

salon beauté

LA BIOSTHETIQUE

02
16

HAIR COLOUR

THE NEW EXPRESSIVE HAIR COLOURS FROM
THE PALETTES OF ARTISTS.

BEAUTY

BEAUTIFUL ALL AROUND THE WORLD.
THE BEST BEAUTY TIPS.

SUMMER OF LOVE

THE LATEST SUMMER TRENDS FOR SUN PROTECTION,
MAKE-UP AND FASHION.

Dear customer,



Finally it's here, the most beautiful time of the year! Let's enjoy it! Whether in the midday sun, in a pavement café, on weekends in the countryside or on faraway trips to dreamlike destinations all over the world. This issue of our magazine will provide you with information about this summer's latest trends. With answers from experts on topics such as sun protection, inspiration for fashion and make-up and many good beauty tips for on the go. But of course we are always happy to give you an individual consultation in one of our salons.

Your La Biosthétique coiffeur

Radiantly beautiful!

Bring on the summer! The new *Hydro Gloss* from La Biosthétique combines magically fresh colours and refreshing care for your mouth. Moisturisers protect the delicate skin of the lips and give you a youthful glow. Can be used on its own for a natural make-up look or over the top of your usual lipstick.



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



HAIR

- 12 **Summer of love**
What you need for a wonderful summer.
- 26 **True or false?**
Which hair tips really work and which ones you can forget.
- 28 **Haute couture of hair colours**
The spectacular effects of the new gouache technique from La Biosthétique.

BEAUTY

- 8 **Men's world**
What should you do about skin problems.
- 10 **Full concentration**
Powerful care for hair and skin.
- 18 **Summer make-up**
What makes you particularly beautiful in the sunny season.
- 20 **Interview**
Two scientists answer important questions on the topic of sun protection.
- 22 **Bon voyage!**
Beauty tips for travelling round the world.

PANORAMA

- 4 **Fashion**
This season's trendy hippie style.
- 6 **Trend shop**
Tips for summer beauty.
- 30 **Health and beauty**
What's the hype about superfood?
- 32 **Lifestyle**
Trending: tea as a new trend drink.



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2

Sailor pants

Fed-up with skinny jeans which seem to be everywhere? Be a trendsetter this season with one of the designers' favourite garments: pants with fluttering legs. Couple it with a patchwork-style T-shirt and big earrings and you have a very trendy look.

Outfit: Tommy Hilfiger



Top trend!
HIPPIE
STYLE

1

flower
POWER

The flower children are back. At least in fashion and more imaginative than ever before. And above all with a lot more individual style. Whereas back then it was enough to wear a baggy outfit and rough leather sandals to show your originality, today there are much more creative details. But the care-free spirit and the promise of change and endless summers have remained the same.

Headband:
Dolce & Gabbana



Sunglasses: Saint Laurent



3

ROMANCE IN WHITE

Yes, hippies could be romantic, too. Sometimes very much so. Not just with flowers in their hair, but also with a predilection for innocent white. Here is a modern interpretation for a garden party. You can wear it on its own or with accessories to create your own look.

Dress: Roberto Cavalli



4

HIP STYLING!
ACCESSORIES ARE AN
ESSENTIAL PART OF THIS
STYLE: CHAINS WITH
WOOD OR GLASS BEADS,
BANGLES AND
WRISTBANDS IN MULTIPLE
DESIGNS AND COLOUR
MIXES. OR LITTLE
DETAILS WITH
IMAGINATIVE HEADBANDS
OR A FLORAL
SMARTPHONE CASE.

LEATHER IPHONE CASE: DOLCE & GABBANA
SHOES: CHLOE



Bracelets: mylovelythings.ch

5

PATCHWORK!
Bags in all formats go on hippie trips and often feature patchwork designs. From XXL to smart little clutches. Back in trend: shoulder bags hung from metal chains.

Bag:
Tommy Hilfiger



6

BEACH LOOK

Hairstyles hot off the beach can also be worn when strolling through town. Beach Effect Styling Spray from La Biosthétique creates this cool, textured, silky matte summer look, protects the hair and provides moisture. Simply spray into moist or dry hair and shape as desired with the fingers or a wide-toothed comb.





1

SOFT AND STRONG
THE NEW OIL
CONCENTRATE *ELIXIR*
VITALITE SURROUNDS THE
SKIN LIKE A DELICATE
VEIL AND GIVES IT NEW
ENERGY AND FRESHNESS.
THIS IS THANKS TO
EXTRACTS OF WINGED
KELP, A SUPER FINE
BLACKCURRANT SEED OIL
AND LUPIN SEED EXTRACT.
THESE INGREDIENTS
IMPART SOOTHING
RELAXATION TO DRY
SKIN AND GIVE IT NEW
SOFTNESS AND A
DELICATE, SHIMMERING
GLOW.

La Biothétique

TREND SHOP

Spa care for long hair

An extra care that long hair
really needs in summer when
the sun attacks the already sen-
sitive hair ends. *Luxury Spa Oil*
gives your hair vitality and
shine all season long. Valuable
oils from the Peruvian Sacha
inchi nut and the kernels
of Moroccan argan fruits keep
hair soft and protect it from
breakage.

