

RESTORE / FACE

PRODUCT LAUNCH .250 RE-HYDRA

Hydrating and rebalancing treatment

JULY 2023



CHECK-UP

01.
RESET

02.
RESTORE

03.
ATTACK

BOOST

AROSHA
AESTHETIC SCIENCE



VERY DEHYDRATED SKIN

DULL AND MATT SKIN

SKIN IN NEED OF REGENERATION

PROBLEM DEHYDRATED SKIN

Redness, dullness, blackheads: **poor hydration** completely compromise skincare.

Among the main causes are included different factors, including excessive exposure to the sun, the use of aggressive products, climate change, smog and an incorrect beauty routine.

The consequence? The skin becomes:

- dull
- wrinkled
- less elastic
- overly sensitive



SOLUTION

WATER

Water is a **vital element for the skin** and the entire body.

Maintaining the right degree of skin hydration ensures optimal skin health and improves its appearance.

It is often commonly believed that moisturizers just "add water to the skin". Actually, in most cases, skin care products do not add water, but they work **by reducing the evaporation of water from the skin**.

This effect is called «**emollient action**» and make the skin:

- hydrated and bright
- soft and smooth
- regenerated
- protected

RESTORE/ FACE



BOOST/ FACE



AROSHA'S PROPOSAL A BEAUTY RITUAL

Inspired by the art of Saho, the ancient Japanese beauty ritual (J-BEAUTY), Arosha innovates its range of products and creates a new line to treat **dehydration**.

Ultralight and ethereal textures are skillfully blended and layered with the aim of **nourishing, sealing, and protecting** the skin.

The philosophy at the heart of J-Beauty is self-love.

This technique has its roots in a noble tradition where, taking care of the skin is above all an experience, a ritual, which involves all the senses to achieve both physical and mental well-being.



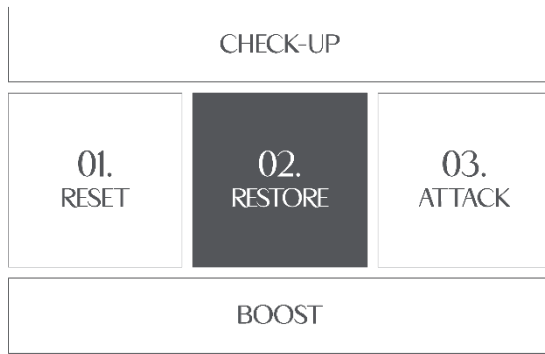


AROSHA'S PROPOSAL A BEAUTY RITUAL

The J-Beauty:

1. consists of a few steps and makes **LAYERING** - the art of overlying different textures to create multiple layers on the skin to nourish, hydrate and protect it - the fundamental plus to achieve the maximum of the holistic side that distinguishes this approach
2. aims to obtain a very **fresh, extremely hydrated, soft** and **elastic skin**
3. places **water** as a fundamental element for the well-being of the skin

***FUN FACT:** in ancient times, Japanese women collected the evening dew to use it in the morning as an essence for their face!*



AROSHA'S PROPOSAL *IN CABIN*

.250 RE-HYDRA

kit composed by 3 products :

- ✓ 10 pcs .251 HYDRA MASK 6 ml
- ✓ 01 pcs .252 HYDRA ESSENCE 15 ml
- ✓ 01 pcs .253 HYDRA SERUM 20 ml

