

COSMECEUTICALS Revealing The Power of Beauty



LUVITÉ

Skin by design

PRODUCT TRAINING MANUAL 2021

b e a u t y

PLEASING
THE SENSES
OR MIND
AESTHETICALLY

L u v i t é c o s m e c e u t i c a l s _____

The exceptional concept of Luvité was designed with real time results and up to date technology in mind, which will meet the challenges of a very competitive industry, the expectations and requirements of every well informed and educated client.

Formulated as a holistic Cosmeceutical product with a holistic approach, all the ingredients were included for scientific reasons. Rather than cosmetics that are only effective superficially for as long as the product is used, Luvité products penetrate deep into the dermis. Results are visible immediately and become even more noticeable as the revitalized skin surfaces.

We regularly source new products, technology and trends to expand our product range offered to customers - making sure you get the very best skin care products and results on the market known to date at an affordable price.



 | LUVITÉ
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Luvité Cosmeceuticals is a South African owned company that manufactures and distributes a top quality cosmeceutical skin care product range with a holistic approach. We offer expert skincare advice to our customers all over South Africa and around the world.

We sell to salons, doctors, aesthetic clinics and retail customers. It is our privilege to provide an affordable skin care product with outstanding long lasting results.

Our company believes in offering exceptional facial products and excellent customer service:

Luvité Cosmeceuticals is a South African owned and operated company – based in Pretoria, Gauteng.

We are the registered owner, manufacturer and authorized distributor of the entire range of Luvité skin care products, services and treatments.

We deal directly with some of the very well known medical and cosmetic laboratories in South Africa, with exclusive rights to all Luvité formulas, assuring and insuring that our products are fresh, authentic and environmentally friendly.

We regularly source new products, technology and trends to expand our product range offered to customers – making sure you get the very best skin care products and results on the market known to date at an affordable price.

Our team consists of skincare professionals and medical doctors who offer relevant, topic precise advice regarding your skin health concerns.

We provide full product and signature treatment training in our extensive product range to prospective salons, stockists and wholesalers.

Our service levels are constantly being evaluated and strive to exceed customer expectations.

Our formulas and products have been successfully tested in laboratories and clinical trials and are consistently rated among the best in the world.

Luvité Cosmeceuticals also offers an excellent business opportunity to prospective Luvité Signature Skin Care Clinic, Boutique Spa owners and area distributors.

Luvité Cosmeceuticals offers an exciting shopping experience that is second to none. Our excellent service, happy customers and results speak for themselves!



DEEPER THAN SKIN DEEP

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Formulated as a holistic cosmeceutical product, all the ingredients were included for scientific reasons. Rather than cosmetics that are only effective superficially for as long as the product is used, Luvité products penetrate deep into the dermis to change the 'blue print' of the skin. Results are visible immediately and become even more noticeable as the revitalized skin surfaces.

Dr Albert Kligman termed the word – cosmeceutics round about the 1950's when he realized that Vit A acid (Tretinoin, retinoic acid) could reduce wrinkles and smooth the skin. Cosmeceutics means that both pharmaceutical and medical science has been used to develop and formulate the product. COSMETICS + pharmaCEUTICS= Cosmeceutics.

None of the ingredients or products has been tested on animals, and no animal derivatives have been used in the whole of the Luvité range.

Compared to other retail ranges, the Luvité portfolio consists of lesser products. This is simply due to the fact that the formulation of Luvité is firmly based on medical and pharmaceutical principles – your skin care can be kept simple whilst achieving optimal results. At the same time it makes our products imminently affordable.

In conjunction with state of the art micro needling technology and chemical peels, Luvité puts the opportunity of revolutionary anti-aging skin care in every modern man and woman's hands.

Benefits of Luvité:

- ☐ A simple, effective daily skin care range
- ☐ A 'deeper than skin-deep' cosmeceutical product range in combination with state of the art Micro-/Nano needling technology, and safe superficial chemical peels
- ☐ Normalise the skin functions by balancing the layers in the skin
- ☐ Stimulates the skin to produce naturally its own collagen
- ☐ Acting preventative and curing as a revolutionary anti-aging product range
- ☐ All products are hypoallergenic and non-comedogenic.
- ☐ Immediate visible results with long term staying results
- ☐ Proudly South African skin care range formulated in conjunction with scientists, specially for our climate
- ☐ Using only the best quality, purest ingredients
- ☐ Suitable for all skin types and all ages

- No allergies
- Not tested on animals
- No animals derivatives
- Luvité meets the challenge of restoring elasticity to skin on three levels:
- A simple, effective, daily skin care range.
- A ‘deeper than skin-deep’ Cosmeceutical product range with excellent results.
- Acting preventative and curing as a revolutionary anti-aging product.

Caring deeply for your skin, inside and out

As we age, hormonal changes reduce the ability of the skin to ‘drape’ it self smoothly around facial contours. The solution is not to use anti-aging products on the wrinkled area, but rather to ‘shrink’ the larger, bordering areas of skin and thus restoring smoothness to sagging and lined areas.



WHY THE SKIN CARE REGIME WAS DESIGNED

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Looking at the beauty industry as a whole, the industry provides a service to clients that include treatments such as waxing, massage, aromatherapy, reflexology, acne treatments, skin pigmentation treatments etc.

When looking at the clientele that visit the establishment of service, the client may desire one of the mentioned treatments, which means limitation.

There is however one treatment/service that all clientele are subject to use in their lives and that is a successful anti-aging treatment.

The Luvité Skin Care Regime has been formulated to do exactly that, and much more! It will retain skin elasticity and successfully prepare the skin for any other cosmeceutical treatment.

Restoring the elasticity of the skin will rectify the 'wrinkle effect'. Pulling the skin in directions that result in the wrinkles diminishing indicates an area that can be treated successfully.

Note that when you pull the skin on the cheek area in a downward direction, the wrinkles underneath the eye area diminish. This indicates that the area to be treated will be the cheek area, up to underneath the eye.

It would be pointless applying the treatment on the wrinkles only, because the area of skin being treated is too small, resulting in too little shrinkage.

Optimum results are achieved when 'tightening' a large area of skin. Treating the facial area is but only one of the benefits of this skincare regime, breasts can also be treated. Bear in mind that the skin is thicker in this area and that a more drastic skin preparation will be required for optimum results. It is suggested that a scrub be used in conjunction with a surfactant or any type of exfoliation mechanism prior to the topical application of the treatment.

Luvité SKIN BY DESIGN Skin treatments

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Personalized, holistic skin health is our focus

Customized skincare that fits your skin identity right now is our solution. Combine the two and you get a personalized Beauty Prescription with a holistic approach to your skin's health! Let us help you find your custom-fit skincare routine. Luvité Cosmeceutical's SKIN BY DESIGN, 100% personalized face treatments that proactively solve skin woes at the root. With everyone talking about our treatments, we must be doing something right. In just a few minutes, we will analyse your skin-health concern, and diagnose your recommended serum cocktail, customized for your own skin.

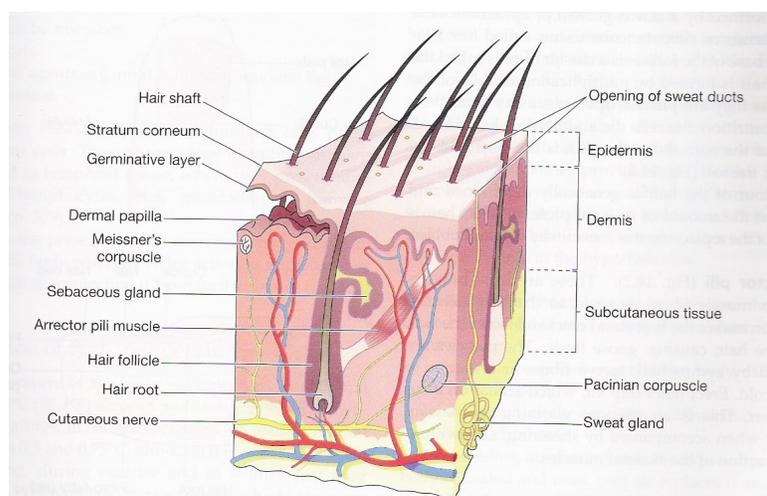
There's nothing we dislike more than empty promises. That's why our 3-step skin infusions are so popular.

1. Using state-of-the-art No-Needle Mesotherapy technology, a customized cocktail of active ingredients is delivered straight to the dermis layer, treating skin problems head on, at the source.
2. Cells are stimulated to absorb ingredients efficiently.
3. Toxins are banished from the lymphatic system.

Instant gratification, sustainable results. You have our word.

l u v i t é c o s m e c e u t i c a l s

THE SKIN



Structure and Function of Skin

The skin is the largest organ of the body. It has three main layers, the epidermis, the dermis and the subcutaneous layer. The epidermis is an elastic layer on the outside that is continually being regenerated. It includes the following:

Keratinocytes – the main cells of the epidermis formed by cell division at its base. New cells continually move towards the surface. As they move they gradually die and become flattened.

Corneocytes – the flattened dead keratinocytes that together make up the very outer layer of the epidermis is called the stratum corneum or horny layer. This protective layer is continually worn away or shed.

Melanocytes – produce the pigment melanin that protects against UV radiation and gives skin its colour.

The dermis is the inner layer that includes the following:

Sweat glands – produce sweat that travels via sweat ducts to openings in the epidermis called pores. They play a role in temperature regulation.

Hair follicles – are pits in which hairs grow. Hairs also play a role in temperature regulation.

Sebaceous glands – produce sebum (an oil) to keep hairs free from dust and bacteria. Sebum and sweat make up the 'surface film'.

The subcutaneous layer under the dermis is made up of connective tissue and fat (a good insulator).

Functions of the skin

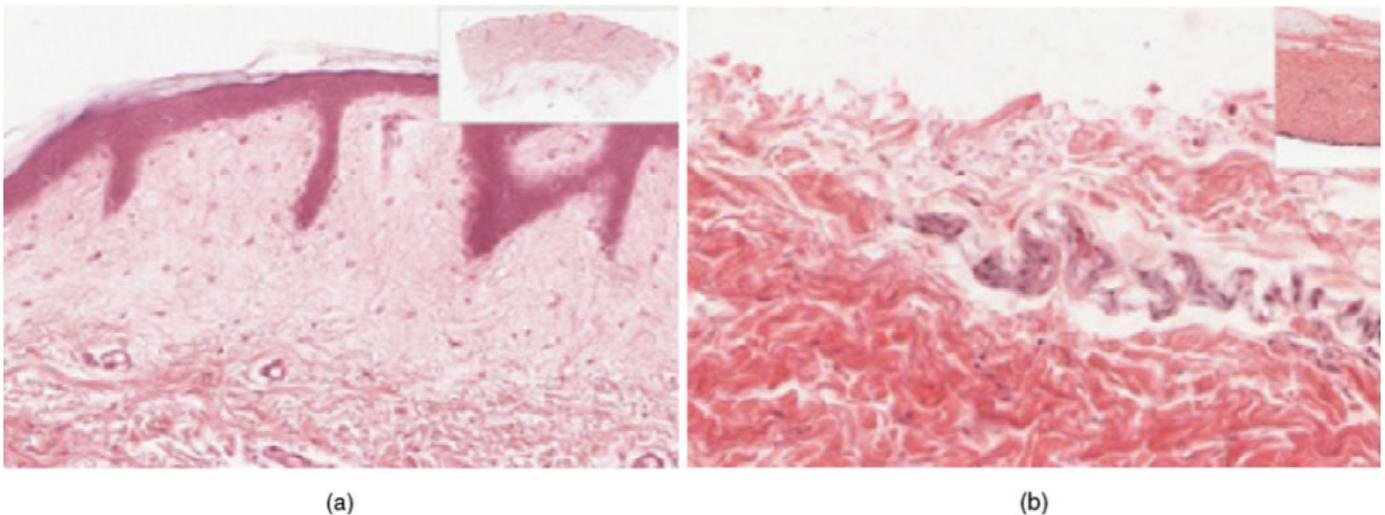
- Provides a protective barrier against mechanical, thermal and physical injury and hazardous substances.
- Prevents loss of moisture.
- Reduces harmful effects of UV radiation.
- Acts as a sensory organ (touch, detects temperature).
- Helps regulate temperature.
- An immune organ to detect infections etc.
- Production of vitamin D.

Layers of the Skin

Although you may not typically think of the skin as an organ, it is in fact made of tissues that work together as a single structure to perform unique and critical functions. The skin and its accessory structures make up the integumentary system, which provides the body with overall protection. The skin is made of multiple layers of cells and tissues, which are held to underlying structures by connective tissue (Figure 1). The deeper layer of skin is well vascularized (has numerous blood vessels). It also has numerous sensory, and autonomic and sympathetic nerve fibers ensuring communication to and from the brain.

The Epidermis

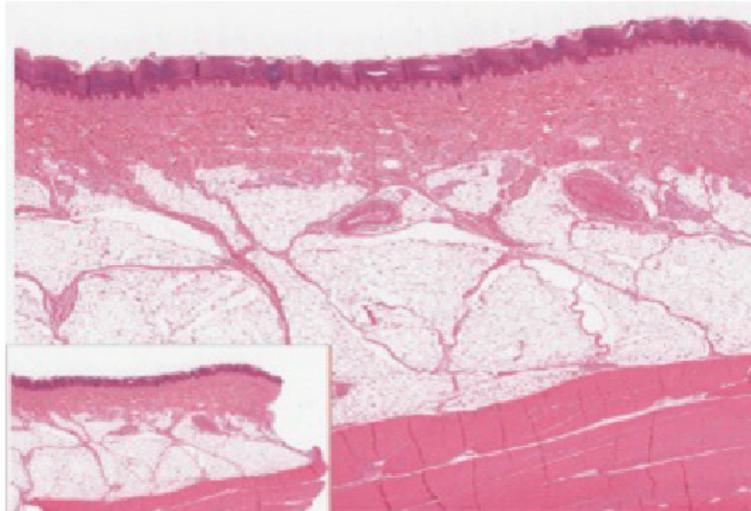
The epidermis is composed of keratinized, stratified squamous epithelium. It is made of four or five layers of epithelial cells, depending on its location in the body. It does not have any blood vessels within it (i.e., it is avascular). Skin that has four layers of cells is referred to as “thin skin.” From deep to superficial, these layers are the stratum basale, stratum spinosum, stratum granulosum, and stratum corneum. Most of the skin can be classified as thin skin. “Thick skin” is found only on the palms of the hands and the soles of the feet. It has a fifth layer, called the stratum lucidum, located between the stratum corneum and the stratum granulosum.



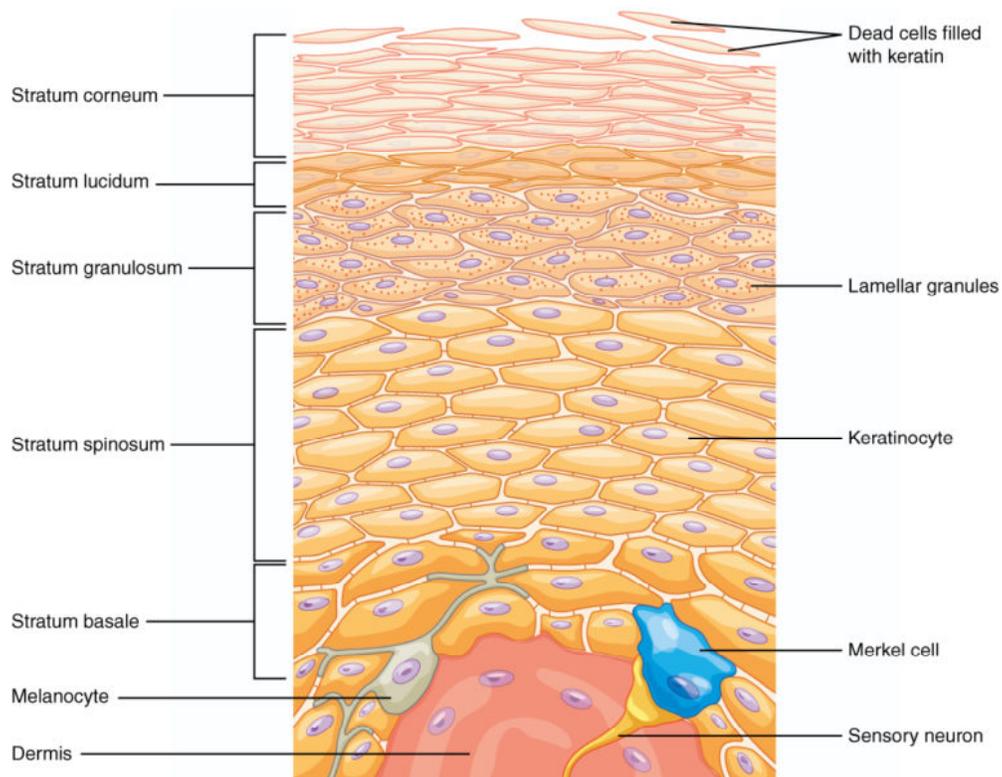
These slides show cross-sections of the epidermis and dermis of (a) thin and (b) thick skin.

Note the significant difference in the thickness of the epithelial layer of the thick skin.

The cells in all of the layers except the stratum basale are called keratinocytes. A keratinocyte is a cell that manufactures and stores the protein keratin. Keratin is an intracellular fibrous protein that gives hair, nails, and skin their hardness and water-resistant properties. The keratinocytes in the stratum corneum are dead and regularly slough away, being replaced by cells from the deeper layers.



The epidermis is epithelium composed of multiple layers of cells. The basal layer consists of cuboidal cells, whereas the outer layers are squamous, keratinized cells, so the whole epithelium is often described as being keratinized stratified squamous epithelium.

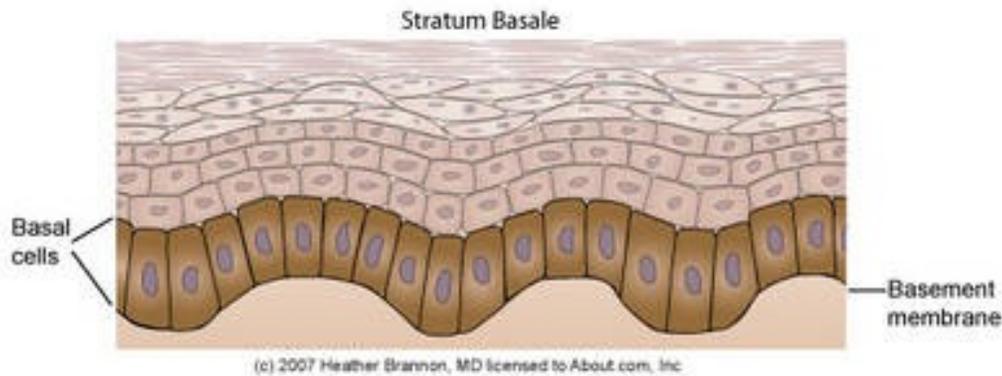


The epidermis of thick skin has five layers: stratum basale, stratum spinosum, stratum granulosum, stratum lucidum, and stratum corneum.

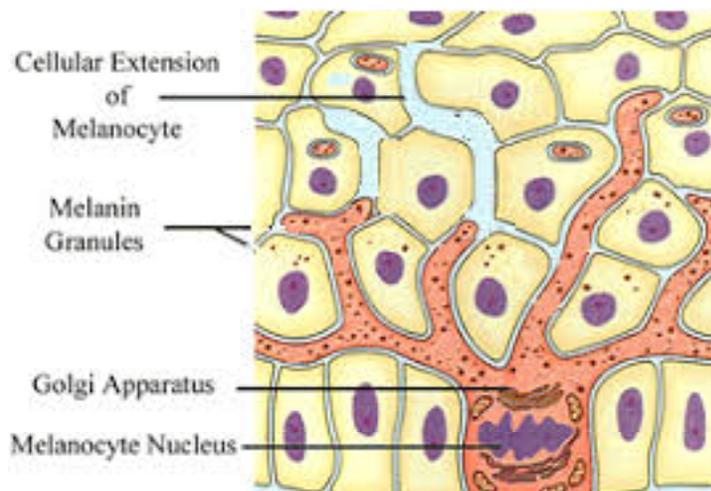
Stratum Basale

The stratum basale (also called the stratum germinativum) is the deepest epidermal layer and attaches the epidermis to the basal lamina, below which lie the layers of the dermis. The cells in the stratum basale bond to the dermis via intertwining collagen fibers, referred to as the basement membrane. A finger-like projection, or fold, known as the dermal papilla (plural = dermal papillae) is found in the superficial portion of the dermis. Dermal papillae increase the strength of the connection between the epidermis and dermis; the greater the folding, the stronger the connections made .

The stratum basale is a single layer of cells primarily made of basal cells. A **basal cell** is a cuboidal-shaped stem cell that is a precursor of the keratinocytes of the epidermis. All of the keratinocytes are produced from this single layer of cells, which are constantly going through mitosis to produce new cells. As new cells are formed, the existing cells are pushed superficially away from the stratum basale. Two other cell types are found dispersed among the basal cells in the stratum basale. The first is a **Merkel cell**, which functions as a receptor and is responsible for stimulating sensory nerves that the brain perceives as touch. These cells are especially abundant on the surfaces of the hands and feet.



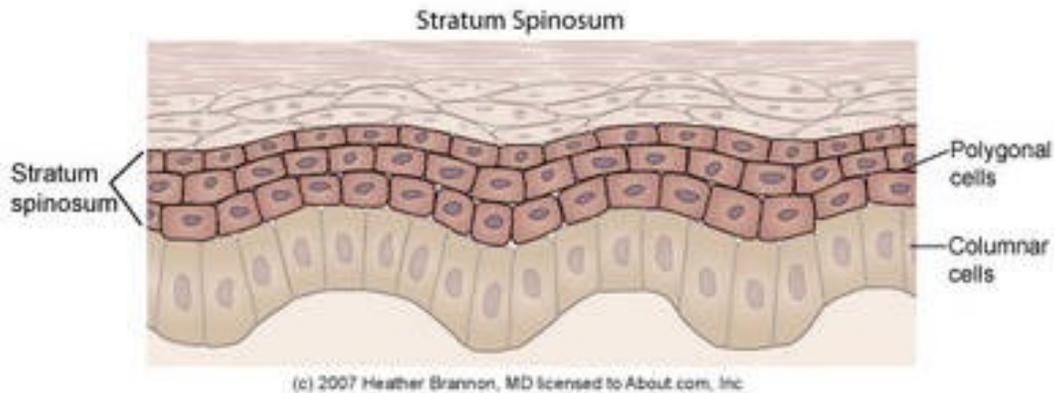
The second is a **melanocyte**, a cell that produces the pigment melanin. **Melanin** gives hair and skin its color, and also helps protect the living cells of the epidermis from ultraviolet (UV) radiation damage. In a growing fetus, fingerprints form where the cells of the stratum basale meet the papillae of the underlying dermal layer (papillary layer), resulting in the formation of the ridges on your fingers that you recognize as fingerprints. Fingerprints are unique to each individual and are used for forensic analyses because the patterns do not change with the growth and aging processes.



Stratum Spinosum

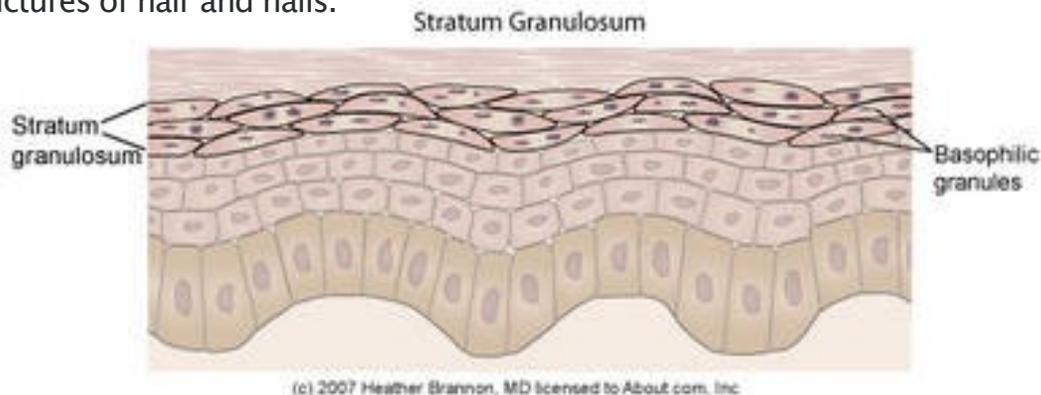
As the name suggests, the **stratum spinosum** is spiny in appearance due to the protruding cell processes that join the cells via a structure called a **desmosome**. The desmosomes interlock with each other and strengthen the bond between the cells. It is interesting to note that the “spiny” nature of this layer is an artifact of the staining process. Unstained epidermis samples do not exhibit this characteristic appearance. The stratum spinosum is composed of eight to 10 layers of keratinocytes, formed as a result of cell division in the stratum basale. Interspersed among the keratinocytes of this layer is a type of dendritic cell called the **Langerhans cell**, which functions as a macrophage by engulfing bacteria, foreign particles, and damaged cells that occur in this layer.

