

# KLERADERM

beauty

**COUPEROSE**

*know to combat*

**DERMATITIS**

*origins  
and causes*

**IDENTIKIT**

*of the  
sensitive  
skin*

**BEAUTY**

*under zero*

**SENSITIVE SKIN**

*a look to food*

**ANTI-REDNESS**

*solutions*

**TELEANGIECTASIA**

*early diagnosis*

**ANTI-WRINKLES**

**PROTECTION**

*for sensitive skin*

**SENSITIVE SKIN**

*Sensitive skin  
is fine and delicate,  
often dehydrated  
and easily irritated.*

*It is frequently  
subjected to itching,  
burning, dryness,  
flaking and redness.*



# SENSITIVE SKIN

**S**ensitive skin, usually fragile and delicate, is very delicate and should be treated with gentleness and attention. In fact, this type of skin irritates and reddens easily in different situations and due to several factors: heat, cold, smog, wind, sun, UV radiation, dry or humid environments, chloride, salinity, temperature, harsh cosmetic products. For this reason it is important to take the best care using delicate, soothing and nourishing products that respect the skin without harming it, but it is also important to do not forget some useful tips to prevent and combat the appearance of wrinkles and redness diffusion.

### The Characteristics

Sensitive skin can be oily or dry skin, but it is very reactive and reddens in many situations. In all seasons the sensitive skin undergoes to the harmful action of external agents and is often reddened and prone to imperfections.

Furthermore, delicate skin chaps easily, is more susceptible to the formation of expression lines and highlights the minimum internal imbalance, from stress to lack of the right amount of liquid. Thus, this type of skin needs more deep and gentle care than other skin types.

### What inconveniences are?

If particular care and attention is not paid, sensitive skin "suffers" from common skin rashes - so-called "flushes" - transient, but aesthetically unpleasant.

When this cutaneous hyper-reactivity becomes chronic and its expressions are no longer limited to sudden and time-bound redness, the tissues begin to present outline of intense congestion: couperose.

From the Latin "cupirosa" with "copper pink" color, couperose is a dermatosis of vascular character that is observed on face, characterized by a congestion said erythema that is expressed locally with the change of skin color and an increased blood flow, said hyperemia. For this reason, the skin capillaries are dilated causing an increased blood flow, as a result, the skin becomes hot and intensely reddened. With the passing time,

the redness disappears more difficult and slowly. Erythema transforms from the acute to the chronic state, i.e. we have an expansion of the permanent dilation of the erythrosis phenomenon. Capillary walls lose their elasticity and tone, becoming increasingly fragile and prone to breakage.

**Not only women.** The phenomenon can occur in both men and women, the disorder is related to aging, but there are

cases of people suffering from telangiectasia at a young age. In senescence, telangiectasias tend to emerge more: in fact, if in young people diameter of affected blood vessels is between 2 and 3 mm, in older people, the size can increase significantly.

## AREAS the most affected

It is a common beauty problem that occurs permanently, with visible expansion of the capillaries and the appearance of red-purple areas, most commonly on cheeks, on wings of the nose, on neck and décolleté.

## WHY APPEARS

The causes of couperose are numerous and can be combined into the following parameters:

- **Constitutional:** couperose occurs more easily in people with thin, delicate, fragile, easy to irritation skin, especially in people predisposed to emotional vulnerability and angioneurotic disorders. In the presence of allergies, such as contact dermatitis and atopic dermatitis.
- **Physical:** UVA-UVB rays, wind, frost, excessive heat. We do not tire to repeat that pollution and weather are the main enemies of the skin: they are binding to the skin and prevent normal perspiration, or generate famous "free radicals" that damage cell membranes and block the tissues oxygenation. All these factors cause the loss of normal hydration level of the skin, it becomes hypersensitive and flushed more easily.
- **Endocrine and Digestive:** hormonal changes, menopause, liver failure, constipation, malabsorption with vitamin deficiencies (Vitamin C - Vitamin D).
- **Unsuitable Cosmetics:** aggressive detergents, too greasy creams, too heavy make-up products in particular.

