

salon beauté

04
16

Hair care

How bleaching and colouring can become very gentle with a powerful new care.

Beauty

How skin and hair can get through the cold season.

Styling

The best tips for picture-perfect curls.

Dear customer,



This issue of salon beauté is dedicated to winter – we'll show you interesting fashion trends, current beauty products and reveal many tricks on how to successfully survive the cold season. In addition, we'll tell you about a new milestone in hair care formulations that not only minimises the stress of chemical treatments such as bleaching, colours and perms, but also internally gives the hair more strength and stability both during and after the treatment.

We look forward to your next visit to our salon and wish you happy and relaxed holidays, as well as a wonderful start to the New Year.

Your La Biosthétique coiffeur

Le Parfum

It is smart and dreamy. It is velvety soft and casually elegant. A captivating feminine scent with many facets and a little secret. Like the woman who wears it.



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



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La Biosthétique at the

PRET-A-PORTER PARIS

In autumnal Paris it was spring, at least on the catwalks of the fashion metropolis, where international designers presented their creations for the 2017 season to a celebrity audience. La Biosthétique was there again – with a team of 12 stylists, managed by Head Designer Alexander Dinter, International Creative Director. Together they created the hairstyle looks for two fashion labels. One of them: Talbot Runhof, internationally established and with illustrious clientèle – from Angelina Jolie to opera star Anna Netrebko to Lady Gaga. They all love the feminine elegance of the designer duo Johnny Talbot and Adrian Runhof from Munich. Their new collection is called «Welcome to the Jungle», and shows you how to elegantly move through the urban jungle. And don't forget the matching hairstyle design with its trendy, high-gloss wet look.

The second label is that of a celebrated newcomer on the fashion scene: Nobi Talai. In a record-breaking time, the Berlin-based designer with Iranian roots became a rising star in Paris. She gets her inspiration from elements of the traditional layered looks of Persian nomads that are seamlessly brought into the here and now and adapted to suit the cool dynamism of modern big city women. The hairstyling design of the La Biosthétique Creative Team on the collection: casual, low ponytails with natural horn hair clips.



The catwalk procession at Talbot Runhof



The La Biosthétique Creative Team at Talbot Runhof



At the Nobi Talai show



Modern big city nomad at Nobi Talai



Alexander Dinter with designer Nobieh Talaei



In the jungle at Talbot Runhof



On the catwalk of Talbot Runhof

2

MIX & MATCH

The most elegant velvet is woven from silk and possesses a particularly fine lustre. Thin velvet made of viscose that lightly hugs the body is much cheaper and more easy-care than this exquisite material. Like this outfit in a layered look that combines velvet with other materials. Tip: Velvet looks surprisingly good with rough denim, leather and knitwear.



Outfit: Nehera

1

velvet
REVIVAL

Whoever thinks of pitch black Goth looks when it comes to velvet needs to get rid of this outdated cliché. Velvet is a favourite item of the new fashion. The shimmering fabric has been completely revamped, features unexpected colours and is used in every possible way: from coats, trousers and dresses to all kinds of accessories, including velvet high heels and ankle boots.

Trend highlights!

VELVETY
SOFT



High Heel from Saint Laurent

3

SHOWTIME

Velvet from head to toe is normally reserved for glamorous evening outfits. But this is not the case with this crushed velvet high-gloss trouser suit. Although it's not suitable work wear, it's a glamorous and cool eyecatcher in every bar.

Outfit: Ackermann



Necklace by Uniqueness



4

SOFT STYLE
FLOWING SILK AND VELVET IN DELICATE ROSE. MORE FEMININE THAN EVER! IN ADDITION TO BRIGHT GEMSTONE COLOURS, PRINTS AND EMBROIDERY, PASTEL SHADES ARE A HIGHLIGHT OF THIS VELVETY SOFT FASHION. AND WHOEVER FINDS THIS TOO GIRLY CAN CASUALLY BALANCE IT OUT WITH THE CONTRASTING COLOUR BLACK.



