

KLERADERM®

beauty

SKIN
PROTECTED
FROM WINTER
WEATHER:

*How to defend
it from redness,
irritation, dryness
and temperature
fluctuation.*

**RENNOVATE
YOUR SKIN
AFTER
SUMMER
SEASON**

SEASONAL
SICKNESS:
*what happens
to the skin during winter?*

HYDRATION
*comes also from a
correct and healthy diet*

**HYDRATING SURPLUS
THE SKIN IS THIRSTY... EVEN IN WINTER!**

MOISTURIZING STRATEGY

Velvet skin!

MOISTURIZING STRATEGY

After summer holidays, mostly spent outdoors, it comes back the time to check and prepare the skin to the change of season, with a moisturizing treatment that can take care of our skin 360°.

The epidermis, make poor of water on the superficial layer, appears thickened and opaque, tangible clue that it is necessary to take urgent action with a cosmetic plan able to solve dryness related problems. From daily cleansing to scrub, a beauty routine that if followed with regularity, it can restore the right level of hydration and moisturizing to body and face skin.



To get maximum results from daily moisturizing fluid application, it is important to learn how massage our face and body in a properly manner, so that the product could be perfectly absorbed, and active ingredients can act efficiently.

ON FACE Use fingertips to massage the cream following muscles direction, from the inside out and from the bottom to the top: on the forehead massage proceeding towards the hairline. Then apply the product on the cheeks and massage with circular movements towards the cheekbones. After that, distribute it from the chin to the ears and then on the neck from the top down and from the inside outward.

ON THE BODY The massage with cream takes place with upward movements, that starts from the bottom to the top.

RENEW YOUR SKIN AFTER SUMMER SEASON

Summer holiday means relax, but often our face in September is found wrinkled, dehydrated and dull, full of imperfections with some spots caused by the excessive and poorly protected sun exposure.

To avoid these imperfections we should take immediate action, aiming for skin cell renewal and maximum skin hydration.

Beautiful skin is also achieved through simple daily attention. On the morning it is important to **cleanse** the face with a product specific to our needs. During morning and evening it is then essential to use a **good moisturizing cream**. Use once a week a **scrub** will restore new life to the skin, with excellent results in a short time.

IDRODERM Line

Formulated and developed by Kleraderm for dehydrated and unnourished skin, this line is able to prevent and effectively counteract dehydration phenomenon. With its fortifying active principles IDRODERM restores the proper moisture balance to the skin layer, prevents the trans-epidermal water loss, nourishes the stratum corneum and protects against UV rays and premature skin aging.

The skin is visibly transformed, nourished and radiant, for a natural beauty.

Kleraderm beauty experts suggest:

Collagen Cleansing Milk: fluid and light emulsion, composed by high selected active principles including native collagen. Ensures a deep cleansing eliminating the atmospheric impurities and makeup residue without destroying the hydrolipidic barrier, and without altering the natural pH of the skin.

Collagen Tonic Lotion: Aqueous solution based on native collagen, without any presence of alcohol. Refreshing and soothing, it performs an high toning action, keeping the skin soft and smooth.

Collastin Fluid: Fluid with an high concentration of active ingredients, indicated for the intensive treatment of dry skin, inelastic and no longer young. It gives flexibility, elasticity and firmness to the skin.

Collastin Cream: Cream with an high percentage of collagen and elastin, that prevents the formation of wrinkles and allows their attenuation. This product has been carefully designed to renew the elastic fibers of the epidermis restoring to the skin, day by day, its natural firmness, elasticity and tone.

Oxalis Fluid: Intensive fluid with no greasy texture. It is a source of vital energy to protect our skin from stress, premature aging, dehydration and weather stress. Counteracts the formation of free radicals and promotes the natural process of skin renewal.

Oxalis Cream: Light texture cream with moisturizing, protective and repairing action against the first signs of skin aging. It restores the skin softness and tone, protects the skin from UV rays and promotes the natural processes of skin restore, caused by external agents.

Collagen Hydrating Mask: Hydrating and restructuring mask. The high moisturizing and firming properties of native collagen are one of main peculiarities of this beauty mask. Particularly suitable to promote skin firmness, without imperfections and perfectly hydrated.