3



4



PERFUMED FRESHNESS

Le Déodorant roll-on
deodorant from the SPA
Collection refreshes your body
without suppressing its natural
perspiration. Leaves no
sticky residue – just a special,
fresh, long-lasting scent.
Aluminium-free.

SUMMER feeling!

Longing for sun, sand and sea, but
no holiday on the horizon? The ultra-
fine *Sunsation Terracotta Powder* from
La Biothétique will give your skin
summer freshness in a flash. This silky
soft formulation glides on to face and
décolleté and gives you a naturally
bronzed look. Available in the
shades of *Honey* and *Terra*.
In the practical mirror compact with
mini brush.

2



5

AFTERSUN
WHEN THE SKIN HAS
SOAKED UP THE SUN,
IT IS THANKFUL FOR
COOLING, REGENERATIVE
AFTERSUN CARE. *EMULSION*
APRES-SOLEIL FOR THE
BODY CALMS THE SKIN
WITH SUNFLOWER SEED
AND ROSEMARY EXTRACT
AND PROTECTS IT FROM
THE DAMAGING EFFECT OF
FREE RADICALS.



6

Style guard with UV protection

A new addition to Collection
Soleil from La Biothétique:
Laque. A styling hairspray with
microfine dispersion despite
being CFC-free. *Laque* perfectly
shapes the hair and protects
it from sun damage with a
water-repellent UV filter. And it
doesn't smell of hairspray at
all. Instead, you can enjoy the
fruity floral aromas of mandarin
and orange blossom, water
lily and freesia long after
spraying it on your hair.



7

POWER TONIC



Problems with your hair
because it's getting thinner
as you age? *Elixir Anti-
Chute* is a cell-active anti-
aging tonic for the scalp.
New active ingredients
developed based on the
findings of regenerative
medicine can regenerate
and revive the functions of
the hair roots on all levels.
Used regularly, this
strengthens hair growth
and increases hair fullness.

Do only women have beauty problems? Definitely not. Oily shine, blackheads and pimples turn the skin into a really annoying problem zone no matter how cool the guy.

Men and women have more in common than you think. But in some ways they are so different, for example when it comes to the skin. One big advantage of men: their connective tissue structure is firmer and more stable, which makes the skin less prone to droopiness and wrinkles. Second advantage: an often better supply with sebum, the oily substance that is produced by the sebaceous glands and protects the skin from the negative influences of nature. At least that was the intention when men were still hunters in the wilderness. However, this little advantage quickly becomes a disadvantage when the sebaceous glands – stimulated by testosterone – become overactive and flood the skin with oil. This can lead to further complications, particularly in young men.

1 WHAT CAN YOU DO ABOUT BLACKHEADS?

Blackheads are plugs of sebum and horny particles that block the pores. And their surface is coloured black due to oxidation. This not only looks unattractive, but they can also turn into pimples. You can even remove them yourself if nothing has turned red yet. But careful – you must take several precautions: first apply moist and warm compresses to soften the plugs of sebum and make the process easier. Then pull apart the skin around the blackheads and carefully press. Important: only work with short nails, wrap a tissue around the fingers and make sure

you avoid any strong pressure. Then disinfect the treated areas. Whoever feels this is too much hassle can get an esthetician to do it in a salon. The ideal prevention: the daily application of Lotion Desincrustante, which softens blackheads and reduces particles of horny skin.

2 A FASTER WAY TO GET RID OF PIMPLES
The most important point: Don't pick them, as this mostly just aggravates the situation. Endless household remedies are supposed to make pimples disappear faster – from tea tree oil to toothpaste. The first is not advisable because it can excessively irritate the skin. You can try toothpaste, but it's not guaranteed to work. Likopan with natural antibacterial active ingredients from lavender and oakmoss is much more effective. Dab on with a cotton bud several times a day. Otherwise, conceal with cover cream until the inflammation has died down. If you have serious problems with pimples, it's best to see a dermatologist. Today, there are very effective medications to treat them.

3 THE RIGHT HYGIENE FOR BLEMISHED SKIN
But first let's get one thing clear: acne has hormonal causes. You don't get it because of lack of washing. But a special antibacterial cleanser that removes surplus oil should definitely be used. Another important factor: clean your smartphone's touchscreen every day. Studies have shown that this can be home to more bacteria than on toilet seats. And these can rapidly go from the screen to your face.

Help for blemished skin
Effective with active ingredients from Mother Nature: Lotion Desincrustante prevents blackheads. Likopan makes pimples disappear faster.



AMPOULE CONCENTRATE TO COMBAT HAIR LOSS

With *Thérapie Anti-Chute Plus* La Bioesthétique sets a new milestone for the treatment of thinning hair. The concentrate contains highly effective active ingredients that were developed based on the latest findings of regenerative medicine and initiate a significant increase in newly growing and a significant decrease in shedding hairs. Among other things, thanks to a newly developed substance of natural origin, which is clinically proven to increase the formation of new stem cells in the hair follicles. These cells form the start of healthy and strong hair growth.



Sometimes you need concentrated care to effectively treat a problem. Or to balance out particular stress and restore the skin's glow with a boost of active ingredients.

