

Salon beauté

LA BIOSTHETIQUE

01
16

BEAUTY

THE WONDERFUL BEAUTY
ACTIVE INGREDIENTS THAT
MOTHER NATURE SUPPLIES
TO SKIN AND HAIR.

HAIR CARE

THE BEST TRICKS TO GIVE
THE HAIR MORE STRENGTH
AND BODY.

THE NEW TRENDS

THE CURRENT STYLES, MAKE-UP
LOOKS AND FASHION COLOURS.

Dear customer,



Spring is here. Finally! The sun is warm again and there are fresh green plants everywhere you look. You can find fresh ideas for fashion, hairstyles and make-up in this issue of our magazine. Be inspired! In addition, as usual, you will find many practical tips and interesting information on the beauty of skin and hair. As ever, individual consultations on how to use our entire range to make the best of your personal style are available in our salons.

We look forward to seeing you and wish you happy spring days!

Your La Biosthétique coiffeur

THE CULTURE OF TOTAL BEAUTY

LA BIOSTHETIQUE®
PARIS

How to get a radiant complexion!

Elixir Vitalité rapidly restores a lively glow to tired, dry skin. The revitalising oil concentrate intensively supplies it with regenerative active ingredients from Mother Nature, and makes stressed skin relax and wonderfully soft and smooth. The fine oil texture is very rapidly absorbed and gives the skin a fresh and youthful glow.



Exclusive hair care and cosmetics. In selected hairdressing salons: www.labiosthetique.com



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Safari feeling

The patterns and colours, sandals, jewellery and bag of this outfit are inspired by Africa.

Expressive and lively in every detail.

Transplanted to Europe, you can still stroll through the big city jungle with these instead of the Savannah.

Outfit from Valentino

1



Necklace: Chloé
Shoes: Jimmy Choo

2

AROUND the world

Fashion is going on a trip and jumping from continent to continent to gather inspiration from all the world's treasures. From here a few original patterns, from there some national colours and from the next place a few pieces of jewellery and inspirations for belts, shoes and bags. But exotic folklore isn't what we're going for here. Because this fashion trend is suitable for everyday wear – it never copies, but instead cleverly juggles expressive references to exciting international trends.



Ring: Ileana Makri

Top Trend!

ETHNO MIX!

3

FRINGES!

Cowgirl or hula princess? No matter because with the clean white shirt it looks rather Central European. By the way, this season fringes are a striking detail of many outfits – whether of leather or silk, on skirts or on jacket sleeves.

Outfit from Valentino



4

WELL DRESSED!
WHOEVER DOESN'T WANT TO WEAR THE ETHNO STYLE AS AN ENTIRE OUTFIT WILL FIND A RICH SELECTION OF ACCESSORIES TO FOLLOW THE TREND AND ADD A HINT OF HOLIDAY TO THEIR EVERYDAY LIFE. WITH SCARVES AND BELTS, BAGS, JEWELLERY AND SHOES. THESE LOOK INCREDIBLY EXPRESSIVE PAIRED WITH SOLID-COLOURED, SIMPLE GARMENTS.

SCARF FROM CODELLO



BELT AT TOP: REPTIL'S HOUSE
BOTTOM: TIE BELT BANDS OF L.A.



5

VIVA MEXICO!
The poncho worn as a waistcoat – patterns and colours are globally inspired. African, Mexican, Italian. Can also be worn universally – looks rather elegant with a little black dress, very stylish with white trousers and casual, comfortable and bang up-to-date with jeans.

Waistcoat from Esprit



6

ETHNO STYLE

Jewellery here is extravagant and not minimalistic. Half Queen of the Nile, half from the West African Republic of Niger. Not for everyday wear, but an eyecatcher at every party that is guaranteed to attract attention. Plus an ethno-inspired hairstyle in which the *Glossing Spray* from La Biosthétique makes the hair at least as sleek and sparkly as the golden jewellery.



1

SO NATURAL
THE NEW MAKE-UP IS A SYMPHONY OF RATHER SOFT SHADES. NO DRAMATIC ACCENTS, NOTHING FAKE, JUST SHADES THAT CELEBRATE YOUR NATURAL BEAUTY. FOR EXAMPLE, THE NEW *HYDRO-GLOSS LIGHT MAUVE*, A TRANSPARENT MAUVE-COLOURED MOISTURISING LIPGLOSS, AND THE NEW NAIL POLISH *BRILLIANT NAIL NUDE*.



SPRING feeling!

2

Pink is on trend this season and perfect for magically giving wintry pale skin a hint of natural freshness. For example, with the brand-new *Lips & Cheeks*. The silky soft cream compact flatters both cheeks and lips and gives them a transparent and fresh spring glow. Ultra-fine pigments and conditioning substances make the complexion glow and give the mouth a rosy touch as if kissed by Mother Nature herself.

