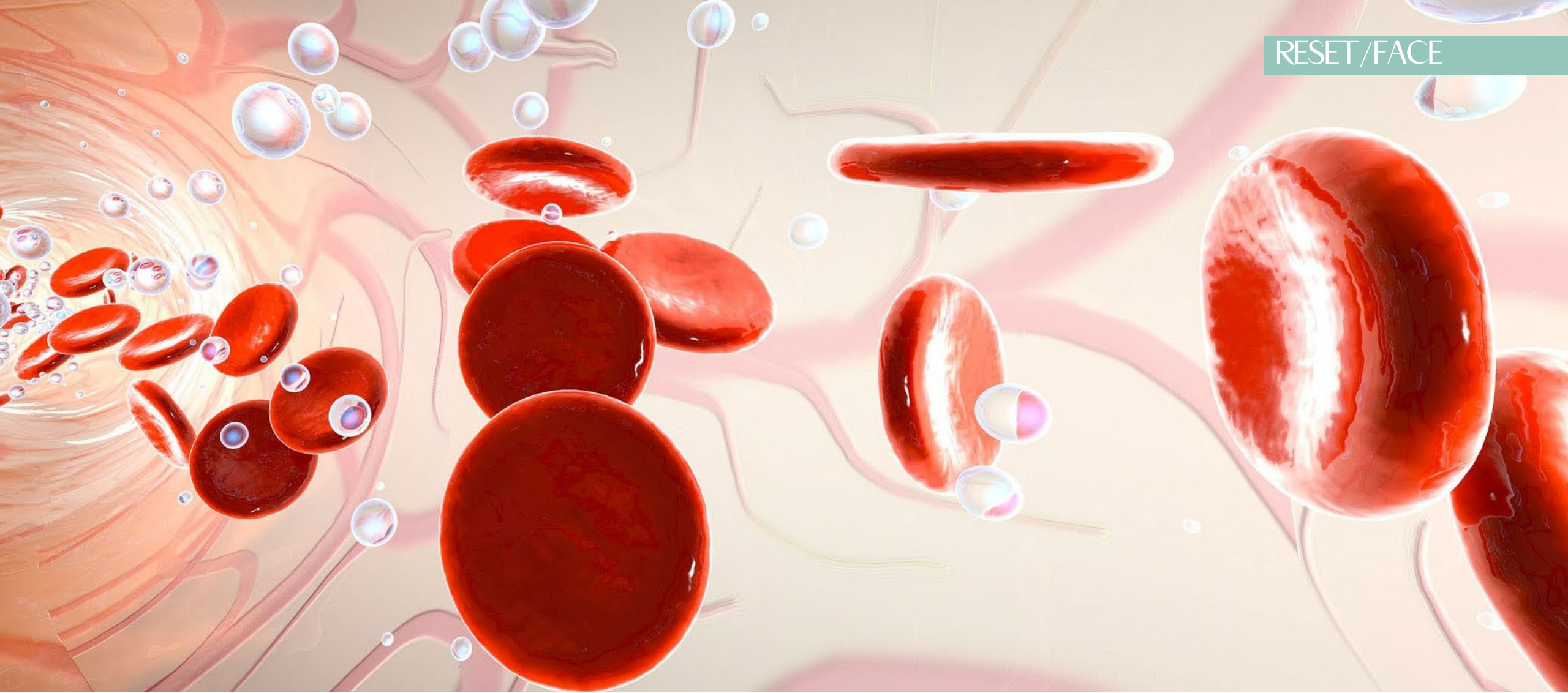


RESET/FACE



**THE SCIENTIFIC STUDY
OF THE FIRST PHASE OF THE METHOD**



GIVE YOUR FACE NEW LIGHT

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

1. **Detoxify, reoxygenate and drain**
2. **Perform a correct and constant exfoliation**
3. **Act against free radicals**

WHY THESE THREE ACTION ARE SO IMPORTANT?

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.



DETOXIGANATION, OXYGENATION & DRAINAGE

The importance of regularly purifying the body is often underestimated, but **DETOXIFICATION** is a very important practice for our health. Many problems, disorders, and imperfections have their main cause precisely in an exaggerated accumulation of **TOXINS**.

THROUGH DETOXIFICATION:

- The body is regenerated eliminating damage due to free radicals
- Tissues are freed of toxins
- The skin's immune defences are reinforced
- The cells are revitalised

By its own nature and metabolic function, the human body produces **TOXINS** within itself and introduces them from without.

