

RESET / FACE

NEW FACE PURITY LINE

FOR A DEEP
PURIFICATION OF THE SKIN

OCTOBER 2022

CHECK-UP

01.
RESET

02.
RESTORE

03.
ATTACK

BOOST



AROSHA
AESTHETIC SCIENCE



PROBLEM

STRESSED AND DEVITALIZED SKIN

In our daily life, the skin is continually stressed, both by our body's natural production of harmful agents such as toxins and free radicals, and by external agents that affect the balance of the epidermis.

The result of these negative elements is a skin:

- dull and opaque
- Asphyxiated
- unclean and with imperfections
- in need of regeneration



SOLUTION

OXYGENATION, EXFOLIATION, ANTIOXIDATION

The secret to support the skin to regain its natural purity is:

- Perform a correct and constant exfoliation
- Drain
- Combat free radicals

Proper exfoliation removes the barrier of dead cells that clog the skin. This allows you to:

- make the skin more receptive and allow the products to penetrate deeper into the skin
- stimulate lymphatic drainage, eliminating toxins, detoxifying the skin and promoting the supply of oxygen
- offer anti-aging benefits by stimulating collagen synthesis

In addition, using cosmetic products that contain antioxidants are essential to keep the body healthy and skin looking young and protected from the harmful action of free radicals.



STEPS TO ACHIEVE PERFECTLY DETOX SKIN

STEP 1
FACE CLEANSING



PROFESSIONAL



STEP 2
INTENSIVE PURIFYING
FACIAL TREATMENT



PROFESSIONAL



STEP 3
CORRECT HOME
BEAUTY ROUTINE



HOME USE



FACIAL CLEANING

THE CORRECT STARTING POINT

A professional Cleansing Cream and Tonic are the two basic starting products to be applied before any treatment:

- .153 CLEANSING CREAM helps to completely remove impurities and make-up, does not dry the skin and does not attack the natural protective hydrolipidic film
- .154 TONIC LOTION eliminates the last residues of the detergent and excess oiliness

The use of these products:

- helps strengthen the skin's natural defences and prevent the appearance of skin blemishes.
- In addition, they perfectly prepare the skin to be more receptive to absorbing beauty products.



.153 CLEANSING CREAM FOR A DEEP CLEANING ACTION

Product with a delicate cleansing and make-up remover action that eliminates any impurities while respecting the skin's hydrolipidic film. The soft and light texture is enriched with vegetable oils and butters with a nourishing and emollient action for a hydrated and silky skin.

The effects are:

- Cleansing
- Removal of make-up and impurities
- Soft and silky skin



INSTRUCTIONS

Apply to moistened skin on the face, neck and décolleté with circular movements. Rinse with water.



FUNCTIONAL ACTIVE

COTTON OIL

It is a delicate oil that is easily absorbed. It is an excellent nourishing, regenerating, moisturizing, emollient and protective. It provides a high intake of vitamin E, so much so that it ranks third among the vegetable oils with the highest intake of this vitamin, and is rich in polyunsaturated fatty acids, linoleic acids and omega 6. Its most important properties are the antioxidants: Vitamin E is in fact known to counteract free radicals and to counteract aging. Applied to the face, in addition to having an anti-wrinkle action, it makes the skin supple and soft and protects it from pollutants.

ALMOND OIL

Thanks to the high composition of essential fatty acids, it has highly moisturizing and emollient properties. It is also rich in Vitamin E, Vitamin B, phytosterols and antioxidant substances that prevent skin aging and contribute to tissue regeneration.



FUNCTIONAL ACTIVE

RICE OIL

Rich in Vitamin E, tocotrienols and oryzanol, it has a protective and antioxidant action.

SHEA BUTTER

Thanks to its rich composition in fatty acids, it has strong emollient and moisturizing properties. Furthermore, it is very rich in antioxidants, such as vitamin E, which fights free radicals and improves blood microcirculation, and vitamin A, which fights aging by rebuilding damaged cells.

GLYCERINE

Substance with a high humectant / hygroscopic power. In fact, glycerin has an extraordinary ability to absorb moisture present in the air and transfer it to the skin, ensuring correct skin hydration, from the superficial epidermal layer to the deepest one. It also has emollient, refreshing and decongestant properties.



.154 TONIC LOTION FOR A DEEP CLEANING ACTION

Toning lotion that cleans, refreshes and tones the skin, deeply degreasing it. Free of alcohol and ethoxylates.