The keratinocytes in the stratum spinosum begin the synthesis of keratin and release a water-repelling glycolipid that helps prevent water loss from the body, making the skin relatively waterproof. As new keratinocytes are produced atop the stratum basale, the keratinocytes of the stratum spinosum are pushed into t



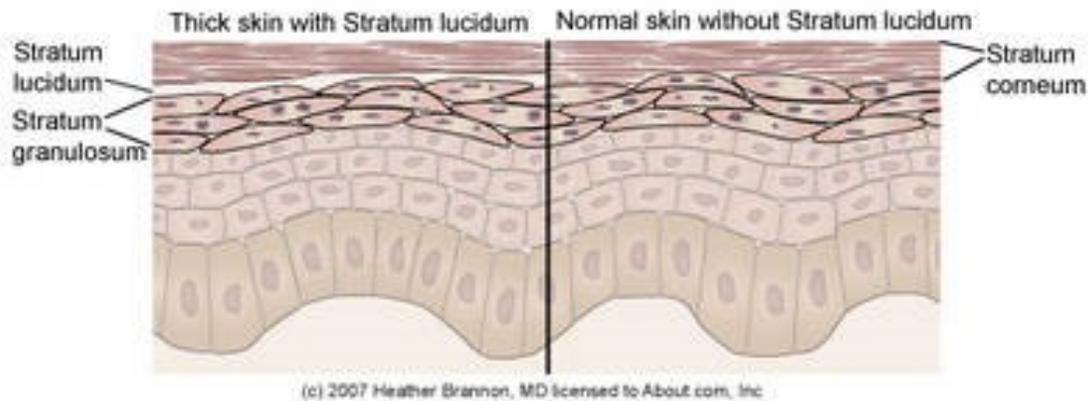
Stratum Granulosum

The **stratum granulosum** has a grainy appearance due to further changes to the keratinocytes as they are pushed from the stratum spinosum. The cells (three to five layers deep) become flatter, their cell membranes thicken, and they generate large amounts of the proteins keratin, which is fibrous, and **keratohyalin**, which accumulates as lamellar granules within the cells. These two proteins make up the bulk of the keratinocyte mass in the stratum granulosum and give the layer its grainy appearance. The nuclei and other cell organelles disintegrate as the cells die, leaving behind the keratin, keratohyalin, and cell membranes that will form the stratum lucidum, the stratum corneum, and the accessory structures of hair and nails.



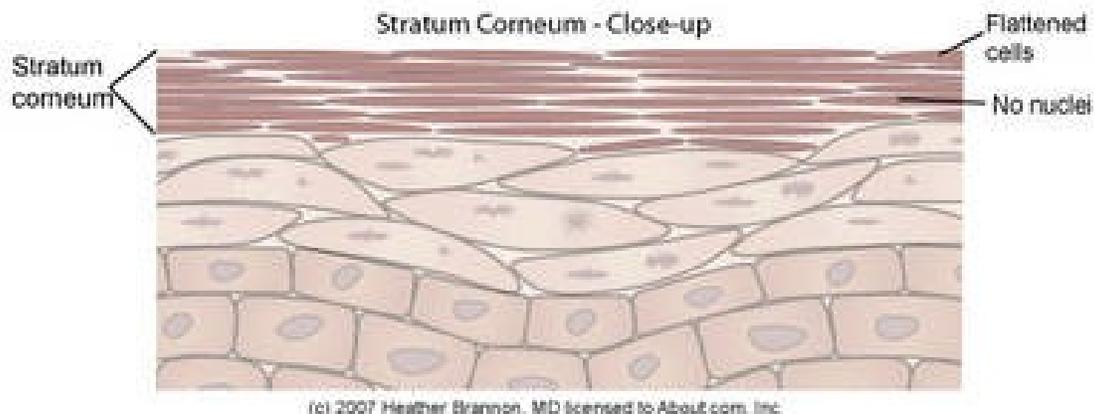
Stratum Lucidum

The **stratum lucidum** is a smooth, seemingly translucent layer of the epidermis located just above the stratum granulosum and below the stratum corneum. This thin layer of cells is found only in the thick skin of the palms, soles, and digits. The keratinocytes that compose the stratum lucidum are dead and flattened (see Figure 4). These cells are densely packed with **eleiden**, a clear protein rich in lipids, derived from keratohyalin, which gives these cells their transparent (i.e., lucid) appearance and provides a barrier to water.



Stratum Corneum

The **stratum corneum** is the most superficial layer of the epidermis and is the layer exposed to the outside environment (see Figure 4). The increased keratinization (also called cornification) of the cells in this layer gives it its name. There are usually 15 to 30 layers of cells in the stratum corneum. This dry, dead layer helps prevent the penetration of microbes and the dehydration of underlying tissues, and provides a mechanical protection against abrasion for the more delicate, underlying layers. Cells in this layer are shed periodically and are replaced by cells pushed up from the stratum granulosum (or stratum lucidum in the case of the palms and soles of feet). The entire layer is replaced during a period of about 4 weeks. Cosmetic procedures, such as microdermabrasion, help remove some of the dry, upper layer and aim to keep the skin looking “fresh” and healthy.



The Dermis

The **dermis** might be considered the “core” of the integumentary system (derma- = “skin”), as distinct from the epidermis (epi- = “upon” or “over”) and hypodermis (hypo- = “below”). It contains blood and lymph vessels, nerves, and other structures, such as hair follicles and sweat glands. The dermis is made of two layers of connective tissue that compose an inter-connected mesh of elastin and collagenous fibers, produced by fibroblasts.

Papillary Layer

The **papillary layer** is made of loose, areolar connective tissue, which means the collagen and elastin fibers of this layer form a loose mesh. This superficial layer of the dermis projects into the stratum basale of the epidermis to form finger-like dermal papillae. Within the papillary layer are fibroblasts, a small number of fat cells (adipocytes), and an abundance of small blood vessels. In addition, the papillary layer contains phagocytes, defensive cells that help fight bacteria or other infections that have breached the skin.

This layer also contains lymphatic capillaries, nerve fibers, and touch receptors called the Meissner corpuscles.

Reticular Layer

Underlying the papillary layer is the much thicker **reticular layer**, composed of dense, irregular connective tissue. This layer is well vascularized and has a rich sensory and sympathetic nerve supply. The reticular layer appears reticulated (net-like) due to a tight meshwork of fibers. **Elastin fibers** provide some elasticity to the skin, enabling movement. Collagen fibers provide structure and tensile strength, with strands of collagen extending into both the papillary layer and the hypodermis. In addition, collagen binds water to keep the skin hydrated. Collagen injections and Retin-A creams help restore skin turgor by either introducing collagen externally or stimulating blood flow and repair of the dermis, respectively.



l u v i t é c o s m e c e u t i c a l s

COLLAGEN

Collagen in the skin

Collagen is a major structural protein in the skin. It plays a key role in providing the structural scaffolding for cells, tissues, and organs. If it weren't for collagen, the body would literally fall apart. Collagen also gives the skin its strength and durability and is responsible for the smooth, plump appearance of young, healthy skin.

What Is Collagen?

Collagen is the body's major structural protein composed of three protein chains wound together in a tight triple helix. This unique structure gives collagen a greater tensile strength than steel. Approximately 33% of the protein in the body is collagen. This protein supports tissues and organs and connects these structures to bones. In fact, bones are also composed of collagen combined with certain minerals such as calcium and phosphorus.

Collagen plays a key role in providing the structural scaffolding surrounding cells that helps to support cell shape and differentiation, similar to how steel rods reinforce a concrete block. The mesh-like collagen network binds cells together and provides the supportive framework or environment in which cells develop and function, and tissues and bones heal.

Collagen and Beauty

Collagen makes up 75% of our skin; thus, the smooth, plump appearance of young, healthy skin is due in large part to the presence of healthy collagen levels. Because of this, beauty seekers around the globe search for new ways to boost collagen levels and repair past collagen damage—some go so far as to inject collagen proteins into the skin to plump wrinkles and add volume to the lips. The breakdown of healthy collagen and the decline in collagen production leads to the development of unwanted wrinkles and the appearance of aged skin.

Collagen Synthesis

Collagen is created by fibroblasts, which are specialized skin cells located in the dermis. Fibroblasts also produce other skin structural proteins such as elastin (a protein which gives the skin its ability to snap back) and glucosaminoglycans (GAGs). GAGs make up the ground substance that keeps the dermis hydrated. In order to signal or turn on the production of skin structural proteins, fibroblast cells have specially shaped receptors on their outside membranes that act as binding sites to which signal molecules with a matching shape can fit. When the receptors are bound by the correct combination of signal molecules (called fibroblast growth factors, or FGFs), the fibroblast begins the production of collagen.

Fibroblasts initially produce short collagen subunits called pro-collagen. These are transported out of the fibroblast cells and later join together to form the complete collagen molecule. Vitamin C acts as a cofactor during many steps of the process. Without sufficient levels of vitamin C, collagen formation is disrupted.

Collagen synthesis occurs continuously throughout our lives to repair and replace damaged collagen tissue or build new cellular structures. The degradation and recycling of old or damaged collagen is a healthy, natural process used to create protein fragments needed to build new cellular structures, such as in the healing process. With age, collagen levels drop off due to a decrease in production and an increase in degradation.

Protecting Current Collagen Levels and Preventing Future Collagen Degradation

The best way to maintain a healthy, youthful looking appearance is to protect the healthy collagen you currently have and to prevent future collagen degradation. There are two main ways to do this: 1) avoid UVA and UVB radiation and 2) prevent free radical damage.

Exposure to ultraviolet (UVA and UVB) radiation emanating from the sun is the most prolific contributor to premature skin aging, accounting for an estimated 90 % of the signs associated with aging skin. UV exposure must be limited and individuals should wear a daily sunscreen to protect healthy collagen. Many skin care companies understand this need and incorporate sunscreens into their daytime moisturizers.

The second preventive step in protecting existing and future collagen levels is supplementation with both oral and topical anti-oxidants. As anti-oxidants fight free radicals from UV light, ozone, pollution, cigarette smoke, and internal metabolic processes, they prevent the degradation of existing collagen fibers and protect the healthy function of fibroblast cells.

Promoting the Synthesis of New Collagen

There are many ways to promote the synthesis of new, healthy collagen. First, you can provide the skin with a reserve of vitamin C. As a necessary cofactor in collagen synthesis, vitamin C is proven to increase the production of collagen. One study showed that extended exposure of human connective-tissue cells to vitamin C stimulated an eight-fold increase in the synthesis of collagen (Murad et al., 1981).

Another way to promote the synthesis of collagen is to use chemical exfoliants, such as

Alpha-hydroxy and poly-hydroxy acids, which break down the bonds between cells of the stratum corneum and slough away dead skin. Consistent exfoliation stimulates cell renewal. Chemical exfoliation has also been shown to increase dermal thickness. Scientists attribute this dermal thickening to the synthesis of glycosaminoglycans and collagen within the dermis.

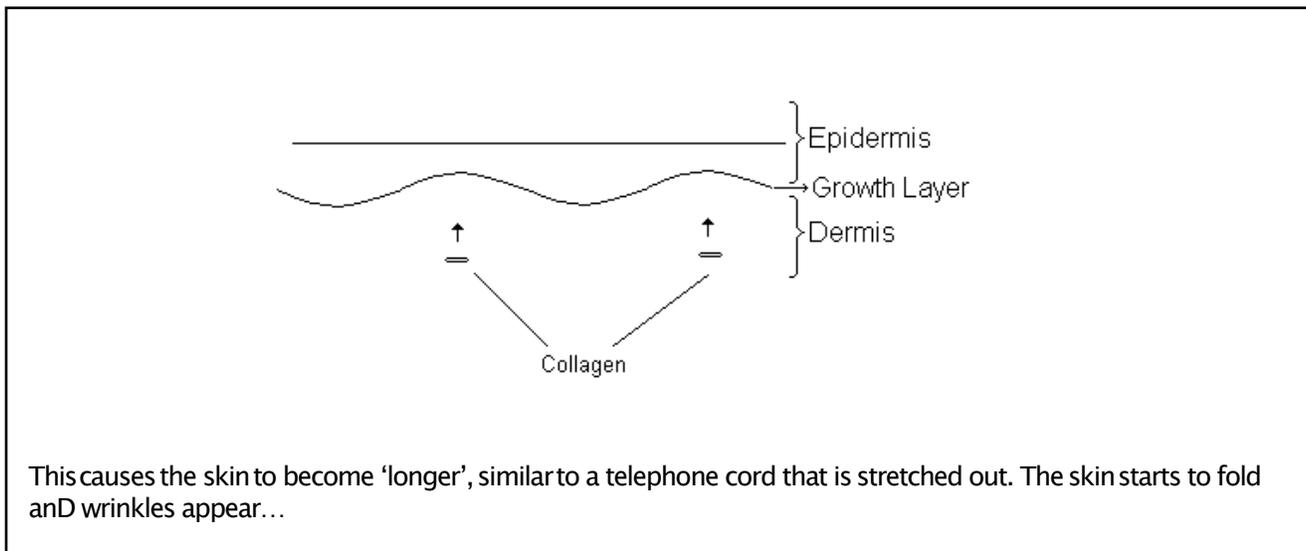
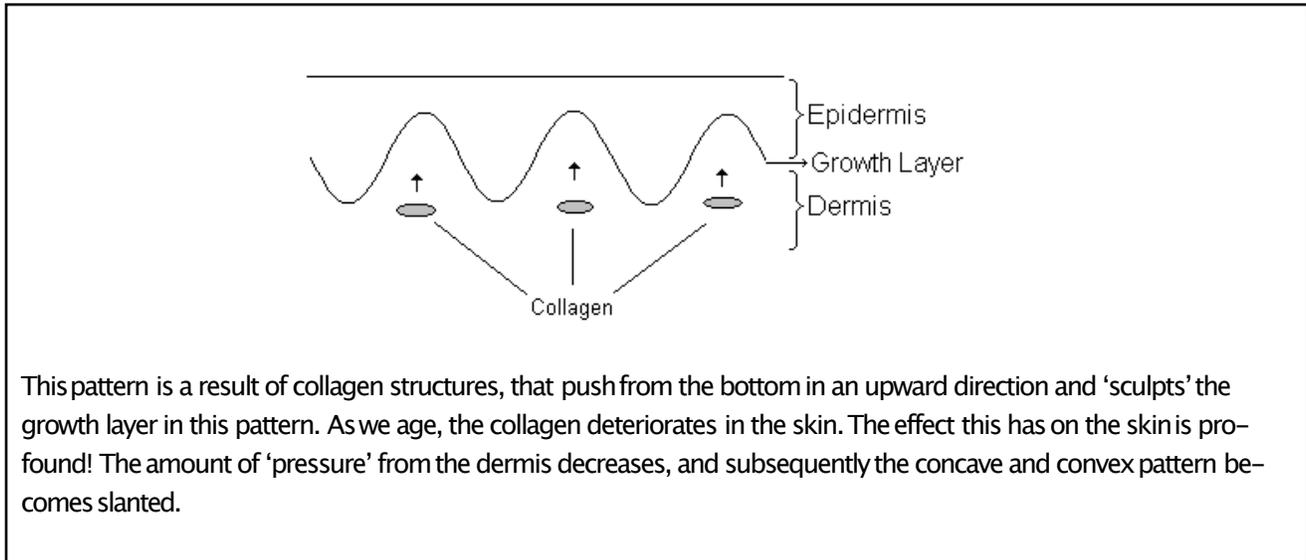
A third way to promote collagen synthesis is to supplement with collagen stimulating peptides. Fibroblasts are naturally stimulated to begin the synthesis of collagen when specific combinations of peptide signal molecules (fibroblast growth factors) bind to receptor sites on the fibroblast membrane. These signal molecules can be supplemented topically and help boost collagen production.

Because collagen gives the skin its strength, durability, and smooth, plump appearance, it's important to protect and promote collagen growth. Taking good care of your skin means taking care of your collagen.

AGEING IN THE SKIN

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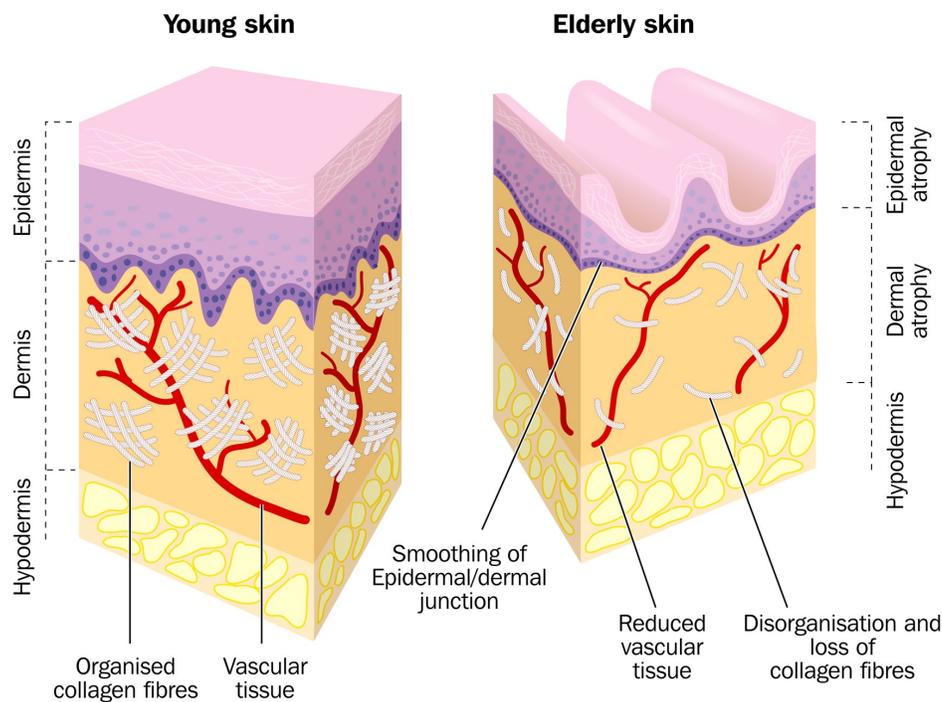
Normal skin – without any damage or default – is divided into an epidermis and dermis. The epidermis forms the top or outer layer of the skin and the dermis forms the deeper underlying part. The growth of basal layer divides these two layers, which have a natural concave and convex pattern.



Areas that are the first to show this effect are usually areas that stretch and shrink frequently. Note the skin on the top of the hand. Open and close the hand. One can see the skin stretching when making a fist, and shrinking when the hand is open. Note the skin on the upper forearm when bending the arm and moving the fist towards the chest area. Now stretch the arm out again. The skin seem to remain still and will keep its elasticity longer than the area on the elbow that stretch and shrink considerably when the same action is carried out. In the same manner the facial area will lose its elasticity first around the eye area (because of the blinking of the eye) and mouth area (because of talking and laughing). The neck area is also affected greatly, since the skin move in more than one direction here (looking up, down, left and right).

AGEING IN THE SKIN

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When comparing figure 1 and 2, one can clearly observe other changes in the skin. The thickness of the epidermis is also affected in the manner that it decreases in thickness. The distance between the concave parts of both illustrations is similar when measured to the top of the skin, yet the convex change results in an overall thinning of the epidermis. The effect this will have on the individual is an increase in sensitivity. A thicker skin is a tougher skin and a thinner skin is a more sensitive skin.

Note how skin sensitivity generally increases with the aging process. The older we are the slower the metabolism and subsequently the rate of production of new skin cells. The exfoliation rate is not influenced and therefore the skin gradually starts to exfoliate faster than the rate of reproduction.

Other factors which influence loss of elasticity are factors which all have destructive influences on the collagen structures of the skin. Overexposure to sunlight results in collagen to deteriorate at a far more rapid rate than the normal aging process. Apart from UV exposure, smoking also plays a role in more rapid aging.

Smoking increases the amount of free radicals in our systems and 'kills' Vitamin C. Vitamin C is an important maintenance of Collagen.

l u v i t é c o s m e c e u t i c a l s

CAUSES OF AGING IN THE SKIN

CAUSES OF AGING

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Intrinsic aging, or chronological aging, is the natural process of skin aging due to internal influences. While we can't entirely stop intrinsic aging, we can target the physical age signs that appear on the skin.

Intrinsic aging vs. extrinsic aging

The difference between intrinsic and external aging is that the intrinsic aging process is controlled by genetics. Extrinsic aging is caused by external sources, such as climate, pollution, diet, stress, and more. These factors are largely controllable, unlike intrinsic aging.

Intrinsic aging process

What happens to the skin as a result of this process is largely hereditary and guided by our genes. It varies from person to person, but boils down to these four factors:

1. **Dermal collagen decreases:** This leads to moisture loss and dermal thinning.
2. **Melanin production decreases:** Loss of overall healthy colour and formation of uneven pigmented spots.
3. **Decrease of hair follicles and sebaceous glands:** This hinders proper skin barrier function.
4. **Cell turnover rate slows:** This means it takes longer for the skin to shed its dead and dulling cells.

Over time, these factors lead to age signs that appear on the skin both in the short term, and long term:

Short term

- ☐ **Dead skin build-up:** The hydro lipid barrier is thrown out of balance; lines and surface wrinkles start to form.
- ☐ **Clogged pores:** Dead skin build up leads to clogged pores, which can lead to congestion and breakouts.
- ☐ **Dull, sluggish skin:** Skin loses its vibrancy and appears dull, lifeless, and rough.
- ☐ **Trans-epidermal water loss (TEWL):** As the skin loses its ability to absorb and retain moisture, the skin weakens further.

Long-term

- ☐ **Lines and wrinkles appear:** Wrinkles form and deepen over time.
- ☐ **Capillary function weakens:** Your circulatory system's ability to transfer oxygen, nutrients and waste slows down.
- ☐ **Lymph moves more slowly:** This leads to excess metabolic waste and toxins.
- ☐ **Connective tissue (collagen and elastin) lose their function:** Skin begins to sag; lines and wrinkles worsen.
- ☐ **Hyperpigmentation increases:** Cumulative UV exposure/hormonal imbalances and PIH (post-inflammatory hyperpigmentation) increases.
- ☐ **Lipofuscin production:** Yellow to brown age-related pigment deposits form. They develop due to free-radical build up and are worsened with intrinsic aging.
- ☐ **Skin becomes more reactive:** Sensitive/sensitized skin symptoms become more common.
- ☐ **NMF in dermis and epidermal barrier decreases:** Loss of skin's NMF (natural moisture factor) increases penetration of damaging pathogens and allergens.

l u v i t é c o s m e c e u t i c a l s

COSMETIC OR COSMECEUTIC

DIFFERENT TREATMENT METHODS

l u v i t é c o s m e c e u t i c a l s

Treating wrinkles can be approached in a cosmetic or cosmeceutical manner. First we need to establish the difference between the two, so that we can compare and determine the best treatment protocol for the client.