HYDRO POWER FOR THE SKIN

Moisture is the key to a fresh and hydrated complexion. *Concentré Hyaluronique* provides a powerful boost to lock moisture in the skin and increase the skin's moisture storage capacity. This cell-active hydro concentrate based on hyaluronic acids that work in four different ways rapidly and significantly increases your skin's moisture levels. Dermatologically proven to increase the skin's moisture by up to 78 percent in just two hours. Ideal for dry, dehydrated skin: *La Capsule Hydratante*, an oil-based concentrate with microencapsulated active ingredients that replenish the skin's moisture reservoirs and seal leaks in the skin's outer protective barrier.

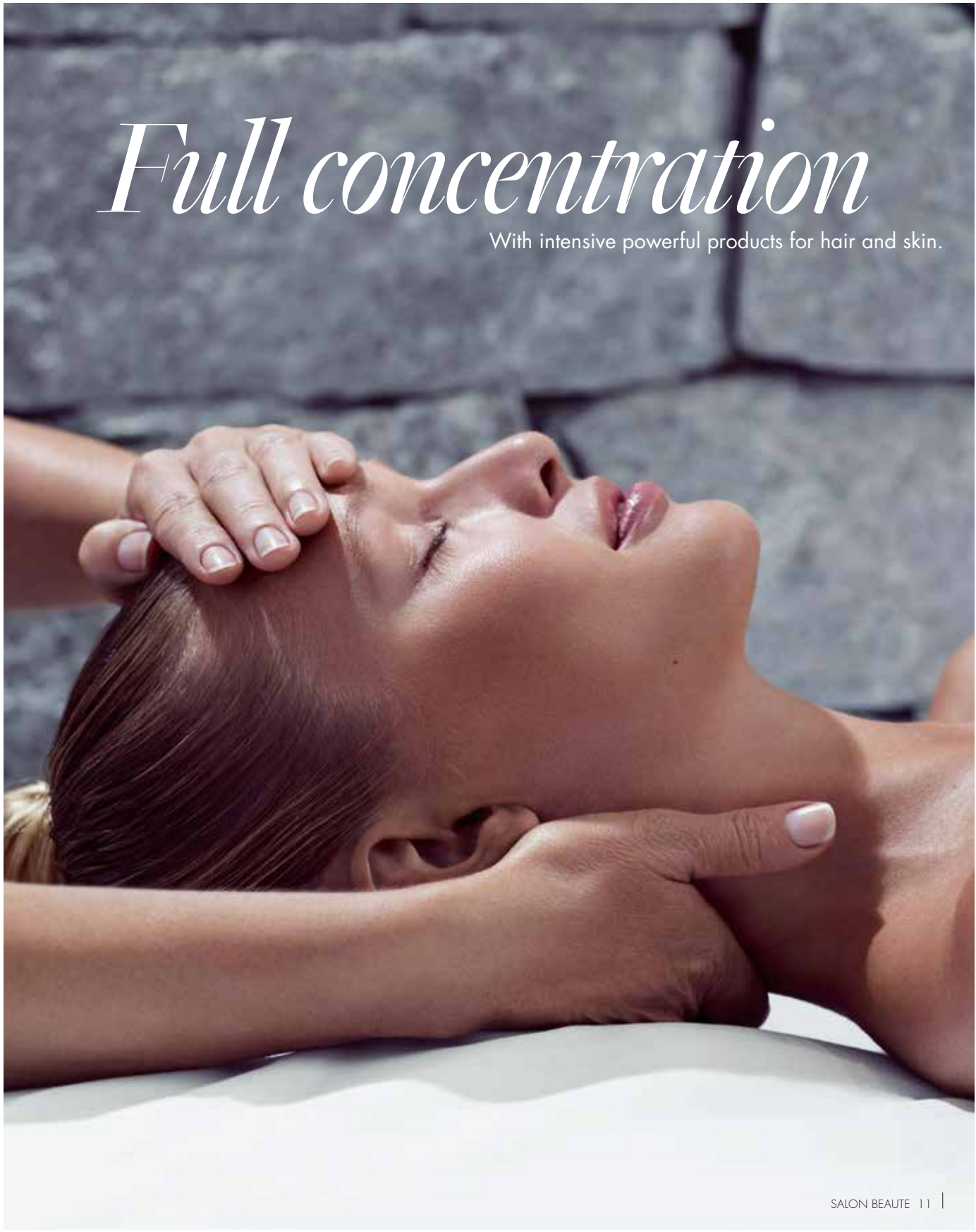


THERAPY TO COMBAT FINE LINES

Does this really exist or is it just an empty promise? The truth is: Of course, no care in the world is like a magic wand that erases fine lines in just a few days. But there really are firming active ingredients that instantly and visibly smoothen the skin surface for a while after application. They are contained in *Thérapie Anti-Rides* from Dermothétique. In addition, micro-encapsulated phyto cell extracts perform a lasting anti-aging treatment and active ingredients from hibiscus contribute to the relaxation of mimic lines.

Full concentration

With intensive powerful products for hair and skin.



A long and lovely summer day. Life is beautiful ...

Summer of love

The sun is the joie de vivre that makes happy hormones dance in the body. It caresses the skin with its warmth and conjures up glittering highlights in the hair. Today, you can laughingly counter the tricky sides of its rays. With highly effective UV protection and aftersun repair care. The hair feels particularly good with *Soleil Shampooing*, which contains sunflower extract to very gently cleanse the hair and neutralise free radicals. The aftersun care is perfected with the hair treatment *Soleil Crème*, which instantly repairs minor damage and makes the hair fit for the next sunny day.