It has an effect:

- Invigorating
- Moisturizing
- Refreshing

INSTRUCTIONS

Apply with a cotton pad by dabbing gently on the clean face.

FUN FACT:

.154 TONIC LOTION can also be used on the rest of the body to eliminate superficial toxins before applying .105 SUGARGEL SCRUB PLUS



FUNCTIONAL ACTIVE

ALLANTOINA

Promotes cell regeneration for softer and healthier-looking skin. Calming and soothing.

ALOE EXTRACT

Anti-inflammatory, soothing, anti-aging and repairing agent.

DISTILLED WATER OF CHAMOMILE

Chamomile hydrosol is a water-based solution obtained from the flowers of Chamomilla Recutita (Matricaria), more commonly known as German chamomile. The solution contains all the water-soluble active ingredients present in the flowers, i.e. essential oil (rich in alpha-bisabolol, flavones, chamazulene and coumarins), flavonoids, polysaccharides, mucilages and sesquiterpene lactones, which give the plant and the preparation numerous beneficial properties in the treatment of the skin, both of adults and children. More specifically, the floral water obtained from chamomile is known for its calming, soothing, decongestant, healing and anti-inflammatory properties.



FUNCTIONAL ACTIVE

BETAINE

Natural substance extracted from sugar beet (*Beta vulgaris*), to which it owes its name. Thanks to its solubility and the ability to make water molecules cohesive, it is an excellent ingredient with a moisturizing and humectant action. The ability to counteract cellular aging processes and fight free radicals also make it an active ingredient with a marked repairing and protective action on the tissues.

GLYCERINE

Substance with a high humectant / hygroscopic power. In fact, glycerin has an extraordinary ability to absorb moisture present in the air and transfer it to the skin, ensuring correct skin hydration, from the superficial epidermal layer to the deepest one. It also has emollient, refreshing and decongestant properties.

RESET / FACE

150 PURITY

Give your face new light

The solution for a purified
and renewed skin

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FACIAL PURIFICATION GIVE YOUR FACE NEW LIGHT

As we age, the cell regeneration process slows down. This means that the body takes longer to eliminate skin cells and generate new ones. This is why we have created a kit that stimulates proper exfoliation by removing the barrier of dead cells that clog the skin and discover new fresh cells underneath. In this way we facilitate hydration, nourishment and allow the products to penetrate deeper into the skin, making them more effective.

Exfoliation also stimulates lymphatic drainage, eliminating toxins and detoxifying the skin, and helps circulation by promoting the supply of oxygen.

In addition, it offers anti-aging benefits by stimulating collagen synthesis. In short, a regular exfoliating routine will leave your skin feeling fresh and healthy.

RESET / FACE

1 KIT > 10 TREATMENTS

20 MIN. APPLICATION TIME



AROSHA PROPOSAL

THE NEW PURIFYING AND EXFOLIATING TREATMENT

.150 PURITY is a professional treatment of the first RESET phase of the Arosha method that:

- exfoliates the epidermis
- stimulates skin microcirculation
- oxygenates the tissues

for a skin that is:

- deeply purified
- renewed
- ready to receive subsequent RESTORE and ATTACK treatments

PURIFYING AND OXYGENATING TREATMENT

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PRODUCTS FOR A DEEP DETOXY ACTION

.150 PURITY is a kit composed of two products:

- .151 VITAMIN C
- .152 PNEUMATIC PEEL

Thanks to their synergy we act to obtain:

- Exfoliation and tissue regeneration
- Purified and oxygenated skin
- Even and radiant skin
- Detoxified skin





.151 VITAMIN C

Powder composed of 90% Vitamin C known for its high antioxidant and illuminating power. Thanks to its slightly exfoliating action it:

- mechanically removes dead cells from the epidermal surface that hinder oxygenation
- promotes physiological skin turnover,
- smoothes the skin
- purifies the skin by freeing it from impurities.



.152 PNEUMATIC PEEL

Exfoliating gel based on latest generation polyhydroxy acids that help to eliminate dead skin cells in a delicate way.

The innovative texture has been specially designed for the "AROSHA pneumatic massage", a special treatment which, through actions of pressure and release of the skin, favors the:

- stimulation of the microcirculation and drainage
- elimination of the toxins accumulated in excess.