Dress by Rick Owens

Bracelet: mylovelythings.ch



Boots from UGG (also available in black)

6



A VELVETY COMPLEXION
Keyword powder. To be more precise: Silky Mineral Powder from La Bioshétique. Fluffy and light-as-a-feather, it glides on to the skin and gives it a delicate shimmer. The microfine pigments of natural minerals capture the light and visually conceal fine lines and unevenness – completely without a mask effect. Free from talc and synthetic perfumes.

IN THE BAG
With such a beautiful velvet garment, you need an equally colourful velvet belt or a matching choker. A simple outfit creates a very trendy look.

Bag: Fendi

5



1

STYLING MADE EASY
THE NEW STYLING SETS FROM LA BIOSTHETIQUE COMBINE TWO IDEAL PRODUCTS AND VERY PRECISE STEP-BY-STEP INSTRUCTIONS FOR FOUR DIFFERENT LOOKS. AVAILABLE IN A LIMITED EDITION FOR *TEXTURE & GRIP*, *VOLUME & SHAPE*, *CURL & CONTROL*, *SMOOTH & SHINE*. IN ADDITION, EACH SET CONTAINS A LINK TO LIVE STYLING VIDEOS.



GOOD PROTECTION
Cold wind and frost are a struggle for sensitive skin. The soft, rich cold protection cream *Congestif* reliably protects the skin from dryness and redness and surrounds it like a warm coat. With fine oils from soybean and sweet almond, carrot extract and Vitamin A. Ideal for every longer stay outdoors and for winter sports applied under your sun cream as protection from the harsh wind.



3

4

GREAT CURLS



Curl Control Mousse is a gel that body heat transforms into a foam. It bunches curly and naturally frizzy hair without stickiness and gives it defined style and long-lasting, flexible bounce. Protects hair from the dreaded frizziness of moist air. The application is easy: apply to towel-dried hair, dry and shape.

Winter CARE

The cold season is a challenge for every skin. However, the low temperatures are less of a problem for it than the frequent change between warm and cold. Another stress factor: clammy air binds more pollutants. That is why a perfect day care is a must now – and particularly for sensitive lips. Ideal protection: *Color Care Lipstick* with a conditioning core.



True Color Lipstick Burgundy Plum

2

La Biosthetique
TREND SHOP

5

FOR FINE HAIR!
FINE HAIR NEEDS SUPPORT TO KEEP YOUR STYLE IN SHAPE AND YOUR LOOK PERFECT. SO PASS THE HAIRSPRAY. THE PROBLEM: WITH USUAL SPRAYS, OFTEN MORE ENDS UP ON THE HEAD THAN FINE HAIR CAN DEAL WITH IT EASILY GETS STICKY AND LOSES ITS FLEXIBILITY. *FORMULE LAQUE FINE* IS THE IDEAL SOLUTION FOR THIS. IT GIVES THE HAIR WEIGHTLESS HOLD THANKS TO A SPECIAL FORMULATION AND AN ULTRA-FINE SPRAY SYSTEM.



6

TIMELESSLY BEAUTIFUL
New in *Methode Régénérante*: *Menulphia Jeunesse* face care for youthful radiance. An innovative skin-related molecule reduces hidden age-related skin processes, and significantly rejuvenates their functions. The breakdown of collagen pads is slowed down, and signs of fatigue are noticeably reduced. After just a short time, the complexion is restored – smoother, clearer, fresher, simply younger.



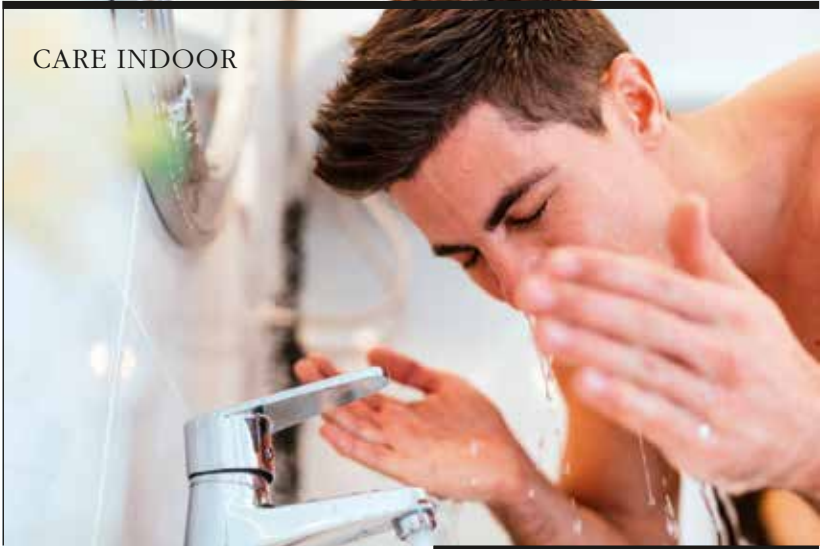
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FRESH POWER

