

# DRY SKIN



MAKING DRY SKIN ELASTIC AND SUPPLE AGAIN



PRODUCT	REFERENCE NUMBER RETAIL	CONTENT RETAIL	REFERENCE NUMBER WHOLESALE	CONTENT WHOLESALE
Mild Creamy Cleanser	5000	200 ml	5000P	500 ml
Radiant Firming Tonic	5001	200 ml	5001P	500 ml
Mild Face Rub	5008	50 ml	5008P	200 ml
Hydro Active Gel	5010	50 ml	5010P	150 ml
Super Hydrating Cream	5015	50 ml	5015P	150 ml
Hyaluron <sup>3</sup> Replenish Cream	5020	50 ml	5020P	200 ml
Hyaluron Impulse	5024	50 units	5024P	150 units
Deep Xpress Moist Serum	5035	30 ml	5035P	50 ml
Aqualift Eye Gel	5060	15 ml	5060P	30 ml
Deep Xpress Hydro Mask	5090	75 ml	5090P	200 ml

DRY SKIN is very unpleasant and occurs quite often. Symptoms are many and varied: feelings of tightness, premature wrinkles, rough, flaky areas of skin and a dull, lacklustre complexion are typical of this skin problem. In most cases, the cause of dry skin is lack of moisture and/or oil. The skin's hydro-lipid balance is severely disrupted, restricting its natural barrier function against external environmental impact. A naturally healthy glow is the stuff of dreams for this skin type.

The good news is that with the right treatment routine, you can get to grips with dry skin really easily.

JANSSEN COSMETICS has developed a range that zooms in on the requirements for treating dry skin, providing optimal care for both moisture- and oil-deficient dry skin.

Gentle cleansing products, moisturising creams in three textures, ultra-concentrated serums and masks help to alleviate the symptoms of dry skin and restore the natural hydro-lipid balance. Valuable natural oils and innovative super moisturizer like Hyaluron<sup>3</sup>, Hydro Express Complex and Imperata Cylindrica are just a few of the active ingredients used to strengthen the skin's barrier function, to increase moisture and lipid content long-term and to make the skin surface smooth to the eye and touch.

Regular treatment with DRY SKIN makes dry skin smooth and supple again, strengthening its natural protective film against external impact and premature skin ageing.

Individual treatment quenches the skin's thirst and makes any trip to the beauty institute a unique wellness experience.

RET.  
200 ml  
Ref.  
5000

WHLS.  
200 ml  
Ref.  
5000P



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COSMETICS

## DRY SKIN

- **Make-up and dirt removed gently**
- **Skin-friendly pH**
- **Skin's own moisture content retained**
- **Leaves skin with no feeling of tightness**
- **Ideal in combination with Radiant Firming Tonic**
- **Leaves the skin ideally prepared for subsequent treatments**

## Mild Creamy Cleanser

### RICH CLEANSING MILK

Dry skin needs really delicate cleansing to protect its barrier function and prevent any unpleasant feeling of tightness.

Mild Creamy Cleanser is a really gentle cleansing milk that specially developed for dry skin. The rich formulation removes excess sebum, dirt and make-up from the skin thoroughly, and is gentle and protective at the same time. Precious avocado oil nourishes and protects the skin as it is cleansed. This preserves the skin's own moisture content, preventing any unpleasant feeling of tightness.

Mild Creamy Cleanser massages easily and gently into the skin and washes away with lukewarm water. The skin then needs to be clarified with Radiant Firming Tonic. This final stage completes the cleansing process, leaving it ideally prepared for the subsequent treatment.



### Home care application

Apply Mild Creamy Cleanser to the face and neck mornings and evenings, massaging in with the fingertips in a circular motion. Remove with plenty of lukewarm water or damp compresses. Then clarify the skin with Radiant Firming Tonic.