Shea Butter Cream: Cream rich in vegetal active principles, especially shea butter. With its triple action (moisturizing, nourishing and softening activity) it is the ideal ally for highly dehydrated skins. The continuous use helps to normalize the stratum corneum lipid barrier, controlling and balancing the water loss.

Hydra Active SPF15: Ultra-light and delicate texture cream with hydrating action. Effectively counteracts dehydration up to 24 hours, and with its SPF 15 protects the face against sun UV rays, even during winter. It is easy-to-apply and its rapid absorption make it the ideal base for make-up.



FRIENDS AND ENEMIES OF SKIN HYDRATION

The major dehydration risk factors.



SUN EXPOSURE: it would be advisable to use a sunscreen every day, even in the coldest months

HOT WATER: It promotes the skin lipophilic substances dissolution, the oils. The advice is to use tepid water to wash

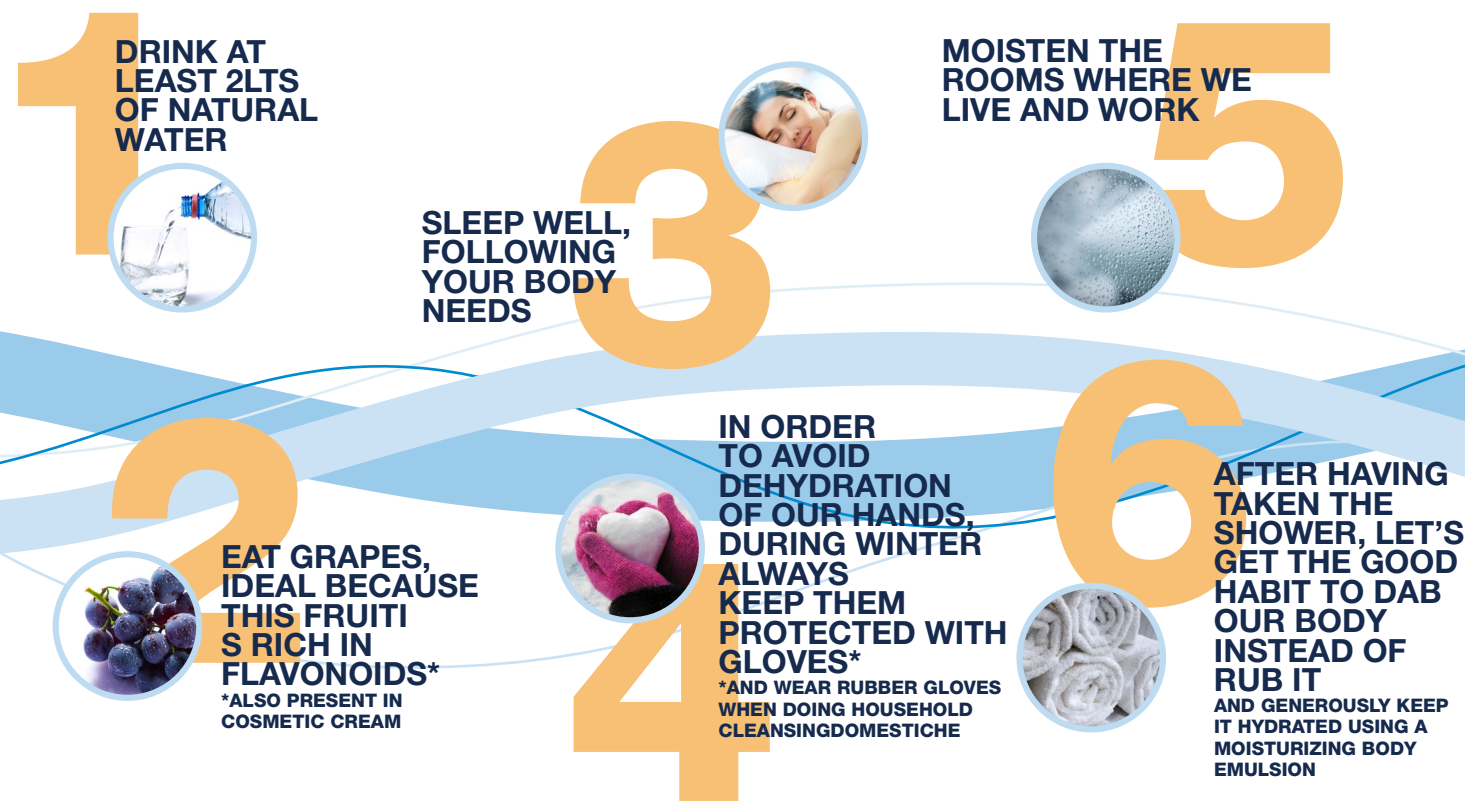
IRRITANT PRODUCTS: limits the use of aggressive soap and detergents and prefer those ones with pH below 5