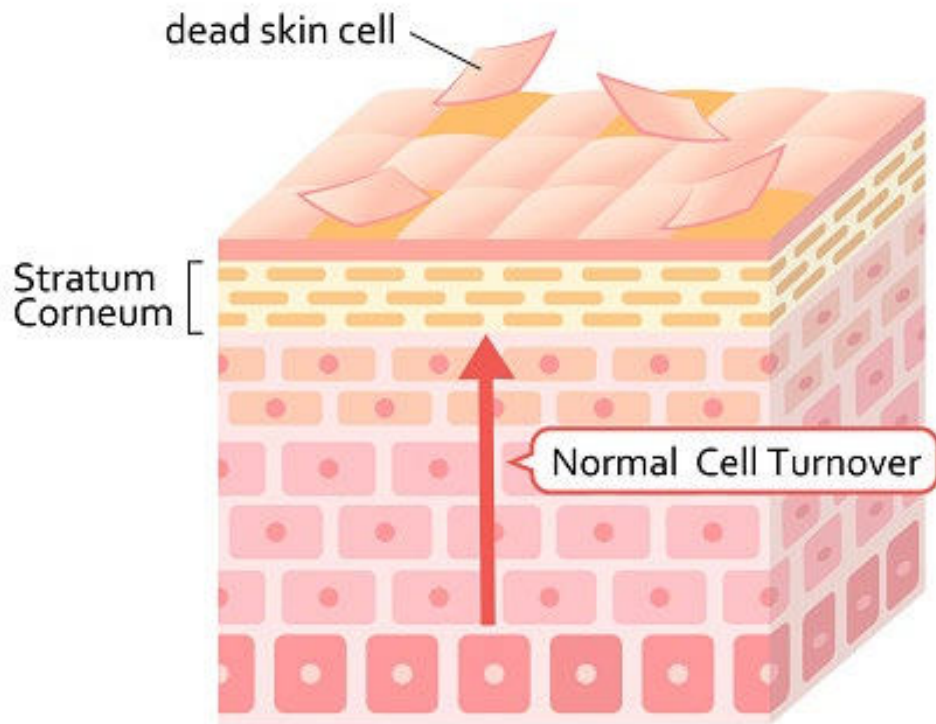
The result will be a deeply purified, renewed and regenerated skin.



FUNCTIONAL ACTIVE

ASCORBIC ACID

Vitamin with high antioxidant power capable of counteracting the action of free radicals, slowing down skin aging. It also acts on the relaxation of the tissue by stimulating the skin to produce the right amount of collagen. In addition, by carrying out a slightly exfoliating action, vitamin C improves the complexion by giving skin uniformity.



FUNCTIONAL ACTIVE

LACTOBIONIC ACID

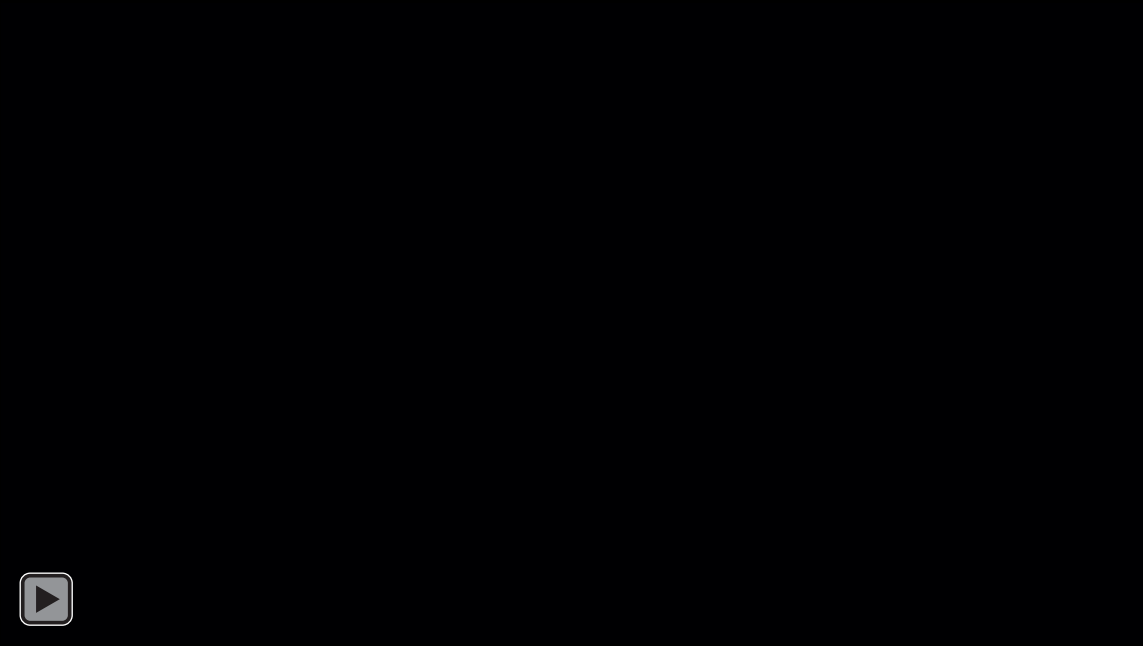
Disaccharide formed by the association of gluconic acid, a polyhydroxy acid, and a sugar molecule, galactose. Promotes gentle exfoliation and cell renewal, modulating the keratinization process. Applied to the skin, it tends to produce a thin surface film; in fact, due to the high molecular weight, it is difficult to penetrate the skin compared to the smaller alpha-hydroxy acids. At the same time, this slower and more delicate absorption makes it more tolerated by sensitive skin. In addition, it has anti-oxidant and soothing properties and has a stimulating effect on collagen production.

