

ATTACK/ BODY

PRODUCT LAUNCH

340 ACTIVE UP

Program to treat the loss of tone

FEBRUARY 2024



AROSHA
AESTHETIC SCIENCE



HOW TO DEAL THE *LOSS* *OF TONE* ?



PROBLEM LOSS OF TONE

The tone of the human body is subject to a decline determined by a variety of genetic factors, including the natural aging process which, associated with a predominantly sedentary lifestyle, diets and weight loss, causes:

- LACK OR LOSS OF TONE
- A DECREASE IN SKIN ELASTICITY
- PRESENCE OF STRETCH MARKS



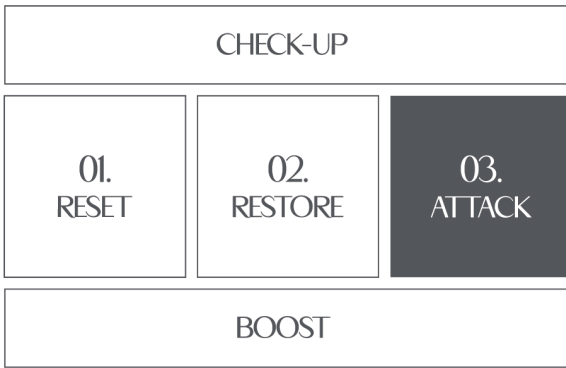
SOLUTION

A TARGETED ACTION

It is therefore essential to adopt an integrated approach to counteract this effect, promoting an active and healthy lifestyle.

Furthermore, the use of targeted treatments help to restore skin elasticity, thus supporting the achievement of **BODY TONING** and **RESHAPING GOALS** by :

- RESTRUCTURING ELASTIC FIBERS
- STIMULATE THE SYNTHESIS OF NEW COLLAGEN
- IMPROVE THE SKIN'S NATURAL MOISTURIZING SYSTEM



AROSHA'S PROPOSAL

A NEW DIMENSION OF YOUTH AND VITALITY FOR YOUR SKIN

.340 ACTIVE UP included in the third and final ATTACK phase of the Arosha method is a professional treatment designed to:

- TONE
- RENOVATE
- FIRM

EACH KIT CONTAINS 4 TREATMENTS PER CUSTOMER

- ✓ nr.4 .341 B-TONE 10ml
- ✓ nr.2 .342 REDEFINE MASK 75 ml (session 1 and 3)
- ✓ nr.2 .343 UP&TONE 250ml (session 2 and 4)

.341 B-TONE

BIPHASIC SERUM WITH RESTRUCTURING EFFECT

Treatment with a restructuring and highly nourishing effect.



PROBLEMS

- Lack or loss of tone
- Lack of elasticity
- Recently formed stretch marks

EFFECTS

- Restructuring
- Elasticising
- Nutritious
- Protective

FUNCTIONAL ACTIVES: ARCHITEKT DEFINE, HYDROLYZED COLLAGEN, FERMENTOIL, VEGETABLE OILS (Sweet Almond, Rosehip, Jojoba, Sweet Almond, Argan)

341 B-TONE

BIPHASIC SERUM WITH RESTRUCTURING EFFECT

This is a treatment with a restructuring effect consisting of two synergistic phases:

1. An **oily** phase that counteracts the onset of stretch marks and nourishes the skin deeply, making it soft and silky
2. An **aqueous** phase enriched with ARCHITEKT DEFINE technology that combats the effects of gravity

Thanks to its high composition of precious oils, it prepares the skin with an intense regenerating action, making it more:

- Expanded
- Nourished
- Receptive to subsequent shock treatment

.342 REDEFINE MASK ^{NEW}

FOCUS PRODUCTS

MASK WITH FIRMING AND ELASTICISING EFFECT

Formulated to counteract sagging skin and improve the appearance of recently formed stretch marks.



PROBLEMS

- Lack or loss of tone
- Lack of elasticity
- Recently formed stretch marks

EFFECTS

- Firming
- Toning
- Moisturizing
- Protective

FUNCTIONAL ACTIVES : ARCHITEKT DEFINE, HYDROLYZED COLLAGEN, BETAINEN, MENTHOL


 OCCLUSION

.342 REDEFINE MASK

SESSION 1- 3

Thanks to its active ingredients and gel consistency, it lends itself to various methods of use and equipment that allow the skin to be regenerated and stimulated both from the outside and from the inside, offering the customer the maximum experience of effectiveness and well-being.

