



## The Willa Krause Group

The Willa Krause Group is a well-established, 40-year-old business. The Willa Krause Group consists of **Willa Krause Skincare**, **DC Laboratories** and **SCW Consulting**.

Willa Krause started her first business, Argilla Pottery, in 1978. Argilla Pottery is a South African pottery range, exclusively sculpted by craftsmen and made from high-quality clay at a factory North of Pretoria. Due to the heat of the kilns and the dust of the clay, the condition of Willa's skin deteriorated, and she decided to challenge some of the world's best scientists to create the **Willa Krause Skin Care range**.

Willa Krause Skincare was established in 1989 and offers solutions to all skin types and ages, by incorporating the highest quality raw materials available worldwide. Today Willa Krause Skin Care boasts with the latest technology in micro-current facial stimulation, incorporated in the NEW and upgraded Meso Rejuvenator Non-Surgical Face Lift Machine, specifically developed to use with the Willa Krause Skin Care range. The newest addition to the Willa Krause Range is the Willa Krause Photon Ultrasonic Skin Care device, Micro Photon Needle therapy and Willa Krause Skin needling (Dr Pen)

Willa Krause Skin Care has numerous salons and a large marketing force throughout Southern Africa and has represented South Africa at various international Beauty and Cosmetic Expos including the renowned Cosmoprof in Bologna, Italy. The Willa Krause Professional Makeup range is expanding, it's easy to use makeup range is suitable for everyday wear but can also be used for bridal, photographic and television makeup artistry.

**Willa Krause Skin Care offers you effective, affordable products using highly active raw materials to ensure the best results. Our products are formulated in South Africa specifically with the Southern African climate in mind. It prevents and protects the skin against dehydration and sun damage while fighting the signs of ageing. Willa Krause Skin Care is research based, result orientated skin care with active ingredients. Willa Krause Skin Care is an investment in your skin and an excellent business opportunity!**



*Welcome to the Willa Krause Team*



**WILLA KRAUSE - FOUNDER and DIRECTOR  
and LIESEL KRAUSE-WIID DIRECTOR**

**WILLA KRAUSE SKIN CARE MISSION**

TO MARKET A COMPACT, AFFORDABLE SKIN CARE RANGE THROUGH TRAINED CONSULTANTS WITH EFFECTIVE PRODUCTS WHICH ENSURES RESULTS ON AN INDIVIDUAL AND PERSONAL BASIS.

**WILLA KRAUSE SKIN CARE VISION**

TO MAINTAIN AND DEVELOP A SUCCESSFUL SKIN CARE RANGE OF INTERNATIONAL STANDARD AND TO REMAIN ON THE FOREFRONT OF TECHNOLOGY AND RESEARCH AIMED AT WOMAN, AND THEIR FAMILY'S NEEDS REGARDING SKIN, BODY, HEALTH AND BEAUTY CARE.

# INDEX

GENERAL	4
Layers of the skin	4
Functions of the skin	5
Enemies of the skin	6
COMMON BEAUTY PROBLEMS	6
PRACTICAL SKIN ANALYSIS	10
DIFFERENT SKIN TYPES	16
FITZPATRICK SCALE OF SKIN COLOUR	19
WILLA KRAUSE SKINCARE ROUTINE	20
4 Step Routine	20
Cleansing bars (pre-cleansers)	21
Deep cleansers	23
Refresh	25
Eye care	26
Serum	30
Special treatments	40
Moisture & nourish	47
Protection	53
Exfoliation	58
Masks	59
Perfumes and Make-Up	62
Men's range	64
HEALTH CARE AND OTHER PRODUCTS	
Skin relief	65
Rub on relief	66
Pain Relief Body & Foot Soak	67
Heel balm	67
SALON PRODUCT PROFESSIONAL	
Meso vitamin complex	68
AHA – Glycolic acid and neutraliser	69
SLIMMING TREATMENTS	
Cause of cellulite	71
Exfoliating bar	72
Fat burner Anti-Oxidant energiser	72
Radiance Collagen Rejuvenations Supplement	73
Shake a Meal	76
ACNE RANGE	
2-in-1 Face Wash & Toner	80
Daily Calming Lotion	81
Night Moisture Serum	81
Spot Treatment	82
Clear Skin Acne Supplement	82
HAIR CARE	
Hair Growth & Shine Serum	83
Hair Growth & Shine Supplement	83
Eyebrow & Lash Serum	84
EARTH RANGE	
Rooibos & Aloe Cleanser	84
Kalahari Melon & Microalgae Moisturiser	84
Vitamin C & B3 Glow Serum	85
Ximenia & Turmeric Rewind & Detox Serum	86
Marula & Baobab Lush African Oils	86
MARKETING	87