WEATHER CONDITIONS: excessive cold and heat, always protect the skin with a moisturizer.

EXCESSIVE HEAT AND LACK OF HUMIDITY IN CLOSED ENVIRONMENTS: favor the excessive evaporation of water from our skin

POLLUTION: always cleanse face skin before going to bed.

THE 6 GOLDEN RULES for a proper moisturized skin.



VELVET SKIN!

Daily and simple gestures that help us to get a young looking face. From face deterction to hydrating cream, to the extra careness.

CLEANSE, BALANCE, MOISTURIZE

Just a simple ritual to keep the skin fresh and glowing. Small daily actions to be performed with careness and constancy, to which add sometimes an extra treatment such as a deep cleansing with a scrub, the laying of a mask or the application of a serum, to purify and revitalize your skin. And keep it always perfect.

IMPURITIES AWAY FROM YOUR SKIN

Proper cleansing is the basis for face care: in the morning it helps rid the skin from dead cells, making it soft and smooth ready for makeup, and, during the evening it removes make-up residues and eliminates those impurities that have been accumulated during the day, such as dust and smog.

- As a mousse or cream, to be massaged with the help of a cotton pad or fingertips, with or without rinsing, the cleansing product must be chosen taking into consideration your skin needs: normal, combination, dry, sensitive.

- The next step is the tonic lotion: perfect complement of cleansing milk, as removes any milk residue from the epidermis, balances the pH of the skin and makes it more elastic and revitalized. In this way, the face is ready to receive the moisturizing treatment.



HYDRATE AND PROTECT

To ensure that your skin is always firm and radiant, you should keep it moisturized. Wind, smog, calcareous water irritate the skin and deprive it of its water balance. The moisturizing products are used to restore and enhance the hydrolipidic layer, a protective and waterproof film used to retain moisture inside the skin. This film is a real barrier for the human body, that acts both to the outside (to avoid water content dispersion), both inwardly (to protect it from environmental aggression).

- A good moisturizing, besides giving a comfort feeling, should be chosen taking into consideration the climatic factors and with a texture suitable for our skin: smoother and lighter for oily skin, more rich and dense for those skin that are dry and in need of a touch of softness. It is also important to protect ourselves from the effect of UV rays, which dry the skin and cause premature aging, both avoiding direct exposure to sunlight or using cosmetics with filters and sunscreens.

- More attention should be taken for those people who live in polluted cities. The skin aging, in fact, and its beauty and brightness, is not only a question of age but is also accelerated by pollution that is increasingly aggressive and invasive. There are cosmetics that can protect the skin from this type of aggression. That needs to be daily used as an ally of beauty.

SEASONAL SICKNESS

Skin protected from winter weather:

how to defend it from redness, irritation, dryness and temperature fluctuation.

To protect your skin it is necessary to lend care and attention, using products developed for cold weather which must be richer than those usually applied during summer season, but always chosen on the basis of our own skin type.

Their task is to protect the natural protective layer of the skin, promoting rehydration and protection against unfavorable weather conditions, implementing an emollient and anti-reddening action.

- *The Face treatments for the day are then soothing, emollients and humectants, able to bring back the epidermis to the optimal conditions; the night cream should contain then restoring ingredients.*

- *Remember that wrinkles are accentuated with dryness, therefore, especially for mature skin, should be preferred formulations with substances that stimulate the production of collagen and elastin, the fibers of support tissue.*

- *At the base there always be some daily rules, such as a good cleansing and careful every day care.*

What happens to the skin during winter?