When it comes to moisture, the skin can't get enough of it. Because heat styling is dehydrating. This results in tightness and often scaliness. *Concentré Hyaluronique* quenches the skin's thirst and lastingly replenishes its moisture reservoirs. This is thanks to the quadruple effect hyaluronic acids in the fine, rapidly absorbed gel. If possible, you should apply this daily under your usual day cream. Ideally in a duo with *Traitement Hydratant*.



CARE INDOOR



The facts: Heated indoor air is dry as the desert. This drains the skin's moisture reservoirs. In addition, the sebaceous glands become less productive in winter. This results in reduced self-protection because together oil and moisture form the hydrolipid mantle that makes the skin smooth and resistant. So you should avoid everything that further weakens this protective film: for example, washing with alkaline soap. A better option is a moisture-binding foam, for example *Mousse Nettoyante* from La Biosthétique. In addition, you should opt for lukewarm instead of hot water for washing and showering. And, of course, make sure to apply cream afterwards. After shaving, use a balm such as *Le Baume Après Rasage* with calming frankincense instead of an alcohol-based aftershave. The ideal care cream for day and night: *La Creme Energie* with lots of moisture and anti-aging active ingredients.

If you haven't yet noticed: we are currently experiencing two seasons simultaneously: inside it is summery, warm and dry; outside it is wintry cold and damp. Your care has to be up to this.

Jack Frost!

Clever care all winter long.

CARE OUTDOOR

Whoever spends a long time outdoors at negative temperatures needs a cream that is richer than the pleasantly light moisture emulsions. If the sun is shining in the bright blue sky, UV protection is a must if you take a wintry walk, particularly in the snow that reflects and intensifies the sun rays. This is incredibly stressful, particularly for winter skin with low pigmentation and little exposure to the sun. Here too, the following applies: Instead of non-oily emulsions, opt for a rich cream, for example *Crème Solaire SPF 50+* from La Biosthétique.



ON THE SLOPES

Of course, on sunny days you need a sun cream with a particularly high SPF. But even with overcast skies you should still apply an SPF because a large proportion of UV light still comes through the clouds and the higher the sun rises, the more intense the radiation. Tip: when you go indoors, you should wipe away oily creams and reapply them afterwards. Because when the skin switches from cold to scorching heat, unnoticed perspiration makes your skin's shield more permeable.



PCC – Protection Cheveux Complexe, the new powerful care for your hair. A real milestone in research and development from La Biosthétique: Formulations that not only protect the hair during chemical treatments, but even strengthen its inner structure.

Bleaches, colourations and perms all have one thing in common: to achieve lasting results, certain structures in the hair have to be broken down. With bleaching to decompose the hair colour, with colourations to deposit new pigments and with perms to change the structure. If everything runs smoothly during such treatments, despite conditioning active ingredients, in the past there was always an inevitable snag: in the network in which keratin, the hair's most important building block, is embedded, there were breaks in some parts that

made the hair more hair sensitive and weaker. Protection Cheveux Complexe's innovative formulations were created to avoid precisely this side effect:

THE NEW FORMULATION TO COMBAT HAIR BREAKAGE

It manages what was previously impossible: a concentrated molecular protection complex protects and renews essential sulphur bond-based compounds inside the hair's network during the processing time of bleaches, colours or perms, and also fills in gaps in the hair with new keratin. The result: a measurable strengthening of the inner structure. This means: it is proven to reduce hair breakage, provide noticeably more stability and 20 percent more softness. In short: naturally beautiful, noticeably revitalised hair.