The skin is the largest organ of the body and weighs between 3 and 4 kg. As the most accessible organ, it tells us about our environment through touch and sensation - which does not, for instance, apply to the kidneys. As one of the most interesting organs: the skin grows from the inside outwards and is constantly reproducing itself. It plays an important role in some vital bodily functions and performs these tasks very efficiently.

### LAYERS OF THE SKIN

The skin consists of three layers:

#### ➤ **Epidermis**

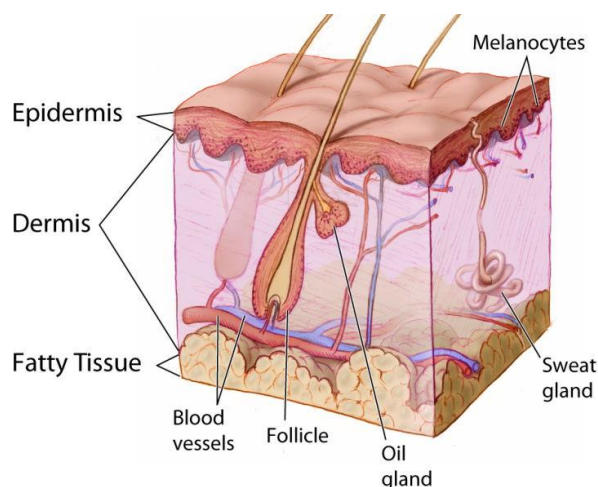
- This is the outermost layer of the skin and has an acidic pH. The epidermis consists of an outer horny layer of dead cells which are constantly being worn away from the surface and replaced from below. It is nourished and drained by lymph from the dermis. Pigmentation cells are situated in this layer. Dead cells are normally shed in a two-week cycle.

#### ➤ **Dermis**

- The “live” part of the skin is situated between the epidermis and hypodermis. This is sometimes referred to as the “true skin”. It consists of a network of connective tissue namely collagen and to a far lesser degree, elastin. Collagen and elastin (produced by the fibroblast cells) are complex proteins responsible for support and elasticity of the skin and enables the skin to regain its shape after being pulled, stretched, or pushed. The dermis is the largest layer of the skin and contains blood capillaries which bring oxygen and nutrition to the cells whilst removing waste products through lymph canals. Nerves and nerve endings, sweat glands, hair follicles, small muscles and sebaceous glands are also found in the dermis. Every square centimetre contains about 2,3 m of blood capillaries.

#### ➤ **Sub-cutaneous (Hypodermis)**

- Many books do not describe the hypodermis as a layer of the skin, since it is more of a layer between the skin and muscles. This is however the deepest layer of the skin. It is composed of loose connective tissue and contains fat cells, veins, and nerves. These allow the skin to move easily over the underlying tissues. This is the layer that mainly stores fat and is therefore thicker in women, helping to form the rounded curves, than in men. This layer acts as insulation and protects the internal organs from temperature variations and acts as an energy reserve from which the body can draw as required.



