



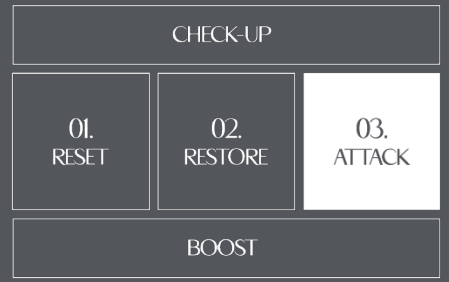
ATTACK/ BODY



PRODUCT LAUNCH .330 FIBROCEL +

Program to treat the skin blemishes of advanced cellulite

FEBRUARY 2022



AROSHA
AESTHETIC SCIENCE



**HOW
TO DEAL
WITH
CELLULITE**

PROBLEM

EDEMATOUS, FIBROUS AND SCLEROTIC CELLULITE

Cellulite is an inflammation of the subcutaneous adipose tissue caused by an alteration of the vaso-lymphatic microcirculation.

This inflammation involves the most superficial layers of the skin (dermis) up to the deeper ones (hypodermis). The accumulation of water in the tissues, the reduced oxygen supply and the alteration of adipose tissue cause inflammation, resulting in what everyone know as "orange peel" effect.

Cellulite is a progressive process that can be controlled through the use of suitable remodeling topical treatments and with the help of small tips to follow daily.



SOLUTION

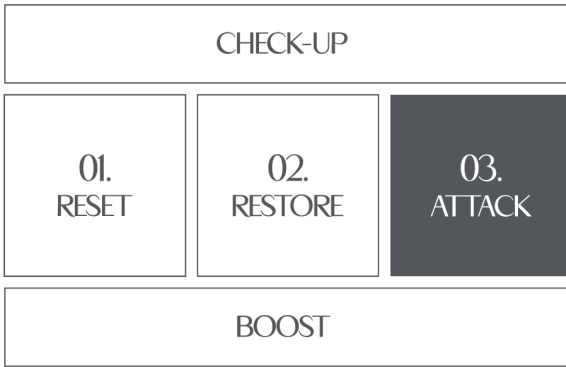
A TAGETED ACTION

Knowing how cellulite arises and what its causes are is extremely useful for understanding how to treat it.

Thighs and legs in general are particularly prone to this condition and in many women it appears after puberty.

Here are the steps to take appropriate action:

- MOBILIZING THE FAT PRESENT IN THE ADIPOSE TISSUE
- PROMOTE THE REDUCTION OF ADIPOCYTES
- CONTRAST THE FORMATION OF NEW FAT CELLS
- DEGRADE THE FIBROUS NODULES



AROSHA'S PROPOSAL TO TREAT CELLULITE

330 FIBROCEL + a professional program with a dual activity, lipolytic and collagenolytic, specifically developed to counteract skin blemishes due to the more advanced stages of cellulite. The program works to:

- Slimming
- Lipo-reducing
- Loss of cm
- Reduction of skin depressions ("orange peel")
- Degradation of fibrous nodules



.330 FIBROCEL +

REVEAL YOUR AUTHENTIC BEAUTY



CONCEPT

THE BEST ALLY FOR A COMPLETE REMODELING & SLIMMING TREATMENT

Included in the third and final ATTACK phase of the method Arosha .330 FIBROCEL+ is the innovative body program to treat the advanced cellulite with a single, targeted and effective solution.

The kit is composed by:

- ✓ 4 COLLAGENACT
- ✓ 4 LIPOLYSE
- ✓ 2 COLLAGEN REDUCE
- ✓ 2 LIPO REDUCE

FOR A TOTAL OF 4 TREATMENTS FOR 1 CLIENT

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.331 COLLAGENACT

COLLAGENASE-BASED LOCALIZED FLUID

Localized treatment with a high concentration of Collagenase, a particular enzyme that selectively breaks down the amorphous collagen around the fat cells, promoting the degradation of fibrous nodules and the reduction of "orange peel" skin.

WHAT IS THE GOAL?