Summer beauty





The sun makes you beautiful! When your eyes shine, your facial features are relaxed and your softly tanned complexion makes a lot of make-up unnecessary. To ensure neither burning nor redness dull this enjoyment, you should gradually introduce the skin to the sun. *Soleil Spray Invisible LSF 30* gives you invisible, waterproof protection and boosts pigmentation with a natural tanning activator. Ideal for sensitive skin and children's skin: *Soleil Emulsion LSF 25*.



Summer feeling

A GOLDEN COMPLEXION

When the skin is already a little tanned, it no longer needs any high-coverage foundation during the day. The skin should look very natural. Transparent gels are ideal for intensifying the tan and instantly turning even paler skin into a summer complexion. For example, *Earth Glow Gel* from La Biothétique. Its tint gives the skin a fresh shimmer, lots of moisture and UV filter protection. Even minor unevenness is concealed – by a soft focus complex that reflects the light. For everyone who still wants a little coverage, *Summer Touch* is ideal. It's a light make-up compact in very natural shades with sun protection factor 30. And last but not least, the ultra-light and creamy *Lips & Cheeks* magically adds rosy accents to cheeks and lips. Here comes the sun!



BEAUTIFUL EYES!

When it comes to eye make-up, in summer it's all about durability. To ensure eyeshadows don't melt in the heat and mascara stays where it's put when you go swimming: we recommend a special base to fix your eyeshadow: *MagneFix!* The silky cream holds the pigments like a magnet and prevents them from bleeding into the crease. Also ideal for your sun make-up: the creamy eyeshadow *Silky Eyes*, which features outstanding durability. And our *Mascara Perfect Volume Waterproof* is guaranteed to survive any contact with the water.



The sun magically brightens up your face and its bright light makes strong make-up look artificial. Transparency and natural colours are better to create that radiant appearance.

The colours of summer

This sunny season's make-up scores top marks for its natural freshness.



THE BEST COLOURS

When the skin is tanned, your colour type tends to warm up because the skin pigment melanin turns yellowish brown. Consequently, make-up shades on this side of the colour scale look the most harmonious. This particularly applies to lipsticks – for example, a warm apricot or terracotta looks more harmonious than cool shades such as pink or fuchsia.

How does sun protection work?

Two Research and Development experts from La Biosthétique answer our questions.



Dr. Volker Hell
Quality Assurance and
Skincare Development
Manager of
La Biosthétique

Dr. Hell, how do UV filters work?

Simply put, the filters absorb refracting ultraviolet light and disperse the high energy of the rays. Some substances do this for UVB rays, and others do it for UVA rays. As both rays damage the skin, it is necessary to always combine several filters to ensure broad-spectrum protection. In addition, there are physical filters. These are mostly pigments that disperse UV light and partly absorb it. These filters are used as co-active ingredients for very high sun protection.

These physical filters are used in the form of nanoparticles to avoid turning the skin white on application. Nanoparticles don't have a very good reputation.

Yes. I know that. People are afraid that these tiny particles can penetrate the skin and get into the body. But this was clearly disproven in several studies. The nanoparticles stay where you need them – on the skin surface.

It is often recommended to apply sun protection 20 minutes before sun exposure. Does this make sense?

This 20-minute rule is from sun protection measurements and isn't really useful in practical application. All filters take effect immediately on application.

How generously or sparingly should you use sun products?

The following rule definitely applies here: A lot helps a lot and above all: ensure even application. This is the only way to effectively extend the skin's own protection time.

What do you think about the listing of the protection factor on products?

The protection factor is more of an aid for distinguishing between the protection of different products. The often cited calculation that an own protection time of 10 minutes is five times longer with protection factor 15, so you can stay in the sun for 150 minutes without getting burnt, is only valid if you make sure you apply lots of sun care to the skin. It is recommended for each application to be about 35 grammes in order to attain the measured sun protection factor.

Here it is important to take sensible precautions in the sun. And in the shade you can turn brown too, but it just happens more slowly.

How often do you have to repeat cream applications to ensure you are reliably protected?

This depends greatly on your activities and partly on the formulation. For example, if a product is marked as waterproof, the protection survives normal bathing times. You don't necessarily have to repeat the application every time you jump into the water. But there are also other factors that can make the protective film more permeable. If you are doing sports and sweating, it thins out and is thus no longer as effective. And if I dry myself off after swimming, I am also rubbing off some of the sun protection.

Dr. Hagel, why does UV light also attack the hair? Keratin doesn't consist of living cells like the skin.

That's right. Hair can't suffer from painful sunburn. But UV rays attack the protein molecules of the keratin and create cracks in the structure. From a practical viewpoint, this means a deterioration in the elasticity, which makes the



Dr. Peter Hagel
Research and
Development/Production
Manager of
La Biosthétique

hair more prone to breakage. This can be clearly proven in tests that measure the tear proofness.

The hair's lipids, oil-based cement substances of the outer cuticle are also attacked by UV rays which roughen the hair and rob it of its shine.