**Tip:** for heavy make-up, it's a good idea to cleanse first with Mild Creamy Cleanser. To do this, apply cleansing milk, removing any excess with a cellulose cloth. Then re-apply and wash off again with plenty of water or compresses.



### ACTIVE SUBSTANCES

- **Avocado oil:** Rich in natural fatty acids and vitamins A, E and D; nourishes and protects the skin during cleansing, leaving the skin feeling soft and smooth



RET.  
200 ml  
Ref.  
5001

WHLS.  
500 ml  
Ref.  
5001P



# JANSSEN COSMETICS

## DRY SKIN

- Clears the pores and clarifies the skin
- Removes any lime residue from the skin
- Refreshes and revitalises
- Moisturizing
- Skin-friendly pH
- Alcohol-free
- Improves receptiveness to subsequent treatment products

## Radiant Firming Tonic

### REFRESHING TONIC FOR CLEANSING DEEP INTO THE PORES AFTERWARDS

Radiant Firming Tonic is a gentle but effective face toner for removing the last traces of dirt, make-up and cleansing products thoroughly, leaving the skin ideally prepared for the subsequent treatment.

Its alcohol-free formula is the perfect final step after cleansing the face with Mild Creamy Cleanser. It contains soluble collagen, a firming and moisturising ingredient that helps to improve moisture content in dry skin.

The physiological pH value of the skin is stabilised at the same time, removing any chalky residue from tap water from the skin.

The result? Radiant Firming Tonic clarifies the skin deep into the pores, leaving the skin feeling clean and refreshed. This revitalises the skin and improves the effectiveness of subsequent treatment.



### Home care application

After cleansing, apply Radiant Firming Tonic to a cotton pad and gently wipe across the face and neck in the morning and evening.

**Tip:** the tonic can also be used as a compress to soothe and refresh the delicate skin around the eye.



### ACTIVE SUBSTANCES

- **Soluble collagen:** Intensely hydrates the skin and helps it retain moisture; builds up the skin's layers while firming it



RET.  
50 ml  
Ref.  
5008

WHLS.  
200 ml  
Ref.  
5008P



## DRY SKIN

- Removes dead skin flakes
- Honed the surface of the skin
- Complexion acquires a rosy shimmer
- Makes skin more receptive to subsequent treatment ingredients
- Repels impurities



### Home care application

Apply Mild Face Rub to cleansed skin of face and cleavage once or twice a week. Blend into the skin with wet fingers and gently massage for a few minutes. Then rinse thoroughly with warm water. Finally, treat with Radiant Firming Tonic.

Ideal before applying an active concentrate.

## Mild Face Rub

### GENTLE CREAM PEEL

Mild Face Rub is a gentle exfoliating cream with natural jojoba wax pearls and avocado oil specially designed for dry and sensitive skin. It gently removes excess skin flakes without irritating the skin – leaving the complexion with a soft, supple glow.

Dry skin is often dull, rough and flaky. So, it needs regular exfoliation to slough away loose skin flakes and stimulate cell regeneration.

Mild Face Rub contains natural jojoba wax exfoliating particles. These gentle peeling particles are perfectly rounded, so the skin is not unnecessarily stressed. Dead skin flakes are completely removed from the skin. Precious avocado oil nourishes the skin during the gentle exfoliation massage, protecting it from moisture loss. Skin is noticeably smoother and more supple and is ideally prepared for the subsequent treatment.



### ACTIVE SUBSTANCES

- **Jojoba wax pearls:** Remove dead skin flakes without irritating the skin. Skin is left feeling soft and smooth
- **Avocado oil:** Rich in natural fatty acids and in phytosterols, provitamin A and vitamin E; cares for the during the peeling massage, leaving the skin feeling soft and smooth



RET.  
50 ml  
Ref.  
5010

WHLS.  
150 ml  
Ref.  
5010P



# JANSSEN COSMETICS

## DRY SKIN

- Gentle 24-hour care for dehydrated skin
- Provides long-lasting moisture deep into the skin
- Smooths wrinkles caused by dryness
- Pleasantly soft gel texture
- Refreshing summer treatment
- 11% lipid content

## Hydro Active Gel

### LIGHT GEL CREAM FOR EXTREMELY DEHYDRATED SKIN

Hydro Active Gel is an ultra-light moisturiser specially developed for dry, extremely moisture-deficient skin. The pleasantly refreshing gel texture absorbs quickly, moisturising the skin immediately and providing continuous hydration. Dryness lines are reduced, leaving the skin looking fresh and silky soft.