La Biothétique

TREND SHOP



Hair care for every day ...

... and for the whole family. With natural active ingredients and the fruity fresh scent of mango, papaya and kiwi. The shampoo cleanses with ultra-mild surfactants. The conditioner cares for the hair with coconut lipids, algae extracts and vital amino acids. Available from the travel size to the attractive family pack.



3

4

HYDRO POWER!

This season, the skin could really use a concentrated moisture booster to rapidly replenish its moisture reservoirs. *Concentré Hyaluronique* from the *Dermosthétique Hydro-Actif* range is a true champion when it comes to this. Dermatological tests have proven an increase in moisture by up to 78% within two hours after application.



5



FRESH GLOW
THE NEW *CREME VITALITE* RESTORES A HEALTHY GLOW TO STRESSED AND TIRED SKIN IN SPRINGTIME. WITH ACTIVE INGREDIENTS FROM MOTHER NATURE: WINGED KELP FROM THE SEA HELPS TO FLUSH OUT METABOLIC WASTE PRODUCTS, CROCUS EXTRACT STIMULATES CELL RENEWAL AND KARITE BUTTER MAKES THE SKIN VELVETY SOFT.

6



De luxe foot care!

Take off your boots and free your feet! Because now they've really earned themselves some pampering – with a wonderfully scented SPA treatment. Starting with a stimulating foot bath with *Le Sel de Bain* with sea salt from the coasts of Brittany. And then a little massage with *La Crème Intense Pour Les Pieds* that provides the skin with comprehensive care. With active ingredients from chicory and yoghurt, with highly concentrated urea and lactate for silky soft feet.



7

HAIR STYLE

Do you want extra volume for your hair and solid hold? If so, *Volume Mousse* is perfect for you. The creamy foam gives you significantly more body, strong hold and keeps your hair in perfect style for 48 hours. Deep-action panthenol prevents dehydration and maintains the softness of the hair. With UV filter for protection from damaging ultraviolet rays.





BYE-BYE GREYNESS!

Dry, rough body skin is often a souvenir from the cold season. It doesn't look good and it doesn't feel good. The first step towards more softness and smoothness: flush away the dead particles of grey skin under the shower and vigorously stimulate your circulation. This is just as effective with the foam of a very mild soap, for example with *Le Savon* from our SPA range and a massage glove or a body brush. Alternatively: use *SPA Le Peeling* daily as this does the job with exfoliating bamboo particles.

Heating air and winter cold really put the skin to the test. So it's no wonder it looks tired now spring has come. Time for a refreshing wake-up call.



CLEANSING WITH HYDRO POWER

In spring, the facial skin is often more sensitive than otherwise, which is why particularly gentle cleansing is important. You can choose between two products from our Dermothétique Hydro-Actif range and give your skin both a moisture boost and a wonderful blast of freshness: *Mousse Nettoyante* is a light and airy foam with a base of rice proteins and hydro active ingredients. The subsequent care with *Tonique Hydratant* activates the skin with a mineral cocktail and invigorates it with moisturising hyaluronic acid.



ENERGY BOOST

After cleansing the skin, the outer layer deserves a mini pampering treatment that gives it fresh energy, makes it more stress-resistant and silky soft. It is found as an all-round package in *Crème Energie* from our Méthode Pour Homme range. High-performance active ingredients improve the tissue regeneration and increase the cells' energy balance. Soy protein ensures elastic firmness in the connective tissue and algae extracts replenish the moisture reservoirs. Your reward for this effort: tired spring skin becomes fresh spring skin.



SPRING CLEANING!

The ultimate cleansing for all tired and pale skins.

La Biosthétique Academy Collection
Spring Summer 2016

LET'S GO!