FOR A TOTAL OF **10 TREATMENTS** FOR **10 CLIENTS**
TREATMENT TIME: **20 min**

.250

RE-HYDRA

TRADITION AND INNOVATION MATCH
FOR A
REGENERATED AND PROTECTED SKIN

IN

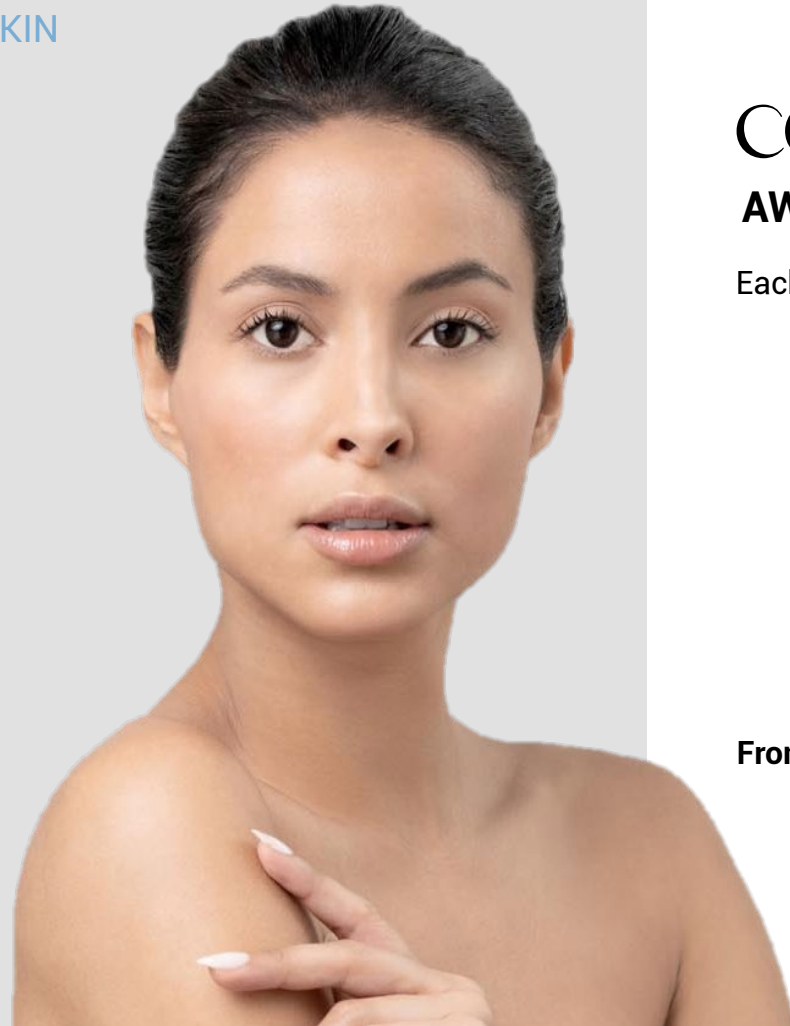


STRENGTHENS THE BARRIER FUNCTION
AND THE GENERATION OF NMF

OUT



CREATES A PROTECTIVE FILM TO
RETAIN WATER



CONCEPT

AWAKEN YOUR BEAUTY

Each product acts with a dual mechanism of action:

- › from within it strengthens the barrier function and promotes the generation of NMF (natural moisturizing factor of the skin)
- › from the outside it creates a protective film that reduces water evaporation

From the first treatment, the skin will be visibly quenched, plumped, brighter and more elastic.

.251 HYDRA MASK

HYDRATING GEL MASK

Gel mask developed with 3Daquactive technology which rebalances the natural hydrodynamics of the skin and reinforces its barrier by limiting water loss. The light texture makes the application very gentle and gives an immediate feeling of freshness and well-being.

WHAT IS THE GOAL?