## Teleangiectasia: early diagnosis.

### Why do they appear?

From ancient Greek meant as visible dilations-damages of small blood vessels.

Telangiectasias are harmless dilation of small blood vessels (venules, capillaries and arterioles), visible over the skin. They appear as superficial arborescence sinuous, from bluish-red color.

There is no single and precise cause. The hormonal factors such as pregnancy, menopause, pill prolonged vasodilation (rosacea), repeated inflammatory processes, genetic predisposition, capillary weakness caused by environmental stresses (heat, cold, UV rays) and an atrophy of the dermal tissues due to the natural aging process of the skin contribute to their appearance. The injuries can affect not only the skin, but also mucous membranes; they generally appear small in size, especially at the level of the face. Often they are located on the inner surface of the lips, in the nasal and tongue mucosa, gums, on ears, palate, sometimes even trunk, fingers and palms of the hands may be affected.

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### The most common are:

- **the angel's hair**, red lines with distribution mostly reticulate, not detected on the skin surface;
- **starry angiomas**, consisting of a central red dot with peripheric branch lines;
- **ruby angiomas**, small round papules detected on the skin.

## COUPEROSE

### cosmetic action

It is important to identify the treatment to prevent and mitigate these imperfections as soon as possible: from the lifestyle improvement to the appropriate cosmetic treatment.

**Look for products with specific decongesting, soothing and anti-redness properties.**

An adequate treatment for sensitive skin with a tendency of couperose should:

- restore an altered moisture balance;
- restore the physiological pH;
- prevent and reduce the redness and vasodilation through the action of capillary-protective mechanisms;
- create a protective film that will mitigate the damage from external aggressions;
- improve drainage and blood microcirculation;
- protect against damage by UVA and UVB radiation.



## ANTI-REDNESS

### ACTIVE INGREDIENTS

**Natural extracts and vitamins to protect, to strengthen capillaries and to remove redness.**

**Alga Enteromorpha** - among green algae from cold seas has soothing properties, reducing cracking and minimizes the discomfort of sensitive and irritated skin, acting directly on the skin neural sensors which convey the message causing inflammation with visible signs such as redness, itching, erythema, subtlety of the skin. The algae helps to inhibit the binding between neurotransmitters and their specific receptors helping to block the inflammation and reduce the visible signs such as redness and itching.

**Panthenol** - the vitamins of this group have a key physiological importance. Pantothenic acid carries out a protective action on the skin and scalp, soothes rashes and dermatitis caused by prolonged exposure to ultraviolet rays. Pantothenic acid is a part of one of the most important coenzymes, coenzyme A (CoA), which plays an important role in some reactions of lipid and protein metabolism, which is essential in the cellular synthesis and activities. Stimulates cell turnover and repair processes of the skin.

**Escin** - saponin contained in the seeds of horse chestnut, performs a decongestant, whitening, astringent and vasoprotective properties, removes redness. It is used as an effective treatment for sensitive skin with couperose, the external treatment of cellulite, tired extremities.

**Laminaria Ochroleuca** - lipid derivated from phosphatidylcholine presented in the aquatic plant Laminaria Ochroleuca. As a result of sun exposure, performs an inhibiting property for release of prostaglandin (PGE2) and interleukin 1 and 6, mediators of inflammatory epidermal processes.

**Aloe vera** - natural extract obtained from the concentrated juice of Aloe Barbadensis. Remarkably rich in mucilage and acts as a moisturizing, soothing, healing and refreshing active ingredient for dry, irritated and cracked skin.

**Centella Asiatica** - herbaceous perennial plant with draining properties, normalizes the trophic exchange between microcirculation and tissues maintaining tone and elasticity. Promotes re-epithelialization, tissues' repair giving firmness to the tissues. Allies in the treatment of couperose and cellulite, activate drainage by stimulation of the peripheral circulation with phlebotonic normalizing action the perivascular connective.