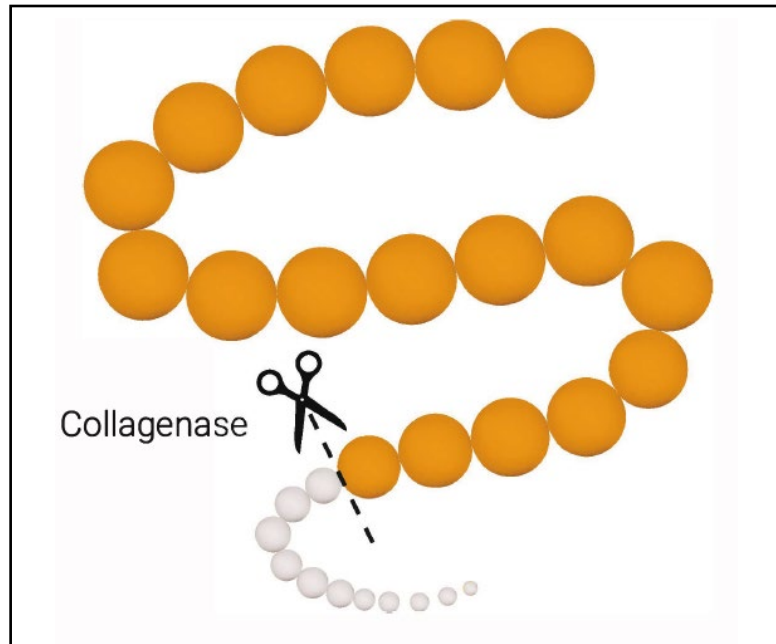
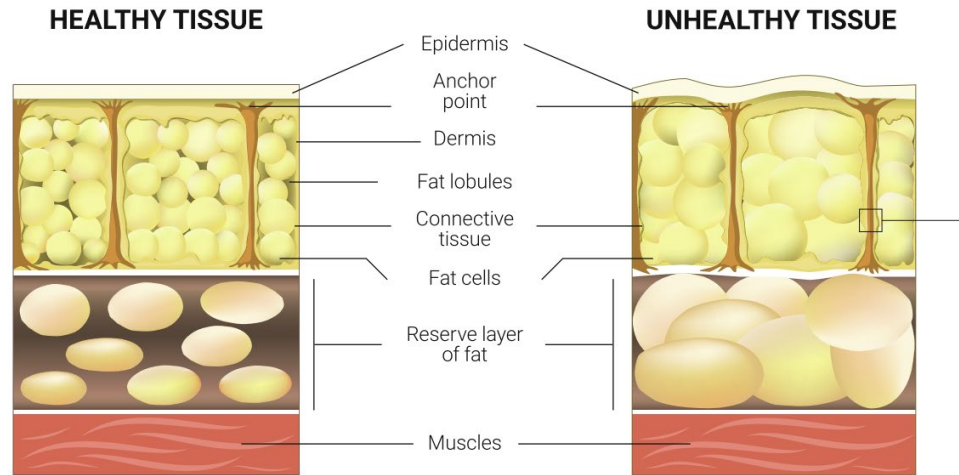
PROBLEMS

- Fibrous cellulite
- Sclerotic cellulite

EFFECTS

- Degradation of fibrous nodules
- Reduction of skin depressions ("orange peel")

PEPTIDE PORTION OF DETECTIVE COLLAGEN



ACTIVE INGREDIENTS

.331 COLLAGENACT

COLLAGENASE

Enzyme of the metalloprotease group capable of cutting the peptide bonds present in collagen. Specifically, it intervenes in the breakdown of defective collagen fibers which, on the one hand, by compressing the fat cells lead to the formation of fibrous nodules and, on the other, by exerting traction on the skin, causing the so-called "orange peel" effect. The result is therefore a real restructuring of the skin and a consequent smoothing and toning effect.

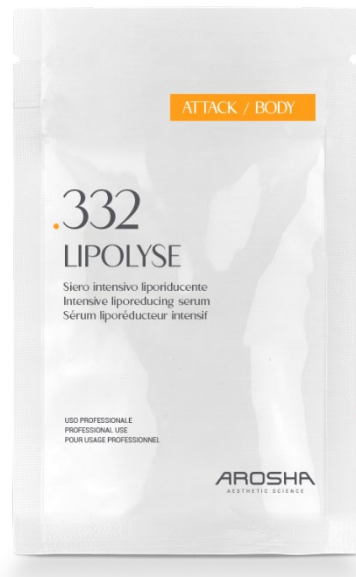
.332 LIPOLYSE

INTENSIVE LIPOREDUCING SERUM

Lipo-reducing treatment specifically developed to counteract skin blemishes due to the more advanced stages of cellulite.