Then leave the product on for 30 minutes choosing one of the following options:

- **IN OCCLUSION:** acts as a total body mask, bringing to the skin all the benefits deriving from the functional substances present within it.
- **IN OCCLUSION IN COMBINATION WITH THE SPECIAL ACTIVE UP WORK OUT:** it lends itself to targeted exercises that enhance its effects. Within its formulation it contains Actigym™, a special active ingredient whose effectiveness is extremely more intense if accompanied by physical activity.
- **IN COMBINATION WITH WAVESHAPE 3.0:** thanks to its gel consistency, it can be applied and used in combination with ELECTROSTIMULATION and ULTRASOUND which maximize the results.


 WAVESHAPE 3.0


 WORK OUT


 NEW

Enriched with MENTHOL, it stands out for its refreshing and anti-fatigue action, making both the workout experience and the application in combination with the equipment even more pleasant.



.343 UP&TONE

BANDAGE WITH FIRMING AND ELASTICISING EFFECT

Cosmetic treatment with firming and elasticizing effect.



PROBLEMS

- Lack or loss of tone
- Lack of elasticity
- Recently formed stretch marks

EFFECTS

- Firming
- Restructuring

FUNCTIONAL ACTIVES : ARCHITEKT DEFINE.

OCCLUSION



WAVESHape 3.0



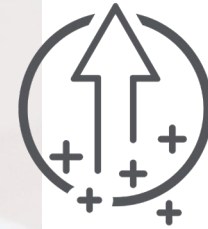
FOCUS PRODUCTS

.343 UP&TONE

SESSION 2 - 4

To make the most of all the potential and benefits of the occlusion technique, a bandage with a firming and elasticizing effect is used to apply and leave on for approximately 30 minutes as in one of the following ways:

- **IN OCCLUSION:** the bandage is applied and wrapped in cartene, thus favoring and enhancing the absorption of the active ingredients it contains.
- **IN COMBINATION WITH WAVESHape 3.0:** electrostimulation and ultrasound maximize the benefits of the treatment.