**Calendula** - oil is extracted from the flowering part of the plant. Has decongestant, soothing and softening properties, reduces redness.

# COUPEROSYS *program*

The **Couperosys Program** studied by Kleraderm laboratories is indicated for an aesthetic treatment of couperose and meets the needs of sensitive and fragile skin. Improve hypersensitivity and microcirculation reinforcing the skin's natural defenses.

For the mitigation of redness and blemishes associated with a poor peripheral blood circulation and capillary fragility, **Couperosys cream** with escin is ideal. This concentrated emulsion is rich in emollient, soothing and softening active ingredients. It combines the unique properties of saponins extracted from horse chestnut and centella asiatica with anti-inflammatory, astringent and capillary-protective effect, and softening and soothing active ingredients such as panthenol and camomile.

For a soothing and moisturizing intensive action before the cream it is recommended apply fluid **Couperosys Fluid** with escin enriched with aloe vera extract and Alga Enteromorpha it prevents and reduces redness characteristic of couperose giving uniformity and consistency to the face improving also make-up keeping.

Once a week to soothe and purify the skin, apply **Couperosys Mask** with escin with its action decongestant and soothing action, which evens out the complexion of the skin making the face fresh and radiant.



## One look on *nutrition*

In order to cure the skin with couperose, you should adopt a healthy lifestyle and follow a correct and appropriate diet: avoiding foods and drinks that may worsen the situation (alcohol, coffee, hot drinks have vasodilatory action) and integrating diet with foods rich in vitamin A, C, E, P, such as blueberries, berries, citrus fruits, kiwi, peppers, broccoli and spinach, grapes, olive oil and

borage, green vegetables, carrots and tomatoes that preserve the elasticity of capillaries. Drink plenty of water and, if necessary, take supplements based on antioxidants, horse chestnut, omega 3 and 6.

*The needs of the skin change. In the cold season it requires greater nourishment, protective barriers and ad hoc cosmetics.*

Seasonal climate changes induce a set of modifications in load of "organ skin" that should start a number of physiological mechanisms in a relatively tight time in order to avoid heat loss and accumulation of dead cells at the surface level, as well as limit the loss of trace elements, fatty acids and ceramides, essential for optimal performance in terms of barrier in the skin. The autumnal transition is certainly more charged from the skin after summer often find itself depleted, dehydrated and inelastic due to the excessive radiation exposure to light, heat and humid and the habits of behavior often not very effective in maintaining the homeostasis of the skin by its own.



**Climate and environmental changes are more resentful by women** with advancing age, when the stimulation by the hormone estrogen it starts progressively decrease. In fact, in addition to the deficiency in load of epidermis, a gradual loss of contraction of the fibers of collagen and elastin with consequent decrease of tonicity borne by the medium and deep dermis, also occurs.

**Based on these considerations, it becomes crucial the implementation of treatment and skin care routine that can actively combat all phases of skin aging.**

# How to treat it

- For daily cleaning choose **milks, soaps and gel cleansers with mild surfactants**, that do not alter the protective hydro-lipid film and alcohol-free tonic lotions.
- **Avoid tanning beds** and sun exposure without protection factor suitable for your skin type. UV rays damage the microcirculation despite the superficial and temporary improvement due to the uniformity of color.
- **Use scents dermatologically tested on the main allergens.** Or focus on natural aromatic waters, obtained by the distillation of flowers such as Chamomile, Rosemary and the Hamamelis.
- To cover redness and imperfections you can use green or yellow-orange **correctors, Nickel-free** and suitable for sensitive skin.

## DAILY care

*Sensitive skin is a healthy skin that needs daily attention.*

### Cleansing

Cleanse the skin daily with delicate and soothing products preferring softening **cleansing milk based on chamomile**. After washing your face, dab gently with a towel soaked in the tonic lotion without rubbing. Aromatic waters, natural distillates of flowers, sprayed on the face can give relief and freshness and improving stability of the make-up.