The post-treatment with a structure-enhancing and sealing active ingredient spray and a hair mask that seals the outer hair layers and nourishes the hair with valuable conditioners from Moringa seed, silk and cactus provides even more strengthening care. To ensure the hair remains strong, elastic and shiny, we recommend the 2-phase home care sets *Protection Cheveux Complexe 3 Set Vital* or *Protection Cheveux Complexe 3 Set Volume*. Both consist of a spray with the molecular protection complex for lasting regeneration of the fibre structure and a mask for strengthening care of the hair's outer cuticle.



STRONG DUOS

The care set from Protection Cheveux Complexe for all coloured, bleached or permed hair with the *Complexe 3 Spray* and the *Complexe 3 Mask Vital* or *Mask Volume* for regeneration of the internal and external structure.



WINTER BEAUTY

Constantly reinvent yourself. Every woman can achieve this with the right hair and make-up.



Completely natural: a straight, chin-length bob – up-to-date with a straight centre parting. Beautiful shine in your hair is important for this purist style. Ideal for extra shimmer: *Shine On* from the La Biosthétique styling collection. With a teasing comb and a hint of hair-spray you can transform this classic hairstyle into an almost sophisticated look in the blink of an eye.



Outfit: ALLUDE / DOROTHEE SCHUMACHER



Transform straight, chin-length hair into a casual undone hairstyle? As easy as pie! Distribute *Modulator* from the La Biothétique styling collection into damp hair and scrunch with the fingers as you blow-dry it section by section. For a very stylish look apply *Curl Protect & Style* to dry hair and shape with curling irons. The finishing touches: a lipstick in the trend colour red.

Outfit: MARC O'POLO



Outfit: DOROTHEE SCHUMACHER



A sleek wet-look style – sometimes completely carefree and random; sometimes very elegant and calm. The make-up makes the difference here. Naturally fresh in the first version, in a nude style. The second version is a strong statement – with bright red lips and nails in dark blue. The best thing about this transformation: all it takes is a few steps. Style the hair with *Style Pomade* and simply comb back, and just change the lip and nail colour for the make-up.

Lips: True Color Lipstick Red Nails: Brilliant Nail Ocean Blue



Make-up: Magic Shadow Duo Coral & Coffee, Eye Performer True Marble, Lips & Cheeks Daily Rose, Sensual Lipstick G 322 Tender Rose



DO YOU NEED TONER?

It used to be applied after very oily cleansing creams, but today it's no longer needed. But it is a good first care step before applying face care. Because some toners are not only wonderfully refreshing, but contain effective moisturisers such as the hydroessence *Visalix Jeunesse*. Lotions for oily skin – such as *Visalix Purifiant* – contain antiseptic and calming active ingredients to combat blemishes and prevent pimples.

All clear?

● Choosing the right cleanser.



SOAP, GEL AND FOAM

is definitely not the best choice for the face. It attacks the skin's protective acid mantle and can leave harsh limescale on the skin from the hard tap water. However, there are also very mild soaps, for example *SPA Le Savon*. Cleansing gels and cleansing foams are wonderfully refreshing and cleanse as thoroughly as soap, but are much kinder to the skin. For example, *Mousse Nettoyante* with cell-active hydro active ingredients. These products are particularly suitable if you only use a light tinted make-up and your skin isn't too dry or sensitive.



HOW SHOULD I REMOVE MY MAKE-UP?

Cleansing milk or cream are best suited for gently and completely removing oil-based foundations as they also contain oils. The new *Clair de Teint Jeunesse*, which can be removed both dry or with water, is ideal for dry, demanding skin. A special remover for gently removing eyeshadow and mascara is an absolute must – normal cleansing milk can't do this without rubbing, which isn't good for this delicate area of skin. But pay attention: waterproof eye make-up needs a special formulation such as that of *Bi-Phase-Remover* from La Biosthétique.

HOW OFTEN SHOULD I EXFOLIATE?

This entirely depends on your skin and the type of face scrub. For oily skin and large pores you should apply manual face scrubs twice a week. But you should avoid using them on inflamed pimples. For normal skin apply them once a week. Important with this type of scrub: only massage, don't rub too vigorously. The creamy *Masque Peeling* from La Biosthétique is particularly gentle to the skin and contains extra fine silica gel instead of harsh granules.