Hydro Active Gel contains active ingredients that work deep into dehydrated skin, delivering an intense, long-lasting shot of moisture. Natural wild pansy extract activates water channels between skin cells, replenishing the skin's moisture reserves extremely effectively. Tried and tested Imperata Cylindrica extract delivers high levels of moisture to the skin right around the clock. Long-chain hyaluronic acid also smooths the skin surface and provides long-lasting protection against moisture loss. Panthenol can reduce irritation and smooth the complexion.

The result? Dry skin is intensely moisturised, acquiring a fresh, natural glow.



### Home care application

Depending on preference, spread gently over face, neck and cleavage mornings and/or evenings after cleanser and tonic.

**Tip:** can be combined with any skin care cream or used as a delicious treatment for ladies who don't like a creamy texture!

**Recommendation:** Face Guard Advanced counteracts premature skin ageing through effective light protection. Simply apply the delicate emulsion during the day under Hydro Active Gel.



### ACTIVE SUBSTANCES

- **Wild pansy extract:** Rich in oligosaccharides; activates water channels between skin cells, replenishing the skin's moisture reserves
- **Long-chain hyaluronic acid:** Forms a water-binding film on the skin surface and, protecting the skin from drying out. fills out fine lines and wrinkles
- **Imperata cylindrica:** Root extract from the desert plant Imperata cylindrica significantly increases moisture levels in the upper epidermal layers for a long-lasting effect (20% more moisture after 24 hours)
- **Shea Butter:** Nourishes the skin, supports its barrier function and makes it soft and supple, reducing the tight feeling in dry skin
- **D-Panthenol:** Pre-stage of vitamin B5; supports natural skin regeneration and strengthens its barrier function



RET.  
50 ml  
Ref.  
5015

WHL.S.  
150 ml  
Ref.  
5015P



# JANSSEN COSMETICS

## DRY SKIN

- **24-hour care for dry, moisture-deficient skin**
- **23% lipid content**
- **Delivers an intense, long-lasting shot of moisture deep into the skin**
- **Smooths wrinkles caused by dryness**
- **Soothes the skin**
- **Rapidly absorbed texture**
- **Provides silky suppleness**
- **Excellent make-up base**



### Home care application

Massage gently into face and cleavage mornings and/or evenings after cleanser and tonic. Excellent make-up base.

**Tip:** where skin needs richer nourishment at night, Hyaluron<sup>3</sup> Replenish Cream can be used as a night-time treatment instead.

**Recommendation:** Face Guard Advanced counteracts premature skin ageing through effective light protection. Or just apply the delicate emulsion during the day under Super Hydrating Cream.



### ACTIVE SUBSTANCES

- **Imperata cylindrica:** Root extract from the desert plant Imperata cylindrica significantly increases moisture levels in the upper epidermal layers for a long-lasting effect (20% more moisture after 24 hours)
- **Saccharide isomerate:** Skin-identical carbohydrate complex for long-lasting hydration of the skin (72-hour long-term effect)
- **Long-chain hyaluronic acid:** Forms a water-binding film on the skin and thus protects the skin from drying out. Fills out fine lines and wrinkles
- **Short-chain hyaluronic acid:** Penetrates the upper layers of the stratum corneum and draws water there. The skin receives long-lasting moisture, fine lines and wrinkles are softened
- **Cross-linked hyaluronic acid:** Its special structure helps to create a stable, moisturising network on the skin with a very impressive plumping effect
- **Macadamia oil:** Supports the skin's barrier function
- **Shea Butter:** Nourishes skin, supports barrier function
- **Allantoin:** Soothing, reduces irritation