EXOGENOUS TOXINS

can be found in the air, water, food, medicines, cosmetics, smoking, or can even originate in stressful conditions. This category includes heavy metals (nickel, cadmium, lead, aluminium) and substances such as alcohol, nicotine, exhaust gases, industrial waste, pesticides, herbicides, food additives, solvents, medicines, and intoxicants.

ENDOGENOUS TOXINS

are found in the body and are waste substances originating from the metabolic processes of millions of cells or by-products of harmful and pathogenic organisms absorbed in the intestine. If not digested properly, foods can fuel the growth of yeasts, hostile bacteria and other organisms that proliferate in the digestive system.

Toxins are **UNHEALTHY SUBSTANCES** capable of harming one's health and for this reason they are managed by the human body so as to be removed from the vital centres (organs) and made inert. Managing toxins with a good and constant **DETOXIFICATION** is not only an aesthetic matter but, in an even broader sense, also one of health.

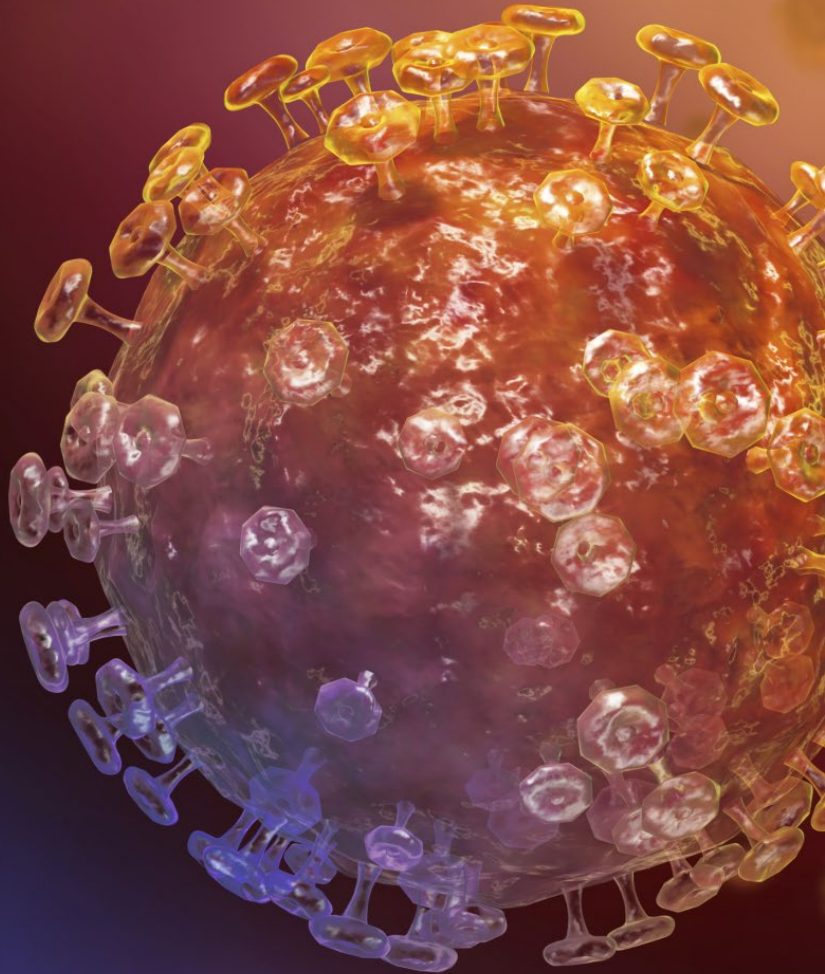


DETOXIFICATION consists of stimulating a process of filtration of “humoral” liquids resulting in the elimination of toxins through the various emunctory organs, or rather, all those organs involved in the detoxification processes of the body, such as the liver, intestines, kidneys, lungs and skin.