Hair colours are known to fade in the sun. What happens there?

Radicals produced by UV rays are mainly responsible for this. In particular peroxide radicals that have a similar effect to bleaching. This is not as much of a problem for people with dark hair or dark colours because these deep colours are able to better absorb the UV light of all wave lengths.

And what's the best way to protect the hair?

Many of our La Biosthétique products contain effective UV filters that you should definitely use in sensitive hair. In addition, our special active ingredient is the very effective sunflower extract that traps and neutralises aggressive free radicals.

Protection and care for the hair

Essential for unspoilt fun in the sun: *Vitalité Express*, the express spray-on intensive care for optimum UV protection. The water-repellent 2-phase spray with sunflower extract, wheat extracts and UV filters strengthens the structure, protects the colour from fading and surrounds the hair in a floral and fruity summer scent.





GOOD THINGS FOR
YOUR HAIR

Whoever is travelling to southern countries is guaranteed to enjoy lots of sun and that also means lots of UV radiation. Whether on a beach in the Mediterranean, on the Maldives or on a Caribbean cruise. You can protect yourself to a certain extent. But if you forget your sun protection, can't find your hat and don't like scarves ... In short, you almost always end up catching a large portion of sun. And this can damage the hair (see more on p. 20). That's why you should make sure to pack a special hair treatment. For example, our *Soleil Crème* with reparative active ingredients.



Sunflowers provide the active ingredients in *Soleil Crème* to neutralise damaging free radicals. Conditioning substances make the hair fit for the next sunny day.

ON THE ROAD AGAIN

For some a roadtrip is the ultimate freedom, and for others it's extremely stressful. Long trips are always tiring, particularly for the neck and shoulder muscles. Mini exercises on the go can really impart soothing relaxation – with the steering wheel and headrest as fitness apparatus. **Exercise 1:** place your hands behind the headrest and firmly pull your elbows back. **Exercise 2:** Hold the steering wheel straight with both hands and firmly press against it. Don't worry. Your steering wheel will survive this. Repeat both exercises several times and hold the stretch for 10 seconds per rep.



LIGHT LUGGAGE

Whoever is travelling to a holiday resort, going on a cruise or renting a holiday home at their destination only has to pay attention to the weight limits of their airline when it comes to luggage. People who like taking short city trips or often change locations are better travelling with light luggage, including when it comes to beauty care. La Biosthétique has mini sizes of many products that will easily last you a week. Just ask us if we have a travel size of your favourite product.



Bon voyage!

The best beauty tips for on the road all over the world and for all climate zones.

Travel makes you happy. So says a current scientific study. Exploring unfamiliar territory raises your spirits. Here are a few tips to make body, skin and hair feel good.

OFF TO THE DESERT ...

It doesn't have to take a planned crossing of the sand dunes of the Sahara to consider how your skin might survive the scorching sun. There are many arid tourist destinations that can turn a soft skin into a parched skin in just a few days. From Arizona and Nevada in the USA to the inland climate of Israel to trips to southern Africa's natural paradises. Care tip for the skin: Light emulsions with lots of moisture are sufficient for some skins, but other skins need oil-based formulations that seal the gaps in the outer protective layer. Ideal for the face: care with *La Capsule Hydratante*, and for the body: *L'Huile* from the SPA range.



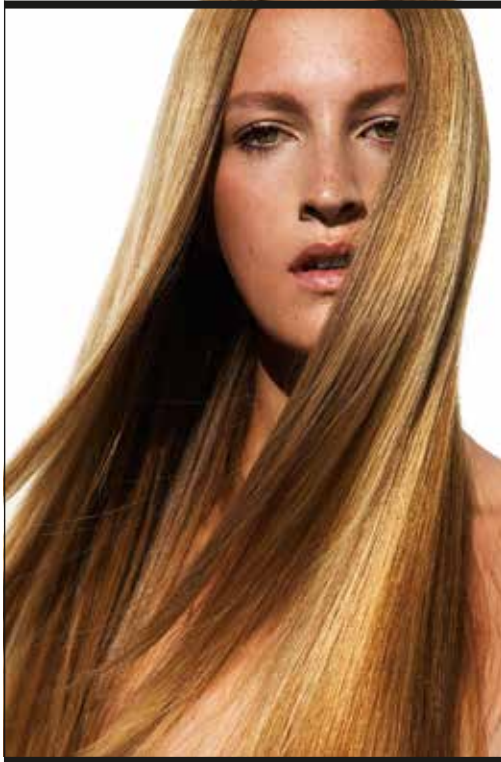
UP THE MOUNTAINS

Whether you are going on a long mountain hike or a mountain biking tour. You will be exposed to mountain air in both cases, as well as much more intense UV radiation than down in the valley. And this often goes unnoticed because the temperatures sink instead of rise in the higher altitudes. Whoever has sun-sensitive skin definitely needs a really high sun protection factor. Practical for on the go: the handy *Stick Solaire* with SPF 30. Fits in every jacket pocket and the protective film can be rapidly renewed depending on your physical activities.