RET.  
50 ml  
Ref.  
5020

WHL.S.  
200 ml  
Ref.  
5020P



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COSMETICS

## DRY SKIN

- **Rich 24-hour care for dry, lipid-deficient skin**
- **32.5% lipid content**
- **Delivers an intense, long-lasting shot of moisture and lipids deep into the skin**
- **Regenerating**
- **Protects against free radicals**
- **Strengthens the skin's protective barrier**
- **Tightness noticeably reduced**



### Home care application

Massage gently into face, neck and cleavage mornings and/or evenings after cleanser and tonic.

**Tip:** if Hyaluron³ Replenish Cream feels too oily during the day, Super Hydrating Cream can be used instead.

**Recommendation:** Face Guard Advanced counteracts premature skin ageing through effective light protection. Simply apply the delicate emulsion during the day under Hydro Active Gel.



### ACTIVE SUBSTANCES

- **White lupin extract:** Promotes epidermal protein and lipid synthesis, restricts transepidermal water loss (TEWL) and strengthens the skin's barrier function (skin barrier 11% more stable after 14 days)
- **Long-chain hyaluronic acid:** Forms a water-binding film on the skin and protects the skin from drying out
- **Short-chain hyaluronic acid:** Penetrates the upper layers of the stratum corneum and draws water there, softening fine lines and wrinkles
- **Cross-linked hyaluronic acid:** Its special structure helps to create a stable, moisturising network on the skin with a very impressive plumping effect
- **Imperata cylindrica:** Root extract from the desert plant Imperata cylindrica significantly increases moisture levels in the upper epidermal layers for a long-lasting effect (20% more moisture after 24 hours)
- **Saccharide isomerate:** Skin-identical carbohydrate complex for long-lasting hydration of the skin (72-hour long-term effect)
- **Alpha Bisabolol:** Soothing, anti-inflammatory, relieves irritation
- **Avocado oil:** Moisturising; nourishes, smooths and regenerates skin
- **Vitamin E –Acetate:** Protects skin against damage by free radicals



RET.  
50 units  
Ref.  
5024

WHL.S.  
150 units  
Ref.  
5024P



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## DRY SKIN

- Improves skin structure
- Smooths wrinkles caused by dryness
- Ideal base for make-up
- Skin is soft and smooth to the touch



### Home care application

Twist Hyaluron Impulse open or cut open with scissors. Squeeze out all of the contents and smooth over face, neck and cleavage with the fingertips. Avoid the eyes. If desired, apply usual day/night cream on top. For external use only.

**Tip:** "Little gifts keep a friendship alive". Give your client two or three Hyaluron Impulse capsules as a reminder of the success of your treatment, and compensation for having dry skin!

## Hyaluron Impulse

### NOURISHING CAPSULES FOR DRY SKIN

Where dry skin feels particularly rough, applying a day cream in the morning often isn't enough. This is when additional treatment for leaving the skin feeling good and tailoring to individual needs takes on a special importance.

Hyaluron Impulse consists of little treatment capsules that look a bit like shimmering pink pearls. The delicate, creamy contents are for external application. The unusual texture and modern ingredients work together, delivering the ideal skin care treatment and results: the soft, velvety contents of the capsule spread smoothly and delicately over the skin, and the feeling remains for many hours. Each individual application leaves the skin lovely and smooth.

Hyaluron Impulse can be used with or without day/night treatments. When applied directly under make-up, dry skin gets its silky-smooth shimmer back.

These space-saving little capsules are ideal for travelling as they fit in the smallest bag.