OUR BODY POSSESSES VARIOUS MECHANISMS TO PROTECT ITSELF AGAINST TOXINS:

- The integrity of the epithelia Digestive secretions
- The immune system which monitors the presence of foreign substances in the body
- The various enzymatic systems that allow toxins to be eliminated through sweat, respiration, bile, urine and faeces

Often the defensive capacity of these protective mechanisms is compromised by an excessive accumulation of toxins. We are therefore witnesses to a dramatic increase in circulating toxic substances with consequent alteration of the physiological mechanisms of detoxification, causing damage to tissues and DNA



When the quantity of **TOXINS** is in **EXCESS** with respect to our body's ability to dispose of them through our emunctory organs, they remain in circulation, depositing themselves (especially fat-soluble toxins) in adipose tissue but also in other organs (brain, kidneys, immune system); in this manner, **they slow down our bodily functions greatly.**

The **SKIN** as an emunctory organ retains many toxins, as the hypodermis is composed of cells which specialise in being "warehouses". In this way, the integumentary system frees vital organs such as the heart, lungs, and liver of toxins, whose survival would be undermined were they constantly surrounded by these.

It should be emphasized, however, that excessive intoxication of the integumentary organ, based on subjective predispositions, may cause other very common imperfections such as **PREMATURE AGEING, ROSACEA, DRY SKIN**, etc.

It is for these reasons that one should regularly undergo a cycle of specific DETOXIFYING treatments aimed at simultaneously stimulating the main elimination pathways, thus helping the body in its daily purification activity.



From this point of view, tissue **DRAINAGE** plays a very important role, as it helps to expel toxins and stimulate tissue **oxygenation**.

OXYGEN is an essential element for our body; it is transported from inhaled air to the cells of the body where it is used for METABOLIC PROCESSES. Furthermore, a lack of it leads to an ABNORMAL ACCUMULATION OF METABOLIC WASTE inside the body; this happens because cells obtain energy from food through cellular respiration which consists of a series of reactions that end with the formation of energy in the form of ATP (adenosine triphosphate).

An inadequate oxygen supply results in deficient energy production so that METABOLIC WASTE and ENVIRONMENTAL TOXINS can no longer be effectively eliminated from the body.

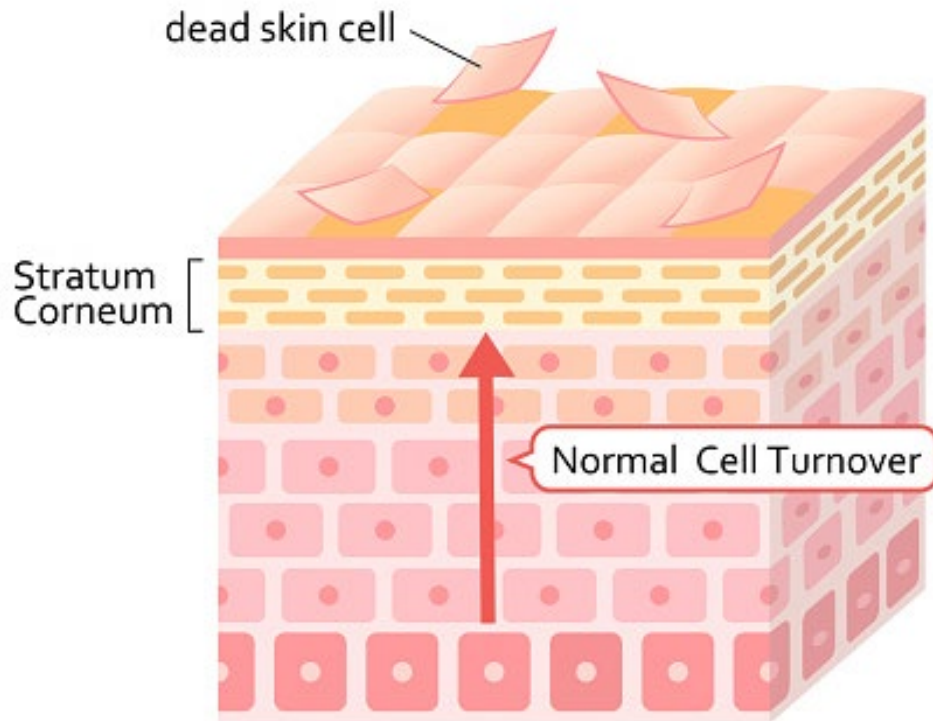
So, a skin that is DETOXIFIED and OXIGENTATED is therefore the basic starting point for a good physical condition.