Curly looks are bang on trend. Wonderful for everyone who has naturally curly hair. But it still needs a bit of taming and styling.

When two people talk about curls, they don't necessarily mean the same thing. Because there are big curls, little ringlets and frizzy poodle curls. Fashion trends are more about big curls. The tightness of corkscrew curls is not only significant for trendy looks, but also for care. The smaller the curls, the more the hair tends to be dry. It is difficult for the scalp's natural conditioning substances to distribute themselves along the narrow, curvy strands from roots to tips. The hair looks dull, is stubborn and difficult to tame. La Biosthétique offers its special CURL range, featuring the optimum products for care and styling: a special moisturising Shampoo, an Activator for definition and bounce and a rich Defining Cream for particularly dry and stubborn hair.

STYLE & CARE

Three helpers for stable, beautifully defined curls: Curl Activator bunches frizzy structures, Curl Defining Cream provides shine and softness and Curl Protect & Style protects against overheating when shaping the hair with curling irons.



BEAUTIFUL CURL STYLING

With the new looks curling irons or heated rollers are essential. The advantage of curling irons: they get hotter and this makes the curls more stable. Disadvantage: Heat is not necessary good for the hair. But you definitely can and should protect against this with a special styling product. Heated rollers work with milder temperatures, but are more suitable for slightly curly looks.

Important for the stability of curls with both methods: After putting the hair in rollers, you should first let it cool thoroughly and then secure with clips. For even more stability and bounce with simultaneous heat protection, Curl Protect & Style is sparingly sprayed into each strand of dry hair before putting it in rollers.

QUESTIONS TO ALEXANDER DINTER, CREATIVE DIRECTOR INTERNATIONAL.

Curls are bang on trend – do you believe the perm is returning?

Not really. But not because historically perms damage the hair because these days there are products that make the chemical process much more tolerable for the hair, such as our new Protection Cheveux. The situation is different.

How so?

Permed hair is demanding if you want to give it a contemporary style. You can't get away with air-drying, like they did in the 1970s. Poodle perms were in back then. But not many people want them these days. So you still have to use curling irons.



Tempting!

The best tips for curly hair.

EXTRA HAIR CARE

Of course, you always give your hair good care. But mostly you only have time for a fast and practical spray conditioner. Today, it's time to treat the hair to a real wellness programme – with the luxury care *Action 2 Phases*. Phase 1 is *Spray Régénérant* and deeply regenerates the hair. Phase 2 *Masque Intense* provides lots of moisture and valuable active ingredients from Moringa seed to protect against stress factors. The result: silky, shiny hair full of fresh vitality and bounce.



Imagine a day where you have almost nothing to do. It's possible if you really want. Here are a few ideas of what you can do. But anything goes, but nothing is essential.



WAKE UP

How wonderful to be able to wake up in the morning without the irritating ringing of an alarm clock, and to be able to peacefully linger a little longer in bed. Your family have their own schedule and have already left the house. The bathroom is free, so there's time to freshen up. How about taking a cosy bath this morning with wonderfully scented bath salts instead of your usual quick shower? For example, *SPA Le Sel de Bain* with natural sea salt from Brittany in France. Whilst listening to music or simply enjoying the sound of silence. And after your bath it's time to apply cream or lotion. Wonderful for your skin and with a scent that matches the bath salts: *SPA L'huile*, a velvety soft, rapidly absorbed body oil with harmonising milk-based active ingredients.

HOW ABOUT SOME SPORT?

You can skip it today if you don't feel like it and the weather isn't that inviting. But whoever is used to running should give it a go. Open up your lungs and get your circulation going. But maybe you shouldn't perform today's training as just an exercise routine, but take a break to explore the area. Perhaps there is something beautiful and interesting to discover en route, something you might miss on other days.



Have a nice weekend!

Treat yourself to a day for yourself.

MANICURE PLUS ...