A STRANGE PAIR:
MALLORCA & ACNE

There could hardly be a less fitting combination: a beautiful island and an unattractive skin eruption. Nevertheless, the layman's term «Mallorca acne» properly describes the problem. It has nothing to do with the acne of puberty, but is based on the UV shock suffered by the sensitive skin of many Central Europeans, which reacts with highly itchy red pustules. The only way to avoid this is to carefully acclimatise the skin to the sun – with the help of really high sun protection factors. And if it's already become a problem? The only help is calming creams from the pharmacy and protective clothing until the skin has calmed down.



FRESH COLOUR

No problem for your skin. Sun and outdoor activities provide lively freshness in the holidays. Even boring ash blonde hair colours are given brightly shimmering highlights by the sun. Hair colours that excessively lightened the hair can cause problems. Such as those used to create the brilliance of a fiery red, the soft tint of a sandy beige or trendy colour blends. The problem can be solved by providing this hair with really good protection. But the following is absolutely essential: in summer, make sure you use styling products with built-in UV filters.

IN THE TROPICS



This concerns travel destinations around the equator. For example, the island of Bali and from there with your index finger around the globe. The tropical climate is actually extremely skin-friendly – lots of humidity, no extremely high temperatures like in the deserts and the intensity of the sun is softened by the practically constant mist in the sky. Beauty tip for outdoor activities: only use very light, low-oil emulsions or hydrogels that don't weigh down the skin. For example, *Serum Hydratant* from Dermothétique, which is also ideal when air conditioning is cranked up to the max, making the air as dry as the desert.

LONG-DISTANCE
TRAVEL

Whoever travels to far-off destinations can't avoid sitting for hours in an aeroplane and is thus exposed to extremely dry air that robs the skin of lots of moisture. What should you do when the skin starts to unpleasantly itch, but airport security confiscated your favourite cream because it wasn't travel size? Just let us know before your trip! We have a selection of sample products that are packaged in sachets and can be easily taken with you on your trip. Your favourite product might even be one of them.

1 *If you regularly trim the ends, the hair grows faster and fuller.*

No. That's not how it works. But your head of hair really does look fuller if you trim split ends. But this doesn't influence the speed of hair growth.

2

Whoever has fine hair is best sticking to short hairstyles.

That's wrong. Today, there are many styling products that give fine hair more fullness and thickness. For example, the new *Thickening Cream* from La Biothétique, which coats each individual hair with an elastic network and thus provides the hair with significantly more volume. So that's no reason to avoid long hair.

3 *Hair colours attack the hair and damage it.*

This is definitely not true. Quite the opposite – at least when it comes to the colours of the *Tint & Tone Collection* from La Biothétique. They contain deep-conditioning active ingredients that can even balance out minor damage during the activation time. The hair is not only given a more attractive colour, but also gains shine and softness.

Hair gets oily faster due to frequent **4** *shampooing.*

An old wives' tale. Washing your hair doesn't influence the production of the scalp's sebaceous glands. But it's important to choose the right shampoo. It should provide thorough cleansing, but be mild enough so as not to irritate the scalp. Ideal: *Lipokérine A* from our *Méthode Normalisante* range for oily or moist scalps.

5

100 brush strokes a day keeps the hair healthy and shiny.

A tip from a time in which modern hair care didn't yet exist and women often let their hair grow to their waists. At that time, the many brush strokes served to transport the naturally softening oil substances from the scalp to the tips. Today, this is no longer necessary, but won't damage the hair if you use a high-quality brush.

6

Hair treatments weigh the hair down.

Yes. This can happen – if you use the wrong product. For example, with fine hair. Some conditioning substances that work wonderfully in thick, dry hair are simply too heavy for delicate hair. Products from our Fine Hair range condition the hair with very special, particularly light substances.



Always the right choice!

The instant treatment *Tricoprotein Express* sprays intensive care into the air with the push of a button. With lots of moisture and strengthening active ingredients.

True or false?

In the media, there is an endless stream of tips to achieve beautiful hair. But can we rely on everything that we read and listen to?





«WE HAVE LONG SEARCHED FOR A WAY TO CREATE MOTHER-OF-PEARL EFFECTS IN THE HAIR. NOW WE HAVE SUCCEEDED IN DOING SO WITH THE GOUACHE TECHNIQUE. DIFFERENT COLOURS ARE PAINTED INTO THE HAIR WITH BRUSHSTROKES. BUT INSTEAD OF BLENDING THEM, THEY CREATE A NEW AND UNIQUE COMPOSITION.»

Sergej Herdt Technical Director Color of La Biosthétique.

«GOUACHE IS THE HAUTE COUTURE OF HAIR COLOURS. EVERY COLOUR BLEND IS A LUXURIOUS UNIQUE CREATION THAT WAS SPECIALLY TAILORED TO EVERY CUSTOMER. FOR MODERN COLOUR LOOKS THAT YOUR CUSTOMERS WILL LOVE FOR THEIR WEALTH OF SHIMMERING FACETTES.»

Tanja Maurath Brand Manager Color of La Biosthétique.



Color effects
Gouache (pronounced: goo-ash) is an artistic colour technique with a wide range of creative possibilities. Just like painting, which is where the term originates. The colours can be used transparently, like a transparent water colour, or applied in thicker layers, so with higher coverage like an oil painting. This colour range is also available to our colour technicians who are trained in this new technique. And, like artists, they paint colours in the hair. Individually tailored to your unique style. Look forward to your new look!