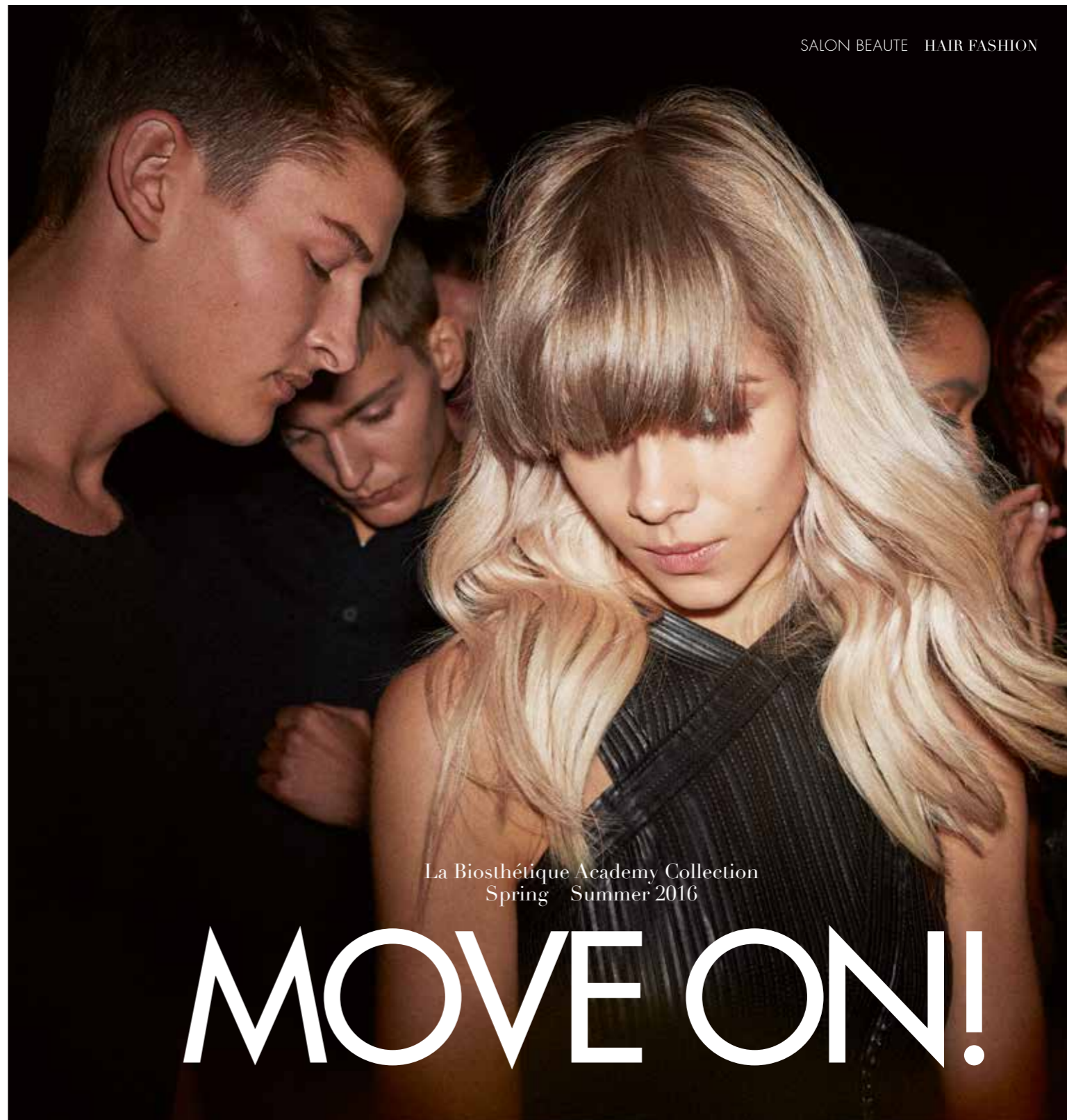
THE HAIRSTYLES SHOULD BE YOUNG AND UNCOMPLICATED, BUT EACH ONE SHOULD HAVE ITS OWN UNMISTAKABLE CHARACTER. THAT WAS THE CONCEPT OF OUR DESIGNERS WHO WORKED ON THE CURRENT ACADEMY COLLECTION. AND THEY SUCCEEDED. EVERY SINGLE ONE IS TRULY UNIQUE. IN BOTH CUT AND COLOUR. AND IN THE PERFECT MATCH WITH THE CHARACTER AND TEMPERAMENT OF THE WEARERS, NONE OF WHOM IS A PROFESSIONAL MODEL. BE INSPIRED!

*All hair colours by La Biosthétique Color System
Tint & Tone Advanced



LONG, BLONDE HAIR IS BEAUTIFUL, BUT MEANWHILE IT SEEMS A BIT BORING BECAUSE EVERYBODY HAS IT. THAT MAY BE TRUE IF BLONDE IS JUST BLONDE. IN FACT, THERE ARE THOUSANDS OF VARIATIONS: A GAME WITH PASTEL ROSE AND MAUVE SHADES IN BLONDE, SUBTLE MIXES OF WARM AND COOL SHADES OR, LIKE HERE, THE COURAGEOUS BLEND OF GOLDEN WHEAT BLONDE, ASH MEDIUM BLONDE AND DARK BLONDE. BORING? DEFINITELY NOT!

*All hair colours by La Biothétique Color System
Tint & Tone Advanced



La Biothétique Academy Collection
Spring Summer 2016

MOVE ON!