.345 TONING PLUS

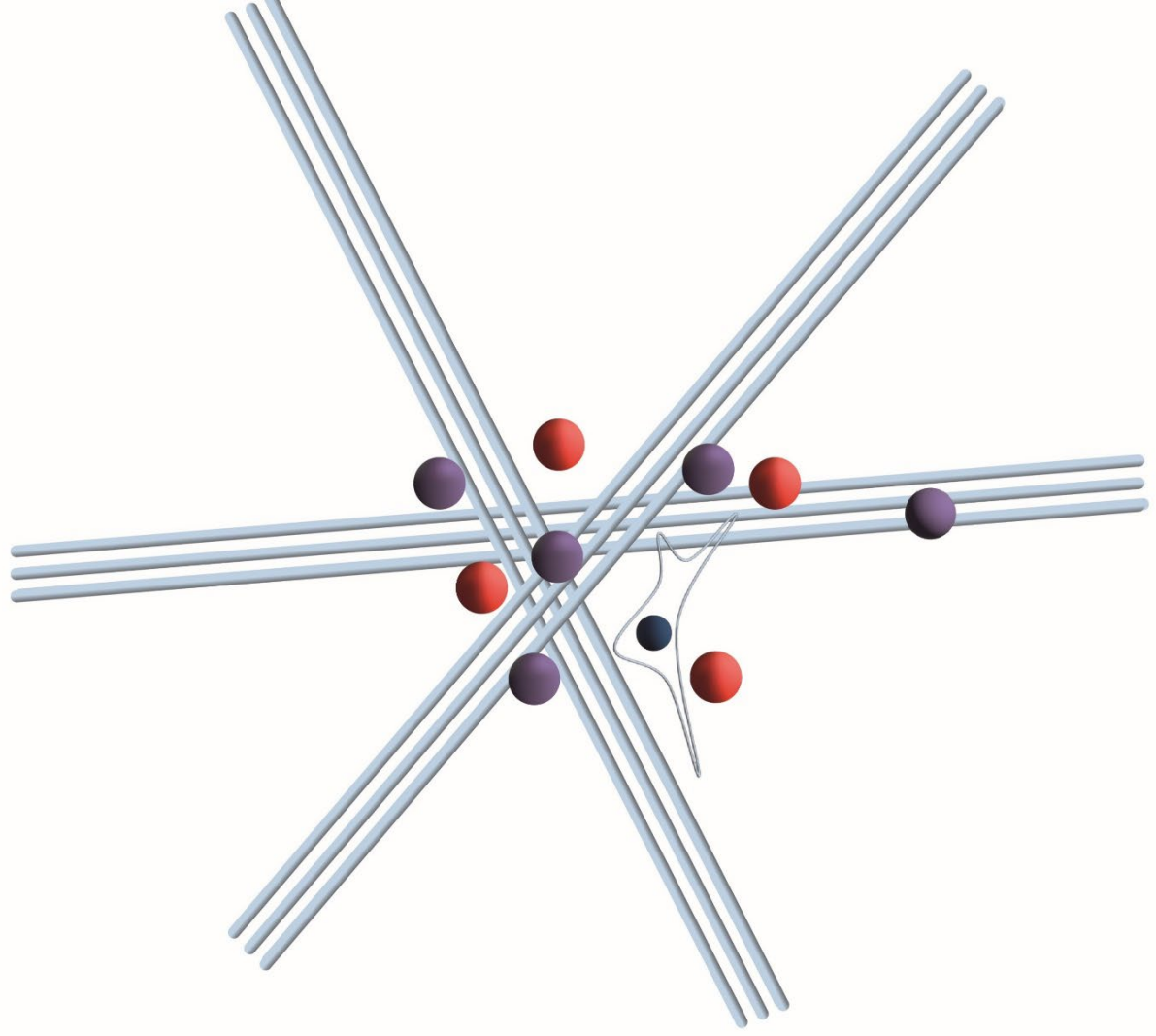


TO COMPLETE THE TREATMENT *IN CABIN*

CREAM WITH FIRMING AND ELASTICIZING EFFECT

Rich massage cream with a firming and elasticising effect developed with **architekt define technology** which combats the effects of gravity by restructuring the elastic fibres, stimulates the synthesis of new collagen and improves the skin's natural hydration system, making it more compact, toned and firm. Its formula is also enriched with **Shea Butter** and **Vegetable Oils** with an emollient, elasticising and intensely nourishing action.

FUNCTIONAL ACTIVES : ARCHITEKT DEFINE, SHEA BUTTER.



TECHNOLOGICAL INNOVATION AND FUNCTIONAL ACTIVES

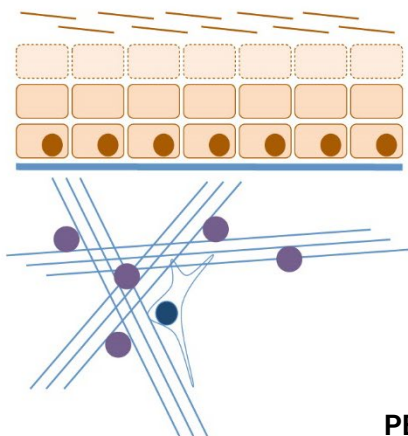
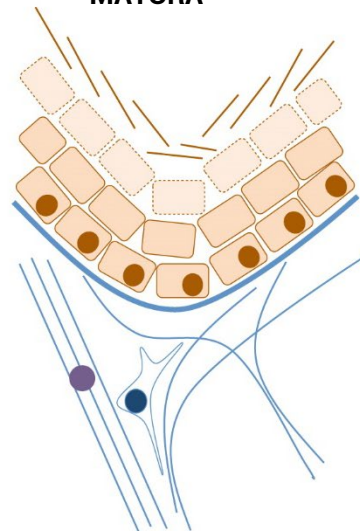
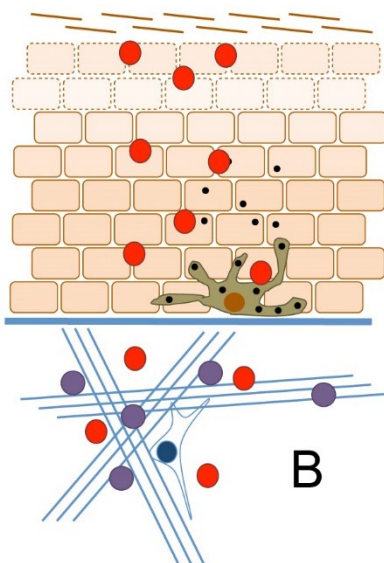
ARCHITEKT DEFINE