Gouache
AS UNIQUE AS YOU.
The innovative trend hair colour from La Biosthétique.

Colour by Andrea Bennett Creative Director Color of La Biosthétique

Nutrition scientists regard the superfoods hype as just another marketing trick. Others swear by their nutritiousness and health benefits.

It is hotly debated as to whether the exotic imports really are better and healthier than domestic products. The truth is: many of our crops are just as rich, but their names aren't as interesting. The best example is the Chinese goji berry, which contains a wealth of health-boosting antioxidants. The plant that bears the wonderful berries is commonly known as boxthorn. The fresh fruits can't survive the long trip and are dried or pulverised when they are brought to market here. By the way: many of our berries are packed full with similarly good ingredients, for example blueberries.

ACAI, CHIA & CO.

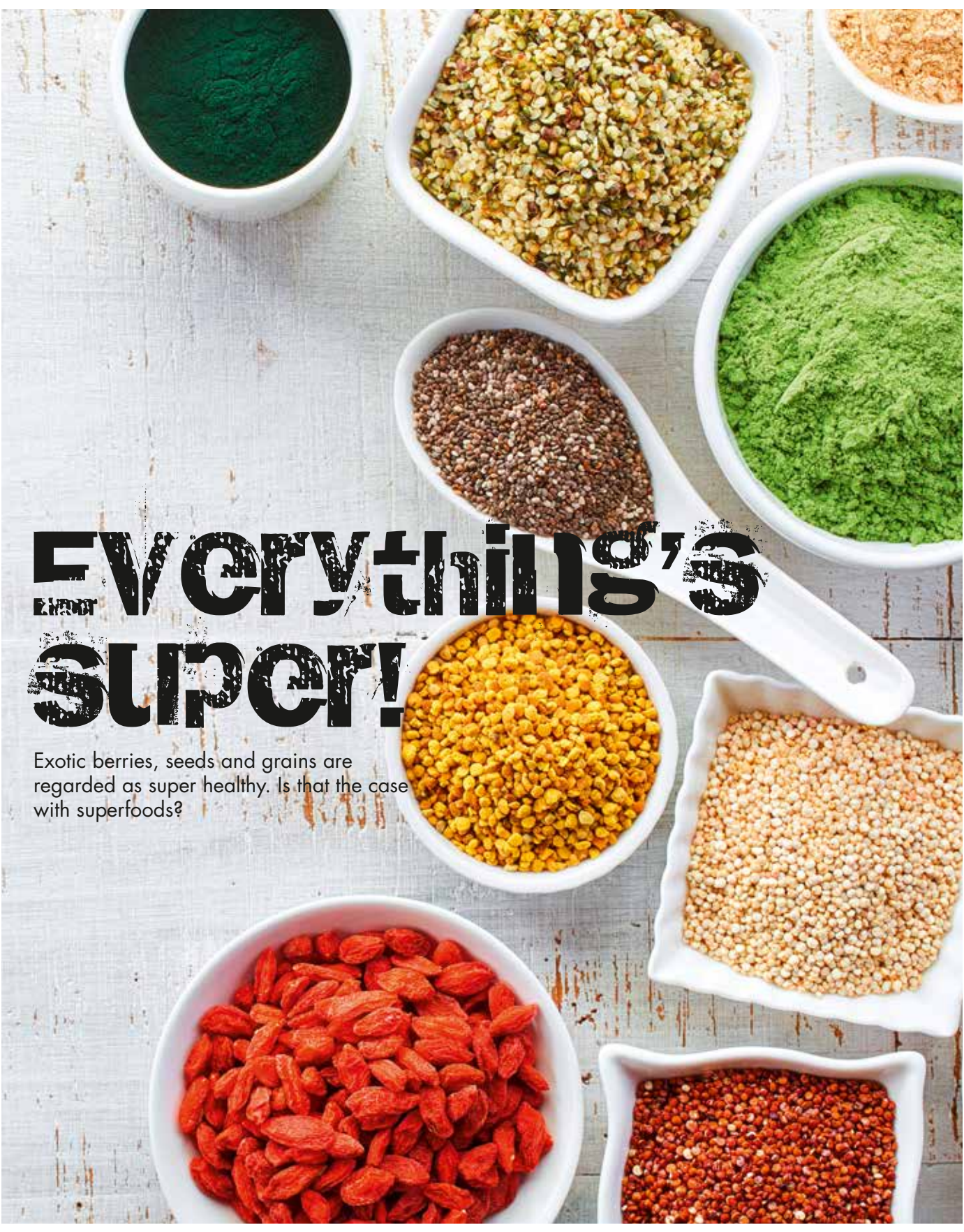
For the blue-black fruits of the Amazonian acai palm, the same applies as for goji berries. There's no doubt that they are very healthy.



Above all when they are consumed fresh or locally as a juice. Good alternatives for us: red grapes, elderberry juice and blackcurrants. The next hit from the league of superfoods: Chia, the seed from a variety of sage. This is also chock full of wonderful things: omega-3 fatty acids, antioxidants, vitamins and minerals. And – another important argument – they swell in the stomach and are a low-calorie way of making you full, so they help you lose weight. That's wonderful. But linseed does that just as well and has a comparable nutritional value.