A DELICATE FACE, ALMOST GIRLISH. SHE COULD BE AN ELF, A FAIRY IN A FANTASY FILM. WITH CURLS THAT FRAME HER FACE. THE HAIR DESIGNERS OPTED FOR A RADICAL COUNTER APPROACH WITH THE SCISSORS AND CREATED AN ULTRA-SHORT AND PRECISE PIXIE CUT. AND THIS ELF IS NOT ONLY DREAMY, BUT HAS A STRONG AND INDEPENDENT CHARACTER AND KNOWS EXACTLY WHAT SHE WANTS. AND LET'S NOT FORGET THAT FAIRIES HAVE A MAGIC WAND! BUT THIS TIME THE MAGIC WAS CREATED BY A PAIR OF SCISSORS INSTEAD OF A WAND.

*All hair colours by La Biothétique Color System
Tint & Tone Advanced

La Biothétique Academy Collection
Spring Summer 2016

BE COOL!

Ms Bennett, you create the international colour trends for La Biosthétique. How courageous and open are women to new hair colours?

This has changed a lot in the last 10 to 15 years. People used to like to hide that they coloured their hair. Everything had to be very subtle and just add a touch of interest to your natural hair colour or cover grey. Today, about 50 percent of women want to experiment with a completely different colour. They've become a lot more courageous. But this also requires a much more intensive consultation. The range of colour techniques and new products has dramatically increased.

How are women guided when they want to change their hair colour?

In addition to the traditional women's magazines and advertising, digital media also play a big role today. Everyone can look at the celebrities on the Internet and be inspired by their styles. Interesting street looks can also provide inspiration. But often there is also a very personal trigger for a colour change: the prospect of a new job, ending a stage of your life, moving to a new place that you want to emphasise with a new image.

Does it bother you when women show you photos of celebrities and tell you they want exactly that hair colour?

Not at all. On the contrary. I like it when women communicate their ideas with photos. For me, like every one of our colour technicians, this is important information. Whether or not it makes sense to create an exact copy of this is a different matter. And that's where the consultation comes in.

What are the most important criteria for a colour consultation?

Because we follow a holistic concept at La Biosthétique, this includes a pretty broad spectrum. First, it's about the natural characteristics of the woman sitting opposite us: the natural shade of her hair, the condition of her skin, the tint of her complexion and her eye colour. In addition, there is other information we ask



Andrea Bennett
Creative Director Color
La Biosthétique.

about, for example her job. This is quite important because some industries have a dress code that today also includes the hair colour.

You mentioned the condition of the skin and the complexion – what's the difference?

The condition of the skin and the tone of the complexion are, irrespective of the basic colour type with cool and warm shades, not least a matter of age. As we age, the rosy touch of a young complexion disappears. The condition of the skin changes. It is no longer as full and fine lines start to appear. All these things can influence a hair colour – emphasise or soften it. I don't really like the term facelift, but a well chosen hair colour really does act like a rejuvenating softener.

That sounds really good and exciting. Does this individual consultation really take place across the board?

I can only speak for La Biosthétique where this is always performed as part of the Beauty Ritual. Our coiffeurs are trained in this and I would recommend that every woman toying with a colour change first make a consultation appointment with her colour technician. It takes a quarter of an hour and is really worth it. After all, you don't change your hair colour as often as your outfit.



Lait Protection Couleur conditions and protects your hair colour.



Colours can turn every hairstyle into a stunning look. Colour expert Andrea Bennett reveals how this works.