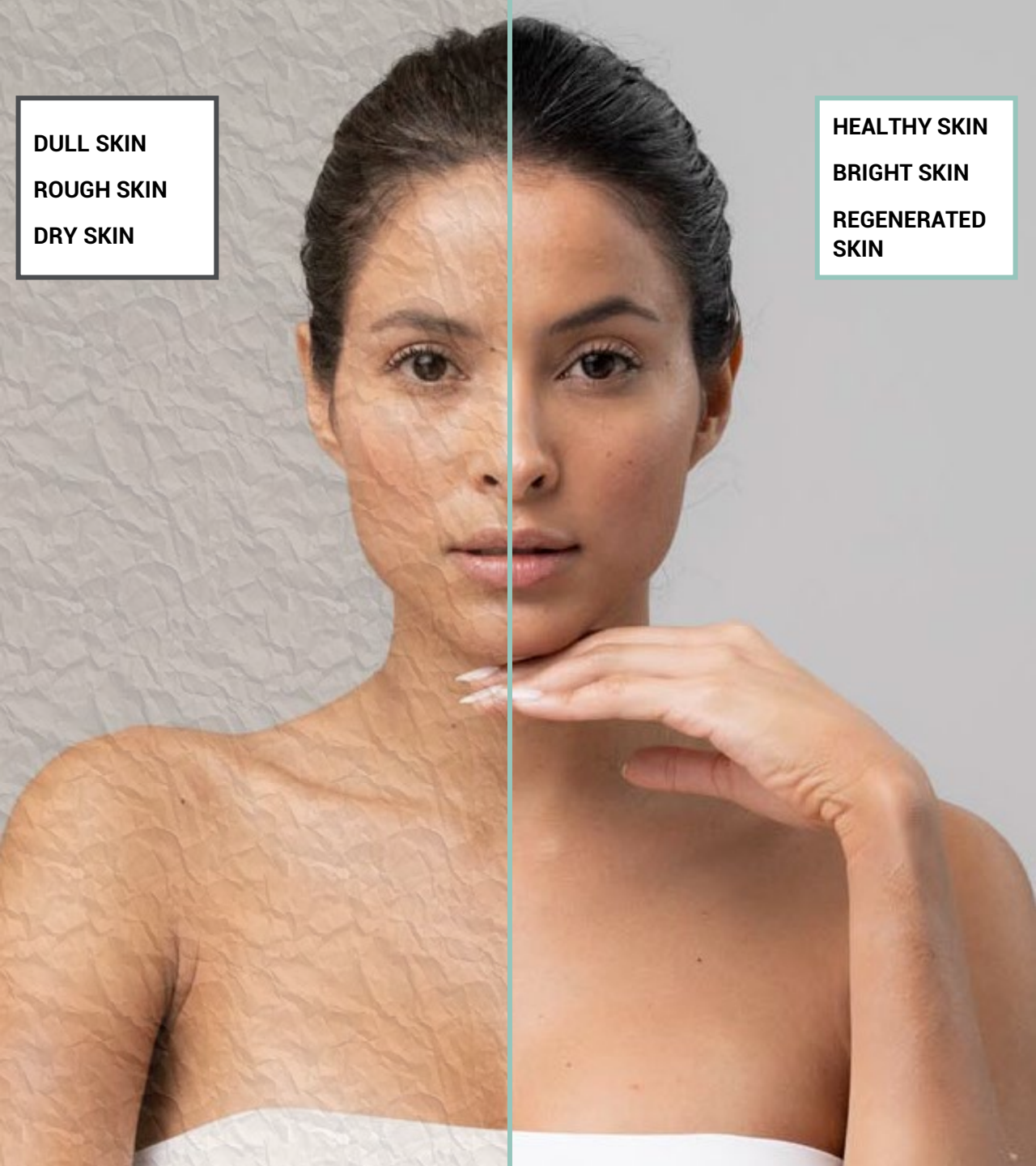
EXFOLIATION

To maintain the balance of the epidermis, between regeneration and loss, the cells produced in the basal layer must be equal in quantity to those eliminated in the stratum corneum.

The time taken by a cell in the basal layer to reach the stratum corneum is between 10-14 days; and another 10-14 days are required for a cell to cross the stratum corneum before being eliminated.

Therefore, the turnover time in physiological conditions is 20-28 days.





DULL SKIN
ROUGH SKIN
DRY SKIN

HEALTHY SKIN
BRIGHT SKIN
REGENERATED SKIN

As we age, the cell regeneration process slows down.