COSMETIC

- Stays on the surface of the skin
- Includes Cleansers, Toners, Masks, Moisturisers and Serums
- Predominantly found in supermarkets and departmental stores

STRUCTURAL DIFFERENCE

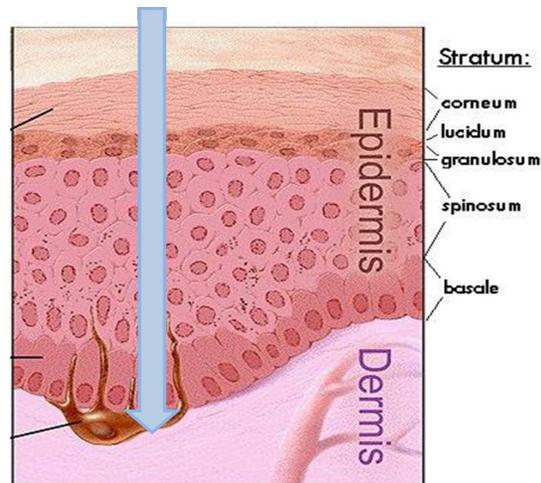
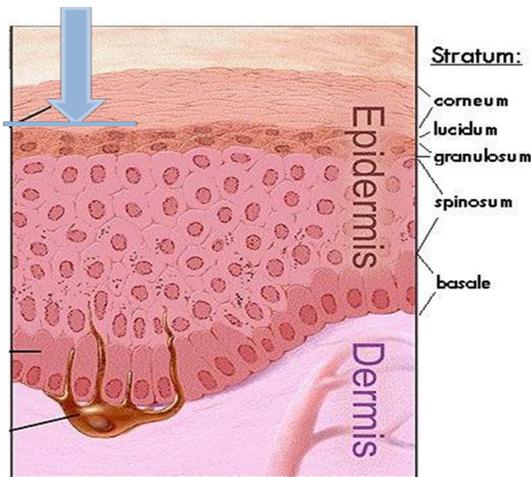
- Unable to pass through the stratum corneum to access deeper layers of the skin
- Cosmetics doesn't have the ability to make any structural changes or have long term results

COSMECEUTICAL

- There's a powerful combination of active ingredients/raw materials that will improve the skin condition and the underlying health of skin
- Includes Cleansers, Toners, Masks, Moisturisers and Serums
- Mostly found in specialized stores i.e. Salons, Aesthetic clinics

STRUCTURAL DIFFERENCE

- Able to pass through the stratum corneum and access deeper layers of the skin
- Creates long lasting results beyond the surface of the skin



- People are tempted/get exploited by good advertisements of cosmetic manufacturers, so they experiment with different brands until they find a product that works
- This approach is expensive
- It is also dangerous because it causes irritation to the skin and deprive people of the benefits of an effective skin care regimen
- The claims in Cosmetic creams are based on insignificant research
- Cosmeceutical products have proper clinical trials performed and will show results using the specific skin care regimen in the long term.

Cosmetic

Fine lines and wrinkles could be treated cosmetically by applying a rich moisturizer on the area, preventing loss of moisture in that particular region. The skin becomes 'plump' as a result of liquid that builds up beneath. The pressure of the water beneath the skin 'lifts/pushes' the wrinkle out. These results are not permanent. Should the skin lose the moisture that is creating the underlying pressure, the skin will collapse again.

Cosmetic exfoliation

The area could be treated cosmetically by applying a product containing actives that promote exfoliation. 'Sanding down' surrounding areas, causes the original wrinkle to appear 'shallower'.

Skin texture appears very fine, but also very thin. Skin sensitivity increases. Results are once again not permanent. Stopping treatment will result in the 'sanded areas' to regain their thickness, subsequently the line or wrinkle will appear deeper again.



l u v i t é c o s m e c e u t i c a l s

COSMECEUTICAL TREATMENT METHODS

LUVITÉ TREATMENT METHODS

Active Ingredients:

- * Collagen
- * ASC III
- * Peptides
- * Alpha & Beta Hydroxy's
- * Anti-Oxidants

Skin Treatments / Aesthetic Treatments

- * Skin Care Treatments
- * Chemical Peels
- * DermaPlaning
- * Micro- / Nano Needling



Collagen as treatment

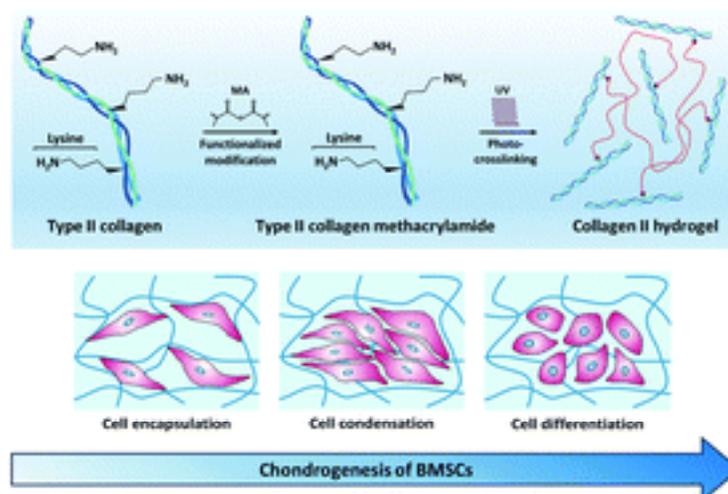
Lines and wrinkles could be treated cosmetically by applying a topical treatment containing collagen. The treatment gives the skin collagen again, which means that the growth layer is forced back into a concave and convex pattern, resulting in firmness and a restoration of skin elasticity. Wrinkles diminish as a result of the skin being firmer and 'tighter'. Result not permanent. The collagen that was used in the treatment of the skin was derived either from plant or from animal, which means that it is not the body's own. The system will either reject the collagen or absorb it. These products are usually tested extensively, so the chance of the skin rejecting the collagen is minimal. The system will absorb the collagen over a period of approx six to eight weeks after the treatment had stopped. The skin will have collapsed again and will have lost the elasticity within 2 or 3 months.

Cosmeceutical

Could be treated cosmeceutically by applying actives that stimulate the manufacturers of collagen, so that the skin regains elasticity by means of implementing the support system that has been lost. Fibroblasts can only be activated by means of cosmeceutical products, and to date, have responded well to the treatment of Alpha and Beta Hydroxy's, polylactic acid as well as ASC III.

Alpha and Beta Hydroxy's

Usually found in water based emulsions, they stimulate fibroblasts over a period of approx eight to nine months. They are not specifically targeted on Fibroblasts, but also treat mucopolysaccharides, sebaceous glands and the distribution of melanocytes. They are pH sensitive, so they can not be used in conjunction with products of an alkaline nature. Depending on the pH and whether stable or unstable buffers were used, they may over stimulate the skin and cause skin pigmentation. Special care should be taken when choosing the correct product for treatment.

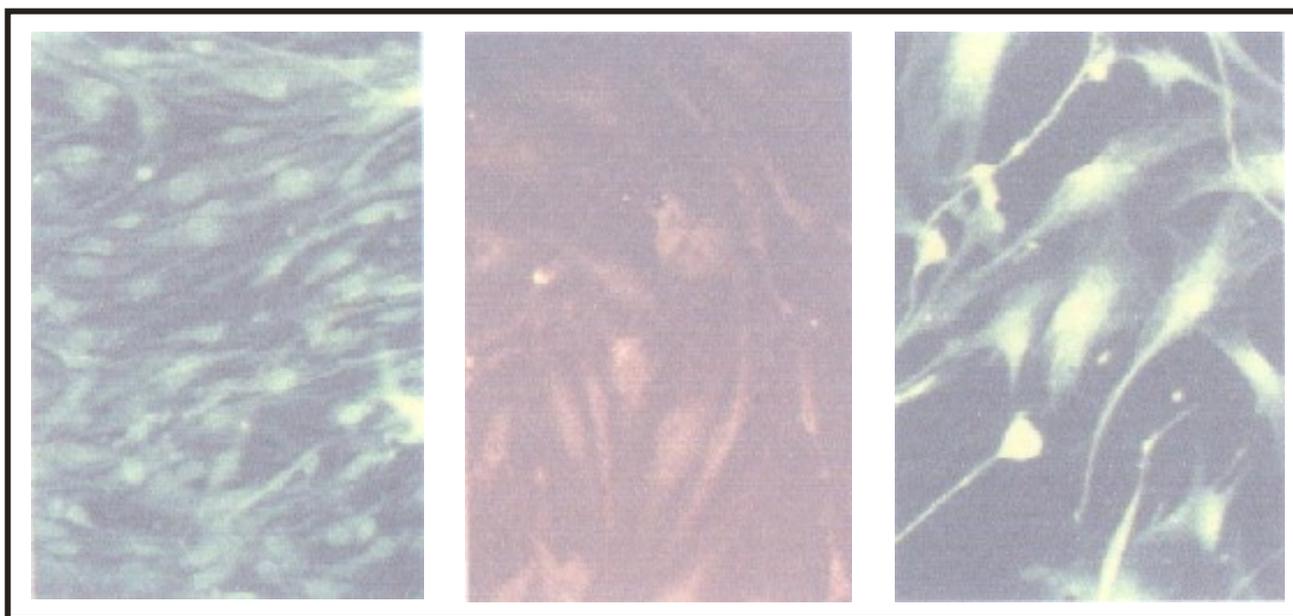


ASC III

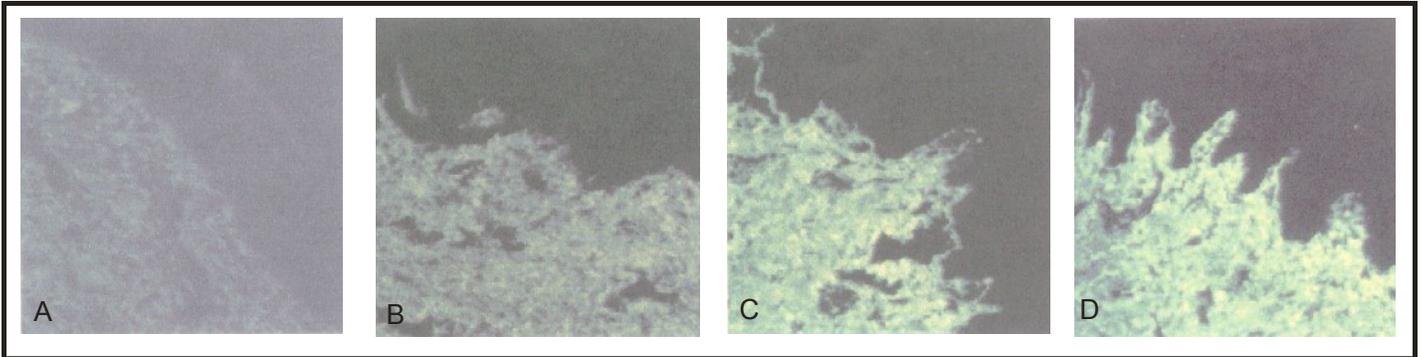
ASC III is an abbreviation for the Amplifier of Synthesis of Collagen III. It selectively increases collagen III production by enhancing the fibroblast activity via modulating cytokine production. The significant increase in pro-collagen III (the juvenile collagen) accompanied by a pronounced increase of the epidermal layer thickness results in an improvement in dermal/epidermal junction area and reformation of collagen fibres in the dermis.

ASC III will stimulate fibroblasts within 15 days. The results achieved are very satisfactory. The actives are not injected into the skin but applied topically. The treatment absorbs successfully and the skin regains its elasticity within weeks. Tests below illustrate how fibroblasts react respectively and how the structure of the skin changes, proving the nature to be cosmeceutical. The skin manufactures its own collagen (which is of a more permanent nature), regains its elasticity and thickens quickly, reducing sensitivity. A 'tight' feeling is not unusual during the treatment, since the individual will be able to feel the skin starting to 'pull itself together'.

Therefore, ASC III can repair the natural collagen support layer that lies just beneath the skin, resulting in increased skin elasticity and smoothness and reduction of facial lines and wrinkles.

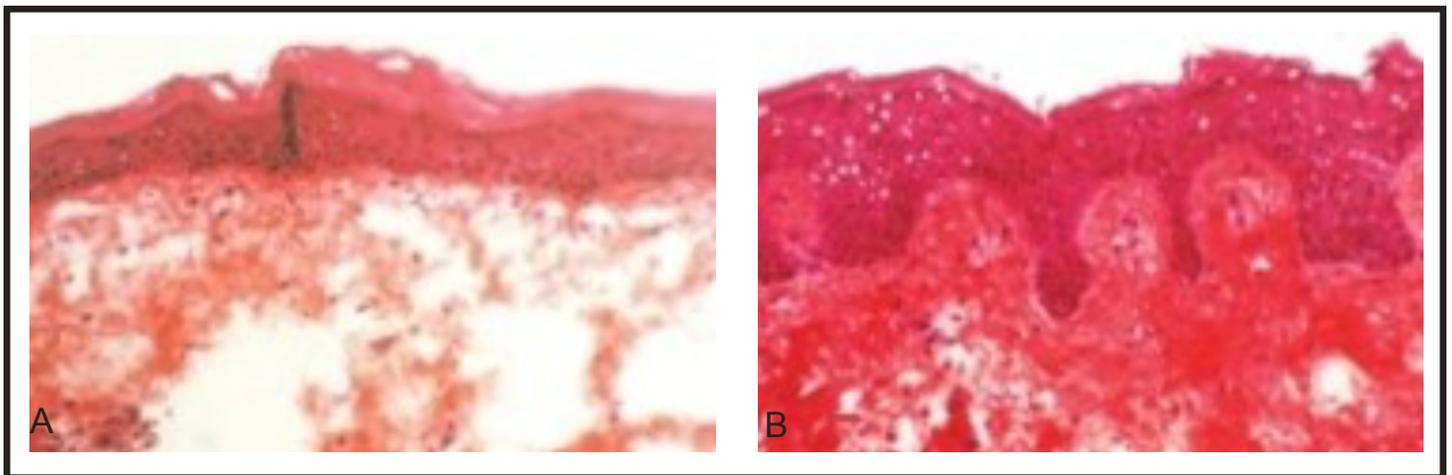


The following skin slices indicate the amount of fibroblasts present in a 4 year old and a 66 year old respectively as well as the activity of the fibroblasts, which show with an immuno-fluorescent technique.



A: Before Treatment B: Day 5 of treatment C: Day 10 of treatment D: Day 15 of treatment

These skin slices show that the fibroblasts had been successfully activated after 15 days of treatment activating ASC III. We now know that the wheels are placed in motion to restore skin elasticity through the production of collagen.



After three weeks, a skin slice was taken and placed under the microscope for a visual histomorphological investigation. The results were astonishing!

Note that the basal/growth layer has resumed its previous pattern to be concave and convex again. 'The telephone cord shrunk back'.

What are Peptides and How Do They Work?

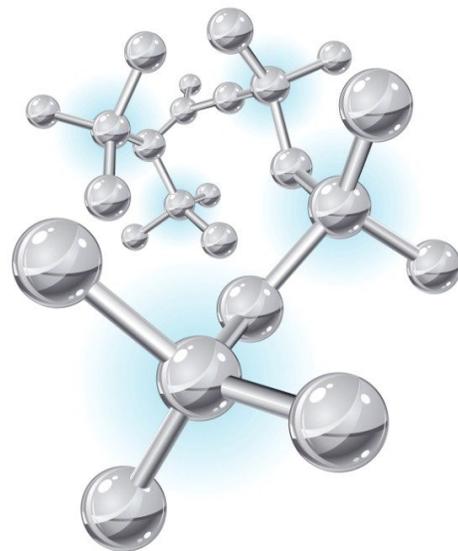
Anti Aging Peptides in Skin Care Products

Science has proven that **peptides** can help manage wrinkles in your skin and reverse the signs of aging. So how do peptides in skin care products make your skin look younger? Many skin care products contain them, so just what are peptides?

What are Peptides for Skin Care?

Human skin is comprised mostly of collagen. Collagen is a protein comprised of long segments of amino acids arranged like a chain.

- Collagen provides a foundation and thickness for skin
- Women under 30 have ample collagen, which results in smooth, tight skin
- The rest of us have less collagen – skin tends to be thinner, revealing more wrinkles



When collagen breaks down, short segments of amino acids are formed. These are the tiny proteins and active molecules known as peptides. **Peptides in skin care** can provide significant anti-aging benefits.

Skin Care Peptides Encourage Collagen Production for More Youthful Skin

When collagen is depleted by age and environmental factors, including sunlight, it is not fully replaced. As a result, smooth, young skin slowly becomes thinner and wrinkled over time. As collagen deteriorates, it produces certain peptides. Research from the National Institutes of Health (NIH) shows that these peptides send a "message" to your skin that it has lost collagen and needs to generate more. When skin care peptides are applied topically, your skin "thinks" that it's a collagen break down product and that your body needs to manufacture new collagen. So you can successfully minimize wrinkles and give your skin a more youthful appearance with the application of skin care peptides that trigger the production of collagen. It is therefore important to use a good peptide wrinkle cream.

The most commonly used peptide in skin care is **Matrixyl** (palmitoyl- or oligopeptide pentapeptide). This is a neuropeptide that reduces fine lines very well. Research shows that the right peptide skin cream can play an important role in repairing wounds and improving skin conditions, including eczema and dermatitis. No adverse side effects have been reported in the use of skin care peptides.

Unless you're a biologist, that information likely doesn't mean very much to you, so here it is broken down:

Amino Acids:

Amino acids are organic compounds that help form proteins. Amino acids are made up of the elements carbon, hydrogen, nitrogen, and oxygen. They have many functions. For example: amino acids are responsible for giving proteins their structure, transporting nutrients, and sending signals to other cells.



Peptides:

When amino acids link together, they form chains called peptides. These chains can be short or long. And when peptides form longer chains of amino acids, they become the building blocks of proteins.

Proteins:

Proteins make up much of the body's tissue, organs, and skin. One of the body's most important skin proteins is collagen. In fact, 75 percent of your skin is collagen protein. Essentially, collagen is the foundation of your skin. And one of the reasons why you look so youthful when you're young is because you have a high rate of collagen production.

Collagen is what gives skin structure, strength, firmness, and smoothness.

As the body ages, collagen production slows down. The collagen you do have is prone to breaking down, or fragmenting. This decrease in collagen production leads to the visible signs of aging – like wrinkles, and skin that looks saggy. So, you can understand why collagen is so important – it helps increase the appearance of smooth, firm skin.

To summarize this mini science lesson: amino acids form peptides. And peptides, in turn, form proteins like collagen. Collagen is an integral component of firm, youthful skin. And without peptides, it can't be produced.

The Skin Benefits

So, the bad news is that collagen production slows as you age. The good news is that incorporating peptides into your skincare routine may help boost collagen production. This increase in collagen production is what makes peptides such a potent anti-aging skincare ingredient. Peptides can work to encourage skin elasticity, increase hydration and diminish the appearance of aging on the skin.

Creams and Serums

In creams and serums, short-chain amino acids is used to target the visible signs of aging, like wrinkles and sagging skin. Short-chain amino acid peptides are able to easily penetrate the top layers of skin. They can then send signals to your skin cells, directing them to perform certain functions, like collagen synthesis. In other words, when peptides are applied topically to the skin in the form of creams or serums, they can prompt the formation of collagen. A double-blind clinical trial studied the effects of peptides on the skin quality and smoothness of twenty women between the ages of 40 and 62. After four weeks of peptide application, 75% to 80% of the subjects saw an improvement in skin smoothness. There was a significant reduction in the number of wrinkles, as well as the length and depth of wrinkles on the skin.

Supplements

Turns out, you can also drink peptides. These peptides are called —hydrolyzed collagen, and they come in the form of powdered supplements. This powder is soluble in water and easily added to smoothies, juices, soups, and oatmeal. So what's hydrolyzed collagen? It's collagen that's been broken down into smaller amino acids. These smaller amino acids are easy for the body to absorb through the digestive system. So, while peptide creams stimulate collagen synthesis by penetrating skin from the outside, hydrolyzed collagen stimulates collagen synthesis from the inside.

Several studies have pointed out the benefits of peptide supplements for the skin. A 2015 trial found that collagen peptide supplements encouraged collagen density and reduced the amount of collagen breakdown in the skin. The supplements were also found to boost skin's hydration. Another study found that skin elasticity was significantly increased after 8 weeks of hydrolyzed collagen supplementation.

Peptides for Pretty Skin

Peptides are becoming a more prominent component of many skincare creams and supplements. Because they play such an important role in collagen production, peptides have the potential to boost your own skin's firmness, smoothness, and strength. And while the science is surprisingly simple, the results on your skin may be superb.

Pentapeptides

Pentapeptides are made of five peptide units linked together. Some examples of specific pentapeptides found in skin care include Palmitoyl Pentapeptide, also called Matrixyl, and Myristoyl Pentapeptide. They work by stimulating the production of collagen and hyaluronic acid, two natural components of skin that people lose as they age. Because collagen and hyaluronic acid work to support the skin structure, their loss results in wrinkles and sagging skin. Using pentapeptides is one way to counteract and stop this damage, Philosophy and Strivectin are two companies that include pentapeptides in their skin-care lines.

Oligopeptides

Oligopeptides found in skin-care products are similar to pentapeptides, but instead of five units, they contain six, seven or more. Sometimes these are referred to by their specific names -- heptapeptides for those with seven peptide units, for example. Oligopeptides, such as pentapeptides, stimulate collagen and hyaluronic acid production. Palmitoyl oligopeptide is one common type of oligopeptide.

Copper Peptides

Copper peptides hook up with molecules of copper to carry out their activity. The combination of peptide and copper molecules make their way into the deep layers of the skin. Here, they stimulate collagen growth and promote skin healing. Because they latch onto copper molecules and drag those molecules through multiple skin layers, copper peptides tend to be extremely small molecules.

Neuropeptides

Neuropeptides act by affecting neurotransmitters in the skin. When this happens, nerve cells in the skin cease communicating and relax. The overall effect is that skin becomes smoother and wrinkles disappear. Acetyl Hexapeptide, also known by the trade name Argireline, is a six-peptide neuropeptide.

Fruit Acids

With increasing research into what causes wrinkles and the effects of photo ageing, alpha hydroxy acids have increased greatly in popularity. Alpha hydroxy acids have been used for thousands of years as a skin rejuvenating product. Cleopatra is reported to have bathed in sour milk (lactic acid) to improve her complexion. Now hydroxy acids are a common additive to numerous skin care prod-

ucts including moisturizers, cleansers, toners, and masks.

Alpha Hydroxy Acids Defined

Alpha hydroxy acids are derived from fruit and milk sugars. The most commonly used alpha hydroxy acids are glycolic acid and lactic acid because they have a special ability to penetrate the skin. They also have the most scientific data on their effectiveness and side effects. The following are the 5 major types of alpha hydroxy acids found in skin-care products and their sources:

- glycolic acid – sugar cane
- lactic acid – milk
- malic acid – apples and pears
- citric acid – oranges and lemons
- tartaric acid – grapes

How Alpha Hydroxy Acids Work

Alpha hydroxy acids work mainly as an exfoliant. They cause the cells of the epidermis to become "unglued" allowing the dead skin cells to slough off, making room for re-growth of new skin. Alpha hydroxy acids may even stimulate the production of collagen and elastin. Alpha hydroxy acids are reported to improve wrinkling, roughness, and mottled pigmentation of photo-damaged skin after a few weeks of daily application. Alpha hydroxy acids found in skin-care products work best in a concentration of 5% to 8% and at a pH of 3 to 4.

Side Effects of Alpha Hydroxy Acids

The two major side effects of alpha hydroxy acids are irritation and sun sensitivity. Symptoms of irritation include redness, burning, itching, pain, and possibly scarring when the percentage is too high. People with darker coloured skin are at a higher risk of scarring pigment changes with alpha hydroxy acids. The use of alpha hydroxy acids can increase sun sensitivity by 50% causing an interesting dilemma. It appears that alpha hydroxy acids may be able to reverse some of the damage caused by photo-aging, but at the same time they make the skin more susceptible to photo-aging. It is clear that anyone using alpha hydroxy acids must use a good sunscreen that contains UVA and UVB protection (SPF 15 – 45).

FDA Guidelines on Alpha Hydroxy Acids

Because of concerns over the side effects of alpha hydroxy acids, the FDA in 1997 announced that alpha hydroxy acids are safe for use by consumers with the following guidelines:

- The AHA concentration is 10% or less
- The final product has a pH of 3.5 or higher
- The final product must have an effective sunscreen in the formulation or warn people to use sunscreen products

Alpha Hydroxy Acids & Chemical Peels

Alpha hydroxy acids in various concentrations are used in chemical peels. The concentration determines who can use it. Alpha hydroxy acid products sold to consumers must have a concentration of less than 10%.