LA BIOSTHETIQUE MAKE-UP

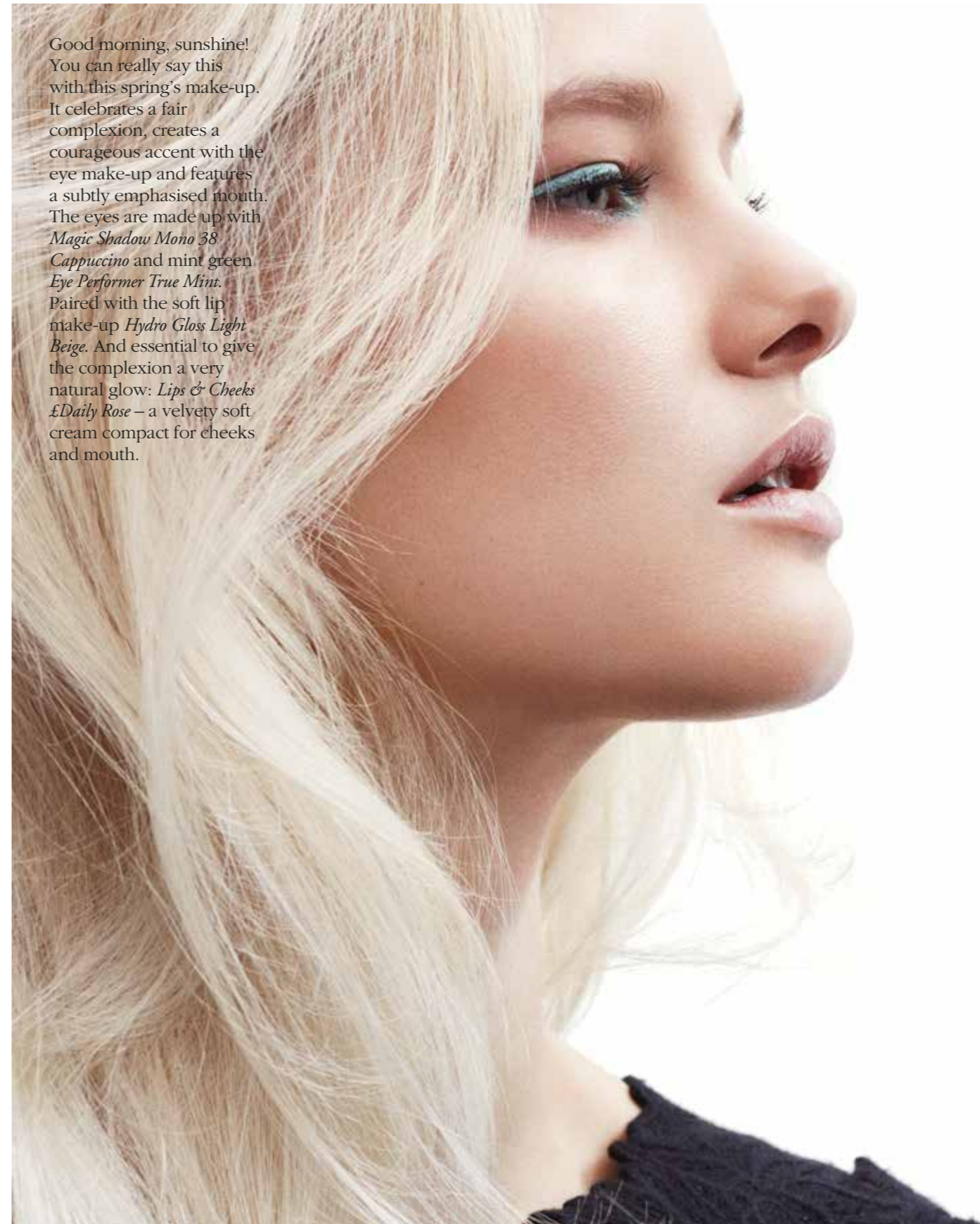
COLLECTION

SPRING SUMMER 2016



1 Magic Shadow Mono 38 Cappuccino 2 Eye Performer True Mint 3 Hydro Gloss Light Beige 4 Sensual Lipstick G326 Sandy Rose
5 Brilliant Nail Nude 6 Lips & Cheeks Daily Rose

Good morning, sunshine!
You can really say this
with this spring's make-up.
It celebrates a fair
complexion, creates a
courageous accent with the
eye make-up and features
a subtly emphasised mouth.
The eyes are made up with
*Magic Shadow Mono 38
Cappuccino* and mint green
Eye Performer True Mint.
Paired with the soft lip
make-up *Hydro Gloss Light
Beige*. And essential to give
the complexion a very
natural glow: *Lips & Cheeks
Daily Rose* – a velvety soft
cream compact for cheeks
and mouth.



LA BIOSTHETIQUE MAKE-UP

COLLECTION

SPRING SUMMER 2016

Expressive with soft and flattering colours – this look features a perfectly balanced emphasis of eyes and mouth. The eyes are made up with *Magic Shadow Mono 39 Cool Brown* and the smoky violet *Smart Liner Brownie Lilac*. The strawberry mouth creates a fresh and rosy contrast with *Sensual Lipstick C 142 Strawberry*. Paired with *Brilliant Nail Smoothie Pink*.



1 Magic Shadow Mono 39 Cool Brown 2 Smart Liner Brownie Lilac 3 Sensual Lipstick C142 Strawberry 4 Brilliant Nail Smoothie Pink

1

Feminin

Pink is every little girl's dream. However, the current fashion collections show that pink is not just sweet, but can also be very grown-up. With many outfits in the colour rose quartz – from flowing gowns to cheeky shorts and chic dungarees.

Outfit from Bibhu Mahapatra



Rose gold bracelet from: www.mylovelythings.ch

LA VIE en rose

The influential New York Pantone Color Institute dubbed flattering rose the trend colour for 2016, and designers of all industries have reacted to this news. Why? Leatrice Eiseman, Director of the Institute: «Today, technology is so omnipresent that it has an enormous impact on people's feelings. Sometimes they want to stop the world and steal away. This encapsulates a deep-seated need for soft, calming colours such as our rose quartz».



The trend colour no. 1

ROSE QUARTZ

2

THE CRYSTAL

Rose quartz resembles our mountain crystal, but mainly comes from Brazil and is usually made into jewellery. Esoterics consider it to be a healing gemstone and symbol of love.