Another trend food: the grain substitute quinoa from the Peruvian highlands. In terms of amino acids and certain minerals, it is actually superior to our grains – and it's gluten-free. So good for sufferers of allergies and intolerances. Unfortunately, here too there's a catch: the high demand from wealthy countries has led to such a massive price increase that the domestic population can no longer afford their basic food.

Conclusion: whoever longs for unusual flavours can treat themselves to exotic foods, but they're not necessary for a healthy diet. Particularly as the studies that are supposed to prove their special efficacy are mostly carried out in lab tests on animals or isolated cell cultures.



Tea is being regarded as the new wine. Varieties that most people have never heard of have become trend drinks in high-class restaurants and in trendy bars.

Tea sommeliers are now serving special teas instead of wines at big banquets, perfectly combined with the food course. With the appetiser a light white or fruity lychee tea, with fish a delicate pu-erh tea and with dessert a jasmine tea or a sweet Indian masala with milk and spices.

But that's not all: Top chefs are taking seminars from experts to learn about the variety of tea flavours from all over the world, and experimenting with them as a special spice ingredient in the kitchen. And tea tasters jet as scouts around the globe to seek out the as yet untasted deli-

cacies of the little tea gardens of China, Korea and Japan. And some of these are sinfully expensive. For example, the green Chinese Longjing of which a cup of premium-grade tea can cost 30 dollars.

TEA – A SLOW DRINK

The special thing about these teas: Their flavours are completely natural and completely unrelated to the flavoured supermarket brand tea bags. To make out hints of green asparagus or malt, vanilla or honey is not instantly possible for consumers of normal Assam or Darjeeling teas. Just like wine, you have to train your tastebuds and it takes attention and effort to make out the flavours. In contrast to coffee, tea is a slow drink, as the Asians have always known and celebrated. Not a bad idea to combine a break with enjoyment.

EVERYTHING MATCHA!

You don't need long breaks to drink Japanese matcha. It is regarded as the espresso of teas and has long since become a trend drink here. Nevertheless, you need more time for this tea than just pushing the button of a coffee machine. And the necessary accessories to prepare it: Tea bowl, a spatula to measure it out and a bamboo whisk to stir it. The result: an invigorating, bitter sweet and very healthy drink. By the way: you can also mix the powdered green tea into smoothies, and use it to flavour ice cream and even cocktails.

TEA DRINKS

Matcha martini
You need: ½ tsp matcha, 4 cl vodka, 1 cl Grand Marnier, a splash of lime juice. Stir the tea powder into the vodka, add Grand Marnier and juice and shake vigorously with ice in a cocktail shaker.

Matcha shake
You need: 300 ml milk, 1–2 grammes matcha, some honey and puréed fruits such as mango and banana. Beat the powder with milk until smooth. Shake in a cocktail shaker with the fruits and ice until frothy.



The new hype about tea – as an aromatic ingredient in drinks and fine foods.

Teatime!



WHAT SHOULD YOU DO?

If the hair is no longer shiny.

Dull hair can have different causes. In general, however, a healthy structure is the prerequisite for beautiful shine. Because the protective cuticle is broken open in damaged hair and no longer able to reflect the refracting light. Shine killers include the calcium deposits in very hard tap water or residue of styling products that isn't brushed out properly in the evening. Shine killers also include too much sun and the use of electrical stylers without sufficient heat protection. It is definitely the case that careful care that keeps the hair healthy is the most reliable way to guarantee beautiful shine. But there is an SOS product that instantly restores shine to stressed hair: *Glossing Spray* from La Biothétique with light conditioning substances and UV filters.

DID YOU KNOW ...

... that after pimples large pores are the second most cited reason why women are dissatisfied with their facial skin? And more and more people are suffering from this. In the USA, they even call it «porexia», which is the fear of large pores. Depending on your predisposition, these funnel-shaped outlets for sweat and sebaceous glands have different sizes, but these differences are minimal. What causes the problem with large pores is above all depositions of horny skin that form around the pore opening. Too much oil on the skin is another cause – it makes its top layer swell. The best remedy is regular peels or the use of facial brushes during cleansing. They brush off the surplus horny particles. And another tip to refine the skin: instead of using high-coverage foundations that quickly settle in the enlarged pores, opt for powder make-up with better oil absorption. Ideal: *Silky Mineral Powder* from La Biothétique with light-reflecting pigments that conceal unevenness.



Tip:

Normally, hair has a completely neutral scent, but the oily compounds in its cement substance very rapidly absorb both pleasant and unpleasant odours and trap them in the hair. A trick for everyone who wants to wake up every morning with sweet smelling hair: in the evening, spray your favourite scent on to your pillow as long as it is not too intense or heavy. Wonderfully harmonious and feminine: *Le Parfum* from La Biothétique.

Style Express

Powder Spray does away with flat hair. The micro-fine aerosol powder builds new volume in the blink of an eye, provides feathery light texture and creates a cool, new look. The perfect remedy when your style is drooping and you are in a rush. An exclusive perfume also gives the hair a glamorous scent.



A close-up, high-resolution photograph of a woman's face, focusing on her eyes, nose, and lips. The skin is fair and smooth, and the lighting is soft, highlighting the natural beauty of her features.

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