of these flowers develops further in notes of **Bourbon Geranium** and **Madagascan Ylang Ylang** to finally succumb to the sensual strokes of the hardwood smells of **Patchouli** and **Mysore Sandalwood**. These are impeccably accompanied by the lingering, soave base notes of **Musk and Tonka beans**.

An eau Eau de toilette Toilette that emanates Spontaneity and Simplicity in a familiar fragrance, showing the sincerity of the person who wears it for herself and no other.



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

1-800-731-9092 — International 1-605-262-0405
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