

KLERADERM



beauty 5/
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S.O. S SPOTS

Know for fight it

RE-WHITE STRATEGIES

Specific Treatments

SPECIFIC TREATMENTS

Whitening News

BEAUTY

**WITHOUT
STAIN**

S.O.S. SPOTS

IT APPEARS ON FACE, DECOLLETÉ AND HANDS. THE DARK SPOTS CAN BE A DISAGREEABLE INHERITANCE OF THE SUMMER SUN OR ONE OF THE CHARACTERISTIC SIGNS OF THE CUTANEOUS AGING.

The sea, the beaches and the mountains are the destinations of the summer vacations where the rite of the solar rays exposure has seen busy million of people to obtain the tanning. The exposure to the rays UV is one of the greatest causes of the cutaneous aging. The sun, in fact, determines a great water's loss and a degenerative action of the cells.

Often, to the pleasure of a perfect tan the disappointment takes over for the appearance or the greatest evidence on the skin of unpleasant dark stains, cracks and redness, typical effects of the dehydration. This, in fact, is a negative condition, that accelerates the processes

of cutaneous aging: the skin, weakened in its natural defences, it suffers a real dispersion of trans dermic water, harmful for the nourishment and the comfort of the same one.

When the temperature goes down it is important to choose regenerating products and emollients to oppose the climatic stress. It is essential to return the useful ingredients to the skin to defend and to effectively react to the phenomenon of the dehydration, cosmetic graces rich of active principles that compete to reinvigorate the horny layer, to feed in depth and to vitalize with oils vegetable emollients and vitamins, returning beauty, health and vitality to the skin.

DIFFERENT ORIGINS

The factors that cause the stains are manifold and still not entirely known, certain are:

- *photo aging*
- *physiological aging*
- *hormonal changes*
- *medicines assumption*

TYPES OF STAINS

We talk about ipecromies or iper pigmentations. They are alteration of mechanisms predisposed to regulate the biosynthesis and the melanin's accumulation in skin's circumscribed zones. They appear as evident browner spots, sometime yellowish, they have round or oval form, they have different dimensions from some millimetres to some centimetres. They are mostly located on: hands back, forehead, chin, cheeks, neck and décolleté. They appear in both the sexes.

✓ **FRECKLES - EFELIDI** are small stains that appear in the parts of the body more exposed to the sun's light. They represent an increase, in precise points, of the melanin's quantity, caused by an excessive exposure to the sun.

✓ **FRECKLES** Freckles are permanent skin's stains, present since the birth that otherwise respect EFELIDI depend on the excessive epidermis melanociti's concentration. They mostly appear on face, décolleté, shoulders, legs and back of the hands.

✓ **CLOASMI** appears on the face from the second month of pregnancy or when, for long periods, it is assumed the contraceptive pill. It is determined by hormonal modifications that provokes a local melanoocitis's stimulation.

✓ **SUNSPOTS** are brown stains that appear on aged skin and they are usually tied to a genetic predisposition, over that to an continued and uncontrolled sun exposure. They can appear on face, hands and forearm.

✓ **OLD AGE STAINS** are dysfunction tied up cutaneous degeneration process not more known, the melanin doesn't spread with uniformity in the superficial cutaneous layers, the melanin crowds originating the phenomenon of the dark stains or in the other zones it disappears completely leaving white stains with star's form.

THE SUN ACTION...

More than the 95% of the visible signs of the aging it is provoked by the sun. The Uv rays exposure has double effects on the epidermis (external superficial layer) and on dermis (deep layer that containing skin's collagene, elastina and capillary). To the epidermis's level sun exposure modifies the degree of corneocitis's cohesion (dead cells of the horny layer). The rhythm with which these dead cells renew strongly decreases, the result it is a skin rough, opaque and thick. To the derma's level UVA and UVB rays penetrate on skin damaging in irreversible way collagen and elastine of connective tissue.