### ACTIVE SUBSTANCES

- **Long-chain hyaluronic acid:** High molecular weight, biotechnology-derived moisturiser with high water binding capacity, forms a smooth surface film
- **Double peptide system:** Myristyl pentapeptide-8 and Myristyl tetrapeptide also occur in the skin, giving them excellent penetration capacity for passing through the corneal layer, enhancing skin volume





RET.  
30 ml  
Ref.  
5035

WHLS.  
50 ml  
Ref.  
5035P



# JANSSEN COSMETICS

## DRY SKIN

- **Moisture booster**
- **Delivers an intense, long-lasting shot of moisture deep into the skin**
- **Smooths wrinkles caused by dryness**
- **Strengthens the skin's protective barrier**
- **Protects against free radicals**

## Deep Xpress Moist Serum

### INTENSIVE MOISTURE + PROTECTION AGAINST ENVIRONMENTAL STRESS

Deep Xpress Moist Serum is the perfect addition to any cream from the Dry Skin range. The rapidly absorbed refreshing intensive treatment penetrates the skin immediately, delivering a maximum dose of long-lasting moisture. At the same time, the innovative power serum protects against oxidative stress and premature skin ageing.

Deep Xpress Moist Serum contains the ultra-effective Hydro Express Complex an innovative moisture complex that forms an invisible, undetectable yet effective molecular network across the skin. The network is made up of hyaluronic acid, alginate and pullulan and carries a moisture complex that is continuously released into the skin. This increases skin moisture retention both long- and short-term. Natural wild pansy extract activates water channels between skin cells, replenishing the skin's moisture reserves extremely effectively. Dual hyaluronic acid reduces dryness lines immediately, leaving the skin feeling silky-smooth. Ectoine also protects the skin against damaging environmental impact by supporting the cells' own repair mechanism. The natural anti-stress molecule increases skin moisture levels and protects the skin's own defence system.

### Home care application

Apply serum mornings and evenings after cleansing the face and then use a nourishing cream.

**Tip:** a must-have for any make-up station! When applied directly under make-up without any day cream (except for extremely dry skin), make-up can stay put for hours.



### ACTIVE SUBSTANCES

- **Hydro Express Complex:** Molecular network of natural biopolymers (hyaluronic acid, alginate and pullulan) with ultra-concentrated moisturising active ingredients (glycerin, serin, trehalose, urea). Active ingredients are gradually released into the stratum corneum. Skin moisture increased (25% more moisture in just 30 mins) Long-lasting protection; increases skin moisture up to 5 days after the last application
- **Wild viola extract:** Delivers a long-lasting shot of moisture deep into the skin; activates water channels between skin cells, replenishing the skin's moisture reserves
- **Long-chain hyaluronic acid:** Forms a water-binding film on the skin surface and plumps out fine lines and wrinkles
- **Short-chain hyaluronic acid:** Penetrates the upper layers of the stratum corneum and draws water there, softening fine lines and wrinkles
- **Imperata cylindrica:** Root extract from the desert plant Imperata cylindrica significantly increases moisture levels in the upper epidermal layers for a long-lasting effect (20% more moisture after 24 hours)
- **Ectoine:** Protects epidermis cells against environmental stress long-term, reducing moisture content (+30% in 12 days) and pigmentation spots (-22% in 4 months)

RET.  
15 ml  
Ref.  
5060

WHLS.  
30 ml  
Ref.  
5060P



## DRY SKIN

- Delivers an intense, long-lasting shot of moisture deep into the skin
- Reduces dark circles around the eyes
- Prevents puffiness
- Smooths wrinkles caused by dryness
- Cools and refreshes
- Ideal for people who wear glasses or contact lenses
- Oil-free



### Home care application

Apply Aqualift Eye Gel around the eyes mornings, evenings and any time during the day, patting lightly with your fingertips.

**Tip:** Aqualift Eye Gel is really refreshing and cooling on the skin if you keep it in the fridge. The cooling effect supports the gel's capacity to reduce puffiness.