The new **ACTIVE UP** line is characterized by the special ARCHITEKT DEFINE technology, a true architect of skin rejuvenation that acts on the different fronts of the skin's structural framework to:

- combat the effects of gravity by restructuring the elastic fibres
- stimulate the synthesis of new collagen
- improve the skin's natural hydration system.

ARCHITEKT DEFINE TECHNOLOGY combines the work of three active ingredients with different specific functions:

1. Hydroxypropylsilane
2. Hydagen® Aquaporin
3. Actygm®

PELLE
GIOVANEPELLE
MATURAPELLE MATURA TRATTATA
CON IDROSSIPROLISILANO

B

- Silicio
- Idrossiprolina
- Fibre di collagene
- Cheratinociti
- Fibroblasti

1) HYDROXYPROLYLSILANE

It is a technological combination of organic silicon, with a restructuring function of the skin scaffold, and hydroxyproline, which optimizes collagen synthesis. Silicon is an essential component of the skin: by interacting with elastic and structural proteins, such as collagen fibres, elastin or proteoglycans, it guarantees optimal organization of the dermal tissue. As we age, however, the amount of organic silicon tends to degrade and lose its activity, causing a collapse of the architecture of the skin tissue.

However, bound to hydroxyproline, it is stabilized and can therefore maintain its restructuring activity. Hydroxyproline, on the other hand, is one of the main amino acids that make up collagen and when matched to silicon it exploits its "carrier" capacity.

Given its high affinity for dermal tissue, in fact, silicon tends to adhere to the skin compartments in which it is naturally found, allowing hydroxyproline to penetrate into the deeper layers of the skin, increasing its bioavailability, and acting more effectively in the replacement of fibers of damaged collagen.

2) HYDAGEN® AQUAPORIN

It is a highly technological active ingredient capable of guaranteeing both short and long-term hydration, and at the same time capable of strengthening the barrier function by reducing transepidermal water loss (TEWL).

Hydagen Aquaporin acts on the "water channels" known as Aquaporins (AQP), large proteins encapsulated in cell membranes that allow water to pass very quickly from the outside to the inside of the cells and vice versa, like actual pores.

The discovery of aquaporins is quite recent and earned P. Agre and R. Mackinnon the Nobel Prize for Chemistry in 2003.