HORMONES'S GUILT

The cutaneous aging and the skin's pigmentation depend to weakness of the kidneys and to hormonal unbalances. When the kidneys, in fact, don't regularly eliminate the toxins, they stay in circle and they are deposited in the fabrics "dirtying" gradually the epidermal layers. Also the production of melanin (the pigment that is responsible of the tan) is conditioned by the hormones.

The hypophysis, the principal gland of our organism, acts on the melanocitis the cells that regulate the secretion of melanin: if the hypophysis doesn't work perfectly (for example in case of assumption of contraceptives, in pregnancy, in menopause, smoking or in case of intense and prolonged stress), the production of melanin becomes irregular and the skin shows stains.

In this case we talk about of cloasma or melasma a skin's dark pigmentation that interests the face and it is very frequent in the young women.

The accumulation of melanin forms some irregular stains in particular localized on forehead, on the superior lip, on the cheeks and on the cheekbones. Even, if the cause of the cloasma is not exactly known, it believes that can be provoked by high levels of estrogens in the blood, usually during pregnancy or after the assumption of the contraceptive pill.

Many studies hypothesize, that also the stress plays a fundamental role, considering that the appearance of the stains often corresponds to periods of particular psychic work: in this case they would enter other substances with hormonal action (endorphins) produced by the brain.

The stains can persist for four or five years, made exception for those of the pregnancy, that they often disappear to few months from the birth.

MEDICINES & STAINS

More than the 50% of the medicines that are currently used it has an photosensitive effect.

This means that when we assume (also applying them on the skin) and we expose us to the solar rays, can happen reactions of excessive pigmentation. To Ask to own doctor is it important when on follows a therapy, specially before a sun exposition.

Among the "incriminated" medicines we find antibiotic, anti-inflammatory, antihistaminic and psychotropic drugs. In the case the medicines are locally applied the formation of stains it is limited to the zones where is applied the substances, while, if the assumption of the medicine happens by oral, it interests the whole body's surface.

How does it manifest?

Cloasma manifests with brown stains, with irregular form, often looks like a geographic map, located more into forehead, cheeks, superior lip, chin or to the lateral and inferior parts of the face. The spots are more rarely evident to the neck and the forearms. During the winter months it is less visible but in spring, after the first solar exposures it often appears creating a notable uneasiness. The uneasiness provokes stress and this can make to worsen the Melasma.

How long does it stay?

It has an elapsed prolonged, usually of 4/5 years but it can continue for longer times. The Melasma appears in pregnancy often regresses spontaneously some months after the birth or the nursing.

Is it possible to cure Melasma, and how?

Yes, is possible cure it but the treatment is long and need constancy. Exfoliating and stimulating treatments increase cellular turn over accelerating the disposal of deposited melanin in excess. To get this result they are employed whitening-exfoliating actives, as glycolic acid, that it further to eliminate the dead cells's layer acts as a vehicle for whitening active specific tirosinasi's inhibitors.

...AND AGE EFFECT

Advancing with the age the skin grows thin, it decreases capillary's number and quantity of collagene, elastina and vitamin C contained in the dermis. The resultant effect is the appearance of deeper wrinkles, evident tone less, rough skin, stains, dehydrated and with telangectasie. The capillary's walls become fragile and thin, besides the compromised cheratocitis's maturation causes the appearance of stains.

Aesthetical solutions
to attenuate the
stains, to conform
the complexion
and to give
newface's light.

RE-WHITE STRATEGIES

S P E C I F I C TREATMENT

The first step is the cleaning with products to exfoliating and clearing action, that in a sol gesture are able to clean in depth, to renew the skin mostly making it receptive to the following treatments. The fluids, with high concentration of anti-spots actives, they are used as intensive treatment together with whitening creams to strengthen its effectiveness. Besides, specific products as masks in cream with microspheres, have a smooth action conferring softness to the accumulation of dead's cells, that often forming a surficial layer that not permit cutaneous respiration. This products can also apply in case of acneic scars because they give uniform colour and they calm the redness.