6ml single-dose sachet

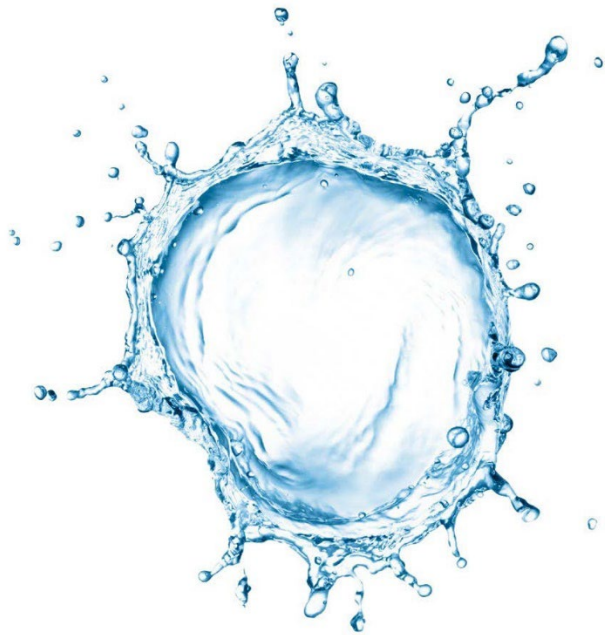
PROBLEMS

- Very dehydrated skin
- Dull and matte skin
- Skin in need of regeneration

EFFECTS

- Hydrated and luminous skin

3DAQUACTIVE TECHNOLOGY



1. N-ACETYLGLUCOSAMINE
2. SODIUM POLYGLUTAMATE
3. HIGH MOLECULAR WEIGHT HYALURONIC ACID

FUNCTIONAL ACTIVITIES

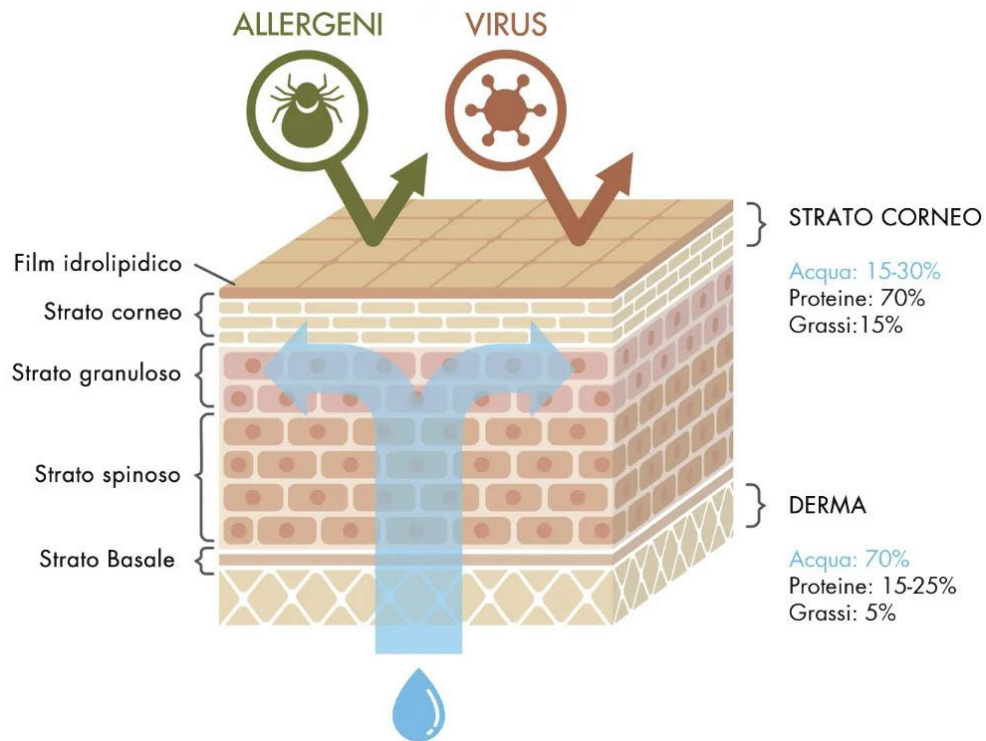
.251 HYDRA MASK

3DAQUACTIVE TECHNOLOGY

It is based on three different, but complementary molecules :