3

ROSY TIMES

EVEN INTERIOR DESIGNERS CAN'T FAIL TO NOTICE THE PINK CLOUDS IN THE FASHION SKY. ENTIRE INTERIOR DESIGN THEMES IN PINK STILL REMAIN THE DOMAIN OF LITTLE GIRLS BUT THERE ARE ALSO MANY CHARMING AND WITTY ACCESSORIES AVAILABLE IN THIS CURRENT FASHION COLOUR.



4

SOFT SNEAKERS

Do pink shoes make you walk through your day as if you are walking on air? It's possible. Because they make you smile when you put them on.



5

PRETTY IN PINK

A very trendy, fresh spring make-up look. With a delicate, rosy complexion and softest pink for the mouth. Sensuous and seductive, but girlishly natural and as graceful as a rosebud. Not only matches outfits in the fashion colour rose quartz, but goes with every other colour. This look was created with the new products of the La Bioéthétique Make-up Collection. For the cheeks: Lips & Cheeks Daily Rose. For the eyes: Magic Shadow Mono 38 Cappuccino, and on the lips: Sensual Lipstick G 326 Sandy Rose.



Good news for everyone who wants more hair volume: it's possible! Today it is better and easier than ever before. With new products, a few tricks and special care.

Fine hair can be beautiful if it is full enough. Its benefits: in contrast to thicker hair, it is very soft, fairly elastic and easy to shape. Disadvantages: It often has problems holding its style and rapidly flops. In addition, it is sensitive and prone to damaging external influences. However, the biggest problem of fine hair is when it is not only sensitive, but also sparse. That's why there are many products that promise more body and often keep this promise too. First and foremost: mousses and hairsprays. So it's okay then? Yes and no. Because although these products really do give more lift and body, they often weigh the hair down and take away some of its natural movement. But now there's something new!

IT MAKES FINE HAIR STRONG **1**
 New in the La Biosthétique styling family: *Thickening Cream*. The soft cream contains a new kind of complex from a special volume booster, wheat proteins, natural cellulose and protective beeswax. It surrounds the hair like a light but thickly woven coat that makes it noticeably thicker – by up to 10 percent. At the same time, the hair feels stronger and has more texture, is not sticky, but remains loose, easy to shape and retains its natural movement. The warm air of the blow-dryer firmly bonds this strengthening «coat» to the hair. It doesn't brush out, but remains stable until the next wash. Just give it a try!

2
HOW TO GIVE THE HAIR PERFECT CARE
 As mentioned, fine hair is rather sensitive. That is why it needs the very special care. The Fine Hair range from La Biosthétique, with products that offer particularly gentle cleansing, provide more body, balance out minor damage and noticeably strengthen the hair structure. For example, *Shampoo Vital* for stressed hair and *Shampoo Volume* with a nature-identical ceramide and a wheat active ingredient that volumise the hair as you wash it. Plus the intensive care *Fine Hair Fluide*, which strengthens the hair from within, enhances the hair structure and makes it more resistant to external stressors.

3
HOW TO CREATE EVEN MORE BODY
 Of course, the blow-dryer is also a real volume booster that plumps up the hair as you dry it. Whoever likes a natural look and doesn't have much time in the mornings can simply blow-dry their hair upside down. For parted hairstyles, blow-dry the individual sections of hair in the opposite direction to the parting. Always start at the roots and properly dry them. Extra tip: frequently part your hair on the other side. A good aid for more volume is a teasing comb. Here it is mostly enough to just back-comb the roots.



NEW!
Thickening Cream creates the little miracle of turning fine hair into strong and full hair. With an innovative formulation.



OF TREES AND LEAVES



Trees from all over the world have a lot to offer the beauty industry. Not just the vitamin-rich oils of their fruits – for example, the kernels of the argan tree, avocados and the «butter» of the karité tree are good for skin and hair, and the former are particularly good for the hair. Papaya enzymes have a gentle exfoliating effect (e.g. in *Traitement Corps*) and active ingredients of wild mango make the delicate skin of the lips velvety soft (e.g. in *Traitement Lèvres*). The leaves of the gnarled olive trees contain substances that successfully deactivate free radicals, and the resin of the frankincense tree contains compounds that are intensively calming and anti-inflammatory.

FROM THE EARTH

Many beauty treasures are also hidden underground. For example, from the root of a magical flower, the Iris Florentina. It contains plant hormones that have a similar effect to ours, but without any side effects. To be found in the luxurious anti-aging care *Crème de Luxe Jour* they simply rejuvenate the skin. The rose root from Siberia, also known as «golden root», contains intensively relaxing substances. Contained in the eye care *Crème de Luxe Contour*. And substances can be extracted from some crocus bulbs that firm the connective tissue and keep it elastic. Contained in *Crème Vitalité*.