Trained cosmetologists can use alpha hydroxy acid products that have a concentration of 20% to 30%. These chemical peels give results that are similar to microdermabrasion –erasing fine lines and giving the skin a smoother appearance with 1 to 3 applications. However, these treatments must be repeated every 3 to 6 months to maintain this skin appearance. Doctors can use alpha hydroxy acid products that have a concentration of 50% to 70%. These treatments also erase fine wrinkles and remove surface scars, but the effects last longer –up to 2 to 5 years. The higher the alpha hydroxy acid concentration used in a chemical peel, the more skin irritation occurs. At the 50% to 70% concentration, a person could expect to have severe redness, flaking, and oozing skin that can last for 1 to 4 weeks.

The Difference between Alpha and Beta Hydroxy Acids

The main difference between alpha hydroxy acids and beta hydroxy acid is their lipid (oil) solubility. Alpha hydroxy acids are water soluble only, while beta hydroxy acid is lipid (oil) soluble. This means that beta hydroxy acid is able to penetrate into the pore which contains sebum and exfoliate the dead skin cells that are built up inside the pore. Because of this difference in properties, beta hydroxy acid is better used on oily skin with blackheads and whiteheads. Alpha hydroxy acids are better used on thickened, sun-damaged skin where breakouts are not a problem.

Antioxidants are molecules that fight free radicals in your body. Free radicals are compounds that can cause harm if their levels become too high in your body. They're linked to multiple illnesses, including diabetes, heart disease, and cancer. Your body has its own **antioxidant** defenses to keep free radicals in check.

“Antioxidants protect the skin by limiting free radical production, which can damage the skin. With daily use, they can reduce lentigines (sun spots), help combat visible signs of aging and calm skin inflammations. Several antioxidants provide the skin with hydration and increase moisture retention to help revitalize dull-looking skin.”

Free Radicals and Antioxidants

Free radicals play a dual role in our body that can be both beneficial and harmful. Our body purposely creates free radicals to neutralize viruses and bacteria. However, too much of it affects the DNA, lipids and proteins that can trigger diseases. These free radicals are unstable, highly reactive molecules that have one or more unpaired electrons. To gain stability, they attack stable molecules, triggering a chain reaction that damages healthy cells. Once an overload of free radicals is present in our system, it causes oxidative stress, or an imbalance between the production of free radicals and the ability of the body to counteract or detoxify their harmful effects.

Environmental factors like radiation from the sun, pollution, radiation, cigarette smoke and other toxic chemicals are also known to trigger the formation of free radicals. Fortunately, studies have shown that the inclusion of antioxidants in your skin care regimen can help your skin fight free radical damage and recover from oxidative stress.

The 5 Main Benefits of Antioxidants for Your Skin

1 Antioxidants help correct signs of age.

Oxidative stress breaks down collagen, hinders skin's natural repair process and triggers inflammation—and you see these as fine lines, wrinkles, loose skin, acne breakouts and a blotchy skin tone. By scavenging free radicals, antioxidants can help prevent and correct these visible signs and give skin a more youthful glow.

2 Antioxidants help prevent sunburn.

“By definition, all antioxidants have anti-inflammatory properties,” explains board-certified dermatologist Ashley Magovern, medical director at Dermstore. “They blunt your skin's inflammatory response to the sun's harmful rays, preventing sunburn and providing enhanced protection against sun damage and photoaging.”

3 Antioxidants help skin repair itself.

Inflamed skin impedes the skin's rejuvenation process. By reducing inflammation, antioxidants allow skin to repair itself and correct visible damage. “Some antioxidants, like vitamin C, can also stimulate collagen production, which is vital for youthful skin,” adds Dr. Magovern.

4 Antioxidants help brighten skin tone.

Free radicals and frequent sun exposure can also trigger changes in our skin's melanin production, causing dark spots and uneven skin tone. By reducing photodamage, antioxidants can help prevent abnormal skin pigmentations. Some antioxidants (again, like vitamin C) also work as a tyrosinase (an enzyme that stimulates melanin production) inhibitor.

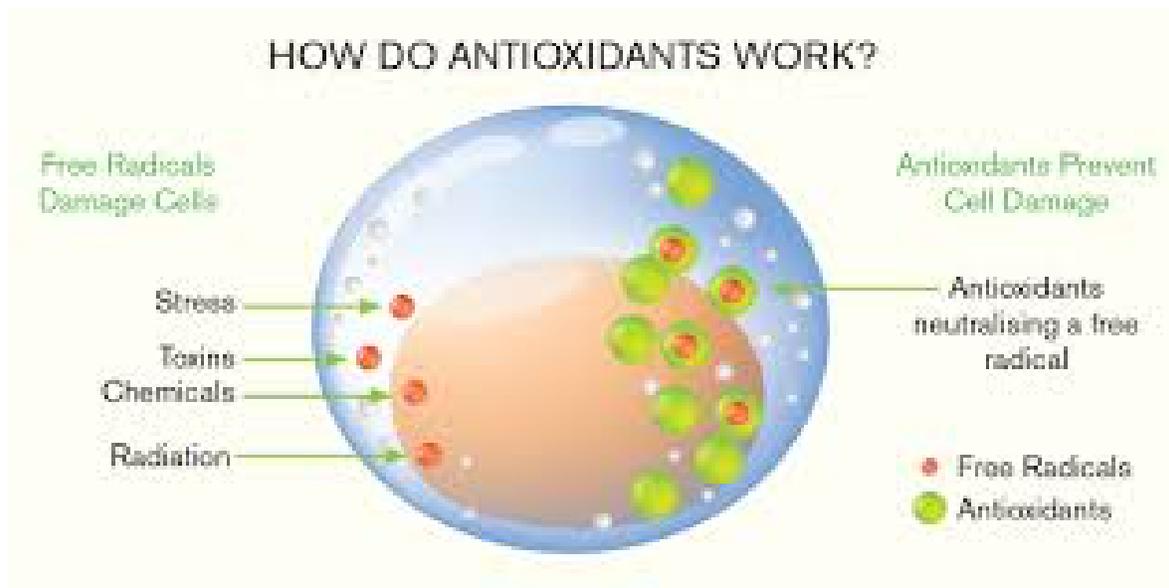
5 Antioxidants may help prevent skin cancer.

Some antioxidants, such as vitamins A, C and E, have anti-carcinogenic properties and may help prevent skin cancer.

The Best Antioxidants for Your Skin

Antioxidants aren't all cast in the same mold. While they're all designed to protect the cells from UV light, pollution and other environmental elements that produce damaging free radicals, some are found to be more potent than others. Here are just some of the most popular antioxidants found in your skin care products:

- COENZYME Q10
- FLAVONOIDS
- NIACINAMIDE
- POLYPHENOLS
- RESVERATROL
- RETINOL
- VITAMIN A
- VITAMIN C
- VITAMIN E



l u v i t é c o s m e c e u t i c a l s

INFLAMMATION

What is inflammation?

Inflammation is part of the body's defense mechanism and plays a role in the healing process. When the body detects an intruder, it launches a biological response to try to remove it.

The attacker could be a foreign body, such as a thorn, an irritant, or a pathogen. Pathogens include bacteria, viruses, and other organisms, which cause infections.

Sometimes, the body mistakenly perceives its own cells or tissues as harmful. This reaction can lead to autoimmune diseases, such as type 1 diabetes.

Experts believe inflammation may contribute to a wide range of chronic diseases. Examples of these are metabolic syndrome, which includes type 2 diabetes, heart disease, and obesity. People with these conditions often have higher levels of inflammatory markers in their bodies. In this article, find out more about why inflammation happens, its symptoms, and ways to resolve it.

Types and symptoms

Acute inflammation

Acute inflammation can result from:

- exposure to a substance, such as a bee sting or dust
- an injury
- an infection

When the body detects damage or pathogens, the immune system triggers a number of [reactions](#):

- Tissues accumulate plasma proteins, leading to a buildup of fluid that results in swelling.
- The body releases neutrophils, a type of white blood cell, or leukocyte, which move toward the affected area. Leukocytes contain molecules that can help fight pathogens.
- Small blood vessels [enlarge](#) to enable leukocytes and plasma proteins to reach the injury site more easily.

Signs of acute inflammation can appear within hours or days, depending on the cause. In some cases, they can rapidly become severe. How they develop and how long they last will depend on the cause, which part of the body they affect, and individual factors.

Some factors and infections that can lead to acute inflammation include:

- acute bronchitis, appendicitis and other illnesses ending in “-itis”
- an ingrown toenail
- a sore throat from a cold or flu
- physical trauma or wound

Chronic inflammation

Chronic inflammation can develop if a person has:

Sensitivity: Inflammation happens when the body senses something that should not be there. Hypersensitivity to an external trigger can result in an allergy.

Exposure: Sometimes, long-term, low-level exposure to an irritant, such as an industrial chemical, can result in chronic inflammation.

Auto-immune disorders: The immune system mistakenly attacks normal healthy tissue, as in psoriasis.

Auto-inflammatory diseases: A genetic factor affects the way the immune system works, as in Behçet’s disease.

Persistent acute inflammation: In some cases, a person may not fully recover from acute inflammation. Sometimes, this can lead to chronic inflammation.

Factors that may increase the risk of chronic inflammation include:

- older age
- obesity
- a diet that is rich in unhealthy fats and added sugar
- smoking
- low sex hormones
- stress
- sleep problems

Long-term diseases that doctors associate with inflammation include:

- asthma
- chronic peptic ulcer
- tuberculosis
- rheumatoid arthritis
- periodontitis
- ulcerative colitis and Crohn's disease
- sinusitis
- active hepatitis

Inflammation plays a vital role in healing, but chronic inflammation may increase the risk of various diseases, including some cancers, rheumatoid arthritis, [atherosclerosis](#), periodontitis, and [hay fever](#).

A person with acute inflammation might experience pain in the affected area. There are two main types of inflammation: acute and chronic.

Symptoms of acute inflammation last a few days. Subacute inflammation lasts 2–6 weeks. Chronic inflammation can continue for months or years. It either has or may have links to various diseases, such as:

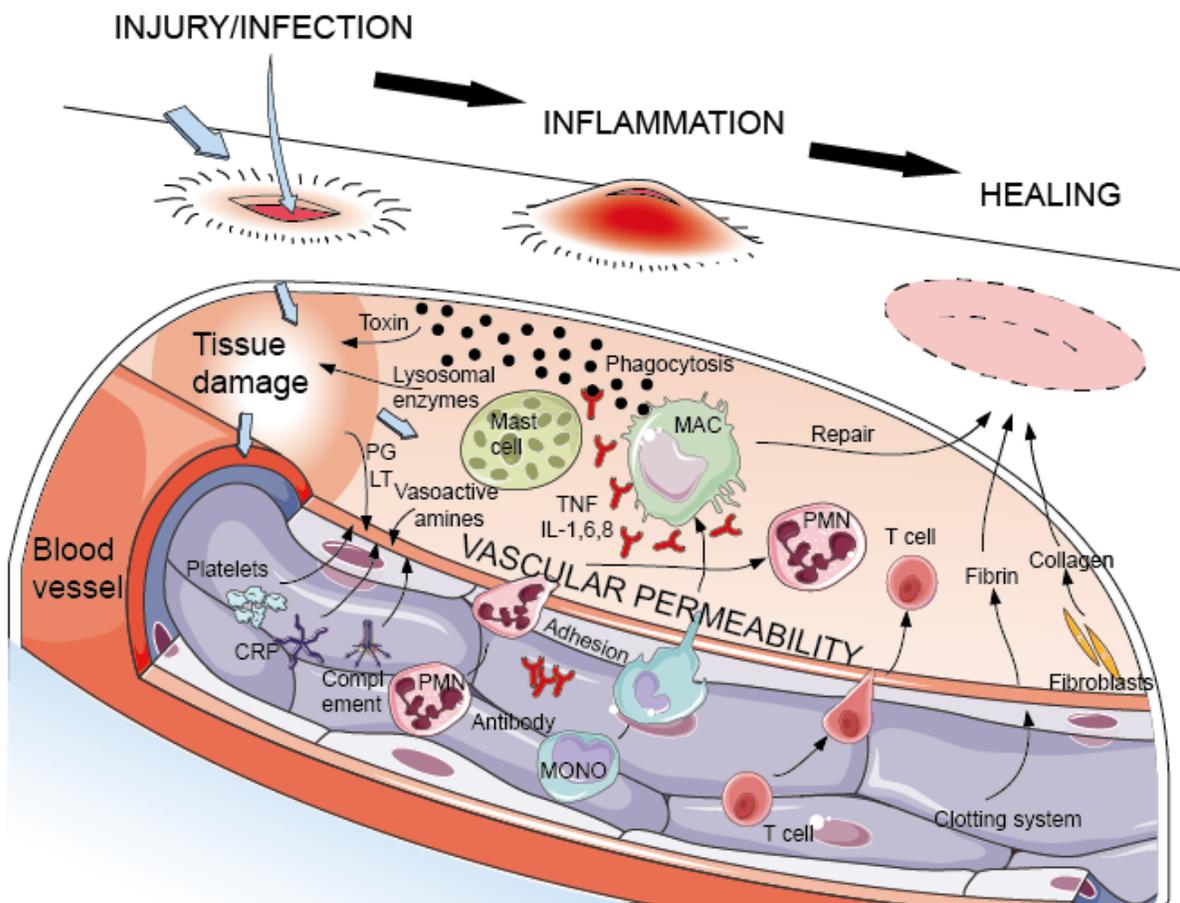
- diabetes
- cardiovascular disease (CVD)
- arthritis and other joint diseases
- allergies
- chronic obstructive pulmonary disease (COPD)
- psoriasis
- rheumatoid arthritis

The symptoms will depend on the disease, but they may include pain and fatigue.

Inflammation is part of the process by which the immune system defends the body from harmful agents, such as bacteria and viruses. In the short term, it can provide a useful service, although it may also cause discomfort.

Long-term or chronic inflammation, however, can both lead to and result from some severe and possibly life threatening conditions.

People with tumors, rheumatoid arthritis, inflammatory bowel disease, drug reactions, and other health issues may have high levels of CRP, which is a sign of an inflammatory immune response. As scientists learn more about the role of inflammation in disease, their findings could lead to more effective treatments for various illnesses that do not yet have a cure, such as type 1 diabetes.



THE IMPORTANCE OF GUT HEALTH

Does Gut Health Really Affect Skin Health?

From genetics and hormones to diet and nutrition, the skin is often a reflection of what is happening within the body. So, what role does the gut play in skin health? The AEDITION breaks it down.

The health of the skin at any given time is the result of any number of things. From genetics and hormones to diet and nutrition, the skin is often a reflection of what is happening internally within the body. So, it should come as no surprise that an unhealthy gut can reveal itself through various skin conditions. On the flip side, a well-balanced gut can help ward off potential complexion concerns. Here is a guide to everything you need to know about the relationship between the gut and the skin.

What Is a ‘Healthy’ Gut?

If you associate the word ‘gut’ with a big ol’ beer belly, you’ll be pleased to know the term actually refers to a person’s gastrointestinal tract. This includes the entire digestive tract from the mouth, passing through the digestive organs (like the esophagus, stomach, and intestines), and ending with the rectum and anus. The gut is responsible for processing all nutrients that are consumed, and it uses peristalsis (a.k.a. muscular contractions) to move the food through the digestive system. Your gut also houses the majority of the bacteria in the body. The [National Institutes of Health \(NIH\) Human Microbiome Project](#) found that the body contains trillions of microorganisms that outnumber human cells by a 10 to one margin, and the largest number of microbes can be found in the large and small intestine.

While the word ‘bacteria’ tends to have a negative connotation, it is important to remember that there are good bacteria, too. [As the Harvard School of Public Health reports](#), microorganisms in the microbiome exist to aid digestion, stimulate the immune system, break down potentially toxic food compounds, and synthesize certain vitamins and amino acids critical to human living. Maintaining optimal health means having enough good bacteria to counteract the bad bacteria. While each person has a unique microbiome that is initially determined by genetics, it can ultimately be impacted by environmental factors like diet, medical history, and more.

In the gut, bacterial imbalances are linked to inflammatory conditions like irritable bowel syndrome (IBS), diarrhea, and constipation. And gut issues can also manifest in other parts of the body. “Overgrowth of bacteria in the gut, also known as small intestinal bacterial overgrowth (SIBO), has been linked to both acne and rosacea in several research studies,” says board certified dermatologist [Adriana Lombardi, MD](#), of Skin Cancer and Cosmetic Surgery Center of New Jersey. “A genetic predisposition will make a person more likely to get a specific condition, but sometimes balancing the gut microbiome will help these patients even with genetic predispositions.”

The Relationship Between the Gut and the Skin

The Gut–Skin Axis (or the Skin–Gut Axis, depending on who you ask) is a widely researched concept — though not yet fully understood. Regardless, researchers are confident that there is a relationship between gut health and skin health.

“It has been clinically proven that when digestive balance is off — whether the cause is stress, poor diet, or lack of sleep — the gut becomes overrun with bad bacteria, which can lead to skin-aggravating inflammation,” says Roshini Rajapaksa, MD, a board certified gastroenterologist and co-founder of TULA Skincare. “This inflammation can cause acne, redness, sensitivity, and even the breakdown of collagen, which can cause wrinkles.”

A recent study from Frontiers in Microbiology concluded that — through complex immune mechanisms — the gut microbiome influences distant organ systems, including the skin. Through modulations of ‘good’ bacteria (think: probiotics, prebiotics, and synbiotics), they have found proven benefits in the prevention and/or treatment of inflammatory skin disorders, like acne vulgaris, atopic eczema, and rosacea.

“The gut holds a highly immunoregulatory role. Various foods that we eat or bacteria that colonize the gut can potentially cause inflammation in the gut. Inflammation in the gut releases pro-inflammatory cytokines throughout the body,” Dr. Lombardi explains. “The skin is the largest organ in the body and does react to these inflammatory cytokines in various ways resulting in different forms of skin disease.”

Naturopathic doctor Nigma Talib, ND, agrees, adding that eczema, acne, rosacea, dry skin, collagen breakdown, and sagging skin are just a few of the common skin concerns linked to the gut microbiome. “You have trillions of bacteria in your gut and they control the condition of your skin,” she says. “Bad bacteria can cause your skin to break out, while, from my clinical experience, the good bacteria can help prevent and treat acne, rosacea, and eczema.”



How to Improve Gut Health

At birth, your microbiome is the result of genetics, but external factors come into play as soon as a person begins interacting with the outside world. As such, environmental changes can have both positive and negative effects on the gut. Here are three ways to improve gut health.

1. A HIGH-FIBER DIET

While you can't change your genes, you can change your diet. On one hand, sugars like glucose and lactose are quickly absorbed in the upper part of the small intestine and do little to improve gut health (in fact, they do more harm than good). On the other hand, high-fiber foods can be beneficial to the quality of bacteria in the microbiome. According to Harvard's School of Public Health, the way the body digests dietary fiber in the large intestine can lower the pH of the colon and limit the growth of harmful microbes.

High-fiber, prebiotic-rich foods can be found in the raw form of the allium family (i.e. garlic, onions, and leeks), in addition to bananas, nuts, whole grains, and legumes to name a few. While these foods provide several gut benefits, moderation is key. Because they are so fibrous, they can cause bloating, gas production, and other digestive issues.

As she outlines in her book, Younger Skin Starts in the Gut, Dr. Talib recommends a diet that avoids dairy, sugar, gluten, and alcohol (specifically, wine) 80 percent of the time, while increasing the intake of healthy proteins, leafy greens, and cruciferous vegetables. Once on the eating plan, her clients typically start seeing gut and skin improvements in about four weeks.

2. INGESTIBLE AND TOPICAL PROBIOTICS

Consuming and applying probiotics is another avenue to take to improve both gut and skin health. While there are countless probiotic supplements on the market, there is no shortage of foods with naturally occurring probiotic properties. Fermented foods and drinks like kefir, kimchi, kombucha, sauerkraut, tempeh, and miso are just a few of nature's probiotic sources.

"Probiotics are natural, good-for-you bacteria that work to improve your health, both inside and out," Dr. Raj says, adding that the use of topical probiotics, as found in TULA Skincare, is a "true breakthrough" for the complexion. While ingestible probiotics balance the microbiome, probiotics in skincare have been shown to soothe and calm skin inflammation for virtually every skin type (i.e. sensitive, dry, oily, acne prone).

“Probiotics are clinically proven to reduce the appearance of inflammation and can also help to reduce the appearance of redness and irritation, which helps improve the skin’s clarity and tone,” Dr. Raj explains. “Probiotics help defend the skin against age-accelerating environmental stressors and free radicals, which can help the appearance of fine lines and wrinkles.” Additionally, research shows certain skin conditions can be effectively treated with good bacteria. “It has been found that using oral and topical probiotics to restore the normal gut and skin flora is helpful in treating acne and rosacea,” Dr. Lombardi says. When looking for anti-inflammatory skincare, Dr. Raj recommends prioritizing clean and efficacious ingredients, like probiotics, turmeric, blueberry, rice nutripeptides, and watermelon fruit extract, for best results.

3. LIFESTYLE CHANGES

By now you can probably tell that the health of both the gut and the skin requires an internal and external approach. “What you do on the inside will show on the outside,” Dr. Talib says. “There is no getting around this. Inner health and wellness gives you glowing skin.” In addition to a well-balanced diet, a regular fitness routine and good sleep schedule will help keep the entire body (including the gut) operating optimally. “The results of resetting the gut microbiome take a month or two and require a good diet and supplementation — in addition to hardwork and dedication,” Dr. Lombardi says. “Monitoring inflammatory markers is an option in gauging how inflammation in the body may be decreasing as a result of changes to the gut.” Another thing to consider? Your antibiotic intake.

According to the Centers for Disease Control (CDC), about 30 percent of antibiotics are prescribed unnecessarily in the United States. Antibiotics are designed to kill bad bacteria, and they can effectively treat certain bacterial infections. But they also damage the microbiome by wiping out a significant number of ‘good’ bacteria. After a course of antibiotics, it can take months and even years to restore the beneficial gut bacteria that is lost. Consulting with a board certified provider will ensure you receive the best course of treatment.

So... Your skincare routine is an important part of your skin health, but so is your gut. While researchers are still learning to understand the full scope of the gut-skin axis, there is no doubt that the health of the microbiome can impact the appearance of the skin. Fortunately, there are several ways to improve gut health and restore ‘good’ bacteria, including adopting a high-fiber diet, incorporating topical and oral probiotics into your wellness routine, and limiting your sugar intake.



 | LUVITÉ
Skin by design

l u v i t é c o s m e c e u t i c a l s _____

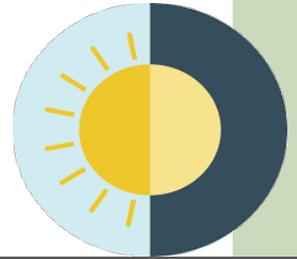


l u v i t é c o s m e c e u t i c a l s

CLEAN SERS

cleanser

Luvité Cleanser is a refreshing, deep cleansing, soap free cleanser. Having a pH of 4, it thoroughly cleanses the skin of natural oils that may inhibit the absorption of subsequent treatments.



CLEANSER 200ML / 500ML PRODUCT BENEFITS

- Skin looks smoother and younger by increasing the rate of cell renewal.
- Boost skin cell turnover time
- Gives a firming and decongestant action
- Softens and moisturises the skin
- Serves as make-up remover as well

Ingredients:

- **Multifruit® BSC** is a concentrated blend of five botanical extracts: bilberry, sugar cane, sugar maple, orange, and lemon. These extracts contain several naturally occurring alpha hydroxy acids. Alpha hydroxy acids have been shown to promote smoother, younger looking skin by increasing the rate of cell renewal.
- **Rosemary Extract** –An extract obtained from the fresh, flowering tops of the plant. Used for its tonic properties and as a stimulant to the tissues. A natural diuretic, rosemary extract helps to release fluids from the tissues and gives a firming and decongestant action.
- **Propylene Glycol** –A Clear, colourless liquids which are among the most common moisture-carrying vehicles in skin care. Superb permeation through the skin and excellent humectants' properties. Softens and moisturises the skin.

Properties:

- Cleanse the skin of all natural oils and traces of make-up to prepare the skin for treatment that follows
- Deep cleansing and anti-ageing properties

Direction for use:

Retail:

Apply a small amount directly to skin and massage into face, neck and décolletage area. Rinse thoroughly with warm water. Make sure to rinse properly. Follow with Luvité Toner. Use twice daily.