Low temperatures are insidious for face skin: constrict blood vessels, resulting in less tissue oxygenation. Cell turnover slows down, the skin surface cracks easily and becomes dull. The cold also affect the hydro-lipid film surface, the layer of sebum and water that protects the skin. Under zero degrees (0°C) the hydro-lipid film is cooled and loses elasticity: in some areas such as the lip contour and the sides of the nose, the skin becomes dehydrated and form small cracks.

Even the sudden temperature changes put a strain on the skin: the cold constricts the capillaries of the face, the heat dilates them, favoring the appearance of redness and irritation. It is therefore essential to return to the skin those useful ingredients that helps to be renewed and regenerated, carefully choosing products rich in vitamins and emollients.

BEAUTY ON SPOT focus on lips and hands.

From **Neogenesis** line, **OREO FILI** the two-in-one product for anti-aging and plumping action on lips and lip contour. It is an volumizing filler emulsion designed to moisturize and protect lips and lip contour, helping to attenuate wrinkles and lip chapping. Enriched with shea butter and cocoa butter it nourishes and protects the lips in deep. With a practical roll on to be used to keep hydrated your lips. The comfort in your handbag.

HAPPY HANDS, hand cream rich in beeswax and Vitamin F maintains an high rate of hydration, repairing the damage caused by too aggressive soaps and the negative impact of weather agents. It helps to prevent cracking, dryness and roughness of your hands.



protection
speciality

HYDRATING SURPLUS

The skin is thirsty... Even in winter!

Moisturizing cosmetics treatments for dry skin.

A dehydrated skin facilitates the penetration of contaminant substances, the onset of inflammation and then it causes loss of elasticity on the skin. The application of cosmetics on dehydrated skin are able to return its smoothness and softness. The moisturizing cosmetic treatment has the purpose, on the one hand, to prevent the dehydration phenomena, on the other hand to restore the optimal content of water and other substances, which may be impaired as a result of multiple factors.

The hydration strategies are two: - **Balance the Skin Water Content** - **Balance the Skin Lipid Content**

To balance the water content of skin is possible to apply substances that act through a hygroscopic mechanism, so-called surface humectants with a water-soluble nature that, in a variable manner, according to the type of substance, bind the water present in cosmetics, environmental humidity and the one incoming from the upper layers, through chemical interaction or gelling balance.

Carry larger quantities of water in the stratum corneum is essential, but it is possible to regulate the hydration also by controlling the amount of water that naturally evaporates through epidermal layer. The reference is to the second strategy of hydration, that consists to adjust the content of substances through skin lipid fatty nature.

A good moisturizing product should act on both levels, with the prevalence of one or other depending on the type of product, in order to reintegrate and effectively restore the hydrolipidic layer of our skin.

The moisturizing efficacy of a formulation is not only linked to the presence of specific moisturizing ingredients, but also the choice of the vehicle and the cosmetic form that contributes to the transfer of that specific propriety. Taking into consideration that the emollient of lipid nature constitutes the main component of cosmetic treatment for dry and dehydrated skin, between the most used cosmetic forms, in addition to oil in water emulsions with a high content of fatty phase, we can find emulsions in oily external phase (W/O), more occlusive and persistent on the skin than the previous ones, or anhydrous systems, obtained by mixing different types of oils.



La disidratazione cutanea può essere causata non solo da fattori climatici, fisiologici, patologici ma anche da cattive abitudini che siamo soliti adottare a tavola.

HYDRATION COME ALSO FROM CORRECT AND HEALTHY DIET

The dryness can be caused not only by climatic, physiological, pathological factors but also from bad diet habits.

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In addition to an hydrating plan specific for our skin type, then, we can do a lot with a balanced diet every day.

The daily food diet is very important for the care of our body. Even for the well-being of our skin that looks dull and not very elastic, inclined to form white scales, in case it has not been taken the right amount of liquid. Drink lots of water, at least 1,5 liters a day, it is really important to give a new equilibrium to the whole organism.

Besides water we have to be careful to eat foods that contains unsaturated fatty acids, proteins and amino acids, which are the basis of the proper functioning of the dermis.

Dry skin, then, might also be a symptom of vitamin deficiency, especially vitamin A, to be taken in the right amount every day.