Based on Caffeine, Carnitine and Phosphatidylcholine which, thanks to their high lipolytic power, stimulate the mobilization of fats in the adipose tissue, favor the reduction of adipocytes and counteract the formation of new adipose cells.

WHAT IS THE GOAL?



PROBLEMS

- Fibrous cellulite
- Sclerotic cellulite

EFFECTS

- Slimming
- Lipo-reducing
- Volume reduction



ACTIVE INGREDIENTS

.332 LIPOLYSE

CAFFEINE

One of the most effective active ingredients in body treatments thanks to its lipolytic action. It is in fact capable of promoting the degradation of the triglycerides present in the adipocytes, causing their volume to be reduced. It also has strong antioxidant properties.

CARNITINE

Naturally contained in the cells of our body, this substance intervenes in the cellular processes of energy production, promoting the burning of fat.

PHOSPHATIDYLCHOLINE

It is one of the most abundant phospholipids in tissues. Thanks to its properties it is able to dissolve fat by reducing the size of adipocytes.

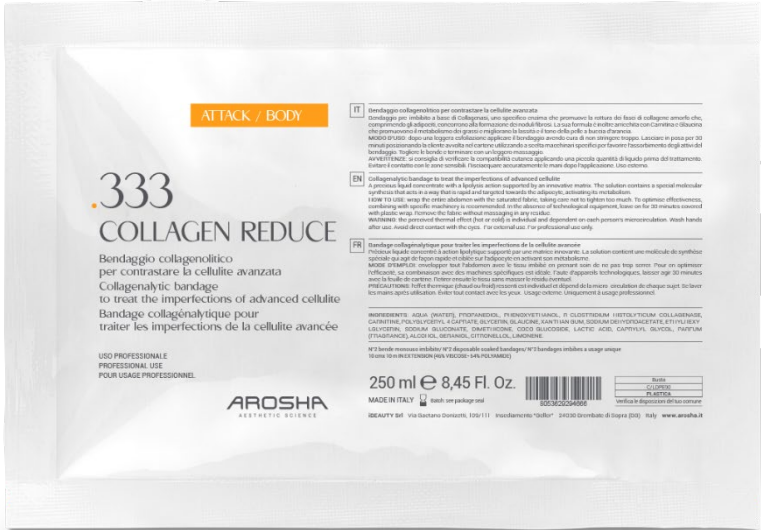
.333 COLLAGEN REDUCE

COLLAGENASE-BASED BANDAGE

Collagenase-based pre-soaked bandage, a specific enzyme that promotes the breaking of amorphous collagen bundles which, by compressing the adipocytes, contribute to the formation of fibrous nodules.

Its formula is also enriched with Carnitine and Glucaine which promote fat metabolism and improve the skin tone, reducing laxity and orange peel effect.

WHAT IS THE GOAL?



PROBLEMS

- Fibrous cellulite
- Sclerotic cellulite

EFFECTS

- Degradation of fibrous nodules
- Reduction of skin depressions ("orange peel")
- Lipo-reducing

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ACTIVE INGREDIENTS

.333 COLLAGEN REDUCE

COLLAGENASE

Enzyme of the metalloprotease group capable of cutting the peptide bonds present in collagen. Specifically, it intervenes in the breakdown of defective collagen fibers which, on the one hand, by compressing the fat cells lead to the formation of fibrous nodules and, on the other, by exerting traction on the skin, causing the so-called "orange peel" effect. The result is therefore a real restructuring of the skin and a consequent smoothing and toning effect.

CARNITINE

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ACTIVE INGREDIENTS

.333 COLLAGEN REDUCE

GLAUCINE


Molecule of vegetable origin that intervenes in the differentiation mechanisms of adipocytes, inducing the structural reversion of adipose tissue into fibroblastic tissue; it also increases lipolysis by inhibition of phosphodiesterases.