## **FUNCTIONS OF THE SKIN**

### **Protection:**

- The skin acts as a protective layer for internal organs and structures
- The fat cells of the sub-cutis protect the body against blows and falls.
- The horny layer, which acts as a barrier against bacteria and micro-organisms, also prevents water from entering the body and body fluids, electrolytes, etc. from leaving the body.
- The epidermis protects the body from the harmful effects of ultraviolet rays by stimulating the melanocytes to produce melanin.
- Sebum (oil), as part of the acid mantle, acts as a slight antibacterial agent.

### **Sensation:**

- The brain is made aware of the different stimuli of pain, cold, temperature, etc. experienced through the tactile nerve endings, found at different levels in the dermis.

### **Heat Regulation:**

The skin helps to regulate the body's heat at 36.8°C in various ways:

#### **When cold:**

- Capillaries contract so that the warmer blood remains deeper in the body.
- The erector pili muscles raise the hair, trapping a layer of air against the surface skin.
- The sweat glands become less active (the skeletal muscles go into an involuntary shiver)

#### **When warm:**

- Fluid from the sebaceous glands and epidermal spaces are secreted onto the surface of the skin where the fluid evaporates and has a cooling effect.
- The capillaries dilate (expand) allowing the blood to flow near the cooler skin surface, thus losing heat.
- Ethnic skin allows more evaporation to take place than Caucasian skin that helps to keep the skin cool in high temperatures; however, Caucasian skin has a better tolerance for cooler temperatures.

### **Excretion (elimination):**

- Sweating helps the body dispose of some waste materials such as urea and lactic acid.
- Gasses are also diffused through the skin, such as carbon dioxide. The rest is eliminated.
  - through the lungs, kidneys, and colon

### **Secretion (production):**

- Sebum is secreted by the sebaceous glands and helps to maintain suppleness of the skin and softness of the hair. It also has antibacterial properties and contributes to the acid mantle.
- Sweat secretion helps to regulate body temperature and contributes to the acid mantle.

### **Absorption:**

- Thin fluids such as aqueous solutions are not readily absorbed through the skin.
- Some products such as oil or fatty-based substances may be absorbed in small quantities.
- Some drugs are absorbed in this manner (Hormone patches)
- The skin absorbs oil better than water (otherwise you would never be able to get up after having a bath)
- Gasses exist in the hair follicle and when you make a vacuum movement when applying a cream, you shake/disturb the gasses which allow the product (cream) to penetrate.
- Penetrating agents such as Isopropyl Palmitate ensure that the creams are absorbed, however by following the vacuum movements, a more rapid penetration is assured.

### **Storage:**

- Fat is mainly stored in the subcutaneous layer, while skin tissue contains up to 15 percent of the body's fluid.