Effective against spots it is the glycolic acid, that thanks to its ownships, favoring the superficial exfoliation, it contributes to gradually eliminate the pigmented cells, this give new skin's brightness, it attenuates the wrinkles and imperfections, it improves the hydration, giving new compactness. Besides, stimulating the production of collagen and elastine, it improves the cutaneous trophism



FOR THE UNIFORM COLOUR **REMEMBER THAT**

✓ If the skin presents already stains (freckles, and so on) it's necessary to make **attention to the sun exposure**.

The sun filter must be always appropriate to the photo type and to the time of the exposure, during all the year. The following rule is always valid: take the sun only between 8 and 12 and from 16 to 19 o'clock. During other hours the sun rays are aggressive and they darken the stains already existing, as well as they encourage further

imperfections.

✓ After the summer months undergo to the **exfoliating and moisturizing treatments** which take away death cells, oxygenate giving an uniform and healthy colour to the body.

✓ When the sun and exfoliating filters are not enough to have a uniform and compact skin, it's necessary to intervene on the activity of the tyrosine - an enzyme which has a

fundamental importance in the process of the synthesis of the melanin. A **bleaching cosmetics** are inserted in the complete lines of treatment, and they are used alone or combined, for a bleaching illuminating programmes of maximum effectiveness.

To see the first results it's recommended to use bleaching products constantly during cycles of two months, to repeat more times during a year according to the entity of the problem.

BLEACHING **NEWS**

Of Kleraderm

the entire line of products to illuminate and uniform the face skin based on fruit acids, vitamins and natural extracts, able to forbid the process of tyrosinase, to favor moisturization, to nourish in the deepness giving vigour and beauty to the skin.

Face and body cleansing gel 5%

it's gel not soap natural, delicate, emollient which combines deep cleaning action with many beneficent effects of glycolic acid of 5%. Ideal both for the face and body, this product prepares the skin to receive active principles softening corneous layer reducing thickness through eliminating of the keratinized-cells accumulation and other impurities. Gives to the face a

fresh, smooth and light look. It is used as a normal soap or shower gel in the morning and evening.

Bleaching Fluid

of the line Omorfies of Kleraderm was created to answer to the requirements of a weakened skin in its natural defences, which suffers dehydration, loss of elasticity, weak turn over with phenomena of irregular pigmentation. It prevents the activation of free radicals which accelerate aging process.

Against stains Kleraderm proposes **Etenia Cream** which thanks to the natural ingredients like bearberry and fine vegetable extracts, defenders against tyrosinase, improves skin discoloration, prevents its

recurrence intervening in the process of melanin formation. The complexion regains its light for antioxidant splendour- effect against all aging processes and cell irritations provoked by free radicals.



DELICATE **ZONE**

Hands

Aesthetic damages which come with aging have different nature.

The hand back is particularly delicate, both because of its continue stress due to the liveliness of the zone and because of its continue photo exposure. With time come typical stains with stark pigmentation and reduction of skin depth make them prone to desquamation and blushes.

An excellent solution is given by localized cosmetic **treatment based on glycolic acid and vitamin C**.

Between 2 and 4 treatments per month are necessary to treat effectively all the zone, but since the first days from the first therapy the colour will appear more homogeneous and the skin more compact.

And for the lip contours

The vegetable extract of Portulaca Pilosa is cosmetic ally against localized stains of lip contours, tests show its lightening and stimulant efficacy. Results are: improvement of lip structure, of moisturization and of colour homogeneity.

Temperature lowering increases lip chapping. The use of special creams and lip salves offers a valid protection against external agents. **Oreo Fili** thanks to its innovative and exclusive formulation guarantees an immediate **volume filler effect**, able to give lips fullness, body and beauty. Its daily use conducts anti- age action for an constant wellness.