### Nourish and hydrate

After gentle daily cleansing it is important to restore the right level of hydration and nutrition to the skin, which is essential to normalize sensitive and fragile skin layers. **Kleraderm's Nourishing cream** with azulene, thanks to its special formulation, enriched with **valuable nutrients oils, panthenol and azulene**, gives a feeling of comfort and freshness, leaving skin smooth and calm.



### Protection and repair

To strengthen the natural barrier against harmful attack of external agents (smog, wind, UV rays, irritants) **Lentive-25** soothing protective cream is recommended. Thanks to high concentration of seaweed **Laminaria Ochroleuca** and compressed **Algae Eteromorfa**, inhibits the release of prostaglandin and interleukin 1 and 6, mediators of inflammatory epidermal processes. Ideal for an immediate anti-redness effect or to protect the skin sensitized by drugs, beauty treatments such as chemical peels, laser and IPL hair removal.



### Posing

A couple of times a week or after sun exposure a decongestant and soothing mask is recommended.

**Vitalize Mask**, that combines the action of antioxidant complex of **vitamins A, C, B5**, with anti-aging and restructuring action of **alpha-lipoic acid, Collagen and Hyaluronic Acid**, to preserve the beauty and the firmness of the most delicate skin. Every fifteen days proceed with a light and gentle exfoliation. Enzyme exfoliation is preferred to the mechanical once. Products based on papain act in a localized manner against dead cells, giving uniformity to the complexion and making the skin more receptive to the active ingredients.

### Beware of the sun

Sensitive skin needs a sunscreen with a high protection all year round, **24 or 50+**, which must be renewed often. Good habit to adopt is to superimpose the usual cream with that one with a sunscreen. **Kleraderm's Klerasol Spf 24** anti-age face cream, a sun protective emulsion that combines the protection factor with the anti-aging moisturizing action of **collagen, elastin and hyaluronic acid**.





# SENSITIVE TO THE SIGNS OF TIME

*The damages of aging appear earlier on sensitive skin and, obviously, the signs can be easily noted. The best strategy is to act on the front of the **antioxidant prevention**.*

The skin around 40 years certainly requires a higher nutrition, as well as moisturizing. Cosmetic treatment should restore the hydro-lipidic film of the skin, restoring ceramides, vitamins and fatty acids and to counteract the progressive degeneration of the supporting fibers and strengthening the anti-radical protection.

The **anti-aging treatment for sensitive skin** should reinforce the protective barrier of the skin since the climatic conditions such as cold, wind, sun, pollution, irregular and unhealthy lifestyle, can be more harmful for sensitive skin because of its very fragile and delicate nature. Thoroughly moisturize the skin preventing cracks and irritations and integrate with active ingredients with anti glycation and antioxidant effects.

## FOR THE BODY

For the body moisturising nourishing emulsions are recommended to ensure proper water balance and preventing dehydration cracks, conditions, that can worsen skin sensitivity.

In this case, delicate **Grape seed oil** is particularly indicated, that in its pure form does not contain any fragrance, suitable as a **massage oil** and can also be applied after shower to make the skin soft and smooth.

## SENSITIVE SKIN

## ANTI WRINKLES PROTECTION

From Kleraderm's research laboratories a protective repair program, **Vitalize Program**.

The products of the Vitalize Program, cream and serum, whose formula is based on **amino acids, vitamins and specific active ingredients**, intervene with delicacy and energy protecting and strengthening the skin in depth.

*Support the hydrolipidic barrier, stimulate microcirculation and cell nutrition, promote the elimination of free radicals and prevent oxidative processes.*

## FOR CHAPPED LIPS

Due to the cold and, at times, some bad habits, such as moisten with saliva, the lips tend to become dry crossing with small but annoying cracking dryness. Therefore, the delicate labial mucosa need to be protected, hydrated, softened with regular use of specific emulsions containing a high percentage of shea butter, **hyaluronic acid and vitamin E**, that are able to strengthen and repair in depth. For the lips, **Oreo Fili**, a volumizing filler emulsion designed to hydrate, protect and help to alleviate lip wrinkles and cracking. Enriched with shea butter and cocoa butter, nourishes and protects lips in depth. The mixture of **collagen and elastin** and anti-aging functions firming, prevents the skin aging, stimulating the metabolic processes underlying cell turnover. The lips appear fuller, the skin is more elastic and firm.