## Production of Vitamin D:

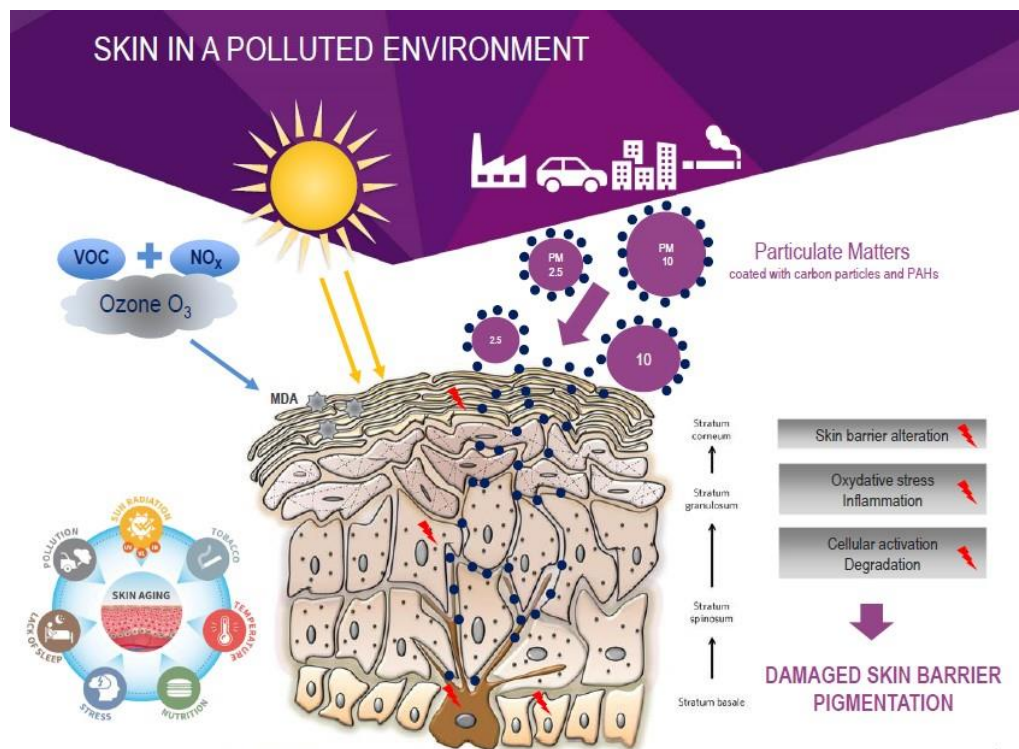
- Production of Vitamin D takes place in the skin. Ultraviolet rays stimulate the skin to produce Vitamin D, which together with phosphorus and calcium assists in the formation of bone. Only a part of skin the size of your hand, need be exposed to the sun for less than an hour every day to produce enough Vitamin D for your body's needs. A shortage of Vitamin D can lead to the abnormal development of bones in children, a condition referred to as rickets.

## COMMON BEAUTY PROBLEMS AND SOLUTIONS

### ENEMIES OF THE SKIN

The skin is constantly renewing itself; however, the condition of your skin can be influenced by the following factors:

- An insufficient skin care routine – can cause skin infection.
- Excess exposure to the sun – causes dryness, blemishing and early ageing.
- Bad eating habits – your skin needs a well-balanced diet, with all the necessary vitamins, minerals and antioxidants.
- Genetic factors – influence your skin type.
- Medical treatment – anaesthetics and medication take months to get out of your system.
- Pollution – has a negative influence on the skin.
- Air-conditioning and heaters – dehydrate the skin.
- Stress – causes tension and influences the appearance of your skin and causes dehydration.



Adapted from Krutmann et al. J Dermatol Sci 2014, 2016 and Natarajan et al. Nature 2014

4

## **THE IMPORTANCE OF THE USE OF SKIN CARE PRODUCTS**

- Over the last 50-60 years our environment has undergone a drastic and radical change. Pollution is at an all-time high and air conditioning in buildings is in the order of the day as opposed to having windows that open.
- We live in a microwave age where we mostly rely on 'fast' foods which in any event, do not provide us with the necessary nutrients, since hardly any fresh, raw vegetables is eaten as a meal, nowadays.
- We have become very comfortable and will drive rather than walk wherever we want to go.
- Tobacco is very harmful to the body and has extremely negative effects on the skin, depriving the cells of oxygen, slowing the removal of waste products, and causing dehydration.
- Our skins need extra special care nourishment, and protection, more than what it would have 50-60 years ago.
- Products are not the same as 50 years ago. Technology has improved skin care products to penetrate-into the skin and actually-make a noticeable difference to the skin and the ageing process.
- For truly firm and fine textured skin, Willa Krause Skincare believes in four easy steps (more detailed discussion later-on in manual):
  1. Cleanse
  2. Tone
  3. Moisturise and Nourish
  4. Protect

### **EXCESS OILINESS**

- To prevent the pores from becoming blocked with sebum/oil, dead cells, or other impurities, it is essential to keep the skin clean (without over-cleansing the skin)
- Use the four steps in the skin care routine to normalise your skin.
- Use the **Purifying Clay Mask** three times a week on affected areas or alternatively the **Clarifying Black Mask**
- Eat a balanced diet and avoid greasy food.