GLUCONOLACTONE

Like Lactobionic Acid, it is a polyhydroxy acid. Applied to the skin, it promotes exfoliation, modulating the keratinization process and stimulating skin renewal. From a chemical point of view, it consists of a lactone ring which releases gluconic acid, responsible for the activity of the molecule, due to the hydrolytic action of the moisture of the skin. Gluconolactone has a strong long-term hygroscopic and moisturizing power, thanks to the presence of numerous hydroxyl groups. It also has good antioxidant and restoration capabilities of the damaged skin barrier. Unlike the most common chemical exfoliants it is not irritating and does not induce photosensitization.

TUTORIAL AVAILABLE SOON

 PLAY VIDEO



AROSHA PNEUMATIC MASSAGE

PNEUMATIC MASSAGE

FUNDAMENTAL EXECUTION TECHNIQUE

Perform .150 PURITY with the specific AROSHA PNEUMATIC MASSAGE that promotes tissue drainage and oxygenation by exploiting the skin suction action.

This is a mix of skin pressure and release maneuvers, called "butterfly", made possible thanks to the adhesive effect of .152 PNEUMATIC PEEL special texture. Dedicated tutorial available soon.

BEAUTY TIPS >>>

For a lifting effect, gently lift the masseter area from the chin to the temple with the palm of your hand for 8 repetitions. First on one side of the face and then on the other. If necessary, repeat a second time.

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RESET/ BODY



RESET/ FACE

FULL DETOXY TREATMENTS THE PERFECT COMBO

Combine the .100 DETOXY treatment with .150 PURITY for a full detoxifying action:

- 2 complete treatments
- 1 hour total time



PROTOCOLS

PROPOSALS FOR THE USE OF .150 PURITY

1. Treatment to be used in combination with .100 DETOXY for a FULL DETOX TREATMENT
2. Treatment to be performed before a cleansing face and blackheads
3. Treatment to be performed "one shot" when the skin is dull and stressed
4. Treatment to be performed before any other professional facial treatment (wait at least 1 day between treatments)

BOOST / FACE



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HOME CARE PRODUCTS FOR THE PERFECT BEAUTY ROUTINE

The new Arosha .700 B-CLEAN eye and lip makeup remover combines an aqueous phase, suitable for cleansing and removing impurities and smog residues, and an oily phase capable of instantly eliminating even the most resistant and waterproof make-up. Its formula, enriched with eudermic and emollient functional substances, helps to counteract the sensation of irritation often associated with cleaning and removing make-up and is ideal for all skin types.

After the make-up remover we offer face cleansing with the precious oil .701 SKIN AFFINITY which cleanses by affinity and not by contrast. Ideal for restoring to the skin only what it needs to be healthy without altering its lipid balance; the product turns into a soft milk after contact with water. Suitable for all skins, even the most sensitive and fragile ones!

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Do you know why proper facial cleansing is important ?



BEAUTY TIPS FOR CLIENTS

When you use the .700 B-CLEAN to clean the eyes it is advisable to soak a cotton pad and wrap it on the index finger.

Then, first remove the eyelid and upper lashes, proceeding from top to bottom, and then, by rewinding the flap from the clean part, remove make-up from the eyelid and lower lashes, proceeding from the inside to the outside instead.

FUN FACT:

Add to your beauty routine .517 SUGAR GEL SCRUB once every 10-15 days

.150 PURITY

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PURIFYING AND EXFOLIATING TREATMENT



COMMUNICATION

- Video tutorial
- Video teaser
- Crowner
- Brochure B2B
- Leaflet B2C
- Social kit

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