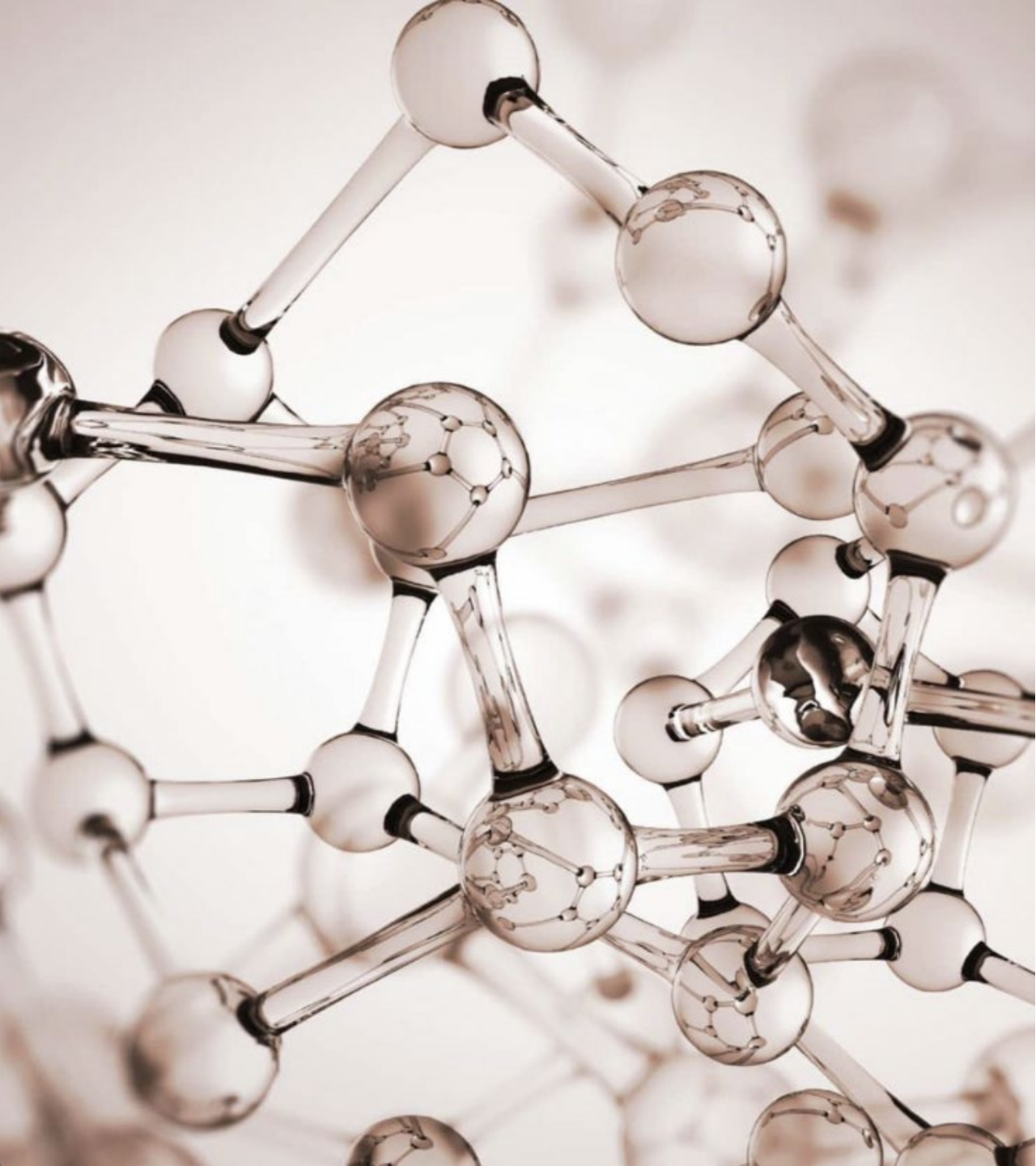


3) ACTYGYM®

It is a functional active ingredient of marine origin obtained through biotechnology starting from the metabolism of a microorganism, a plankton from the Island of Bermuda. Tones the contours of the body and redefines its silhouette.

It imitates the effect of resistance exercise: it increases the release of adiponectin, promotes the increase in mitochondrial activity of the muscles and the production of ATP, modulates the expression of genes that regulate adipogenesis.

The results are extremely more intense if accompanied by physical activity.



ACTIVE INGREDIENTS

HYDROLYZED COLLAGEN

Collagen is a fibrous protein and one of the major components of the dermis. Applied to the skin it increases firmness, firmness and thickness. Collagen hydrolyzate is obtained through hydrolysis, a process capable of breaking down its long native chains into small fragments, making its penetration and absorption through the skin easier.



ACTIVE INGREDIENTS

VEGETABLE OILS (Rosehip, Jojoba, Sweet Almond, Argan)

Thanks to their high composition of essential fatty acids, they have highly hydrating and emollient properties. They are also rich in phytosterols and antioxidant substances which prevent skin aging and contribute to tissue regeneration. Finally, thanks to their regenerating and elasticising properties, they are ideal for preventing the formation of stretch marks and improving skin healing (in the possible replacement of individual ones)



ACTIVE INGREDIENTS

FERMENTOIL

Thanks to the fermentation technology, patented in collaboration with the Korea Research Institute of Bioscience & Biotechnology, and the use of the microorganism *Pseudozyma Sp.*, known for cleaning waste oils in the ocean, an exceptional mix of fermented oils has been created including Olive, Argan, Sunflower seeds, Korean herb - *Glycyrrhiza uralensis* and Shiunko. Compared to traditional ones, they have a superior consistency, offering powerful hydrating and skin penetrating benefits, and boast an intense antioxidant, protective and regenerating action, along with anti-irritation and anti-inflammatory properties.