La Biosthétique has always trusted in the power of nature. Decades before «bio» even became trendy. With extracts and active ingredients of leaves and herbs, roots and fruits. And that's how it's remained.

OF FIELDS AND MEADOWS

This is where true treasures grow: the medicinal herbs with their highly effective essential oils for aromatherapy. Contained in *Visarôme* by La Biosthétique. On meadows you can find old kinds of apples that contain valuable raw materials for beauty: Stem cells for anti-aging therapy and hydroactive active ingredients as moisture boosters (contained in *Dermosthétique* products). The seeds of the simple lady's smock provide an extra fine, light oil that intensively cares for stressed hair and gives it fresh shine. And a simple kitchen herb such as borage is a champion as the source of high-quality gamma linolenic acid that strengthens many skin functions and makes dry skin silky soft (contained in *La Capsule*).



The great outdoors!

Let's enjoy the wonderful things that nature has in store for us.



ASPARAGUS SEASON!

Many people long for the season of this first fresh spring vegetable. Particularly because it has such a sumptuous taste. But asparagus is also chock-full of valuable minerals and trace elements and even has a slightly diuretic effect. It offers comprehensive health benefits and is also low in calories. By the way, green asparagus is even richer in vitamins than the white asparagus, which is so popular in Germany. A very special delicacy: the very aromatic wild asparagus that is sold at markets or can be picked in the forest – mostly only in Italy.



HERBS AS A SALAD

Usually, we only use herbs as a seasoning, in homoeopathic doses. In other regions of the earth, for example in the Middle East, people like to enjoy their full, healthy power, and include them with practically every meal, wrapped in ultra-thin flat bread. Be sure to give it a try! You can use all fresh herbs from the market: chervil, dock and bear's garlic, but also basil, dill and coriander – or a colourful mixture. The original flat bread, which is known as lavash, is hard to find here, but thin crêpes are a perfect alternative.



NATURAL COSMETIC

This is the name of a very special hair care range from La Biosthétique that was completely designed according to the highest ecological standards. In the selection of natural ingredients, the packaging and the production. The products are free from synthetic colourings and perfumes and contain neither silicones nor parabens as preservatives. The water used to manufacture the shampoos and hair treatments is from crystalline medicinal springs originating in the deep layers of earth in the Black Forest.



FRECKLES

Yes. These are also a gift of nature because now they are seen as really trendy. In dermatological terminology they are even dubbed a pretty ancient Greek name: ephelides. This is roughly translated as sun-kissed and that's about right. Some freckles completely disappear in winter, and dance again on your nose as soon as the first rays of the spring sun appear again. We know how freckles occur, but we are not so sure why they occur. We suspect they are caused by a minor genetic anomaly that occurs in some people.



SUN PROTECTION

Whoever goes outside in spring to enjoy the spring sun should keep a sun cream on hand. Because the sun in March is more intense than the often low temperatures might lead you to expect. In addition, pale winter complexions are rather sensitive. For more mature skin it is now recommended to use a day cream that prevents photoaging caused by UV rays. This product is ideal because of its high SPF: *Traitement Jour SPF 20*.

The Culture of Total Beauty is the motto of La Biosthétique. We implement it in our salons. With an unusual selection of services for skin, hair and style.

PURE WELLBEING

Our beauty service enables you to escape from your everyday life, so that the entire focus is on you and your beauty.

La Biosthétique coiffeurs offer more than most salons. We can confidently say this. Because we have not only learned to very professionally care for your hair – with the customised, trendy hairstyle, the best care and the wonderful possibilities offered by our colour products. Our training also comprises the entire cosmetic spectrum and our products rank among the most high-quality products on the market. Because your beauty and wellbeing are really

important to us. Allow us to introduce you to a small excerpt from our exclusive offerings.

BEAUTY EXPRESS

The Hydro Actif treatment is a concentrated power package for spring. Helps all dehydrated skins to gain new freshness and resilience in just 10 minutes. Deeply replenishes the moisture reservoirs, erases fine lines caused by dryness and the complexion looks visibly refreshed. It begins with a fluffy cleansing foam and an invigorating hydro lotion with invigorating minerals. This is followed by an intensive programme of moisturising and regeneration: with the quad-

ruple effect hyaluronic acids of *Concentré Hyaluronique* and the encapsulated concentrate *La Capsule Hydratante* for even more moisture and a velvety soft touch.

FEEL & TOUCH

A 5-minute service that makes tired skin glow and allows you to test two of our new salon products. Advantage: you won't have to wait till you get home – as is usually the case – to see whether you like a new product and whether it suits your skin, but you'll notice it directly in our salon. Our service: a slightly exfoliating and tonifying cleansing and the application of our wonderful Beauty Drops, the new *Elixir Vitalité*, a velvety soft oil concentrate with revitalising active ingredients that instantly relax and intensively care for stressed skin. The treatment is concluded by the gentle *Crème Vitalité* and, if you like, a touch-up of your make-up.