.334 LIPO REDUCE

LIPO-REDUCING BANDAGE

Pre-soaked bandage with a marked lipolytic action. Its formula contains an innovative liposomal delivery system which encapsulates Phosphatidylcholine which, thanks to its properties, is able to dissolve fat by reducing the size of adipocytes. Associated with Caffeine and Carnitine, it promotes the metabolism of fatty acids, favoring their conversion into energy, and counteracts their accumulation in adipose tissue.

WHAT IS THE GOAL?



ATTACK / BODY

334 LIPO REDUCE

Bendaggio lipolitico per contrastare gli inestetismi della cellulite avanzata
Lipolytic bandage to treat the imperfections of advanced cellulite
Bandage lipolytique pour traiter les imperfections de la cellulite avancée

USO PROFESSIONALE
PROFESSIONAL USE
POUR USAGE PROFESSIONNEL

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250 ml e 8,45 Fl. Oz.

MADE IN ITALY

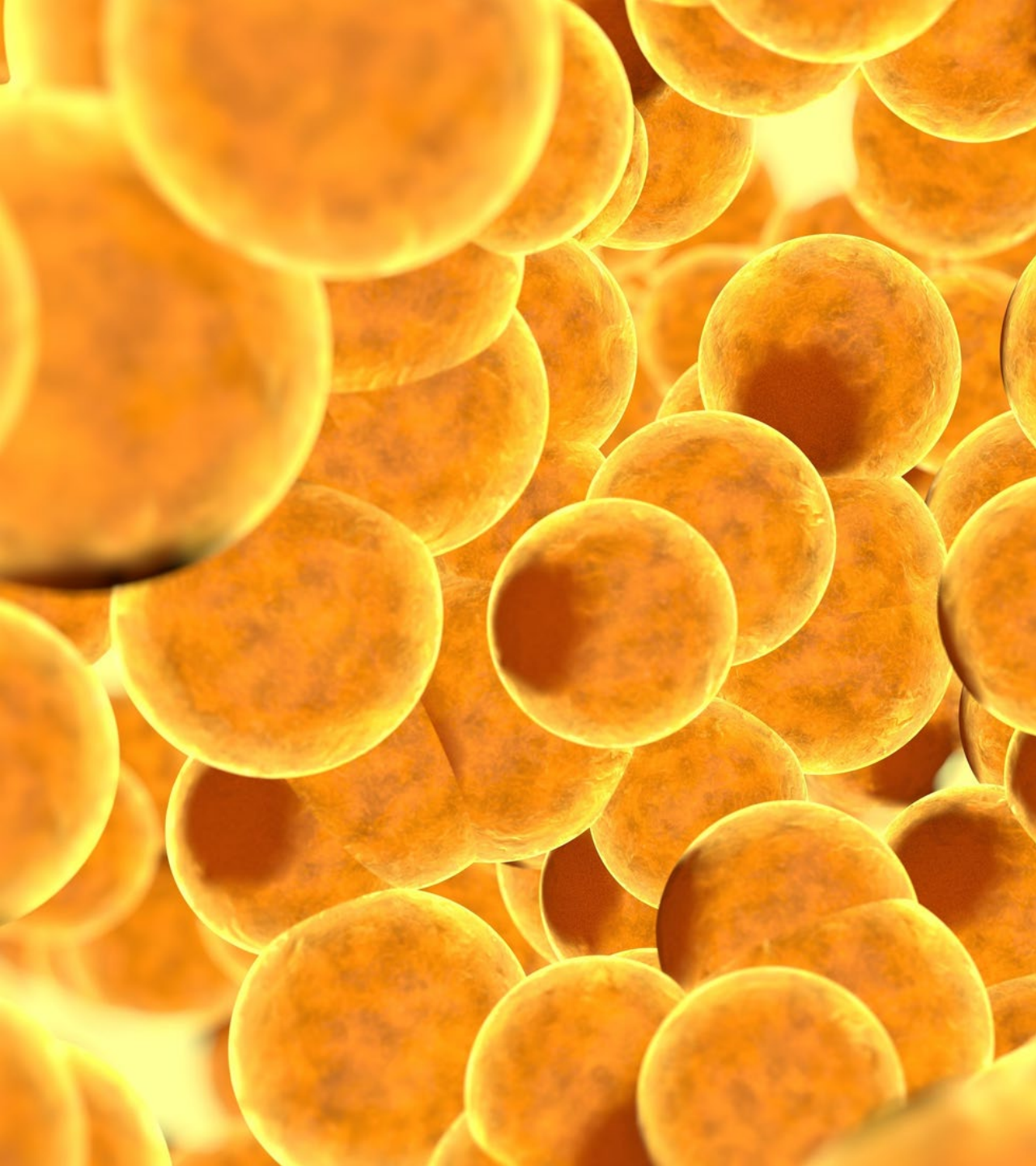
BEAUTY SPA - Via Danteo Corsini, 109/111 - 00185 Roma (RM) - Italy - www.arosha.it