### ACTIVE SUBSTANCES

- **Sensitive complex:** Plant-based super ingredient with hop extract and panthenol and horse chestnut, butcher's broom, liquorice root and marigold extracts strengthens vessels, reduces dark circles around the eyes (-65% after 28 days) and prevents puffiness. Dryness lines disappear and the eyes look brighter
- **Long-chain hyaluronic acid:** Forms a water-binding film on the skin surface and plumps out fine lines and wrinkles
- **Short-chain hyaluronic acid:** Penetrates the upper layers of the stratum corneum and draws water there, softening fine lines and wrinkles
- **Imperata cylindrica:** Root extract from the desert plant Imperata cylindrica significantly increases moisture levels in the upper epidermal layers for a long-lasting effect (20% more moisture after 24 hours)
- **Grape stem cell extract:** Protects skin stem cells against the impact of UV rays; increases skin's UV tolerance, fights photoageing; for lively, healthy-looking skin



RET.  
75 ml  
Ref.  
5090

WHL.S.  
200 ml  
Ref.  
5090P



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COSMETICS

## DRY SKIN

- Intensely moisturising and refreshing
- Smooths skin
- Provides beneficial suppleness
- Ideal for use with Hydro Active Gel for treating causes of moisture loss



### Home care application

Apply a delicate layer of the Gel Mask to the face and cleavage with the gel brush, following up with the eye area. Reaction time: 5-20 minutes. Remove residue with damp mask cloth and continue with usual skin care routine. For maximum indulgence, leave the mask to work overnight.

**Tip:** also ideal as an after-sun mask, or for use after exercising and using a sauna.

**For the salon:** good as a basis for deep-acting peel-off masks. This doubles the effect and the mask residue comes off completely with one wipe.

Keep Deep Xpress Hydro Mask in the fridge in summer. A handy cooling treatment to offer your clients!



### ACTIVE SUBSTANCES

- **Hydro Express Complex:** Molecular network of natural biopolymers (hyaluronic acid, alginate and pullulan) with ultra-concentrated moisturising active ingredients (glycerin, serin, trehalose, urea). Active ingredients are gradually released into the stratum corneum. Proven effectiveness of Hydro Express Complex: immediate improvement – increases skin moisture by 25% just 30 minutes after application Long-lasting protection – up to 48 hours' hydration after just one application. Enhanced moisture retention capacity – skin moisture lasts up to 5 days longer after the last application
- **Pullulan:** This natural polysaccharide is made via fermentation using the fungus *Aureobasidium pullulans*. It is made up of glucoside units and is highly water-soluble. The big advantage of pullulan is its ability to form resistant elastic films



# SKIN APPLETS



## PROFESSIONAL SKIN CARE IN THE BEAUTY INSTITUTION

For dehydrated and dry skin	
TREATMENT PROCESS	PRODUCTS
Cleansing	• Mild Creamy Cleanser
Refreshing	• Radiant Firming Tonic
Eye care	• Aqualift Eye Gel
Deep cleansing/peeling	• Mild Face Rub <i>or</i> • Enzyme Peeling Mask <i>with</i> Mask Activator
Extra cleansing <i>(if required)</i>	• Normalizing Skin Complex
Active substance complex <i>Alternatively</i> Ampoule concentrate	• Deep Xpress Moist Serum  • Hyaluron Fluid
Mask <i>Alternatively</i>	• Deep Xpress Hydro Mask • Dermafleece Mask Collagen Hyaluron <i>or</i> • Hydrating Cream Mask <i>or</i> • Peel Off Mask Snow Algae Hydrating
Massage	• Hyaluron <sup>3</sup> Replenish Cream
UV protection	• Face Guard Advanced
Conclusion - eye area	• Aqualift Eye Gel
Day protection	• Super Hydrating Cream <i>or</i> • Hydro Active Gel <i>or</i> • Hyaluron Impulse