### **BLACKHEADS (COMEDONES)**

- This is caused by sebum/oil and dead cells which harden, blocking the pores. As soon as the surface of the blackhead comes-into contact with oxygen, oxidation takes place - hence the black area.
- Closed comedones are when a layer of keratin cells covers the surface.
- Use the four steps in the skin care routine to normalise your skin.
- Use the **Purifying Clay or Clarifying Black Mask** three times a week on affected areas.

### **PIMPLES (PUSTULES)**

- A pimple develops as, a result of excess sebum/oil and impurities blocking the pores and causing inflammation.
- Common during adolescence
- Do not squeeze or pick, as this will spread the infection.
- Use the four steps in your skin care routine to normalise your skin.
- The **Enzyme Exfoliator** helps preventing the formation of comedones and pimples, while **Acne Gel** can be used as an effective spot treatment and the **Anti-acne Serum** as a moisturiser in the treatment of pimples.
- Use the **Purifying Clay Mask** three times a week on affected areas.

### **WHITE HEADS (MILIA)**

- White heads develop when sebum/oil gets trapped beneath the skin. By exfoliating, the upper layer of dead cells will be shed, which, in turn will help normalise the skin since oil will be excreted easier.
- White heads on the forehead can be attributed to the above-mentioned factors but may also be an indication that the person is suffering from high cholesterol.
- When white heads appear around the jaw line and around the mouth, it generally indicates of a hormone imbalance. However, a hormone imbalance can also occur as, a result of stress.
- White heads around the eye area normally signifies a too rich cream being used (for example, using your moisturiser over your eyes)

- Use the **Enzyme Exfoliator** to prevent oil and dead skin cells from accumulating on the skin or in the pores.

### **HORMONE INBALANCE**

- Over and above the white head which may appear, another indication is the appearance of long, dark facial hair.

### **SEBORRHOEA**

- This occurs when excess sebum is secreted by the sebaceous glands, the hair and skin is normally very oily and enlarged pores are visible which makes it easy for blackheads/comedones and pimples/pustules to develop. If this condition is not treated, it could develop into acne.
- Use the four steps in the skin care routine to normalise your skin.
- Use the **Purifying Clay Mask** three times a week on affected areas.

### **ACNE**

- Acne Vulgaris is hereditary; the skin is extremely oily with large blackheads/comedones.
- The sebaceous glands are inflamed - acne normally develops on the face, neck, back and décolleté area and starts during puberty. Often, the earlier acne starts to develop, the longer this condition lasts and the more difficult it is to treat. The most obvious reason for developing acne, is the hormonal changes in the body at this age. Stress diet and certain materials, like nylon can worsen this condition.
- Dermatologists normally treat acne with antibiotics to strengthen the skins' immunity. For girls they normally prescribe female hormonal treatments (The Pill) or medication which contains extremely high dosages of Vitamin A which assists exfoliation. However, it should be noted that prolonged use of high dosages of Vitamin A could have detrimental effects.
- If this condition is not treated, large carbuncles can develop that may leave unsightly scars.
- Marketers/Therapists: TREAT ALL OF THE SYMPTOMS OF ACNE! The **Tea tree acne bar**, **Anti-acne serum**, **Enzyme Exfoliator** and **Skin Renewal Radiance Corrector** helps preventing the formation of comedones and pimples, while **Acne Gel** can be used as an effective spot treatment.
- Use the **Purifying Clay Mask or Clarifying Black mask** three times a week on affected areas.

### **ROSACEA**

- Is often confused with acne - this condition develops when a chronic congestion occurs in the superficial capillaries, the middle of the face normally gets affected and is prevalent in females undergoing menopause.
- The appearance of the skin is thicker with enlarged pores impurities and broken capillaries. This condition can deteriorate due to the sun, heat, strong spices alcohol and stress.