DESIGN YOUR LIPS

Quite a few women see their mouth as a problem. Whether they find their lips too thin or the delicate skin has lost elasticity over the years and now has creases. We have designed something to help with this little problem: an extra treatment for the mouth that is really quite special. It begins with an express cleansing treatment and the application of a firming hydrogel pad. This is followed by a mask and massage with our *Traitement Lèvres*, which increases the circulation of the lips, makes them look fuller and gives them velvety soft care. And finally we will show you the best make-up tricks for your mouth.



Total Beauty!

Welcome to our salon – to a beauty service that will fulfil all your wishes.

«Mindfulness» is the current buzzword for maintaining balance in our modern lives. They even recognised this in Silicon Valley and dubbed it the new buzzword at the «Wisdom 2.0» conference.

What was that people were saying again about overhyped terms such as «multitasking» and «living life in the fast lane»? Can a person really do this long term? Modern brain research responds with a clear no. Nobody can do this without damaging themselves. Our brains just aren't made that way. Consequently, the new mindfulness methods aim to create a counter-balance. And they are often so successful that many doctors and psychologists support them and countless health insurance companies even subsidise various courses on them. Because their effect is backed up by respectable scientific studies and can be measured by an MRI of the brain activities.

RAISINS ARE WHERE IT'S AT

We're talking about real raisins here. Worldwide, they are part of the integral introduction to the MBSR programme – Mindfulness Based Stress Reduction. Whoever wants to learn this is given raisins in the courses – and not to eat! First, you look at them, then you smell them, then you place them on your tongue for a while and finally you chew them until the final aroma is released. All this takes 20 whole minutes.

LIVING INSTEAD OF FUNCTIONING

Plenty of time for a single raisin, it seems, and perhaps you think the whole thing is rather silly. But it's not. It actually illustrates pretty well what really matters. Concentrating on something instead of simply consuming it. Which is something that happens all too often in the modern world. We devour everything we can – information, images, food, events – and everything happens superficially without being intensively perceived and digested. And the undigested matter stresses both our soul and our mind. In addition, we often function on autopilot and are not living in the here and now, but in the future. Under the shower we are already thinking about making coffee and as we clean our teeth we are thinking about the upcoming meeting. We can change this by performing everyday tasks with concentration and mindfulness instead of on autopilot – even if it's just washing the dishes. Whoever wants to find out more about the training programmes on the topic of mindfulness, which include much more than what is described here, should simply enter «Mindfulness» or the abbreviation «MBSR» in the search engine.



Living in the moment

How to sharpen your mindfulness – for a happier life.



WHAT SHOULD YOU DO?

Help for pigment spots

We're not talking about genetic freckles that fade in winter and appear again in spring. Pigment spots that occur as we age can have various causes – as a consequence of sunburn, during pregnancy, due to errors in the production of melanin in our later years or due to medications such as the birth control pill. These pigment spots are also darkened by sunlight. UV protection is particularly important here. Also recommended: the daily application of special products to regulate the pigmentation. For example, our *Sérum Dépigmentant*, a cell-active anti-aging concentrate. The active ingredients used here influence both the formation of new pigments and the reduction of previously produced pigments.



DID YOU KNOW ...

... springtime tiredness really does exist, and isn't just an excuse because you partied too hard the night before? And the culprit is the fact that the days in springtime become lighter and longer. The body chemistry has to gradually adjust to the change in rhythm between light and dark with its messenger substances and that takes energy. Top tip: Soak in the daylight in the fresh air as often as possible. Also helpful: rub your body with a massage glove while showering – this boosts your circulation. And when your tired eyes look in the mirror in the morning, we have a wonderful alarm clock for you: *Gel Patch Liftant*, transparent hydrogel pads that refresh, firm and erase fine lines.



Tip:

Long hair often suffers through the long winter with the bone-dry heating air indoors. The already stressed ends are particularly affected as these are often several years old and prone to breaking due to their brittleness. The ideal care to avoid split ends: our *Silky Spliss Repair*, which seals the porous parts and makes them soft and smooth again. After every shampoo, massage a few drops into blow-dried hair.

More strength for fine hair!

Fine Hair care improves the hair's stability with a special active ingredient complex that strengthens its structure and noticeably enhances its volume and elastic bounce. The hair looks more lively. *Shampoo Vital* provides particularly gentle cleansing of damaged hair and results in weightless softness. *Shampoo Volume* provides extra volume and the *Fine Hair Crème* deep-conditioning treatment lastingly strengthens the structure and makes sensitive hair more resistant.



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