- **Sodium polyglutamate (PGA)** - promotes the accumulation of natural moisturizing ingredients of the skin and increases the level of NMF (natural moisturizing factor of the skin). It also reduces the degradation of hyaluronic acid, by inhibiting the activity of the hyaluronidase enzyme, and stimulates fibroblasts by increasing the synthesis of elastin and collagen, thus improving skin elasticity and softness, reducing fine lines and delaying skin ageing
- **Acetyl glucosamine (NAG)** - promotes the synthesis and secretion of hyaluronic acid and reduces the damage of free radicals, improving the anti-wrinkle, anti-aging and repair capacity of the skin tissue
- **High PM hyaluronic acid (HA)** - acts on the surface ensuring effective hydration and has a film-forming action by binding to the stratum corneum with a tensor and protective effect

They are all very powerful moisturizers, anti-wrinkles and regenerators of the extracellular matrix.



FUNCTIONAL ACTIVITIES

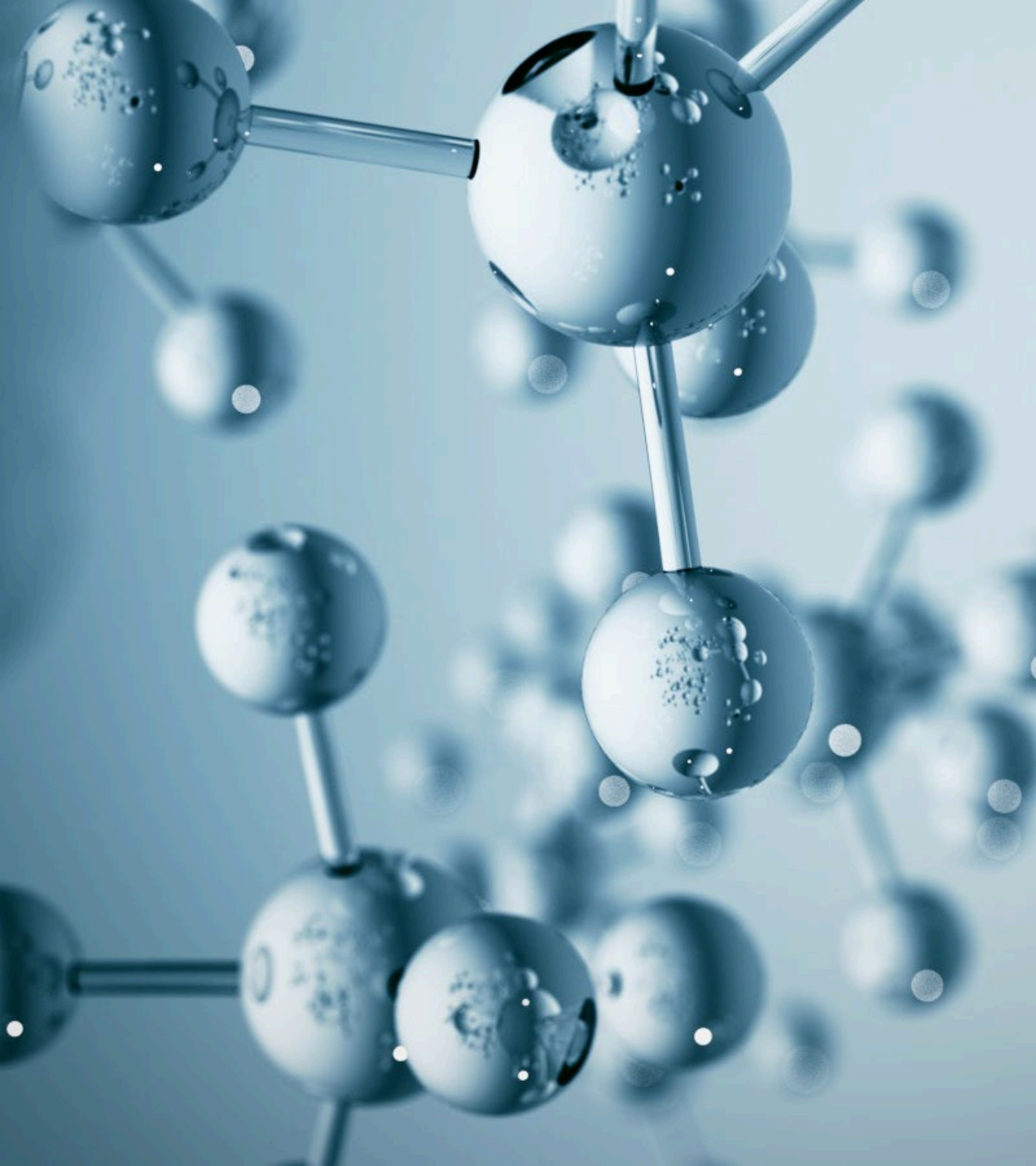
.251 HYDRA MASK

ALLANTOIN

It is a mild keratolytic agent; it also prevents transepidermal moisture loss, maintaining skin hydration, and is an excellent soothing-calming agent.

TREHALOSE

Disaccharide, composed of two glucose molecules, naturally present in many living organisms such as plants, fungi, bacteria and invertebrates. It allows the skin to retain moisture ensuring long lasting hydration. Furthermore, it has an exceptional antioxidant power, protects the skin from the most common pollutants and slows down the aging process.