PRACTICAL ANSWERS TO THE DESIRE OF BEAUTY AND WELLNESS

MANAGED IN
FIRST PERSON BY
FOUNDER IOANNIS
APOSTOLOPOULOS,
KLERADERM IS OVER 25
YEARS ON THE MARKET OF
PROFESSIONAL COSMETIC,
IN ITALY AND ABROAD,
SUGGESTING SOLUTIONS
AND PRODUCTS OF HIGH
QUALITY AND EFFICACY



Doctor Apostolopoulos, which were your motivations and goals when you gave life to Kleraderm?

When in 1981 I set up Kleraderm, I concentrated all the energies on the study and on the experimentation of treatments and products able to give innovative and original solutions. Our goal is to give concrete and practical answers to the widespread desire of beauty and wellness, giving continuous attention to the evolutions in this sector.

How do your products born and to whom are they designed?

Our target are all operators of professional aesthetic from aesthetic centers to beauty farms, to SPA and wellness centres. I have always personally looked after formation and realization of each product. Everything is conceived and realized inside our structure, selecting the best active principles, with the only goal to launch products of highest quality and efficacy on the market. This all is possible also thanks to competence and passion of all my collaborators: every single product has inside the individual value of each of us.

How is the gamma composed?

Our production is divided in specific

lines, developed to offer a targeted and evolved treatments aimed to give wellness to the face and body.

For example for the face: **Antiage**, for mature skins lacking of tone and brightness; **Glicoderm**, to restore delicate, smooth, compact, renewed features; **Idroderm** for dehydrated and under nourished skin; **Neaderma** to give answer to the problems of sensitive skins; **Omorfies** against wrinkles and skin blotches; **Purissima**, to combat the flaws of impure skin.

Beyond the most significant products created in the last years we can remember for ex. **Botofit cream** and **Botofit intensive serum**, from the line Antiage, and products as **Ysaline** from the line Glicoderm. The last novelty is innovative and biotechnological **Neogenesis Line**, especially aimed for the face wrinkles, one of the most important questions in easthetic sector.

Could you tell us something more about these lines?

Botofit, based on exapeptide which is able to simulate the action of the botulin toxin, reduce manifestly expression lines, giving face a new freshness, brightness and

compactness, with an immediate extension of wrinkles. From the modern biotechnology, products **Ysaline**, offer a Filler- action programme wich combines efficacy of Auleronic acid mycospheres, active principles highly moisturizing and regenerating (vegetable DNA, $\Omega 3$ and $\Omega 6$, shea butter, eco), able to intervene on any kind of wrinkle even the deepest one. Neogenesis is the last born and it's highly innovative, which associates regenerative action of vegetable staminate cells with vegetable DNA combined to antiage action of active principles of Auleronic acid and other.

Kleraderm was born in Bologna in 1981, on the initiative of Ioannis Apostolopoulos, graduate in chemistry, studying and experimenting products for a professional aesthetic market able to suggest innovative and actual solutions and concrete results. This bolonian company addresses to Aesthetic Centers, Beauty Farms, Spa and Wellness Centers a rich and structured programme of treatments and products formulated and realized inside the company, with specific lines for different problems of the face and body. Grown up in the time, Kleraderm is an international reality, present in different european and extra european countries: Azerbaijan, Bulgaria, Canada, China, Croatia, Estonia, Greece, Hong Kong, Korea, Latvia, Lettonia, Lithuania, Malesia, Netherlands, Russia, Saudi Arabia, Singapore, Slovak Republic, Spain, Taiwan, The United States, Ucrain.