ACTIVE INGREDIENTS

BETAINEN

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



ACTIVE INGREDIENTS

MENTHOL

Thanks to its particular chemical structure that characterizes it, it stands out for its refreshing and anti-fatigue action.



PLUS RECAP

MAIN FEATURES

- **ARCHITEKT DEFINE TECHNOLOGY**
Innovative silicon-based delivery system that makes the hydroxyproline responsible for replacing damaged collagen fibers better available
- **IMMEDIATE RESULTS**
Visible and measurable from the first treatment in the cabin
- **HAND FREE**
Few fundamental steps to obtain scientifically proven results
- **READY TO USE**
Inside the kit there are all the products in the quantity necessary to immediately carry out the complete treatment
- **COMBINABLE WITH TECHNOLOGIES**
Electrostimulation/ultrasound to maximize the benefits of the treatment. The Waveshape 3.0 ultrasounds are delivered in a controlled and targeted manner, leading to tissue heating and generating numerous benefits: they stimulate the body's natural wound healing response, influence the production of endogenous collagen, thicken the skin's connective tissues and create a firming and regenerating effect.
- **ACTIVE UP WORK OUT**
Targeted exercises to be performed in the cabin to intensify the effect and benefits of the products applied

PROFESSIONAL TIP

TO ACHIEVE GUARANTEED RESULTS

RESET

nr. 1 treatment .100 DETOXY



RESTORE

nr. 4 treatments .200 NIO DRAIN +



ATTACK : CHOOSE the best solution. What do you need?

OPTION 1 – cellulite : nr. 4 treatments .330 FIBROCEL +

OPTION 2 – localized adiposity : nr. 4 treatments .320 LIPOFIT +



BEAUTY TIP!

After intensively treating the body with a detoxifying, draining and anti-cellulite action or against adiposity, it is normal to notice skin laxity.

It is therefore important to carry out a further CHECK-UP session at the end of a complete Arosha protocol, in order to evaluate a firming program to recover skin elasticity and tone!



AROSHA FIRMING 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:

- **.518 B-TONE**
Biphasic serum with restructuring effect
- **.522 UP&TONE PANTS**
Pre-soaked pants with firming and elasticising effect



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TO COMPLETE THE TREATMENT *AT HOME*

BIPHASIC SERUM WITH RESTRUCTURING EFFECT

Treatment with a restructuring effect in two synergistic phases:

1. The upper **oily phase**, enriched with Sweet Almond, Jojoba, Rosa Mosqueta oils and a compound of fermented oils (Olive, Argan, Sunflower seeds, Korean herb Glycyrrhiza Uralensis and Shiunko), combats the onset of stretch marks and nourishes the skin in depth, making it soft and silky.
2. The lower **aqueous phase**, however, is enhanced with the special Architekt Define Technology which combats the effects of gravity by restructuring the elastic fibres, stimulates the synthesis of new collagen and improves the skin's natural hydration system, making it more compact, toned and firm.

Thanks to its innovative two-phase formulation, it is easily applied and absorbed quickly without being greasy.

BOOST / BODY



TO COMPLETE THE TREATMENT *AT HOME*

PRE-SOAKED PANTS WITH FIRMING AND ELASTICISING EFFECT

Cosmetic treatment with a firming and elasticizing effect developed with Architekt Define Technology which:

- **combats** the effects of gravity by restructuring the elastic fibres
- **stimulates** the synthesis of new collagen
- **improves** the skin's natural hydration system, making it more compact, toned and firm.

Enriched with Menthol it gives a sensation of freshness and comfort with each use



CROWNER



BROCHURE & LEAFLET



COMMUNICATION

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

TUTORIALS



SOCIAL KIT



NB: all materials can be downloaded by visiting the platform [Events Arosha](#)

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