FUNCTIONAL ACTIVITIES

.251 HYDRA MASK

HYDRAGEN AQUAPORIN

New high-tech active ingredient able to improve the skin's natural hydration system and help restore the skin barrier. Hydagen Aquaporin acts on the "water channels" known as Aquaporins (AQP), the specific protein channels for transporting water across cell membranes. Specifically, Hydagen Aquaporin is effective in short- and long-term hydration and in reinforcing the barrier function by reducing transepidermal water loss (TEWL).

.252 HYDRA ESSENCE

HYDRATING AND SOOTHING LOTION

Silky, ultra-light fluid designed to restore the skin's optimal balance and amplify the benefits of the serum and cream applied subsequently. Enhanced with the new 3Daquactive technology that improves skin hydration and helps retain moisture. Its impalpable consistency melts delicately on the skin making it exceptionally soft and velvety.

WHAT IS THE GOAL?



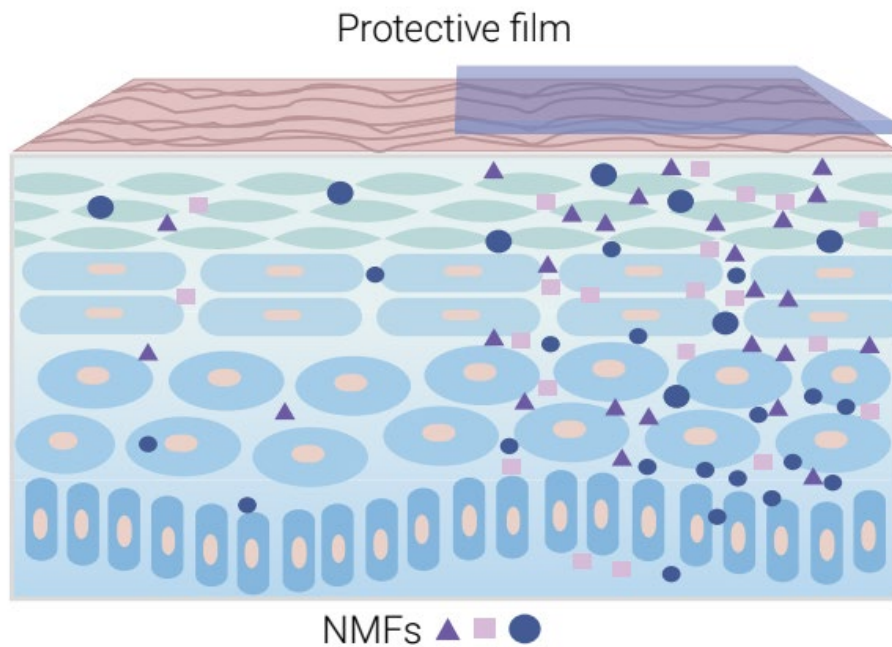
bottle with dropper - 15 ml

PROBLEMS

- Very dehydrated skin
- Dull and matte skin
- Skin in need of regeneration

EFFECTS

- Hydrated and luminous skin
- Soft and smooth skin



FUNCTIONAL ACTIVITIES

.252 HYDRA ESSENCE

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They are all very powerful moisturizers, anti-wrinkles and regenerators of the extracellular matrix.