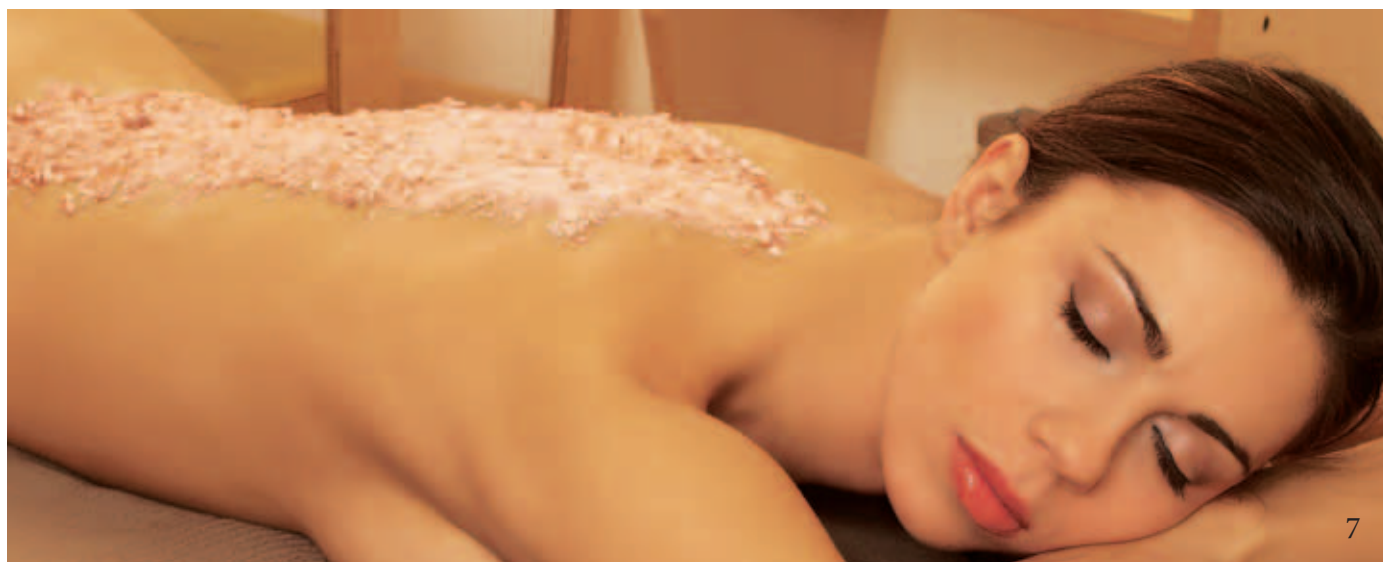
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Which are lines for the body cosmesi?

For the body cosmesi: **Celliderm** against cellulite and adiposity problems; **Rassoderm**, to face problems of cutaneous relaxation, stretch marks and imperfect figure; **Thalassocosmesi**, studies and uses resources of the ocean (salt crystals, marine minerals) as regenerative instrument of the beauty and harmony to smooth, purify and remodel the body. **Aromathalasso Therapy** with its psychophysics treatments where natural plants and marine ambiance fuse with each other. The **Space of the Essence** with its five tastes, ideal to the polisensorial treatments in Beauty Farms. This gamma is completed by solars **Klerasol** and **Kleraderm Baby**, the line to protect and take care of baby's skin.

What kind of service support do your products receive and what kind of assistance do you guarantee to your costumers?

We believe in a global idea of aesthetic, which combines Beauty and wellness, we collaborate with professionals gifted with seriousness and competence to give practical solutions, avoiding miracle promises, we guarantee real and visible results. The quality of our products is at the highest levels of formulation and production, it's supported by an aimed Formation, operated by our trainers on the territory, which present Kleraderm Method and files with treatments. The information spread is enriched by a monthly newsletter, send to all the customers. Every number treats a particular issue: the first number for example is about exfoliation, scrub, and typical after-summer problems, due to the effects of sun exposure.



*“And if only one answer were
enough to give the solution to
the beauty without stains?”*



from research
KLERADERM®

ETENIA WHITENING PROGRAM

Professional Light - Bleaching Treatment

Chosen active filter principles protect skin from Uv rays exposure and regularize production of melanin, meanwhile fruit acids, vitamins and moisturising elements, improve natural defences and favor processes of cell regeneration and elimination of free radicals.

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