This means that the body takes longer to eliminate skin cells and generate new ones. As old skin cells begin to accumulate on the surface, they can leave the skin:

- **Dull**
- **Rough**
- **Dry**

Additionally, the buildup of dead skin cells can cause excess oil and clogged pores, leading to blemishes and even acne.

In this situation, we can support natural cell turnover with proper skin exfoliation.



2

Proper exfoliation helps remove the dead cell barrier that clogs the skin and uncovers fresh new cells underneath.

This promotes **hydration, nourishment** and **allows 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.

A regular exfoliating routine will leave your skin feeling fresh and healthy.



Exfoliation can be performed:

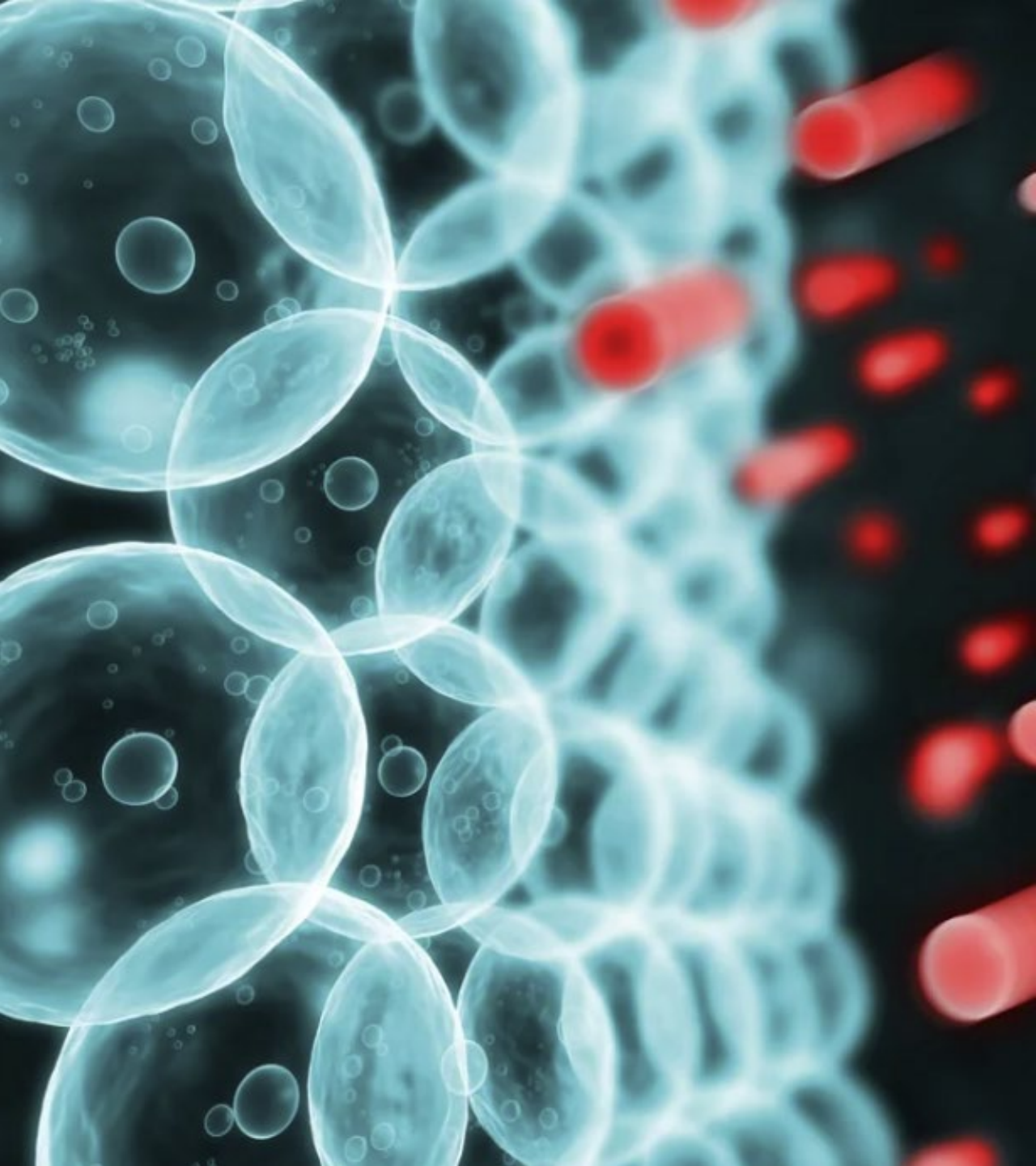
- mechanically, using abrasive scrubs that remove dead cells,
- chemically, using scrubs that contain special types of acids that dissolve and remove dead skin cells without rubbing.