Salon:

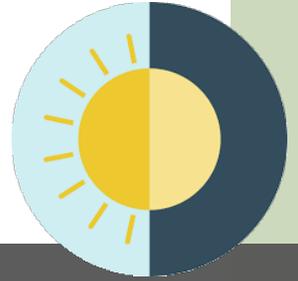
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Selling Points:

- Skin looks smoother and younger by increasing the rate of cell renewal.
- Boost skin cell turnover time
- Gives a firming and decongestant action
- Softens and moisturises the skin
- Serves as make-up remover as well

makeup remover

Luvite Makeup Remover is a smooth and silky feel cream that removes every trace of make-up leaving the skin feeling moisturised and clean. Can be followed with Luvité Cleanser, Toner and the rest of your personalized skin care regime.



MAKEUP REMOVER 200ML / 500ML



PRODUCT BENEFITS

- Skin looks smoother and younger by increasing the rate of cell renewal.
- Gives a firming and decongestant action
- Softens and moisturises the skin
- Serves as make-upremover as well
- **Propylene Glycol** –A Clear, colourless liquids which are among the most common moisture-carrying vehicles in skin care. Superb permeation through the skin and excellent humectants' properties. Softens and moisturises the skin.
- **Phenoxyethanol**– Common cosmetics preservative that's considered one of the least sensitizing preservatives for use in formulations. Occurs naturally in green tea.

Properties:

- Cleanse the skin of all natural oils and traces of make-up to prepare the skin for treatment that follows
- Deep cleansing and anti-ageing properties

Direction for use:

Retail:

Soothing but powerful, rich but easy to rinse away, the Luvité Cleansing Cream is the comfort blanket of the cleansing market. Work it into skin to dissolve pretty much every scrap of makeup, and it left my combination complexion soft and looking remarkably calmer, with my usual redness reduced. For a cleanser it's obviously a treat, but then again the right cleanser can help to address everything from acne to dullness to skin ageing. Apply a small amount directly to skin and massage into face, neck and décolletage area. Rinse thoroughly with warm water. Make sure to rinse properly. Follow with Luvité Toner. Use twice daily.

Salon:

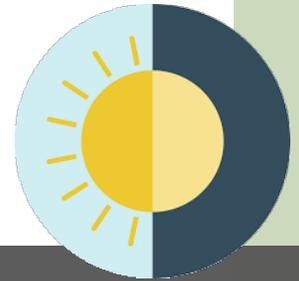
Apply a small amount directly to skin and massage into face, neck and décolletage area. Rinse thoroughly with warm water. Make sure to rinse properly. Follow with Luvité Toner. Use twice daily.

Selling Points:

- Skin looks smoother and younger by increasing the rate of cell renewal.
- Softens and moisturises the skin
- Serves as make-upremover and cleanser as well

cleansing cream

Cleansing Cream is a multipurpose silky smooth luxurious feel cleanser that can be used as a pre-cleanse or cleanser. Can be followed with Luvité Cleanser, Toner and the rest of your personalized skin care regime.



CLEANSING CREAM 200ML / 500ML

PRODUCT BENEFITS

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- Gives a firming and decongestant action
- Softens and moisturises the skin
- Serves as make-upremover as well
- **Propylene Glycol** –A Clear, colourless liquids which are among the most common moisture-carrying vehicles in skin care. Superb permeation through the skin and excellent humectants' properties. Softens and moisturises the skin.
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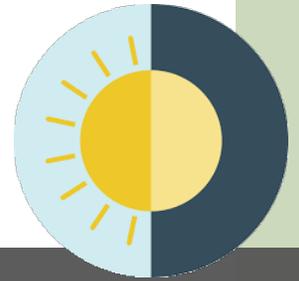
Apply a small amount directly to skin and massage into face, neck and décolletage area. Rinse thoroughly with warm water. Make sure to rinse properly. Follow with Luvité Toner. Use twice daily.

Selling Points:

- Skin looks smoother and younger by increasing the rate of cell renewal.
- Softens and moisturises the skin
- Serves as make-upremover and cleanser as well

toner

The soothing, moisturising, and skin softening properties of the Luvité Toner, combined with its ability to promote healthy cells and its ability to teach the skin to keep more moisture in the skin makes it an essential component in the Luvité Cosmeceutical skin care range.



TONER 200ML / 500ML

PRODUCT BENEFITS

- Leaving skin feeling moisturised, lively, soft and smooth.
- Luvité Toner is anti-inflammatory and improves couperose
- Anti-ageing, restore circulation, promotes healthy cell renewal
- Helps product penetration
- pH 4

Ingredients:

- **Lactic Acid** –enhances the overall quality of the skin and treats various skin concerns:

It has intensive hydrating properties and moisturizes the skin very well.

It prevents photo-ageing (premature skin ageing as a result of sun exposure) and prevents sun damage. It acts as an exfoliant and makes the skin soft and rejuvenated.

It stimulates collagen production within the skin cells.

It also acts as an antibacterial agent.

It is an excellent astringent.

It is used to treat skin problems such as acne, impurities, and oily skin breakouts.

- **Allantoin** –Derivative of the herb comfrey, which is known for its soothing and smoothing properties. Allantoin is a very effective and essential anti-ageing skin care ingredient. Allantoin is extracted from the roots and leaves of the comfrey plant which has long been used to expedite healing.
- **Comfrey** – Encourage the growth of new cells and repair the skin
- **Witch Hazel** –Act as an astringent and is great for tired sluggish, oily and dry skin. Helps restore circulation and fights broken capillaries.
- **Horse Chestnut Seed** –have anti-inflammatory properties for skin and improving the elastic tissue surrounding the vein thus combating couperose.

Direction for use:

Retail:

Use twice a day, after cleansing and before Luvité Age Delay Serum, or Luvité Essential Day Cream or Luvité Essential Night Cream, apply to cotton wool, and directly onto the skin.

Salon:

After cleansing, and before final application of Luvité Day Cream or Luvité Night Cream at the end of any Luvité Signature Skin Care Treatment, apply Luvité Toner to cotton wool and directly onto skin.

Selling Points:

- Stimulate the growth of new cells and repair the skin, thus anti-ageing
- Moisturising to the skin and Fights broken capillaries
- Prepare the skin for any treatment that follow

l u v i t é c o s m e c e u t i c a l s

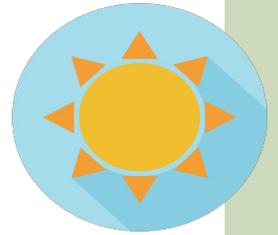
MOIS TURISERS



Skin by design

essential day cream

Luvité Essential Day Cream contains anti-oxidants, vitamins to fight the free radicals which cause aging, and collagen to tighten and tone the skin. It nourishes the epidermis with flavonoids and protects the skin from the water loss. It further contains an organically SPF which protects the skin against sun damage. This lightly textured day cream is suitable for every skin type.



ESSENTIAL DAY CREAM PRODUCT BENEFITS

50ML / 200ML

- Anti-ageing
- Containing vitamins to fight free radicals AND collagen to tighten and tone the skin
- Promoting firmer, smoother and more elastic skin
- Collagen production is boosted
- Prevent capillary fragility –anti Couperose

Ingredients:

- **Shea Butter** –is a plant lipid that is used as a natural moisturising emollient in cosmetics.
- **Grape Seed Oil** –Antioxidant, moisturising effect. It has mildly astringent help to tighten and tone the skin, which makes it useful for acne and other skin complaints. It is rich in linoleic acid, an essential fatty acid quite important for the skin and the cell membranes. Grape seed oil has regenerative and restructuring virtues and has great skin moisturising properties.
- **Collagen Extract** –Responsible for skin strength and elasticity, combats anti-ageing.
- **Retinal Palmitate** –Form of vitamin A. It is a combination of retinol (pure vitamin A) and palmitic acid. There is research showing it to be effective as an antioxidant and skin-cell regulator.
- **Centella Asiatica** –collagen enhancement, antioxidant, anticellulite and UV protection capacity properties. The antioxidant activity of Centella (84%) was compared to grape seed extract (83%) and Vitamin C (88%). Its lipolytic activity was observed by the release of glycerol (115.9 $\mu\text{mol/L}$) at 0.02% concentration. Centella extracts exhibited similar UV protection effect to OMC at 10% concentration.

Directions for use:

Retail:

Use in the morning after cleansing, toning and treatment (Luvité Age Away Serum) – just enough to cover the entire skin. Luvité Day Cream can also be used as a lighter night cream after treatment (Luvité Age Away Serum and / or Luvité Fruity Acids). Mix 2 –3 drops of Luvité Hydrating Formula into Luvité Day Cream (morning and / or evening) for more moisture.

Salon:

Can be used to finish the Luvité Signature Skin Care Treatment, or 1 unit of Vitamin C can be mixed into the Luvité Essential Day Cream to be used as a Moisture Mask. Apply a layer of Luvité Moisture Mask to the skin, and steam for 5 minutes.

Selling Points:

- Deeply moisturises the skin
- Tightens and tones the skin
- Protects the skin of water loss
- Fights free radicals that causes ageing
- Strengthens capillary walls to fight redness
- Contains an organic SPF

essential night cream

The Luvité Essential Night cream is packed with nutrients such as Vitamin A, B1, B2, B6 and extremely rich in vitamin E. A rich moisturising cream, yet light and easily absorbed, ideal for all skin types. Luvité Night Cream improves complexion and retains glow to the skin, restores and retains moisture levels in the skin.



ESSENTIAL NIGHT CREAM 50ML / 200ML PRODUCT BENEFITS

- Deeply moisturising that can be used by any age
- Strengthens the capillary walls to reduce redness of the skin
- Aids healthy cell reproduction, thus is anti-ageing
- Inhibits enzymes that break down collagen and elastin
- A very light, but rich moisturising cream that gives a lot of moisture to the skin.
- Strengthens the capillary walls to reduce redness of the skin

Ingredients:

- Grape Seed Oil – Antioxidant, moisturising effect. It has mildly astringent help to tighten and tone the skin, which makes it useful for acne and other skin complaints. It is rich in linoleic acid, an essential fatty acid quite important for the skin and the cell membranes. Grape seed oil has regenerative and restructuring virtues and has great skin moisturising properties. Collagen Extract – Responsible for skin strength and elasticity, combats anti-ageing
- Retinal Palmitate – Form of vitamin A. It is a combination of retinol (pure vitamin A) and palmitic acid. There is research showing it to be effective as an anti-oxidant and skincell regulator.
- Citrus Aurantium (Neroli) Oil (Bitter Orange): It is scientifically proven, that Neroli oil can clear the skin and treat the acne inflammation. Is anti-bacterial.
- Centella Asiatica – collagen enhancement, antioxidant, anti-cellulite and UV protection capacity properties. The anti-oxidant activity of Centella (84%) was compared to grape seed extract (83%) and Vitamin C (88%). Its lipolytic activity was observed by the release of glycerol (115.9 $\mu\text{mol/L}$) at 0.02% concentration. Centella extracts exhibited similar UV protection effect to OMC at 10% concentration.

Direction for use:

Retail:

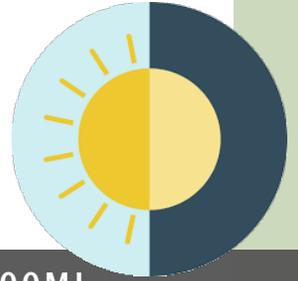
Salon:

Selling Points:

- Deeply moisturises the skin
- Tightens and tones the skin
- Protects the skin of water loss
- Fights free radicals that causes ageing
- Strengthens capillary walls to fight redness
-

hydrating formula

Luvité Hydrating Formula is a light textured aromatherapy oil, used to balance the moisture and hydration levels of the skin. Effective results are achieved with this outstanding product – it will help reduce oiliness and refine the skin – sort out the causes of the problem.



HYDRATING FORMULA

25ML / 100ML

PRODUCT BENEFITS

- Penetrates immediately, highly moisturizing
- Smooths and calm skin and reduces redness
- Effective healing properties
- Can be used for dermatitis, eczema and psoriasis
- Luvité Hydrating Formula gives immediate relief to any dryness or de-hydration of the skin, while refining skin and controlling oiliness.

Ingredients:

- **Lavender** –Helps skin to heal faster. Anti-septic, anti-inflammatory;balancing action on the skin and can be used for dermatitis, eczema and psoriasis. Effective in treating acne, dermatitis and oily skin problems.
- **Camomile** –Soothing & calming (easing irritation), anti-septic and toning. Soothing, sedative, softening, calmative, anti-inflammatory, sun protecting, wound healing.
- **Peppermint** –Stimulation, anti-viral,cools the skin, reduce redness, de-stressing of the skin.

Direction for use:

Retail:

Apply a few drops after Luvité Toner, morning and / or evening. A few drops can be mixed into Luvité Essential Day Cream and /or Essential Night Cream and applied after Luvité Age Away Serum and /or Luvité Fruity Acids.

Salon:

At the end of any Luvité Signature Skin Care Treatment, use Luvité Hydrating Formula to do a 20 minute massage before applying mask.

Selling Points:

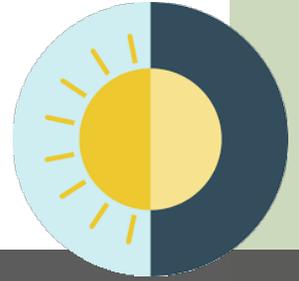
- Luvité Hydrating Formula gives immediate relief to any dryness or de-hydration of the skin.
- Reduce oiliness and refines the skin.
- Speeds up the healing process in the skin, and reduce redness
- It leaves the skin supple, smooth and even.
- Can be used for dermatitis, eczema and psoriasis

l u v i t é c o s m e c e u t i c a l s

SERUMS

age delay serum

Luvité Age Delay Serum was created to be the ultimate treatment in treating and prevention against the signs of aging. This product enhances fibroblast activity by stimulating growth factors. Age Delay Serum helps fight the signs of aging and create the softest and even coloured skin, while creating younger looking complexion.



AGE DELAY SERUM

50ML / 200ML

PRODUCT BENEFITS

- Effective Amplifier of collagen
- Increases Collagen production by Enhancing the Fibroblast activity
- Increase thickness of the Dermal Epidermal Junction
- Reformation of Collagen Fibres in the dermis
- Repair Natural Collagen Support layer
- Increase Skin elasticity and smooths appearance of skin
- Significantly tightens skin

Ingredients:

- **Arnica** – Anti-inflammatory, increase healing
- **Witch Hazel** – Extract of the hamamelis plant – acts as an astringent, is cooling and antiseptic, improve skin tone, helps restore circulation and fights broken capillaries.
- **Cucumis Sativus (Cucumber) Extract** – has an extremely soothing effect on the skin. Composed of amino acids, proteins, lipids, and Vitamin C that serves as an anti-oxidant that helps soothe, calm skin irritation, and relieve puffy skin. Some of the minerals found are magnesium, potassium and silica; silica helps reduce wrinkles and fine lines by tightening of collagen. Cucumber extract has anti-inflammatory qualities as well as moisture-regulating properties, and is perfect for revitalizing and hydrating
- **Elderberry flower** – Toning, Astringent and Soothing
- **Lecithin** – replenish and repair the skin due to its essential fatty acid content. Acts as a natural moisturiser. It is derived from soybeans. Lecithin has the ability to penetrate the epidermis and carry substances to the right cell level. It is an important source of choline and inositol, which are vital components of all cell membranes, and play an important role in cell growth and function

Direction for use:

Retail:

Use twice a day, after cleansing and before Luvité Age Away Serum, or Luvité Day Cream or Luvité Night Cream, apply to cotton wool, and directly onto the skin.

Salon:

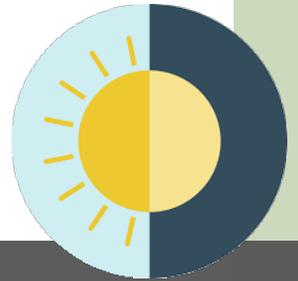
After cleansing, and before final application of Luvité Day Cream or Luvité Night Cream at the end of the Luvité Signature Skin Care Treatment, apply Luvité Toner to cotton wool and directly onto skin.

Selling Points:

- Stimulate the growth of new cells and repair the skin, thus anti-ageing
- Moisturising to the skin and Fights broken capillaries
- Prepare the skin for any treatment that follow

cell renewal serum

Luvité Cell Renewal Serum improves circulation and regenerates cell renewal to brighten, softens and smooth the skin. Containing smoothing and regenerating peptides that significantly increases skin elasticity, firmness and tone. Treat and prevent pigmentation.



CELL RENEWAL SERUM 50ML / 200ML PRODUCT BENEFITS

- Stimulate fibroblast, increase collagen and elastin synthesis to brighten the skin.
- Containing smoothing and regenerating peptides that significantly increases skin elasticity, firmness and tone.
- Tightening, firming and anti-puffing effect.
- Contains smoothing and regenerating peptides that significantly increases skin elasticity, firmness and tone.
- Treat and prevent pigmentation

Ingredients:

- **Oxido Reductases** – Have lightning properties. Reduce oxidation that can lead to premature aging, act as a free radical scavenger that neutralises the molecules in skin that can lead to collagen and elastin damage.
- **Sodium PCA** – Occurs naturally in human skin and is responsible for binding moisture to the cells. Highly water-absorbent, holding several times its weight in water, which makes it an excellent humectants and strong hydrating agent.
- **Glycoproteins** – have been shown to boost the skin's oxygen content, increase the cellular respiration capacity, and increase the energy level of skin cells by enhancing the production of energy-rich adenosine triphosphate (ATP). Glycoproteins also have moisturizing properties due to their content of water-binding polysaccharides (sugars). Acts as a humectant.
- **Algae Extract** – Some forms of algae, such as Irish moss and carrageenan, contain proteins, vitamin A, sugar, starch, vitamin B1, iron, phosphorus, magnesium, copper, and calcium. Beneficial for skin, either as emollients or antioxidants.
- **Glycerin** – Effective humectant and moisturiser attracting water to the intercellular space of the skin, protects the lipids of skin cells, good solvent for various water-insoluble ingredients, effective emollient and lubricant properties.
- **Dipeptide-2** – Helps improve lymphatic circulation and detoxifies skin. Improves lymph drainage. A dipeptide consisting of the standard amino acids valine and tryptophan. It's considered to be a Natural Moisturizing Factor (NMF). As an NMF, it helps keep the intercellular structure of the epidermis intact, facilitates the skin's healing process, prevents dermal irritation and may even regenerate the skin. In fact, several studies suggest that the topical application of dipeptide-2 may act as a growth promoter because of its ability to increase the skin's protein synthesis and amino acid uptake.
- **Palmitoyl Tetrapeptide-3** – Improves firmness and elasticity and decreases inflammation. Firming up tissues, helps to decrease puffiness, and decreasing inflammation ends to reduce the redness and soreness that often accompany other unwanted disruptions of the health of these tissues.

cell renewal serum

- **Glycine Soya (Soybean) Protein** – When included in skin care products, Glycine Soya offers numerous benefits. It is an **anti-inflammatory** agent for the skin. Glycine Soya is a powerful **antioxidant** because it is rich in **vitamin E**.

As a result, the extract is found in anti-aging skin care products with function to protect the skin from free Radicals which can minimize the damage caused by free radicals, and reduce the effects associated with the aging process and the development of fine lines and wrinkles. It can also **reduce cellular damage caused by the ultraviolet rays of the sun**, which is the reason why Glycine Soya is used in some sunscreens. One of Glycine Soya extract components – **Genistein** – has been shown to **stimulate the skin's production of collagen** which in turn increases its elasticity and a youthful appearance.

- **Hydrolysed Collagen** – Improves moisture content of skin, its visco-elastic properties, and smoothness benefit, increased density of collagen fibrils and the **fibroblasts'** density (the fibroblasts being the main cells of the **dermis**, and those producing **collagen**).
- **Allantoin** – a moisturising and **keratolytic** effect, increasing the water content of the **extracellular matrix** and enhancing the **desquamation** of upper layers of dead skin cells, increasing the smoothness of the skin; promoting cell proliferation and wound healing; and a soothing, anti-irritant, and skin protectant effect by forming complexes with irritant and sensitizing agents
- **Panthenol** – This natural ingredient can be found in plants and is a form of vitamin B5, also referred to as pantothenic acid. Panthenol has been deemed useful for improving appearances and softening the skin and offers antimicrobial properties. Because of panthenol's humectant-like properties, it is easily absorbed into layers beneath the skin's surface. Other functions include improving skin hydration, reducing itching and inflammation, and accelerating healing in epidermal wounds.
- **Papain** – Papain enzyme is derived from the papaya fruit, which is known for its exfoliating benefits

Directions for use:

Retail:

Apply in the morning and evening after cleansing and toning. Luvité Night Cream / Luvité Age Delay Serum may follow. Luvité Cell Renewal Serum can be used around the eye area.

Salon:

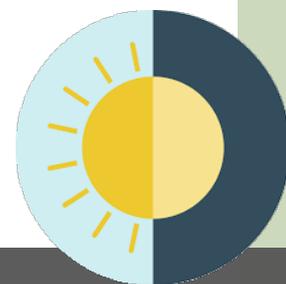
Luvité Cell Renewal Serum may be used as part of the Luvité Signature Skin Care Treatment regime with Vitamin C and /or Collagen, and the Luvité Micro Needling Procedure for a very effective cell renewal treatment. Treatment will leave the skin remarkable smoother, tighter and more lively. Positive charged.

Selling Points:

- Immediate visible results after a few applications.
- Leaves the skin remarkable smoother, tighter and more lively.
- Absorbs completely into the skin without leaving any oiliness

peptide serum

Luvité Peptides is an extraordinary product that improves the appearance of the skin dramatically. Stimulating the synthesis of the key constituents of the skin matrix: collagen, elastin and glycosaminoglycans. A primary treatment product to use in conjunction with Luvité Micro / Nano Needling Collagen Induction Therapy.



PEPTIDE SERUM 50ML / 150 ML PRODUCT BENEFITS

- Stimulate fibroblast, increase collagen and elastin synthesis to brighten the skin.
- Containing smoothing and regenerating peptides that significantly increases skin elasticity, firmness and tone.
- Treat and prevent pigmentation

Ingredients:

- **Palmitoyl Pentapeptide-3** – a skin rejuvenation compound. The proponents claim that palmitoyl pentapeptide-3 is at least as effective against wrinkles as retinol but does not cause skin irritation, which is a common side-effect of retinoids. It is a relatively small molecule that consists of five amino acids linked together and attached to a fatty acid to enhance oil solubility for the sake of better skin penetration. It is structurally related to the precursor of collagen type I (a.k.a. Pro-collagen type I). Researchers found that when added to the culture of fibroblasts (the key skin cells), palmitoyl pentapeptide-3 stimulated the synthesis of the key constituents of the skin matrix: collagen, elastin and glycosaminoglycans.
- **Hydrolyzes Rice Bran Extract** – Softens and brightens the skin, regulates melanin production. Contains Lipoic Acid that improves the circulation and is an effective anti-oxidant and contain Vitamin B 5 (niacin).
- **Oxido Reductases** – Anti-oxidant – Reduce oxidation that can lead to premature ageing, act as a free radical scavenger that neutralises the molecules in skin that can lead to collagen and elastin damage. Have lightning properties

Directions for use:

Retail:

Use Luvité Peptides as a serum for anti-ageing directly after Luvité Toner, morning and evening. Can also be used as extra treatment after Luvité Micro Needling Collagen Induction Therapy treatments.

Salon:

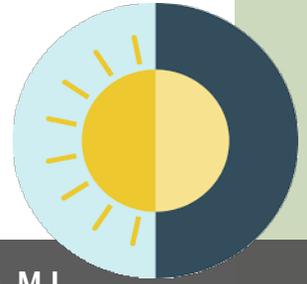
Use Luvité Peptides as part of the Luvité Signature Anti-Ageing Skin Care Treatment, or as treatment agent in the Luvité Micro Needling Collagen Induction Therapy treatment.

Selling Points:

- Immediate visible results after a few applications.
- Leaves the skin remarkable smoother, tighter and more lively.
- Absorbs completely into the skin without leaving any oiliness

ha+ anti-oxidant serum

Containing Hyaluronic acid, Vit E and Liquorice Extract, Luvité HA+ Anti-Oxidant Serum protects the skin against environmental distress, or excess irritation. Luvité HA+ Anti-Oxidant Serum boosts the skin's moisture content and help prevent moisture loss.