.252 HYDRA ESSENCE

HYDRATING AND RESTORATIVE BOOSTER

Concentrated serum developed with 3Daquactive technology and Beta-Glucan which work synergistically to support and enhance skin's moisture balance, promote the restoration of the hydrolipidic film, improve skin elasticity, and stimulate natural epidermal repair mechanisms

WHAT IS THE GOAL?



bottle with dropper - 20 ml

PROBLEMS

- Very dehydrated skin
- Dull and matte skin
- Skin in need of regeneration

EFFECTS

- Hydrated and luminous skin
- Soft and smooth skin
- Regenerated and protected skin



FUNCTIONAL ACTIVITIES

.253 HYDRA SERUM

3DAQUACTIVE TECHNOLOGY

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FUNCTIONAL ACTIVITIES

.253 HYDRA SERUM

BETA-GLUCAN

Beta-glucan is an active ingredient of natural origin found in certain elements such as oats, mushrooms, bran, algae and yeasts. It is a molecule capable of binding a lot of water and creating a non-occlusive "film", capable of counteracting the loss of water from the deepest tissues and maintaining the natural hydration of the skin. It protects the skin from external agents, being an excellent antioxidant, and has a soothing action. Beta-glucan also helps to attenuate the action of UV rays by acting as a natural filter. It has anti-wrinkle action, because it stimulates the action of fibroblasts, and accelerates the renewal of the stratum corneum which, in mature skin, tends to slow down.



KEY POINTS

STRENGTHS OF THE PRODUCTS

› KEY TREATMENT

Hydration is a fundamental step in keeping the skin of the face in balance and ensuring the benefits of subsequent treatments.

› FLEXIBLE TREATMENT

Can be used at any age, for all skin types including the most sensitive, at any time of the year including summer

› 3DAQUACTIVE TECHNOLOGY

The content of active ingredients with different molecular weights allows it to penetrate all skin layers, optimizing its hydrating, regenerating and protective action



KEY POINTS

STRENGTHS OF THE PRODUCTS

➤ **READY TO USE**

Products already dosed and ready to optimize treatment time

➤ **COMBINABILE CON TECNOLOGIE**

Electroporator, ultrasound and radiofrequency maximize the benefits of the treatment



TO COMPLETE THE TREATMENT *IN CABIN*

Conclude the treatment by applying on the treated areas, massaging until completely absorbed, one of the following Arosha creams, depending on the client's skin type:

- .254 EXTRA NOURISHING TEXTURE RICH > dry skin
- .255 EXTRA NOURISHING TEXTURE LIGHT > oily skins
- .256 REGENERIST > sensitive skins

* already existing products, no changes have been made



TRATTAMENTO RESTORE COMPLETO

LA COMBO PERFETTA

Combina il trattamento .200 NIO DRAIN con .250 RE-HYDRA per un'azione riequilibrante completa:

- 2 trattamenti completi
- 1 ora di tempo in totale



TO COMPLETE THE TREATMENT *AT HOME*

Even in the design of the new home care products, tradition and innovation meet to obtain a regenerated and protected skin:

.702 HYDRA ESSENCE

Silky fluid to rebalance the hydrodynamics of the skin and strengthen its skin barrier

.703 HYDRA SERUM

Concentrated serum capable of regenerating the hydrolipidic film and improving skin elasticity.

.704 HYDRA CREAM

Face gel cream with a "sorbet" texture that strengthens the skin barrier and maintains optimal skin hydration.