The category of **mechanical exfoliant** (also known as physical or manual) includes all cosmetic products that act by abrasion. Enriched with microgranules and exfoliating particles, they perform a more or less intense exfoliation based on the size of the microspheres and the pressure exerted during the process.

Among these we find scrubs, which are in effect exfoliating creams or gels with rinsing, and gommage, which contain smaller exfoliating particles and are more delicate and moisturizing.

Easier to use, however, these products require caution in use as they can cause transient redness if you apply them frequently or with too vigorous movements. In this regard, according to experts you should perform exfoliation with physical exfoliants 1 or at most 2 times a week, depending on your skin type.

Chemical exfoliants, better known as peels, are products based on acids or enzymes that induce exfoliation of the skin through a keratolytic action. In other words, they are able to weaken and break the bonds between the corneocytes (mature keratinocytes, which have reached the surface of the epidermis) of the superficial layers of the skin, promoting cell turnover and the removal of dead cells. Acid-based exfoliating treatments must be performed by experienced and competent hands, such as those of a beauty professional.



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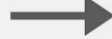
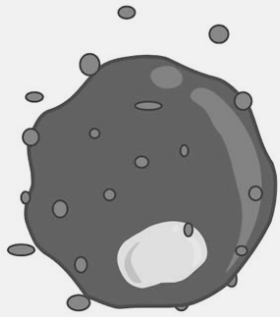
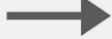
ANTIOXIDATION

Free radicals are waste substances that are formed as a consequence of cellular metabolism and as such are eliminated from each single cell through specific mechanisms.

These are unstable molecules, naturally present in our body, whose harmful action for the body is blocked by the presence of antioxidants. In summary, the free radical, having only one electron on its outer orbital, seeks stability by stealing one from an atom or by binding to other free radicals. This triggers a reaction mechanism that over time can give rise to a series of damage and negative consequences for the well-being of the body and skin.

For this reason, the action of antioxidants is fundamental, which counteract free radicals, preventing oxidative stress and therefore premature aging.

TIME



NORMAL CELL

FREE RADICALS
ATTACKING
THE CELLOXIDATIVE
STRESSED CELL

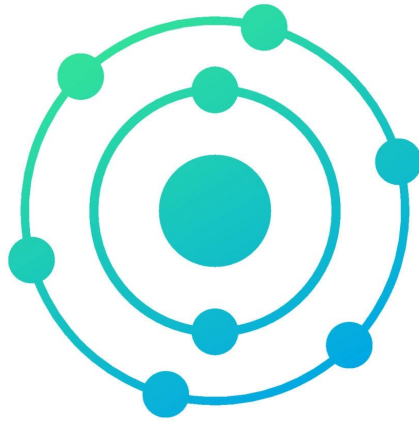
The physiological production of free radicals is a consequence of the body's metabolism. However, stresses from the external environment and our lifestyle can also play a fundamental role in the overproduction of these reactive elements.

The main external causes that can induce the formation of free radicals are:

- exposure to the sun's rays without adequate protection
- Pollution
- psychophysical stress
- cigarette smoke
- drug use
- medications abuse
- some diseases
- competitive sport
- diet low in antioxidants
- deficiency of absorption of antioxidants

One of the tissues most damaged by oxidative stress is the skin.

In fact, free radicals destroy collagen and elastic fibers. Not only that, their action on cellular structures can also compromise skin hydration, causing the appearance of dry and rough skin and the formation of spots and wrinkles.



ANTIOXIDANT

If free radicals are enemies of the body and the skin, **antioxidants are instead the best allies to keep the body healthy and young-looking skin.**

These substances that protect against the harmful action of free radicals are already present within the body and a large part of them is taken through food.

However, eating foods rich in antioxidants may not be enough to fight skin aging, because part of them is dispersed in the intestine and the beneficial effects may not reach the skin directly.

For this reason, cosmetic products play a very important role in skin treatment, because the active ingredients inside are specifically designed to treat and protect the skin, with a direct action on the skin and on the defects to be corrected.

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