Fruits and vegetables, finally, cannot be missed on our tables: seven servings per day, along with a 1,5 liters of water and a drastic limitation of sugar and alcohol, can do a lot for an healthy skin!



MOISTURIZING STRATEGY SMOOTHED BODY



EVEN THE BODY SKIN CAN BE AFFECTED BY SYMPTOMS SUCH AS DEHYDRATION, DRYNESS, LOSS OF TONE AND FIRMNESS.

To alleviate these problems it is appropriate to choose specific cosmetics enriched with antioxidants active principles, such as **vitamin E** and soothing and moisturizing vegetal ingredients, such as **Cocoa Butter** and **Grape Seed Oil**.

To renew the body skin is important to use the scrub, to be used two or three times a week. It is a cosmetic useful for removing dead skin cells and make the skin smooth and radiant, ready to receive all the active ingredients contained in the hydrating emulsion.

KLERADERM proposes the **BUTTER SCRUB** line, formulated and designed for the needs and desires of the SPA world, to be used also at home as maintenance treatment. For each scrub is matched the related body emulsion with the same fragrance.

The exfoliating microspheres remove dead cells and impurities, nourishing the skin with precious antioxidants, rich in vitamins. In contact with the skin the Butter Scrub becomes a pleasant scented oil ideal for enveloping massage. Its unique water-soluble formula make it the ideal product to be used before the bath as delicate detergent. Thirteen different fragrances, to be combined after the shower with the related body emulsion. For a skin richly nourished and pleasantly scented.



BUTTER SCRUB Line

For every season its fragrance:

SPRING

Delicate, fresh and fragrant, it is the spring's wind. The nature wakes up more lush and green than ever in a colorful flowers's and fruit's bouquet able to inebriate the senses and the soul. Apple and Peach, rich in vitamins, minerals and polyphenols, nourish and strengthen the skin. The antioxidant power of the Kiwi, protects the weakened skin by the change of season skin giving new light and tone. The Hibiscus's petals rich in flavonoids strengthen the capillaries preparing the skin to the first warm temperatures. The gray winter, the impurities and dead cells are removed giving the body an exfoliating and emotional massage. On spotlight: **Apple, Peach, Hibiscus, Kiwi.**

SUMMER

Refreshing, light as a gentle summer breeze. The beneficial sun's power warms nature and our soul. The inebriating and tropical aroma of Passion Fruit, that like Apricot has a strong antioxidant power, nourishes and repairs from the UV rays damages. The vasoprotective power of Blackcurrant's berries, naturally rich in minerals, vitamin C and flavonoids strengthen the capillaries stressed by summer high temperatures. Delicate microspheres exfoliate the body, removing dead cells and cracks giving a durable, radiant and uniform tan. On spotlight: **Passion Fruit, Apricot, Blackcurrant.**

AUTUMN

Renovated and bright are the autumn's colors. The nature changes the appearance, the woods are colored of red and orange and let get in the first cold wind of the north. The coffee's aroma reactivates the body and spirit giving new vitality to the tired and weakened skin by the season changes. The antioxidant power of Pomegranate grains, rich in tannins and precious flavonoids and the Orange peels, a vitamin elixir, protect against free radicals. Cracking, discoloration and sun spots are removed with a gentle exfoliating and emotional massage. On spotlight: **Pomegranate, Coffee, Orange.**

WINTER

Rgathered and enveloping warmth of the winter. The sleeping nature covered with white, the festive atmosphere, the willing of an embrace in front of a chimney. Vanilla, Chocolate and Caramel evoke the scents and flavors of childhood, stimulates good mood offering rest and relax. The emotional exfoliating massage removes impurities restoring radiance and firmness to the body. On spotlight: **Call the emotions, Cocoa, Caramel.**

IDRODERM

For dehydrated and
unnourished skin.

With its fortifying active principles IDRODERM restores the proper moisture balance to the skin layer, prevents the trans-epidermal water loss, nourishes the stratum corneum and protects against UV rays and premature skin aging.

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KLERADERM
Via Salarolo 2 A
S. Lazzaro di Savena
Bologna - Italy
Tel. +39 051 6258176
Fax +39 051 6258510
info@kleraderm.com

kleraderm.com



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COSMETICS MADE IN ITALY