The concentrated serum **Climate Defence** combined with **Vitalize cream** are specially studied to prevent the slow aging process of the skin. Reinforce and stimulate the renewal of the support fibers, act synergistically preventing the production of free radicals and the damage of dehydration. Increase the effectiveness of the system of self-protection of the skin from external agents, UV rays and environmental pollution. For an intensive action use **Vitalize mask** once a week, vitalizing radiant mask that gives immediate freshness and softness to the skin.



Itching and redness  
*main symptoms*

# dermatitis: origins and causes

Redness, cracking, itching are the first symptoms of sensitive, brittle skin, which is undergoing a change in the hydro-lipidic film: if this shield no longer performs its unction properly, the skin becomes intolerant as it is exposed to all environmental stresses that trigger a reaction, by stimulating the nerve endings.

## What is dermatitis

Dermatitis is one of the most common and frequent skin disease. It is a skin inflammation that manifests itself in the form of redness, scaling, small blisters, crusts often accompanied by pruritus, tingling and itching.

## Seborrheic

It affects areas rich in sebaceous glands, such as the scalp, face, chest, back. It is manifested by the appearance of yellowish and greasy scales, often associated with erythema and folliculitis, with small crusts, itching and thickening. Medical studies have identified the source of a mushroom toxins in the "Malassezia furfur" that colonizes the human skin releasing specific toxins, to which one can be sensitive and/or sensitized. In this case it is necessary to contact your dermatologist.

### Contacting

The **contact dermatitis** is caused by the direct toxic action (irritation) of substances that come into contact with the skin, sometimes called contact eczema. Can be irritative or allergic.

The **irritative contact dermatitis** is caused by the direct contact with the irritating substance and occurs in the same point of contact. The most common irritants are soaps, diapers, synthetic fabrics, detergents and chemicals.

The **allergic dermatitis** provides a more or less prolonged exposure to a sensitizing substance. The latter is recognized as a "special" by our immune system and, in an effort to defend ourselves, activates a number of inflammatory mechanisms responsible for the dermatitis. May appear in the same point where contact has occurred and then have manifestations in other areas with hives, itching and swelling. When the dermatitis persists for a long time, it tends to become chronic, there is a reduction of redness and the skin becomes dry.

The most frequent and strong irritants are **metals** such as **nickel**, **perfumes** and **dyes**. In both cases, consult your doctor or dermatologist to avoid "do-it-yourself" cure, **which may distort the clinical picture and make difficult to determine the cause.**

*The contact dermatitis very often is an occupational disease and constitute 15-20% of all diseases covered by disputes with the employer. Many workers have an increased risk of contracting such pathologies as they are particularly exposed to substances that can cause allergies.*



### solar

This type of dermatitis triggered by sun exposure is called polymorphous **solar dermatitis**. It can appear at any age with different skin reactions from erythematous papules to pustules. It is very common in women with the pale skin in sun-exposed areas such as face, neck and décolleté. It starts with a prolonged itching and localized erythema.

It is caused by the release of certain chemical mediators responsible for the itching upon exposure to UVA and UVB rays that trigger inflammation. Moisturizing after-sun emulsion of the Klerasol line acting through its active soothing and refreshing ingredients, as azulene and menthol, is ideal to soothe the skin irritations and to give a feeling of relief to the skin.

*Among the other more complex forms of dermatitis the atopic one also appears, it is a pathology with genetic component which occurs in the early months of life and we must deal only with the intervention of the dermatologist.*

# KLERADERM®

## COUPEROSYS PROGRAM



*"Blushing? Yes.  
But only when receiving  
compliments"*