HOME REGENERATING PROTOCOL

1 STEP:
CLEAN



2 STEP:
REBALANCE



3 STEP:
PROTECT

Remove make-up
and gently cleanse face and décolleté

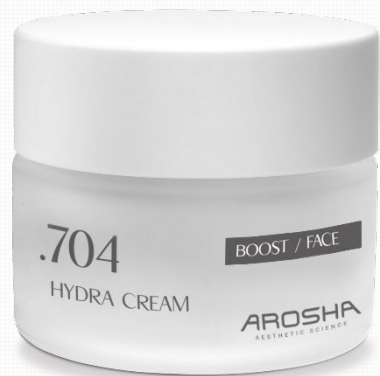


Apply to face, neck and décolleté first the
Essence and then the Siero

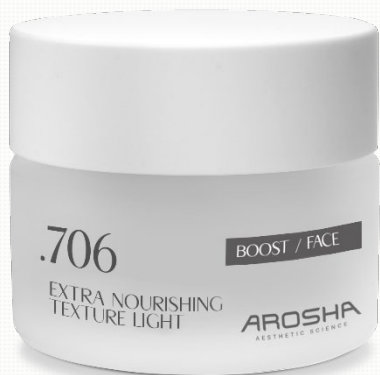


Conclude by choosing and applying the most
suitable cream for your skin type





CREMA GEL IDRATANTE - NEW



NOURISHING CREAM*



HIGHLY NOURISHING CREAM*

HOW TO CHOOSE THE RIGHT CREAM FOR YOUR SKIN?

Listening to your skin's needs is important, which is why you need to know how to choose the right cream. Arosha offers some tips, easy to follow and effective:

YOUNG SKINS

.701 HYDRA CREAM : normal, combination and oily skin

.706 EXTRA NOURISHING TEXTURE LIGHT : combination and oily skin

.705 EXTRA NOURISHING TEXTURE RICH : particularly dry skin

MATURE SKINS

.701 HYDRA CREAM : particularly oily skin, in summer

.706 EXTRA NOURISHING TEXTURE LIGHT : oily skin

.705 EXTRA NOURISHING TEXTURE RICH : dry skin

RESTORE / FACE

DISCOVER THE ART OF HYDRATING THE SKIN

Tradition and innovation come together for a regenerated and protected face

250 RE-HYDRA

AROSHA AESTHETIC SCIENCE

AROSHA.IT



COMMUNICATION

La tecnologia 30AQUACTIVE opera con un doppio meccanismo d'azione: all'interno rafforza la funzione di barriera cutanea della pelle, all'esterno crea un sottile strato protettivo che riduce l'evaporazione dell'acqua.

Fin dal primo trattamento la pelle risulterà visibilmente idratata, più luminosa ed elastica.

30AQUACTIVE

AROSHA AESTHETIC SCIENCE

RESTORE

Riscopri l'arte di idratare la pelle

Tradizione e innovazione si incontrano per un viso rigenerato e protetto.

TRATTAMENTO PROFESSIONALE

Un programma completo ed efficace per risultati evidenti dal primo trattamento

250 RE-HYDRA
The product with a pool of active ingredients for restoring the skin's natural hydration.

251 HYDRA MASK
Mask for hydration.

252 HYDRA ESSENCE
Lotion to hydrate and soothe.

253 HYDRA ESSENCE
Booster hydrating and repairing.

NOMIA BOOST

Le soluzioni per ottimizzare e massimizzare a casa i risultati ottenuti in cabina

200 HYDRA ESSENCE
Fluido sottile per riequilibrare l'idratazione della pelle e rafforzare la barriera cutanea.

203 HYDRA SERUM
Siero concentrato capace di ricostituire il film idrolipidico e migliorare l'elasticità cutanea.

204 HYDRA CREAM
Crema gel viso dalla texture "touchant" che rinforza la barriera cutanea e mantiene l'idratazione della pelle.

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

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