HA+ ANTI- OXIDANT SERUM 50ML / 150 ML PRODUCT BENEFITS

Properties:

- Deeply moisturising that can be used by any age
- Very strong anti-oxidant
- Strengthens the capillary walls to reduce redness of the skin
- Aids healthy cell reproduction, thus is anti-aging
- Inhibits enzymes that break down collagen and elastin

Ingredients:

- **Hyaluronic Acid** –Component of skin tissue that is used in skin-care products as a good skin-identical ingredient. Hyaluronic acid can boost skin's moisture content and help prevent moisture loss

1 Hydration

Hydration = Hyaluronic Acid.

Think of hyaluronic acid as a BIG drink of water for your skin. It is able to hold up to 1,000 times its molecular weight in water. Hyaluronic acid penetrates the skin and binds water to skin cells, infusing all layers of the skin with valuable, rejuvenating moisture.

2 Humectant

Humectants are used A LOT in skincare. Think of a humectant like a sponge; it will continue to draw in and hold onto moisture after it is collected. They allow hydrogen bonding and attract water. Examples of humectants in skincare products include ingredients like glycerin, sorbitol (sugar alcohol), hexylene and butylene glycol, and of course, hyaluronic acid.

After infusing the epidermis (top layer of the skin) with valuable moisture, hyaluronic acid acts as a humectant and continues to draw moisture in from the surrounding environment. This will provide lasting hydration for the skin.

3 Lipid Barrier Enhancement

Our skin's main function is to protect our body. Obviously, our skin protects our internal organs, muscles, bones, etc. from the outside world. But, our skin also protects the body from harmful toxins that bombard us on a daily basis.

The top layer of the skin (the epidermis) takes the brunt of outside damage (toxins). As we age, the lipid barrier (fatty acids that trap in water and prevent irritants entering the skin) in the epidermis slows down. Everything from UV rays, to environmental pollution, to lifestyle choices (like smoking) cause damage. This damage results in more fine lines and wrinkles, dark spots, and drier skin. Hyaluronic Acid fortifies the skin's natural barriers to help lock moisture in for an even more dramatic hydrating effect. Over time, this can help slow down the deterioration of the lipid barrier and help protect and fortify it.

4 Increased Resilience

When the lipid barrier is further enhanced and protected by hyaluronic acid, the skin is better able to defend itself against environmental age-factors and pollutants. When it's not fighting these toxins, the skin remains less wrinkled, brighter, and bouncier longer.

ha+ anti-oxidant serum

A good tip to remember: preservatives used in a lot of products can break down your barrier by killing off the good bacteria that also defend the surface of your skin against toxins. The result is a loss of moisture, as well as potential irritation and even infection. Look for products with limited ingredients and not a lot of preservatives. A lot of people with oily or acneic skin want to apply harsher chemicals to “strip” the skin of oil. It’s important to know that most acne-prone skin doesn’t have a strong lipid barrier, which encourages inflammation and irritation. Pure Hyaluronic Serum adds hydration, helps protect the lipid barrier, and is recommended for those with sensitive or acne-prone skin.

5 **Tighter Skin Tone**

No one wants saggy skin. Ever. As we age, the elastin in the skin breaks down, and skin loses its snap, or bounce-back. A quick trick to check your elastin (the bounce-back) is to pinch the skin on the top of your hand. If it snaps back quickly, you still have a lot of elastin. As you age, the skin won’t bounce back as quickly. Next time you visit your mother or grandmother, try the test on them (but don’t tell them why... there’s seriously no need, it can’t be fixed).

Hyaluronic Acid is NOT going to replace your elastin but, it can help with the appearance of tightness in the skin. As it fills the skin with moisture, hyaluronic acid tightens the overall complexion. It helps firm facial contours for a more youthful appearance. And that is something you can share with mom and grandma.

6 **Smoother Texture**

Much in the same way it makes the appearance of the skin look tighter, hyaluronic acid also smoothes the texture of the skin. This results in a silky smooth finish you can see and feel. If skin is visibly scarred from acne, the hyaluronic acid will not fill in those scars. But, combined with a tool like a dermaroller, over time, hyaluronic acid plus a dermaroller can make skin look smoother.

7 **Less Visible Fine Lines and Wrinkles**

It’s never too early to start protecting and nourishing the skin. Hyaluronic acid is truly an ingredient that gives benefits to twenty and eighty year old skin. Hyaluronic Acid helps reduce the visibility of fine lines and wrinkles retaining moisture to the skin, creating a plumping effect. When the skin is protected and hydrated, increased skin cell production can take place, as the skin isn’t busy fighting for hydration. This leads to smoother, plumper skin cells.

The skin around the eye area is one of the first to show fine lines and wrinkles. Using an eye cream twice daily will help keep skin supple and hydrated, and prevent new lines from forming.

8 **Stimulates Skin Cell Regeneration**

While it won’t speed up the cell renewal process, hyaluronic acid does help promote skin cell regeneration by offering extra hydration and barrier protection to the skin. This naturally leads to healthier cells and a more vibrant complexion.

9 **Pigmentation**

Just like in point #8, when there is increased cell turnover, hyaluronic acid also helps reduce and prevent age spots and pigmentation issues. But, it cannot do it on its own. When looking to treat dark spots, a vitamin c serum and vitamin c booster product should be paired with hyaluronic acid.

10 **Clarity**

When oily skin is stripped of hydration (water) it overcompensates to hydrate the skin by producing oil. A big misconception is that oily and acne prone skins don’t need hydration, but in fact, they do.

Vitamin E –Considered an antioxidant superstar. It is one of the most well-known and researched antioxidants,

both when taken orally and when used in skin-care products. A sampling of its substantiated capabilities include:

- × Protecting the epidermis from early stages of ultraviolet light damage
- × Increasing the efficacy of active sunscreen ingredients
- × Educating the formation of free radicals upon skin exposure to UVA rays and other sources of skin stress
- × Preventing the per-oxidation of fats, a leading source of cell membrane damage in the body
- × Reducing trans-epidermal water loss from skin and strengthens the skin's barrier function
- × Protecting the skin barrier's oil (lipid) balance during the cleansing process
- × Reducing the severity of sunburn

ha+ anti-oxidant serum



- Glycyrrhizin – Very potent anti-oxidant. When used topically, the anti-oxidants protect the skin against damage from the Sun's UV rays and free radicals. This, in turn, prevents premature aging.
- **Arnica cordifolia Extract**– The antibacterial, antiseptic and anti-inflammatory properties of this herb help in preventing inflammatory skin disorders. They also accelerate the healing process by stimulating the formation of granular tissues. **Arnica** for **skin care** can effectively heal bruises, sunburns, minor burns and superficial phlebitis.
- **Liquorice Extract** – assist in the treatment and prevention of pigmentation, anti-inflammatory and anti-microbial. It is used to treat skin conditions like eczema and acne
As a rich source of anti-oxidants, it also offers skin lightening and anti-aging benefits
Protects the skin by strengthening its defense mechanism
Helps control oil production, which can in turn reduce acne.
Delays the appearance of fine lines and wrinkles anti-microbial. It is used to te

Directions for use:

Retail:

Apply in the morning and evening after cleansing and toning. Luvité Night Cream / Luvité Age Delay Serum may follow. Luvité HA+ Anti-Oxidant Serum can be used around the eye area.

Salon:

Luvité HA+ Anti-Oxidant Serum may be used as part of the Luvité Signature Skin Care Treatment regime with Vitamin C and /or Collagen, and the Luvité Micro Needling Procedure for a very effective cell renewal treatment. Treatment will leave the skin remarkable smoother, tighter and more lively. Positive charged.

Selling Points:

- Immediate improvement in the appearance of skin.
- Use for pigmentation, acne, acne scarring.
- Refining and smoothing the skin surface.
- Disappearance of fine lines and a remarkable improvement of wrinkles and the skin's moisture content.
- Instant hydration effect
- Deep hydration for 72 hours
- Very strong anti-oxidant

fruity acids serum

Use of Luvité Fruity Acids results in immediate improvement of the appearance of skin, refining and smoothing the skin surface and stimulating cell renewal. Continuous use results in the disappearance of fine lines, improving wrinkles and pigmentation, and a remarkable improvement in the skin's moisture content.



FRUITY ACIDS SERUM 50ML / 500ML PRODUCT BENEFITS

Properties:

- Excellent treatment for pigmentation
- Beneficial effect on elastic fibres in the skin
- Penetrates the dermis and encourage the formation of new fibres.
- Lessen the number of wrinkles and improve the skins appearance
- The resulting smoothness and flexibility of the skin's surface is evident soon after application
- Improves skin cell turnover

Ingredients:

- **Lactic Acid** – derive from milk, has a great value in refining and smoothing the skin surface and stimulating cell renewal. Improves flexibility of the skin's surface.
- **Malic Acid** – derive from apples
- **Tartaric Acid** – derive from grapes
- **Glycolic Acid** – acts as a humectants (absorbs water) thus, in effect, it functions as a moisturizer resulting in swelling of the skin with the consequent disappearance of fine wrinkles, and dry rough skin becomes smoother and softer. Therefore the immediate improvement in the appearance of dry skin after applying an alpha hydroxyl acid is mostly attributing to the improvement in the skin's moisture content.
- **Bitter Orange** – It is scientifically proven, that Citrus aurantium oil can clear the skin and treat the acne inflammation. Is anti-bacterial. The oil is also excellent for dry and ageing skin. It nourishes the epidermis with flavonoids and protects the skin from the water loss.

Directions for use:

Retail:

Apply a small amount of Luvité Fruity Acids at night only after cleansing and toning. Luvité Age Away Serum and /or Luvité Hydrating Formula and /or Luvité Night Cream can be applied directly after Luvité Fruity Acids. The skin must be cleansed in the morning, and adequately protected from any sun by using an SPF of no less than 15. If sensitivity occurs, lessen frequency of use to once a week, increase frequency per week until ideal is found.

Sensitive skin tog et used to the product: Apply a small amount of Luvité Fruity Acids to the skin after cleansing and toning. Leave on for 15 – 20 minutes and rinse off. Follow by the Luvité Mud Mask.

Salon:

Mix with Luvité Enzyme Peel to use as a more aggressive peel, give the skin a more radiant look, or mix with Luvité Vitamin C as a treatment for pigmentation.

fruity acids serum



Selling Points:

- ☐ Immediate improvement in the appearance of skin.
- ☐ Use for pigmentation, acne, acne scarring.
- ☐ Refining and smoothing the skin surface.
- ☐ Disappearance of fine lines and a remarkable improvement of wrinkles and the skin's moisture content.

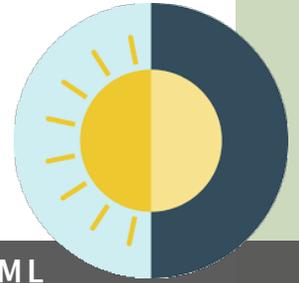


This product contains a low % of Fruit Acids with a pH of 3. The Alpha Hydroxy Acid Complex work best in concentration of 5% to 8% at a pH of 3-4.

The skin must be cleansed in the morning, and adequately protected from any sun by using an SPF of no less than 15. If sensitivity occurs, lessen frequency of use to once a week, increase frequency per week until ideal is found.

eye & lip perfector

This extraordinary eye and lip serum improves wrinkles, fine lines, crow's feet as well as puffiness, pigmentation and dark circles around the eye area and around lips.



EYE & LIP PERFECTOR SERUM 15ML / 50ML PRODUCT BENEFITS

Properties:

- Increase the production of collagen and elastin for a firmer and smoother looking skin
- Improves circulation and is an effective anti-oxidant
- Lightens pigmentation
- Anti-puffing effect

Ingredients:

- Hesperidin Methyl Chalcone** – Citrus bioflavonoid often seen in products claiming to banish dark under eye circles. There is research supporting its internal use as an aid to venous (vein) problems. One study documented that it lowers the filtration rate of capillaries, and less blood flowing through capillaries close to the surface of the skin potentially means that less hemoglobin would be oxygenated to cause the dark bluish discoloration under the eyes.
- Oxido Reductases** – Reduce oxidation that can lead to premature ageing, act as a free radical scavenger that neutralizing the molecules in skin that can lead to collagen and elastin damage. Have lightning properties
- Depeptide 2** – Tightening, firming and anti-puffing effect.
- Palmityl Tetrapeptide** – Smoothing and regenerating peptide that significantly increases skin elasticity, firmness and tone.
- Hydrolyzes Rice Bran Extract** – Softens and brightens the skin around the eye area, regulates melanin production.

Directions for use:

Retail:

Apply a small amount around entire eye area and lip area, twice a day.

Salon:

Apply a small amount of Luvité Eye & Lip Perfector around entire eye and lip area after applying Luvité Toner at the end of Luvité Signature Skin Care Treatment.

Selling Points:

- Non Sticky formula which is fully absorbed and easy to use
- Works against puffiness
- An extra-ordinary product with excellent results that smoothes the eye and lip area

l u v i t é c o s m e c e u t i c a l s

EXFOLI ATION

refining exfoliator

Refining Exfoliator is a gentle but very effective exfoliation for the skin. Use results in immediate improvement of the appearance of skin, refining and smoothing of the skin surface. Continuous use might result in the improvement of fine lines, wrinkles and pigmentation, and a remarkable improvement in the skin's moisture content.



REFINING EXFOLIATOR 50ML PRODUCT BENEFITS

Properties:

- Gentle, yet effective skin exfoliation
- Refining and smoothing of the skin
- Improves fine lines, wrinkles and pigmentation
- Remarkable improvement in skin's moisture content

Ingredients:

- Glycolic Acid** – acts as a humectant (absorbs water) thus, in effect, it functions as a moisturizer resulting in swelling of the skin with the consequent disappearance of fine wrinkles, and dry rough skin becomes smoother and softer. Therefore the immediate improvement in the appearance of dry skin after applying an alpha hydroxyl acid is mostly attributing to the improvement in the skin's moisture content.
- Lactic Acid** – derive from milk, has a great value in refining and smoothing the skin surface and stimulating cell renewal. Improves flexibility of the skin's surface.
- Citric Acid** – derived from grapes, has moisturizing, peeling, smoothing and anti-aging effects on the skin.

Directions for use:

Retail:

Apply a thin layer of Luvité Refining Exfoliator Mask to the skin after cleansing. Leave 5 – 10 minutes, according to tolerance. Remove thoroughly with lukewarm water. Luvité Refining Exfoliator Mask can be used 1 – 2 weekly. If sensitivity occurs, lessen frequency of use to once a week, increase frequency per week, as well as time on the skin until ideal is found.

Selling Points:

- Immediate improvement in the appearance of skin.
- Use for pigmentation, acne, acne scarring.
- Refining and smoothing the skin surface.
- Disappearance of fine lines and a remarkable improvement of wrinkles and the skin's moisture content.

exfoliating scrub mask

Exfoliating Scrub Mask is a gentle but very effective exfoliation for the skin. Use results in immediate improvement of the appearance of skin, refining and smoothing of the skin surface. Continuous use might result in the improvement of fine lines, wrinkles and pigmentation, and a remarkable improvement in the skin's moisture content.



EXFOLIATING SCRUB MASK 50ML

PRODUCT BENEFITS

Properties:

- Gentle, yet effective skin exfoliation
- Refining and smoothing of the skin
- Improves fine lines, wrinkles and pigmentation
- Remarkable improvement in skin's moisture content

Ingredients:

- KAOLIN** – Kaolin provides absorbent **properties** that can absorb excess oil from the **skin's** surface, which can help to reduce shine. It can also draw out oil, dirt, and other impurities from the pores.
- Diazolidinyl Urea** – prevents or retards bacterial growth

Directions for use:

Retail:

Apply a thin layer of Luvité Exfoliating Scrub Mask to the skin after cleansing. Leave 5 – 10 minutes. Remove in a circular movement and rinse thoroughly with lukewarm water. Luvité Exfoliating Scrub Mask can be used 1 – 2 weekly. If sensitivity occurs, lessen frequency of use to once a week, increase frequency per week, as well as time on the skin until ideal is found.

Selling Points:

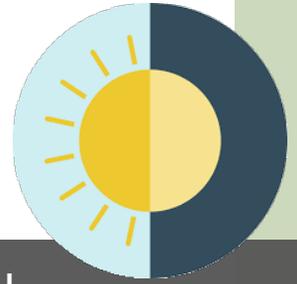
- Immediate improvement in the appearance of skin.
- Use for pigmentation, acne, acne scarring.
- Refining and smoothing the skin surface.
- Disappearance of fine lines and a remarkable improvement of wrinkles and the skin's moisture content.

l u v i t é c o s m e c e u t i c a l s

MASKS

moisture pack

Containing Hyaluronic acid, Luvité Moisture Mask stimulates the skin to repair and regenerate itself without the impedances brought on when skin is suffering from dryness, environmental distress, or excess irritation. Luvité Moisture Mask boosts the skin's moisture content and help prevent moisture loss.



MOISTURE PACK MASK 50ML / 200ML PRODUCT BENEFITS

Properties:

- Deeply moisturising that can be used by any age
- Aids healthy cell reproduction, thus is anti-ageing
- Inhibits enzymes that break down collagen and elastin

Ingredients:

- **Hyaluronic Acid** –Component of skin tissue that is used in skin-care products as a good skin-identical ingredient. Hyaluronic acid can boost skin's moisture content and help prevent moisture loss
- **Vitamin E** –Considered an antioxidant superstar. It is one of the most well-known and researched antioxidants, both when taken orally and when used in skin-care products. A sampling of its substantiated capabilities include:
- **Witch hazel**– Tannins are responsible for making **witch hazel extract** a natural astringent, since they remove excess oil from **skin**. This is the reason why **witch hazel** is one of the most popular natural acne treatments worldwide and is used in dozens of over-the-counter treatment gels, washes and lotions.
- **Arnica cordifolia Extract**– The antibacterial, antiseptic and anti-inflammatory properties of this herb help in preventing inflammatory **skin** disorders. They also accelerate the healing process by stimulating the formation of granular tissues. **Arnica** for **skin care** can effectively heal bruises, sunburns, minor burns and superficial phlebitis.

moisture pack mask

Directions for use:

Retail:

Apply a generous amount of Luvité Moisture Mask to the face and neck, avoiding the eye area. Leave for 10 – 15 minutes. Wipe excess of, or leave overnight. Follow up with a moisturiser.

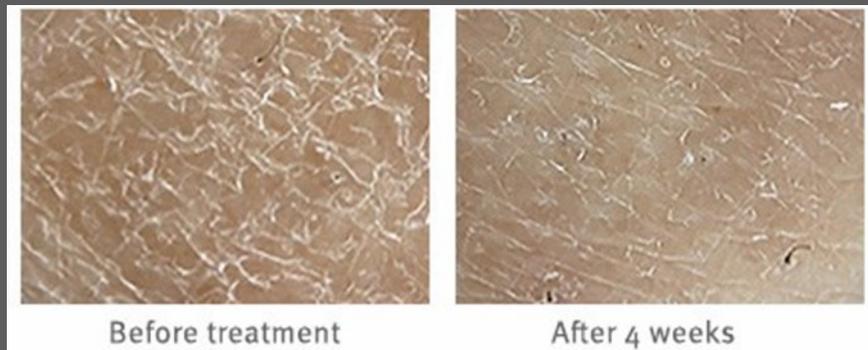
Salon:

Luvité Moisture Mask may be used as part of the Luvité Signature Skin Care Treatment regime for dry and dehydrated skins. Apply a generous amount of to the face and neck, avoiding the eye area. Leave for 10 – 15 minutes. Can also be used as part of the Luvité Micro Needling Procedure to boost and maintain the skin's moisture content. Treatment will leave the skin remarkable smoother, hydrated and more lively. Positive charged.

Selling Points:

- Immediate improvement in the appearance of skin.
- Use for pigmentation, acne, acne scarring.
- Refining and smoothing the skin surface.
- Disappearance of fine lines and a remarkable improvement of wrinkles and the skin's moisture content.
- Instant hydration effect
- Deep hydration for 72 hours
- Strong improvement of skin comfort after only 2 weeks

Skin feels more comfortable and looks healthier

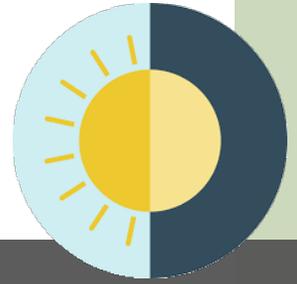


Before treatment

After 4 weeks

clarifying mask

Clarifying Mask is ideal for the treatment of oily skin, uneven skin texture, enlarged pores and blackheads. The unique formulation of the mask helps absorb impurities, refining the skin and minimize enlarged pores. A face mask is an easy way of providing high amounts of active ingredients to your skin to help clear the complexion and aids in faster healing.



CLARIFYING MASK 50ML / 200ML PRODUCT BENEFITS

Properties:

- Boost the formation of healthy skin
- Promotes healing of the skin
- Help fights skin infection, acne and pimples
- Reduce redness and inflammation
- Remove excess oil, toxins and impurities
- Refine the skin by minimizing enlarged pores

Ingredients:

- Kaolin** –Excellent absorbent qualities– draw out impurities and toxins and thereby clear skin of excess oil, dirt and other waste materials. Used for its oil absorbing properties, kaolin clay (from south-eastern China) refines the skin and helps clear breakouts.
- Green Tea** –Astringent and anti oxidant activity. It is a potent anti inflammatory agent, suppresses inflammation and irritation, and is 20 times more effective than Vitamin E's anti-oxidant properties. Consequently, green tea extract is considered to play a vital role in protecting the cell from free radical damage initiated by environmental factors such as exposure to UV light.
- Collagen** –Responsible for skin strength and elasticity, firming and combats aging, helps the skin retain adequate water
- Vitamin A (Retinol Palmitate)** –Use in the treatment of acne, anti ageing, increase the rate of cell turnover.
- Vitamin E** –Protects skin from damage by pollutants, it is a free radical scavenger. Vitamin E doubles the life of human cells and is therefore an excellent weapon against premature ageing and wrinkles.
- Bentonite Clay** –White clay found in North America. Oil absorbing and cleansing, it is used for its excellent refining action on enlarged pores and oily areas of the skin.
- Chamomile** –Soothing, sedative, softening, calmative, anti-inflammatory, sun

Directions for use:

Retail:

First week apply every night, thereafter once a week. Apply a thin layer, let dry and take off as dry as possible with damp mittens.

Salon:

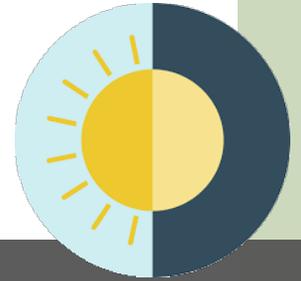
Apply to the skin during Luvité Signature Skin Care Treatment before extractions, or as a treatment for enlarged pores and to balance oiliness of the skin. Apply a thin layer, let dry and take off as dry as possible.

Selling Points:

- Draw out impurities and toxins and thereby clear skin of excess oil, dirt and other waste materials.
- Reduces enlarged pores

mineral mask

Luvité Mineral Mask consists of a natural bio-active silt, rich in organic components ideal for nourishing and treating hair and skin. Existing in and collected from only two of the 240 freshwater lakes in Eastern Europe, this fresh water silt is a finely dispersed hydrated organic multi-component colloid of fresh water sediments more than 30 000 years old.