PROBLEMS

- Fibrous cellulite
- Sclerotic cellulite

EFFECTS

- Slimming
- Lipo-reducing
- Volume reduction
- Reduction of skin depressions ("orange peel")



ACTIVE INGREDIENTS

.334 LIPO REDUCE

PHOSPHATIDYLCHOLINE

It is one of the most abundant phospholipids in tissues. Thanks to its properties it is able to dissolve fat by reducing the size of adipocytes.

CAFFEINE

One of the most effective active ingredients in body treatments thanks to its lipolytic action. It is in fact capable of promoting the degradation of the triglycerides present in the adipocytes, causing their volume to be reduced. It also has strong antioxidant properties.

CARNITINE

Naturally contained in the cells of our body, this substance intervenes in the cellular processes of energy production, promoting the burning of fat.



.330 FIBROCEL⁺

PROGRAM TO TREAT THE SKIN BLEMISHES
OF ADVANCED CELLULITE

KEY POINTS STRENGTHS OF THE PRODUCT

- **INNOVATIVE DOUBLE ACTION**
Professional program with dual activity, lipolytic and collagenolytic
- **MAXIMUM PERFORMANCE**
A single treatment capable of counteracting stages of advanced cellulite
- **FLEXIBLE & ATHERMAL TREATMENT**
It can be used at any age and for all skin types, including the most sensitive
It can be used at any time of the year



SAVE
TIME

KEY POINTS

STRENGTHS OF THE PRODUCT

- **HAND FREE**
Time optimization: a few basic steps for scientifically proven results
- **READY TO USE**
The kit contains all the products in the quantity necessary to immediately perform the complete treatment

TO MAXIMIZE *NODULE DEGRADATION*

KEY POINTS

STRENGTHS OF THE PRODUCT

- **COMBINABLE WITH TECHNOLOGIES**
Pressomassage, infrared, electrolipolysis / ultrasound to maximize the effects of the treatment

AROSHA MK300



AROSHA WAVESHape 3.0



.307 CELLULITE PLUS



TO COMPLETE THE TREATMENT
IN THE CABIN

INTENSIVE SLIMMING CREAM

Intensive professional slimming and anti-water massage cream with the innovative Slim Complex that helps improve skin circulation and Caffeine with a lipolytic action that facilitates the destocking and dissolution of fats. Its formula is also enriched with carnitine and essential oil compounds that promote the drainage of liquids, while vegetable oils and shea butter nourish and improve the elasticity of the skin, leaving it smooth and compact.

* already existing product, no changes have been made

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AROSHA CELLULITE FULL PROFESSIONAL PROTOCOL

TO ACHIVE CERTAIN RESULTS



RESET

**FOCUSED ON
DETOXIFICATION
(1 treatments)**



RESTORE

**FOCUSED ON
INTENSIVE DRAINAGE
(4 treatments)**



ATTACK

**FOCUSED ON
CELLULITE
(4 treatments)**

NOW you can perform a **COMPLETE AROSHA PROGRAM** in at least **9** session:

1. **.100 DETOXY** (1 treatment)
2. **.200 NIO DRAIN** + (4 treatments)
3. **.330 FIBROCEL** + (4 treatments)

AROSHA CELLULITE FULL HOME CARE PROTOCOL

THE PERFECT BEAUTY ROUTINE



BOOST

For perfect and long-lasting results, combine professional treatment with a targeted home routine. The Arosha proposal for the home beauty routine is:

› .515 CELLULITE

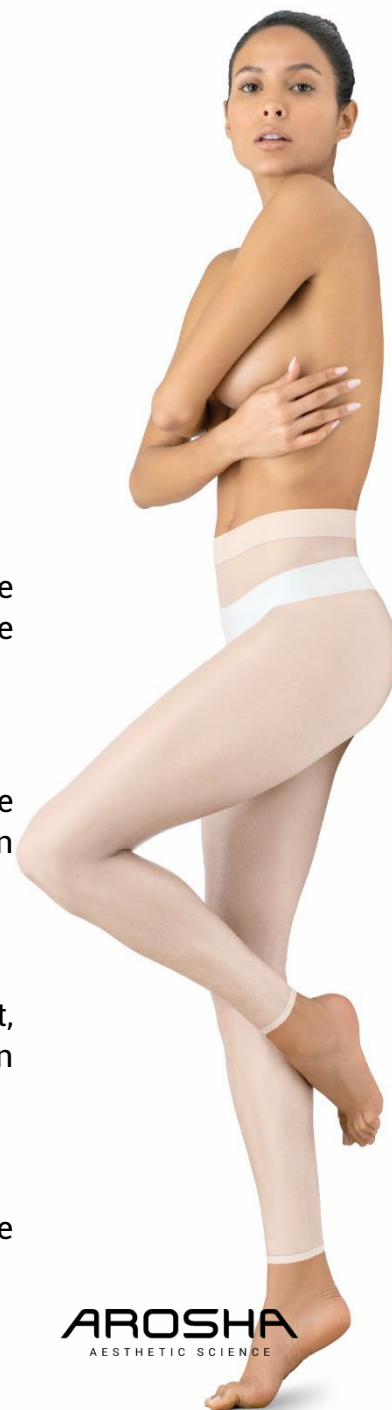
Helps to improve skin circulation, promotes the dissolution of fats, nourishes and improves skin elasticity.

› .516 CELLUNIGHT

Contrasts the accumulation of fat during the night, facilitates its dissolution and promotes the degradation of fibrous nodules.

› .521 SILHOUETTE PANTS

Dissolves fat, counteracts its accumulation in adipose tissue and promotes the degradation of fibrous nodules.



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BOOST / BODY



TO COMPLETE THE TREATMENT *AT HOME – BY DAY*

Intensive slimming and anti-water cosmetic treatment designed to counteract cellulite blemishes. Contains the innovative Slim Complex which helps improve skin circulation and Caffeine with a lipolytic action which facilitates the destocking and dissolution of fats. Its formula is also enriched with carnitine and essential oil compounds that promote the drainage of liquids, while vegetable oils and shea butter nourish and improve skin elasticity, leaving it smooth and compact.

* already existing product, no changes have been made



BOOST / BODY



TO COMPLETE THE TREATMENT *AT HOME – BY NIGHT*

Intensive treatment against skin blemishes related to fibrous and sclerotic cellulite. A targeted formula based on NOCTURSHAPE™, a biotechnological active ingredient of marine origin tested for its effectiveness in counteracting nocturnin, the protein responsible for the accumulation of fat during the night. It also contains Caffeine and Carnitine, known for their high lipolytic power, and the Collagenase enzyme which, by selectively breaking down the amorphous collagen around the fat cells, favors the degradation of the fibrous nodules. CELLUNIGHT, applied every night, helps reduce the annoying "orange peel" skin and improves skin elasticity and tone.



TO COMPLETE THE TREATMENT *AT HOME*

Cosmetic treatment formulated to act against the imperfections caused by cellulite, even at an advanced level. Its formula contains an innovative delivery system that encapsulates Phosphatidylcholine which, thanks to its properties, is able to dissolve fat by reducing the size of adipocytes. Associated with Caffeine and Carnitine, it promotes the metabolism of fatty acids, counteracting their accumulation in adipose tissue. Its formula is also enriched with the Collagenase enzyme which promotes the rupture of the amorphous collagen bundles which, by compressing the adipocytes, contribute to the formation of fibrous nodules.

BEAUTY TIP:

Immediately after the treatment it is advisable not to take a shower to allow the main active ingredients to continue to act on the blemishes!

BROCHURE & CROWNER

SOCIAL KIT



COMMUNICATION

- Social Kit
- Video Tutorial
- Brochure B2B
- Flyer B2C
- Crowner B2B
- Crowner B2C
- Product pictures



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