If you have time, you can turn the manicure routine into a spa experience for the hands. And there's a wonderful product for this: *ManiCare* from natural oils and fine Himalayan sea salt. It removes scales of skin and smoothenes the cuticle. Can be rapidly applied, but a little extra turns it into a wonderful relaxation: slowly massage the fingers from the nail bed downwards in small spirals and stroke out over the back of the hand to the joint. Then individually shake out each finger and traction it.



MEMORY

The secret of all relaxation techniques is a switch. A switch you activate to get away from your everyday life and gain some distance. But it usually takes a lot of practice. On a peaceful weekend, this is amazingly easy: with old photos, preferably those on paper. Simply go through them to take a little trip back in time. Some make you smile, others make you melancholic. You meet some friends again, remember fun experiences and disasters you overcame. The same goes for favourite songs.



FOR BODY AND SOUL

What's the old saying? Food and drink are sustenance for body and soul. A few delicacies can do this too, so it's smart to treat yourself to some deli purchases the day before – for once without paying attention to calories and prices. And perhaps you can also visit a tea shop to pick out three or four different kinds of teas and enjoy the special aromas during a little tea tasting. Not in the tea shop, but in our salon, you will also find a very exquisite variety: *Le The Citronné* with the rare lemon myrtle. Have a nice time!

COLOUR EFFECT

Do you remember how much fun you had as a child trying out your mother's make-up? Today, you have developed your own colours and style. That's a good thing, yet it is still enticing to try out something completely different. Simply give it a go – on this day that you have to yourself. Quickly get hold of a pair of shoes and the game can begin. It is possible that something unexpected might suit you, and you can find a high-quality product later on. If it doesn't suit you, you can easily give it to a friend.



FOOTNOTE

Barefoot alone at home. A good opportunity to treat your body to a little pampering. For example, with a foot bath perfumed with a splash of your favourite scent. Following by a long massage to activate the many nerve endings of the feet. Wonderfully relaxing! And you don't even need to be an expert. Simply take the foot in both hands, vigorously knead the dorsal side with the thumbs and the plantar side with the fingers, start at the toes and go in the direction of the heel. Then thoroughly apply cream to the skin with stroking motions. Ideal: the intensively conditioning and invigorating *SPA La Crème Intense pour les Pieds*.



INVENTORY

A whole day alone – without things that still have to be done, nothing to take care of and taking a break from the Internet. Take time to think and contemplate life. What's a problem and why. What's working well and what's not. Tip: don't lose yourself in thought, but be active. And take an old-fashioned piece of paper and pen and write down everything that is going through your head. That's all. Don't read it again, but put it away. And take out this piece of paper a week later. You might find it interesting.



QUICK REVITALISATION
FOR TIRED SKIN

When your face is tight, whether after a tiring day or a restless night, the skin often looks paler than usual. The best trick: stimulate the circulation. Vigorously tap the face for one minute with flat hands. An even more intense remedy is a cold shock – with ice-cold compresses or ice-cold water. Masks are also ideal for waking the skin up and stimulating its circulation. If you don't have one, you can also use an oil-based cream by applying a thicker layer than usual. Leave it on for 15 minutes, then wipe away any surplus. And if you have tired eyes, our *Patch Gel Liftant* will give them a wonderful freshness boost and a spectacular lifting effect.



RESTYLING FOR
YOUR HAIR

When your hairstyle looks limp and is no longer as voluminous, powder sprays can help to rapidly rebuild it, for example *Powder Spray* from the La Biosthétique styling collection. Thoroughly brush through the hair first and give it a shake. Then, run your fingers through the hair and sparingly spray product into it section by section. To ensure the powder particles are distributed as finely as possible, don't put the nozzle too close to the hair, but spray the product from sufficient distance. And if the hair is no longer that shiny, the weightless *Glossing Spray* can help you create glamorous shine effects with the push of a button.

REFRESH YOUR MAKE-UP

No time to completely reapply your make-up? How to touch up your make-up: Use a cotton pad to first remove surplus oils – don't wipe, but press and roll on bit by bit. Then moisten a tissue with a moisturising toner (z. B. *Tonique Hydratant* by Dermosthetique), smoothly apply to the face and firmly press on. Finally, blend a hint of fresh foundation into the rest of your base. Now for the eyes: Eye-shadow that has bled into the crease of the eyelid has to be removed. You can precisely do this with cotton buds. Now you only need to apply new eye-shadow, reapply a little mascara and you're done.