MINERAL MASK 50ML / 200ML PRODUCT BENEFITS

Properties:

- Anti-oxidant, protect the skin from harmful free radicals, and diminish signs of ageing
- Humic acid has an astringent action that draws out toxic substances, especially the free radicals that can cause inflammation, deep cleanses the pores of impurities.
- It has been shown to be twice as effective as acetylsalicylic acid in its anti-inflammatory effects
- Reduce redness and puffiness—anti-inflammatory—for a clear complexion;
- Regenerate skin cells—nutrient delivery system—reclaim youthful radiance;
- Repair damaged skin—organic nutrients—for plump, smooth and softer skin;
- The use of humic substances has been scientifically documented to be an effective treatment of arthritis, eczema and dermatitis



Ingredients:

- Silt: Two types of silt are collected from these lakes, a green and a black silt. Each has unique properties derived from its methods of formation. The green silt is collected from locations that lack oxygen, thus its decomposition occurred at a relatively slow rate. It contains chlorophyll and carotenoids from blue green algae. The black silt is collected from an oxygenated portion of the lake and therefore it underwent more massive decomposition and oxidation than the green. Both green and black contain humic acid, carbohydrates, nitrogen and free fatty acids. The green contains less humic acid than the black. Both types of silt contain more than 90% organic matter. Clinical studies have shown that the black silt improves the surface characteristics of the skin, creating a more even skin tone and increasing moisture levels while simultaneously reducing sebum content, and was superior to Dead Sea Mud, Fango Mud and Moor Mud in these aspects. It was shown to increase cell turnover by 16%, shortening it from 19 to 15 days.
- **Humic Acid** Humic acid is a substance with an extremely complex chemical composition. An antioxidant, humic acid has been shown to penetrate the human skin, is easily absorbed and works at the cellular level to reduce inflammation, provide molecular nutrients and reactivate healthy production.

Directions for use:

Retail:

Use as a mask 2 – 3 times per week as part of your Luvité Signature Skin Care Regime after cleansing. Apply a thin layer, leave for 10 – 15 minutes, wash off with luke warm water.

Salon:

Use as a mask at the end of Luvité Signature Skin Care Treatment: Deep Cleanse / Age Away or to brighten a dull skin.

l u v i t é c o s m e c e u t i c a l s

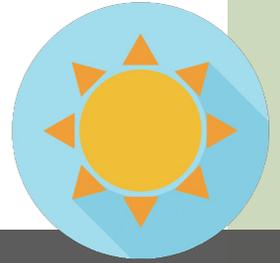
SUN PROTEC TION



Skin by design

skin protect spf 30

Luvité Skin Protect SPF 30 is a smooth, luxurious moisture cream with sun protectors, sun screens and sun blocks. Feels silky soft on the skin, and won't leave a sticky layer like ordinary sun screens.



SKIN PROTECT SPF30 50ML / 100ML PRODUCT BENEFITS

Properties:

Sunscreens:

Ultraviolet (UV) radiation is known to produce erythema and pigmentation on the skin. When directly exposed to the sun, there is 10 to 100 times more exposure of UVA than UVB. UVB (considered the Burning Ray) has an immediate, harmful impact on the skin within minutes. UVA (considered the Aging Ray), which you do not feel, has been shown to damage the skin by penetration deeply into the dermis able of producing premature aging, wrinkles, and tumours.

Sun screens are inactive ingredients that are able, however, to avoid chemically or physically UV radiations (UVA and UVB) to penetrate the skin layers. They provide therefore effective protection from the skin damaging effects of the sun rays. Chemical sunscreens act by absorbing UV-light. Physical sunscreens reflect or scatter light in both the visible and UV-spectrum. Effectiveness of sunscreens depends upon their UV-absorption, concentration, formulation, and ability to withstand swimming or sweating.

Ingredients:

Zinc Oxide – Absorber of the full UV spectrum of sun rays (short UVB to long UVA), soothing effects (widely used against skin irritations), anti-fungal properties.

Titanium Dioxide – Excellent absorber of sun rays (UV-A & UV-B rays) provides long-term UV-protection, water resistant.

Directions for use:

Retail:

Apply daily to the skin, for maximum protection; apply every 3 – 4 hours.

Salon:

Apply to the skin after Luvité Signature Skin Care Treatments for protection against the sun.

Selling Points:

- A unique, luxurious, moisturising cream with sunscreens and sun blocks.
- Silky feel that does not clog the pores.
- Does not feel like a mask on the skin.

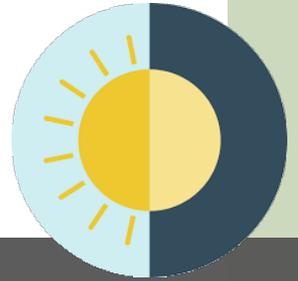
l u v i t é c o s m e c e u t i c a l s

LUVITÉ HEALTH

 | LUVITÉ
Skin by design

pre & pro biotic

Pre and Pro biotic ensure good daily intestinal health which assists in optimal immune system health. Our **uniquely designed 12 STRAIN liquid probiotic** with a symbiotic relationship of the prebiotics and digestive enzymes needed to assist and mimic natural intestinal behaviour.



NEW

PRE & PROBIOTIC 500ML PRODUCT BENEFITS

Properties:

Pre and Probiotics ensure good daily intestinal health which assists in optimal immune system health.

Our uniquely designed 12 STRAIN liquid probiotic with a symbiotic relationship of the prebiotics and digestive enzymes needed to assist and mimic natural intestinal behaviour.

Being a liquid, this product works from the mouth all the way through to the lowest part of the gut where most probiotics in tablet form do not reach.

It further assists with Bloating, Weight- loss, Candida, Leaky Gut, Balancing appetite, Balancing Flora, Good bacteria, Detox, Energy Boost, and its also a Mood Stabiliser.

SmartBODY is a truly amazing product, unique in its design and an instantly effective solution to 100% probiotic support for intestinal and immune health. 500ml lasts 1 – 2 months.

Pharmacological Classification:

Category D.11.10; Combination Product

This medicine has not been evaluated by Medicines Control Council. This medicine is not intended to diagnose, treat, cure or prevent any disease.

Dosage:

Adults: 30 – 45 ml daily

Children: 5 – 10 ml daily

Or as prescribed by your medical / healthcare practitioner.

Each 15ml contains:

Herbal extract blend of Chamomile 22 ml, Rose Hips 22 mg, Olive leaf 22 mg, St Johns Wort 22 mg, Astragalus 22 mg, Natural Sugar Cane Molasses 150 mg, Kelp 45 mg, Sodium Chloride 15 mg, 100% Natural Fruit (50% grape concentrate & 50% apple juice) 525 mg Natural EM Food Grade Mother Culture 600 mg/List of proprietary Lactic Acid Bacteria: Bifidobacterium animalis, B. Bifidum, B. longum, Lactobacillus acidophilus, L. buchneri, L. bulgaricus, L. casei, L. delbrueckii, L. fermentum, L. planetarium, Lactococcus diacetylactis, L. lactis, Streptococcus thermophilus. List of proprietary Yeast and other: Bacillus subtilis, Saccharomyces cerevisiae. In a base of purified and structured water 13 515 mg.

ASSISTS WITH:

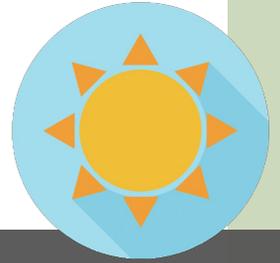
Digestive enzymes, pH balancer, diet support, bloating, balancing intra flora

INDICATIONS:

When ingested on a regular basis, probiotics should improve or normalise the microbial balance in the human intestines and thereby improve the functioning of the digestive tract.

pro hair & nails

Containing Calcium, Magnesium, Zinc, Vitamin C and D Biotin to restore hair and nail growth, restores energy to the body's cells.



PRO HAIR & NAILS 60 TABLETS PRODUCT BENEFITS

Properties:

Helps with:

- * Osteoporosis
- * Restores hair & nail growth
- * Restore energy to the body



NEW

Ingredients:

Calcium Amino Chelate
Magnesium Amino Chelate
Sinc Amino Chelate
Vitamin C
D Biotin

Directions for use:

Retail:

1 - 2 Tablets daily

l u v i t é c o s m e c e u t i c a l s

LUVITÉ MEDJET

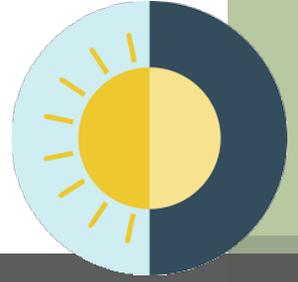


 LUVITÉ

Skin by design

clarifying wash

Clarifying Cleanser is a wash to combat infection and optimise healing of skin after any Luvité aesthetic treatment.



CLARIFYING WASH 100ML / 500ML PRODUCT BENEFITS

Properties:

Foamy cleanser that gently and effectively removes dirt and lifts impurities. Helps remove spots and blemishes, and leaves skin feeling soft and fresh. Ideally used in combating acne.

NEW



Ingredients:

Avocado - Anti wrinkle, softening & healing
Cucumber - Softening, refreshing & astringent.
Lemon - Bactericide, antiseptic & moisturising

Directions for use:

Retail:

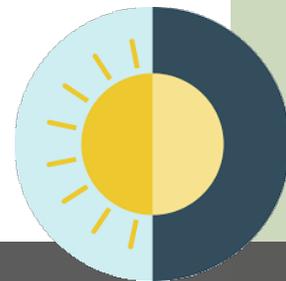
Use as a cleanser twice daily, follow with Clarifying Spray and Serum.

Salon:

Use as a cleanser before Luvité Meso, follow with Clarifying Spray .

clarifying spray

Clarifying Spray is a disinfectant and pH balancing spray to combat infection and enhance healing of the skin.



CLARIFYING SPRAY 100 ML / 500ML PRODUCT BENEFITS

Properties:

An alcohol-free toner that removes remaining cleanser, excess sebum, while decongesting and refining the pores, also assists in restoring the acid mantle and protecting against bacteria.

NEW

Ingredients:

Avocado – Antiwrinkle, softening & healing.
Allantoin – Moisturising, soothing & healing.
Cucumber – Softening, refreshing & Astringent.
Marigold – Antiseptic, healing & anti-seborrhea

Directions for use:

Retail:

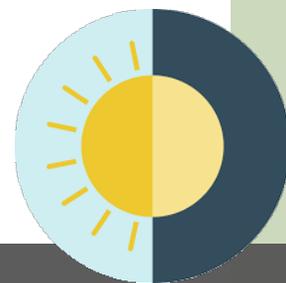
Use as a toner after cleansing with Clarifying Cleaner twice daily for at least 5 days after aesthetic treatments.

Salon:

Use as a disinfectant after cleansing with Clarifying Cleanser before aesthetic treatments.

calming serum

A serum containing plant extracts that calms and purifies the skin while drawing out dirt and toxins, moisturises and stimulating blood circulation for faster and effective healing after any aesthetic treatment.



CALMING SERUM 50ML / 500ML PRODUCT BENEFITS

Properties:

- Calming
- Antiseptic
- Healing
- Soothing
- Anti-inflammatory
- Anti-bacterial

NEW



Ingredients:

- Avocado – Anti-wrinkle, softening & healing.
- Marigold – Irritated skin, antiseptic & healing.
- Lemon – Bactericide, antiseptic & antipruritic.
- Msm – Anti-inflammatory, antioxidant & antibacterial.
- Allantoin – Moisturising, soothing & healing.
- Collagen & Elastin – Moisture retention, elasticity.
- Tea Tree – Antimicrobial, antiseptic & healing.

Directions for use:

Retail:

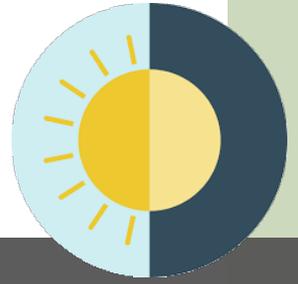
Apply Serum after Calming Spray to calm and heal the skin after aesthetic treatments.

Salon:

Apply generously and massage into the skin after aesthetic treatments for calming and faster healing of the skin.

calming skin oil

Vitamin enriched face and body oil nourishes the skin, enhances healing and moisturising.



CALMING SKIN OIL 100ML PRODUCT BENEFITS

Vitamin E enriched face & body oil nourishes the skin, softens and soothes, helping to lighten skin blemishes & prevent dryness. Also helps healing wounds and skin disorders naturally. Excellent results have been experienced with skin burns and burns of babies bums. Avocado oil is rapidly absorbed by the skin, stimulating the collagen metabolism leaving it wrinkle free, soft and nourished.

NEW



Ingredients:

Avocado - Anti wrinkle, softening & healing.
Vitamins A & E - Softening, healing & antioxidant.
Tea Tree - Antimicrobial, antiseptic & healing.
Macadamia - Emollient, softening.
Wheat germ Oil - Antioxidant, blood circulation
Geranium Oil - Astringent, antiseptic.
Lavender Oil - Antiseptic, softening
Mountain Salvia Oil - Antioxidant, antiseptic.

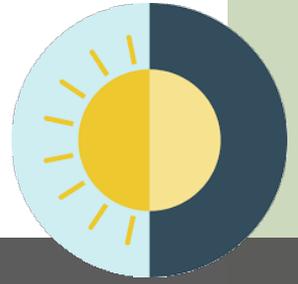
Directions for use:

Retail:

Massage Skin Oil thoroughly in into the face and body twice daily

bergamot shampoo

A carefully formulated conditioning shampoo suitable for use by the whole family. Keratin Amino-acid penetrates the hair cortex increasing moisture levels and plasticity. Bergamot stimulates blood flow to follicles, increasing growth and giving it strength and shine. For all hair types



BERGAMOT SHAMPOO 250ML

PRODUCT BENEFITS

Properties:

Stimulates hair growth

Prevent hair loss

Strengthens hair

Ingredients:

Avocado Oil: Softening and healing skin

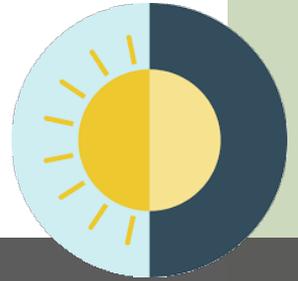
Bergamot: Promotes hair growth and strengthens hair

Chamomile: Brightens dull hair and prevent hair loss

NEW

bergamot hair oil

Luvité Bergamot Hair Oil increases growth and strength of the hair shaft. Stimulates & repair follicles with Vitamin A-E, enriches the hair, softens and soothes, prevents dryness. Containing Avocado Oil that is rapidly absorbed by the skin.



BERGAMOT HAIR OIL 100ML PRODUCT BENEFITS

Healing,
Increase blood circulation
Helps with hair growth
Anti-oxidant

Ingredients:

Avocado: Deep penetrating, softening & healing

Vitamins A-E: Softening, healing & antioxidant

Tea Tree: Antimicrobial, antiseptic & healing

Macadamia: Emollient, softening

Wheat germ Oil: Antioxidant, blood circulation, hair growth

Geranium Oil: Astringent, antiseptic

Directions for use:

Retail:

Massage oil thoroughly on scalp and through hair. Usage as a treatment for 30min or as deep penetrating mask and wash off the next day. **For all hair types. For external use only.**

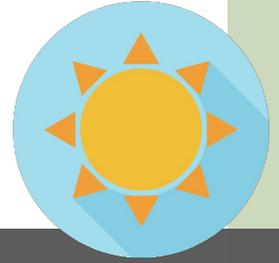
NEW

l u v i t é c o s m e c e u t i c a l s

PRO
FESSIO
NAL
ONLY

 LUVITÉ
Skin by design

Luvité Luvité Enzyme Peel is used as exfoliant to dissolve the protein binding between dead skin cells to reveal a fresh and lively looking skin.



ENZYME PEEL 200g

PRODUCT BENEFITS

Properties:

- Acts as an exfoliant on the skin by dissolving the protein bindings between the dead skin cells.
- Refining the skin –restores smoother texture to the skin.
- Accelerates the skin's natural cell renewal process.
- Minimizes fine lines and wrinkles.

Ingredients:

- Papaya Enzyme (Papain)** – Papain has the ability to selectively digest only dead skin cells. Helps clear clogged pores, while leaving live healthy cells intact. Removing dead skin, and specifically damaged skin, refining the skin, activate cell renewal, restores smoother texture to the skin and accelerates the skin's natural cell renewal process. Helps minimize fine, dry lines, rapid micro-exfoliation of the skin stimulates development of new skin cells, which leads to improved hydration and smoothness. Loosening of dead skin cells around the follicles helps to minimize breakouts and lesions

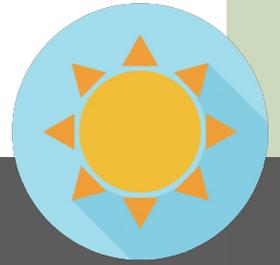
Directions for use:

FOR PROFESSIONAL USE ONLY

Salon:

Mix with Luvité Dilutant and / or Luvité Fruity Acids, until a paste. Apply onto skin and steam for 5 – 10 minutes. Remove thoroughly with warm water.

Luvité Massage Formula is used to do a welcoming massage at the beginning of our Signature Skin Care Treatments. With properties like relaxing, anti-depression, mood-lifting, calming and sedative any one will feel relaxed and welcome.



MESSAGE FORMULA 100ML PRODUCT BENEFITS

Properties:

- Gives a very good slip to the skin for massage purposes
- Is anti-depressant
- Makes the client feel welcome, relaxed and calm



Ingredients:

Damask Rose Oil –used to relief baby blues, headaches, migraine, and nervous tension and as a relaxant. It is particularly effective to fight depression, anger and grief, while dealing with emotional problems, sadness and loss. It stimulates the skin, while moisturising and hydrating, boosting all skin types and being particularly beneficial to dry, mature and sensitive skin. It helps to reduce skin redness, fight inflammations, as well as fixes broken capillaries on the skin and also acts as a general skin tonic with its astringent properties

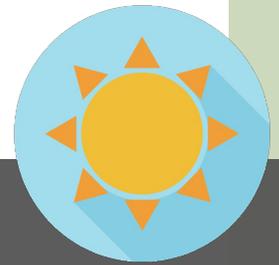
Lavender Oil –is useful for sleeplessness, headaches, depression, trauma, anxiety, hysteria, fear, nightmares, irritability and nervous tension. Apart from that it can assist to lift depression, help in crisis situations, sooth irritability and relieve stress and thereby help with tense muscles and muscle spasms. The soothing and anti-inflammatory action of lavender oil will also have a balancing action on the skin and can be used for dermatitis, eczema, psoriasis, boils, carbuncles and acne.

Neroli Oil –A warming and relaxing oil which has a gently stimulating effect. Some of the therapeutic properties of Neroli oil are antidepressant, sedative and tonic. It is very relaxing and can relieve chronic anxiety, depression, fear, shock and stress and its calming effect can also be beneficial to the digestive tract. It can be used for intestinal spasms, colitis and diarrhoea.

Directions for use:

Use Luvité Massage Formula as a massage medium for Luvité Signature Welcoming Massage at the beginning of Luvité Signature Skin Care Treatments.

When collagen levels are high, the skin is soft, smooth, and firm. Collagen helps the skin cells renew and repair themselves. Collagen also helps keep the skin moist. This is why collagen has been seen as a very important ingredient for skin care over the years.



COLLAGEN 50ML / 100ML PRODUCT BENEFITS

Properties:

Collagen in our skin is responsible for skin strength and elasticity, firming and combats aging. The major fibrous protein of the extracellular connective tissues comprises from 25% to 35% of our body's protein.

Soluble collagen can be compared to a mitten because of its ability to trap water in its intercellular spaces. As collagen ages, the fibers aggregate into larger collagen strands and become less soluble. This less soluble condition, plus the addition of calcium deposits, squeezes the moisture out, induces further aggregation of collagen and causes shrinkage of the fibre length. The net result is a loss of skin turgor and the formation of wrinkles.

During the formation of soluble collagen and the collagen fibre, glycosaminoglycans become bound to the peptide chains. These promote the ability of collagen to retain water by holding the soluble fibers apart.

Ingredients:

Pure plant Collagen

Properties:

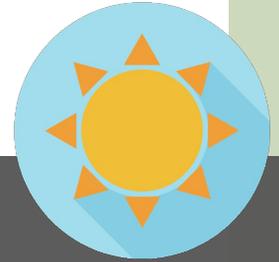
Stimulates collagen production in the skin

Directions for use:

FOR PROFESSIONAL USE ONLY

Mix with Vitamin C and / or Fruity Acids and / Dilutant as treatment solution during Luvité Signature Skin Care Treatment.

Because of its antioxidant properties, Vitamin C aids in your skin's natural regeneration process, which helps your body repair damaged skin cells.



VITAMIN C 25 ML

PRODUCT BENEFITS

Properties:

- Powerful anti-oxidant, neutralises free radicals
- aids in your skin's natural regeneration process



Ingredients:

Pure L-ascorbic acid

Properties:

Used to neutralise Chemical Peel

Directions for use:

FOR PROFESSIONAL USE ONLY

Mix 5 units with Collagen for Luvité Signature Skin Care Treatment.

Packaging:

Salon: 25 ml



 **LUVITÉ**
Skin by design



cruelty free

ADVANTAGES OF LUVITÉ COSMECEUTICALS

Luvité Cosmeceuticals is a South African owned company that manufactures and distributes a top quality Cosmeceutical skin care product range and offers expert skincare advice to our customers all over South Africa and around the world.

The company and skin care range was re-launched in 2011 by owner Elnari Breytenbach. We sell to salons, doctors, aesthetic clinics, spa's and retail customers providing an affordable skin care product with outstanding lasting results.

- A simple, effective, daily skin care range
- A unique combination of Cosmeceutical skin care products that gives each and every client optimum results
- A 'deeper than skin-deep' Cosmeceutical product range with excellent results
- Acting preventative and curing as a revolutionary anti-ageing product
- South African skincare range, especially developed for the African climate
- Cosmeceutical
- Very economical for both client and salon
- Immediate results, for all ages, both sexes and all skin types
- Hypo-allergenic and non-comedogenic
- Always growing, caring company
- Using pure ingredients
- Environmentally friendly and as natural as possible

“KEEP
YOUR HEELS,
HEAD AND
STANDARDS
HIGH”

- COCO CHANEL

l u v i t é c o s m e c e u t i c a l s

OUR TREATMENTS



Treatment Sequence

1. Cleanse, remove with wet (hot) mittens, repeat if necessary
2. Signature Welcoming Massage with Luvité Massage Formula
3. Apply Luvité Toner on cotton wool and apply directly to skin
4. Mix Luvité Enzyme Peel with Luvité Dilutant and/or Luvité Fruity Acids and steam for 10 – 15 minutes (For an extra boost, after winter or when skin is dull and lifeless, mix 5 ml Luvité Mud Mask and 5 ml Luvité Fruity Acids, apply to skin and steam for a further 5 – 10 minutes after removing Enzyme Peel)
5. If the client's skin is very dry, mix Luvité Day Cream with 1 unit of Vitamin C as a moisturising mask, or use Luvité Moisture Pack Mask, spread over entire skin and steam for 5 min.
6. Apply Luvité Clarifying Mask only on area where extractions may be performed – apply a thin layer and let it dry, remove with damp mittens, do not apply water to mask.
7. Extraction may be performed at this stage. Laser (optional) It's called a story for a reason
8. Mix Treatment Solution (on right)
9. Remove with wet (hot) mittens
10. Massage with Luvité Hydrating Formula for 10–20minutes
11. Remove excess oil with mittens or cotton wool if necessary
12. Apply Luvité Toner on cotton wool and directly to skin
13. Apply Luvité Eye & Lip Perfector and Luvité Day Cream / Luvité Night Cream

TREATMENT SOLUTION

- Face 5 units,
- Face and Neck 7 units,
- Décolletage 9 units:
 - i) 2ml Collagen and 1 unit Vitamin C
 - ii) 2ml Fruity Acid and 2 units Vitamin C
 - iii) 2ml Age Away Serum and 2ml Collagen

**Massage/use Galvanic/
micro-current /paraffin
wax for face or steam in-
to skin until absorbed
{sticky feeling}**

**A very effective, pam-
pering treatment to
give you immediate,
tightening and lifting
results. A very good
boost for your skin
with pure collagen
and Vitamin C.**



Treatment Sequence

1. Cleanse remove with wet (hot) mittens, repeat if necessary
2. Signature Welcoming Massage with Luvité Massage Formula
3. Apply Luvité Toner on cotton wool and directly to skin
4. Mix Luvité Enzyme Peel with Luvité Fruity Acids and steam for 10 – 15 minutes (For an extra boost, after winter or when skin is dull and lifeless, mix 5 ml Luvité Mud Mask and 5 ml Luvité Fruity Acids, apply to skin and steam for a further 5 – 10 minutes after removing Enzyme Peel)
5. If the client's skin is very dry, mix Luvité Day Cream with 1 unit of Vitamin C, spread over entire skin and steam for 5 min.
6. Apply Luvité Clarifying Mask only on treated area where extractions may be perform – apply a thin layer and let it dry, remove wit damp mittens, do not apply water to mask
7. Extractions may be performed at this stage. Laser (optional)
8. Mix TREATMENT SOLUTION (on right)
9. Remove with wet/hot mittens
10. Massage with Luvité Hydrating Formula for 10min
11. Remove excess oil with mittens if necessary
12. Apply Luvité Toner on cotton wool and directly to skin
13. Apply Luvité Eye & Lip Perfector and Luvité Day Cream/ Luvité Night Cream

TREATMENT SOLUTION

- Face 5 units,
- Face and Neck 7 units,
- Décolletage 9 units:
 - i) 3ml Fruity Acids and 2ml Vitamin. C
 - ii) 2ml Fruity Acids, 2 units Vitamin. C and 1ml Collagen
 - iii) 1ml Age Away Serum, 1 unit Vitamin. C and 1ml dilutant

Massage/ use Galvanic/ micro-current / paraffin wax for face or steam into skin until absorbed {sticky feeling}

Targeting one of the most difficult skin problems, concentrated bio-technological complex that is highly effective in fading dark spots or patches and helps to remedy pigmentation irregularities.

acne treatment



Treatment Sequence

1. Cleanse remove with wet (hot) mittens, repeat if necessary
2. Signature Welcoming Massage with Luvité Massage Formula
3. Apply Luvité Toner on cotton wool and directly to skin
4. Mix Luvité Enzyme Peel with Luvité Fruity Acids and steam for 10 – 15 minutes (For an extra boost, after winter or when skin is dull and lifeless, mix 5 ml Luvité Mud Mask and 5 ml Luvité Fruity Acids, apply to skin and steam for a further 5 – 10 minutes after removing Enzyme Peel)
5. If the client's skin is very dry, mix Luvité Day Cream with 1 unit of Vitamin C, spread over entire skin and steam for 5 min.
6. Apply Luvité Clarifying Mask only on treated area where extractions may be perform – apply a thin layer and let it dry, remove wit damp mittens, do not apply water to mask
7. Extractions may be performed necessary. Laser (optional)
8. Mix TREATMENT SOLUTION (rightside)
9. Remove with wet/hot mittens
10. Massage with Luvité Hydrating Formula for 10minutes
11. Remove excess oil with mittens if need be
12. Apply Luvité Toner on cotton wool and directly to skin
13. Apply Luvité Eye & Lip Perfector and Luvité Day Cream/Luvité Night Cream

TREATMENT SOLUTION

- Face 5 units,
- Face and Neck 7 units,
- Décolletage 9 units:
- i) 3ml Fruity Acids and 2 units Vitamin C
- ii) 2ml Fruity Acids, 2 units Vitamin C and 1ml Collagen
- iii) 1ml Age Away, 1 unit Vitamin C and 1ml Dilutant

Massage/ use Galvanic/
micro-current / paraffin wax
for face or steam into skin
until absorbed {sticky
feeling}

A full skin care treatment with all the benefits of a Luvité Signature Skin Care Treatment, with the extra benefit of a Deep Cleanse, necessary for even the mature skin.