Michael Jung and his horse Sam are frontrunners when it comes to their sport. As world champion and winner of three Olympic gold medals.



Michael Jung and Siegfried Weiser, Managing Director of La Biosthétique, patron and long-standing friend of the family.

Whoever wants to know how this horse got its unusual name, La Biosthétique Sam, has to go back in time 30 years. And the story begins with a friendly business relationship – between Siegfried Weiser, the young boss of La Biosthétique, and his fatherly advisor Peter Jung. Fast forward to 2005: The entrepreneur had meanwhile acquired international success, and Jung had a highly gifted grandson who wanted nothing more than to be a successful rider. The only thing he was missing was an equally talented horse. Grandfather Jung, his friend Weiser and another sponsor teamed up and found and bought him Sam. He was five and grandson Michael had just turned 23. But it wasn't clear from the beginning that both youngsters would become such a top team. Sam was gifted, but also highly independent and sensitive. But Michael Jung didn't let up and guessed what he knows today: «Sam is unique». The horse just needed lots of patience and empathy. It's possible that his father taught him that from a very early age at the family's own riding stables – after all,



they mostly gave him the horses that nobody else wanted or was able to ride. And so, step-by-step, he introduced Sam to the challenges. A horse whisperer like the movie? Not really. He trained him based on a consistent plan, but also took walks with him over meadows and fields. And he still lets the big champion Sam do this today. And then the dressage choreography where the rider dances a pas de deux with his horse, proofs of speed and endurance on terrain and jumps on the course. And of course friends can also have a cuddle after work.



Pictures: Joachim Jung und Julia Rau



Two golden boys!

Michael Jung & La Biosthétique SAM.



DID YOU KNOW ...

... how long your cosmetic items last and are safe to use? Here are a few useful pieces of information: if there is no shelf life on the packaging, you can assume that the product in question can be kept safely and remains effective for at least 30 months. This is legally prescribed in the EU Cosmetics Directive. If it won't stay fresh for as long, it has to be labelled with a date. However, this regulation only applies to unopened products. How long they might last after opening is shown by a small symbol that has to be marked on all packaging: a pot with an open lid, next to which there is a number and a small «m» for month. For the majority of all care products this is 12 months. This time varies for make-up products. Compact powder and compact make-up can be up to 24 months. The same goes for blusher and powder eyeshadows. Mascara, on the other hand, mostly only lasts six months.

WHAT SHOULD YOU DO?

Dull hair

An almost sure fire sign that there are tears on the surface of the hair. Because shine occurs when the outer cuticle is properly sealed and can ideally reflect the light. If the hair doesn't get sufficient oily and conditioning substances, it is insufficiently protected, and the lamellae can split or even tear off. This can be caused by incorrect treatment or hereditary dryness of the scalp. Whoever has a very dry facial skin can assume that their scalp also has sluggish sebaceous glands. The solution: hair treatments that supply the hair with oil and moisture, as well as active ingredients that can deposit themselves on porous areas and precisely repair damage. We recommend the specialists from our *Dry Hair* range: a shampoo, two different conditioners and a deep-conditioning mask for very dry and damaged hair.



Tip

Almost everyone has a lip balm in winter. However, this essential must-have of the cold season is capable of even more – it is a little multi-talent. A dab of lip balm can shape unruly eyebrows and make the hairs soft and shiny. A hint under the eyebrows can be used as a highlighter and it protects noses from redness and chapping when you have a cold. Better than sticks: tubes with a little opening are easier to handle and apply the product. Ideal: *Traitement Lèvres* by Dermosthetique.

More body, less hair loss!

A new milestone in therapy for hair loss and thinning hair: *Thérapie Anti-Chute Plus* and *Elixir Anti-Chute*. With highly effective, cell-active ingredients, clinically tested and developed based on modern research in regenerative medicine. Scientifically proven effect: significantly more new regrowth; a significant decrease in the rate of hair loss. Specifically: hair thickness is increased by up to 28,000 hairs.



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.

LA BIOSTHETIQUE® PARIS

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skin and every kind of hair.

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