Treatment Sequence

1. Cleanse remove with wet (hot) mittens, repeat if necessary
2. Signature Welcoming Massage with Luvité Massage Formula
3. Apply Luvité Toner on cotton wool and directly to skin
4. Mix Luvité Enzyme Peel with Luvité Fruity Acids and steam for 10 – 15 minutes. (For an extra boost, after winter or when skin is dull and lifeless, mix 5 ml Luvité Mud Mask and 5 ml Luvité Fruity Acids, apply to skin and steam for a further 5 – 10 minutes after removing Enzyme Peel)
5. Mix Luvité Day Cream with 1 unit of Vitamin C, spread over entire skin and steam for 5 minutes.
6. Apply Luvité Clay Mask only on area where extractions may be performed – apply a thin layer and let it dry, remove with damp mittens – as dry as possible. Do not apply water to mask.
7. Extractions may be performed at this stage. Laser (optional)
8. Mix TREATMENT SOLUTION (on right)
9. Remove with wet/hot mittens
10. Massage with Luvité Hydrating Formula for 10–20 minutes
11. Remove excess oil with mittens if necessary
12. Apply a thin layer of Luvité Moisture Mask and leave for 10 minutes
13. Remove excess with wet/hot mittens
14. Apply Luvité Toner on cotton wool and directly to skin
15. Apply Luvité Cell Renewal Serum, Eye & Lip Perfector plus Day or Night Cream

TREATMENT SOLUTION

- Face 5 units,
- Face and Neck 7 units,
- Décolletage 9 units:
 - i) 2ml Collagen, 2 units Vitamin C, 1ml Dilutant
 - ii) 2ml Collagen, 1 unit Vitamin C, 1ml Fruity Acids, 1ml Dilutant

**Massage/use Galvanic/
micro-current /paraffin
wax for face or steam in-
to skin until absorbed
{sticky feeling}**

**Moisturising, soothing
and restructuring, to
give you relieve of
dryness, with all the
pampering benefits of
our famous skin treat-
ments.**

stress reliever treatment



Treatment Sequence

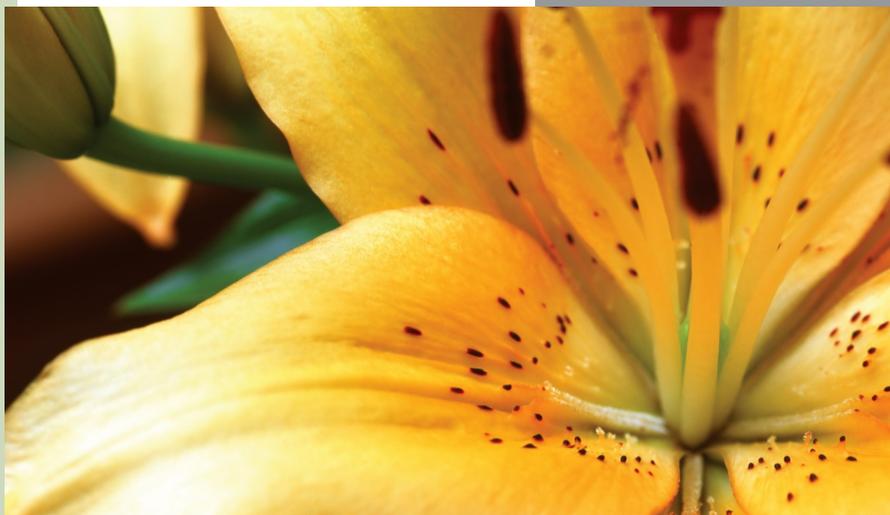
1. Cleanse, remove with wet (hot) mittens, repeat if necessary
2. Signature Welcoming Massage with Luvité Massage Formula
3. Apply Luvité Toner on cotton wool and directly to skin
4. Mix Luvité Enzyme Peel with Luvité Dilutant and/or Luvité Fruity Acids and steam for 10–15 minutes (For an extra boost, after winter or when skin is dull and lifeless, mix 5 ml Luvité Mud Mask and 5 ml Luvité Fruity Acids, apply to skin and steam for a further 5–10 minutes after removing Enzyme Peel)
5. If the client's skin is very dry, mix Luvité Day Cream with 1 unit of Vitamin C as a moisturizing mask, or use Luvité Moisture Mask, spread over entire skin and steam for 5 minutes.
6. Apply Luvité Clay Mask only on area where extractions may be performed – apply a thin layer and let it dry, remove with damp mittens, do not apply water to mask.
7. Extraction may be performed at this stage. Laser (optional)
8. Mix TREATMENT SOLUTION (on right)
9. Remove with wet (hot) mittens
10. Massage with Luvité Hydrating Formula for 10–20 minutes
11. Remove excess oil with mittens or cotton wool if necessary
12. Apply Luvité Toner on cotton wool and directly to skin
13. Apply Luvité Eye & Lip Perfector and Luvité Day Cream / Luvité Night Cream

TREATMENT SOLUTION

- Face 5 units,
- Face and Neck 7 units,
- Décolletage 9 units:
 - i) 2ml Collagen and 1 unit Vitamin C
 - ii) 2ml Fruity Acid and 2 units Vitamin C
 - iii) 2ml Age Away Serum and 2ml Collagen

Massage/ use Galvanic/ micro-current / paraffin wax for face or steam into skin until absorbed {sticky feeling}

Ideal for today's busy schedules, stress and pollution of a typical day. A proper stress relieving treatment with an intense revitalising upper back, neck, décolletage, and facial massage, using relaxing oils and oxygen.



Treatment Sequence

1. Cleanse, remove with wet (hot) mittens, repeat if necessary
2. Optional: Signature Welcoming Massage with Luvité Massage Formula
3. Apply Luvité Toner on cotton wool and directly to skin
4. Mix Luvité Enzyme Peel with Luvité Dilutant and/or Luvité Fruity Acids and steam for no more than 10 minutes
 - For an extra boost, after winter or when skin is dull and lifeless, mix 5 ml Luvité Mud Mask and 5 ml Luvité Fruity Acids, apply to skin and steam for a further 5 minutes after removing Enzyme Peel
 - If the client's skin is very dry, mix Luvité Day Cream with 1 unit of Vitamin C as a moisturizing mask, or use Luvité Moisture Mask, spread over entire skin and steam for 5 min.
5. Mix TREATMENT SOLUTION (on right)
6. Remove with wet (hot) mittens
7. Remove excess oil with mittens or cotton wool if necessary
8. Apply Luvité Toner on cotton wool and directly to skin
9. Apply Luvité Eye & Lip Perfector and Luvité Day Cream /Luvité Night Cream

TREATMENT SOLUTION

- Face 5 units,
- Face and Neck 7 units,
- Décolletage 9 units:
 - i) 2ml Collagen, 1 unit Vitamin C and 2ml Dilutant
 - ii) 2ml Fruity Acid and 2 units Vitamin C and 1ml Collagen
 - iii) 2ml Age Away Serum and 2ml Collagen and 1ml Dilutant

Massage/ use Galvanic/ micro-current / paraffin wax for face or steam into skin until absorbed {sticky feeling}

Relieves stress, dark circles and puffiness around the eye area, an ideal anti ageing treatment. This unique and effective treatment can be done as part of any of the Luvité Signature Skin Care Treatments, or on its own.

deep cleansing treatment



Treatment Sequence

1. Cleanse, remove with wet (hot) mittens, repeat if necessary
2. Optional: Signature Welcoming Massage with Luvité Massage Formula
3. Apply Luvité Toner on cotton wool and directly to skin
4. Mix Luvité Enzyme Peel with Luvité Dilutant and/or Luvité Fruity Acids and steam for no more than 10 minutes
 - For an extra boost, after winter or when skin is dull and lifeless, mix 5 ml Luvité Mud Mask and 5 ml Luvité Fruity Acids, apply to skin and steam for a further 5 minutes after removing Enzyme Peel
 - If the client's skin is very dry, mix Luvité Day Cream with 1 unit of Vitamin C as a moisturizing mask, or use Luvité Moisture Mask, spread over entire skin and steam for 5 min.
5. Mix TREATMENT SOLUTION (on right)
6. Remove with wet (hot) mittens
7. Remove excess oil with mittens or cotton wool if necessary
8. Apply Luvité Toner on cotton wool and directly to skin
9. Apply Luvité Eye & Lip Perfector and Luvité Day Cream / Luvité Night Cream

TREATMENT SOLUTION

- Face 5 units,
- Face and Neck 7 units,
- Décolletage 9 units:
 - i) 2ml Collagen, 1 unit Vitamin C and 2ml Dilutant
 - ii) 2ml Fruity Acid and 2 units Vitamin C and 1ml Collagen
 - iii) 2ml Age Away Serum and 2ml Collagen and 1ml Dilutant

Massage/ use Galvanic/ micro-current / paraffin wax for face or steam into skin until absorbed {sticky feeling}

This facial consists of the main factors found in a full facial that will leave your skin feeling fresh and re-vitalised. The perfect "quick lift" if you do not have enough time for a full facial.



Treatment Sequence

1. Cleanse remove with wet (hot) mittens, repeat if necessary
2. Signature Welcoming Massage with Luvité Massage Formula
3. Apply Luvité Toner on cotton wool and directly to skin
4. Mix Luvité Enzyme Peel with Luvité Fruity Acids and steam for 10 – 15 minutes. (For an extra boost, after winter or when skin is dull and lifeless, mix 5 ml Luvité Mud Mask and 5 ml Luvité Fruity Acids, apply to skin and steam for a further 5 – 10 minutes after removing Enzyme Peel)
5. Mix Luvité Day Cream with 1 unit of Vitamin C, spread over entire skin and steam for 5 minutes.
6. Apply Luvité Clay Mask only on area where extractions may be performed – apply a thin layer and let it dry, remove with damp mittens – as dry as possible. Do not apply water to mask.
7. Extractions may be performed at this stage. Laser (optional)
8. Mix TREATMENT SOLUTION (on right)
9. Remove with wet/hotmittens
10. Massage with Luvité Hydrating Formula for 10–20 minutes
11. Remove excess oil with mittens if necessary
12. Apply a thin layer of Luvité Moisture Mask and leave for 10 minutes
13. Remove excess with wet/hotmittens
14. Apply Luvité Toner on cotton wool and directly to skin
15. Apply Luvité Cell Renewal Serum, Eye & Lip Perfector plus Day or Night Cream

TREATMENT SOLUTION

- Face 5 units,
 - Face and Neck 7 units,
 - Décolletage 9 units:
- i) 2ml Collagen, 2 units Vitamin C, 1ml Dilutant
 - ii) 2ml Collagen, 1 unit Vitamin C, 1ml Fruity Acids, 1ml Dilutant

**Massage/use Galvanic/
micro-current /paraffin
wax for face or steam in-
to skin until absorbed
{sticky feeling}**

**Moisturising, soothing
and restructuring, to
give you relieve of
dryness, with all the
pampering benefits of
our famous skin treat-
ments.**

LUVITÉ MESO

Low Pressure Needless Injection System



 LUVITÉ

Skin by design

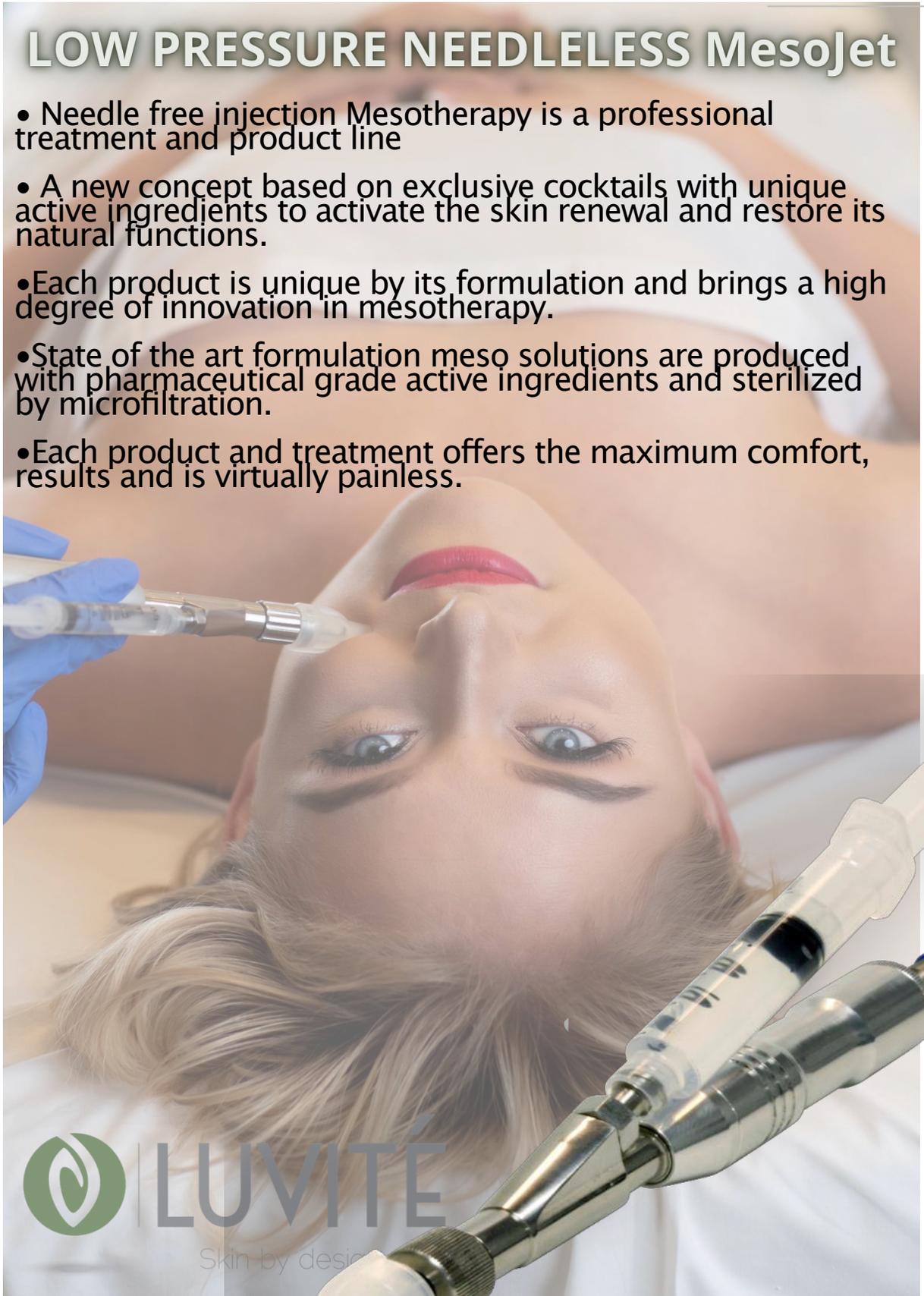


LOW PRESSURE NEEDLELESS MesoJet

The secret alternative to plastic surgery. Low pressure, Needle free meso-jet is taking skin care to a new level. Ideal for fine lines, deep wrinkles, natural lip filler, skin and neck sagging, eye contour, pigmentation, hair thinning, hair loss, keloid scaring, stretch marks, cm loss and much more.

LOW PRESSURE NEEDLELESS MesoJet

- Needle free injection Mesotherapy is a professional treatment and product line
- A new concept based on exclusive cocktails with unique active ingredients to activate the skin renewal and restore its natural functions.
- Each product is unique by its formulation and brings a high degree of innovation in mesotherapy.
- State of the art formulation meso solutions are produced with pharmaceutical grade active ingredients and sterilized by microfiltration.
- Each product and treatment offers the maximum comfort, results and is virtually painless.



LUVITÉ

Skin by design



LUVITÉ

CHEMICAL PEEL

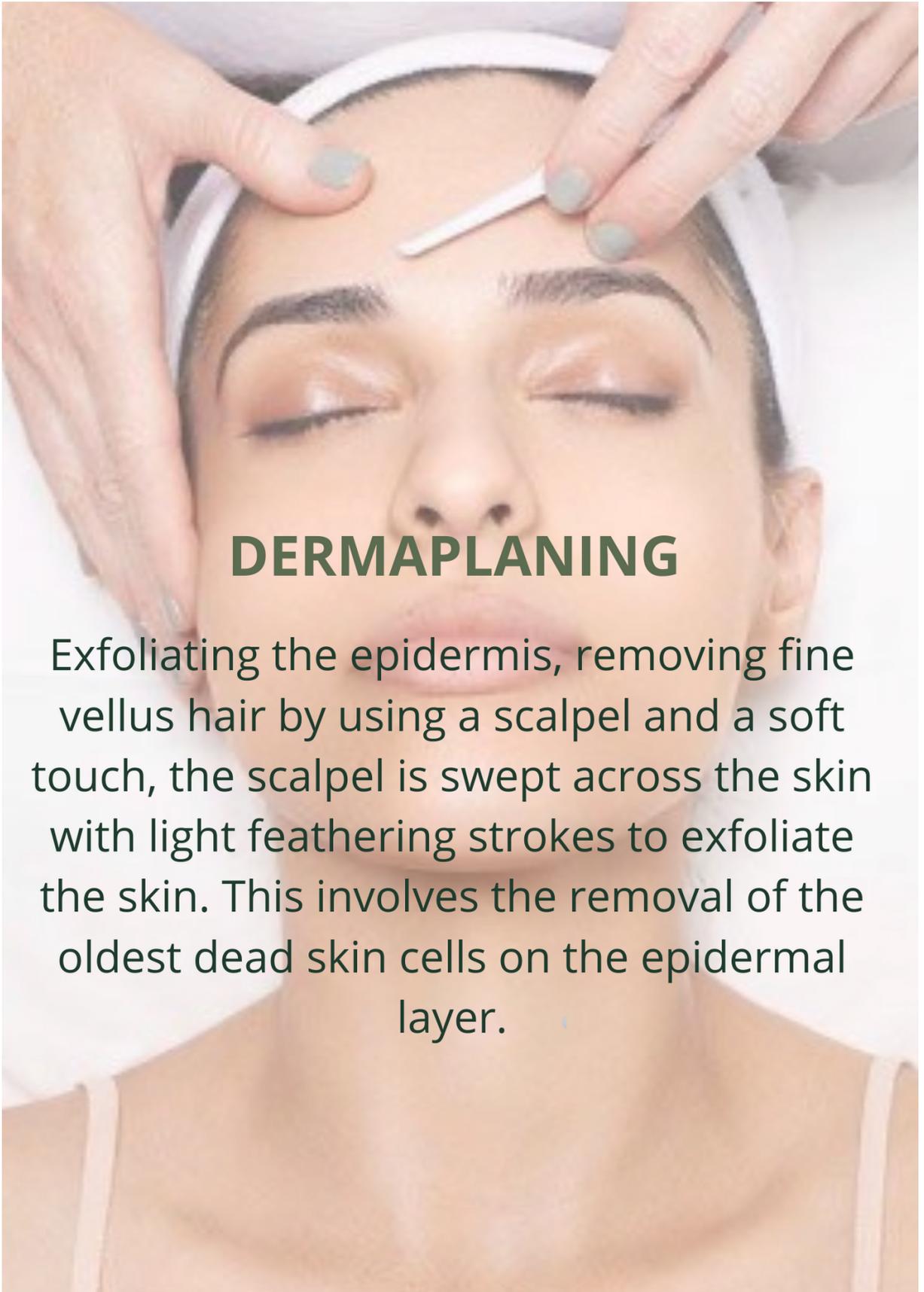


LUVITÉ CHEMICAL PEEL

Luvité superficial Glycolic peel involves the application of a chemical solution to the surface of the skin to produce the careful and controlled removal of its outer layers. The end result is smoother skin with better coloration, tone and texture. You will also see improvement in cell renewal, firmness, texture, reduction of fine lines and wrinkles, increased moisture levels, age spots, sun damage, blemishes, scars or acne and actinic keratosis (precancerous skin growth). It is also proven to be very Effective in the treatment of hyper-pigmentation, melasma, acne, and oily skin.



LUVITÉ DERMAPLANING



DERMAPLANING

Exfoliating the epidermis, removing fine vellus hair by using a scalpel and a soft touch, the scalpel is swept across the skin with light feathering strokes to exfoliate the skin. This involves the removal of the oldest dead skin cells on the epidermal layer.



LUVITÉ

MICRO/NANO

NEEDLING



Skin by design



MICRONEEDLING/NANONEEDLING

Medical Microneedling is a treatment that constitutes a form of collagen induction therapy (CIT). It is a minimally invasive procedure that uses several fine needles to puncture the skin, creating a superficial wound. These wounds stimulate the release of growth factors and induce the production of collagen. This treatment is also referred to as a non-ablative skin treatment as the deeper parts of the skin is treated without removing the upper layers of the skin. In other words, the epidermis remains relatively intact, limiting adverse reactions.

l u v i t é c o s m e c e u t i c a l s

PLANNING AHEAD



Treatment Plan

Client:

Date:

Month 1	Home care	Month 2	Home care	Month 3	Home care

Month 4	Home care	Month 5	Home care	Month 6	Home care

Recommendations:



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Luvité Cosmeceuticals (Pty.) Ltd.
www.luvite.co.za
info@luvite.co.za
+27 73 379 0147

SAAHSP



SOUTH AFRICAN ASSOCIATION OF
HEALTH & SKINCARE PROFESSIONALS

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