### **DILATED CAPILLARIES/COUPEROSE**

- Can be genetic.
- Rupturing can occur if the skin is exposed to dramatic temperature changes such as:
  - In winter when leaving a warm home and going outside where the temperature is very cold
  - Air conditioning - from a cool car to the extreme hot air outside
  - Bathing in hot water then rinsing the face with cold water.
  - Opening of ovens fridges or freezers
  - Jumping into a cold swimming pool after tanning
- Other causes of dilated capillaries include:
- Strong spices in food
- Hay fever can also cause broken capillaries especially around the nose area.
- Pressure, when one tries to force out impurities.
- Aspirin

### **ENLARGED PORES**

- Excess secretion of sebum, through the sebaceous gland, which is attached to the hair follicle, leaves the muscle of the hair follicle relaxed which allows the sebum to secrete continuously. As time goes by this muscle becomes lazy and weak, which in turn, leads to enlarged pores.
- Certain products can dehydrate the skin. To compensate for this reaction, the skin produces too much sebum that can lead to enlarged pores.

- The mature lady can also have enlarged pores due to the afore mentioned having occurred earlier in her life, without receiving corrective treatment.
- This muscle (Erector Pilli) can be trained and rectified by using the **Purifying Clay Mask and Freshener/ Clarifying Astringent**

## OTHER CONDITIONS OF THE SKIN

<b>Keloid</b>	An elevated, enlarged fibrous scar, initiated by an injury.
<b>Wart</b>	A flesh-coloured raised area caused by a viral infection.
<b>Dermatitis</b>	Inflammation of the skin due to external factors. Normally starts as an area which is red and inflamed, accompanied by an itch. Tiny water blisters form, rupture and then leave a scar. Various factors could contribute to this condition such as plants, wood, medication, clothes, cosmetics and chemicals.
<b>Eczema</b>	This is the same as Dermatitis, although the reason for it is unknown. It could be hereditary. It is not contagious.
<b>Herpes Simplex</b>	A fever blister which occurs around the mouth - mostly on the same place as before. It is caused by a virus but will reappear if your immune system is run down. It is contagious.
<b>Psoriasis</b>	Starts out with an area red in appearance covered with tiny silver scales. Although it is not contagious, the cause of this is unknown. However, it normally is hereditary, but can also occur or worsen as, a result of stress.

## DEHYDRATION/THE LOSS OF MOISTURE

- Exposure to the sun, wind or cold can deprive your skin of moisture.
- The wrong skin care products can also deprive your skin of moisture and stimulate the production of oil.
- Use the four steps to normalise your skin.
- **Hydrating Balm** can be used under your day/night cream to replace lost moisture, while **Advanced Moisturising Protection** can be used to prevent moisture loss. The **Firma Lift advanced moisture treatment** restores moist in the skin and is very anti-ageing at the same time.

## PIGMENTATION

Various factors influence the colour of your skin.

- Hyper-pigmentation - a concentration of pigmentation in a particular area, thereby leaving a brown mark (Chloasma). This condition, however, can be treated successfully, by using the **Enzyme Exfoliator**, the **Skin Renewal Radiance Corrector** or the **Even Skin Dark Spot Corrector** followed by the **Sun Wrinkle Protector**.
- Hypo-pigmentation - the absence of pigmentation leaves the skin with white spots (Vitiligo). This condition is caused by a virus and when exposed to the sun without the protection of a sunscreen, tends to worsen the white colour of the spot.

## CONTRIBUTING FACTORS CAUSING CONCENTRATION OF PIGMENTATION

<b>Hormones:</b>	Pregnancy Menopause The Pill (skin colour darkens during your cycle) Stress
<b>After inflammation:</b>	Damaged tissue 'excites' and stimulates blood circulation to heal the wound. Then melanocytes (the factories which produce melanin) are stimulated which in turn causes the pigmentation
<b>Skin disease:</b>	Thickening of the skin takes place which causes dark spots to appear, as in the case of acne or eczema.
<b>Photosensitivity:</b>	Due to the agents used in perfume, antihistamine, antibiotics, citrus oils and sweeteners in coffee, the skin develops sensitivity to light, causing pigmentation and/or a rash to develop.

- Ageing:** As you grow older, the activity of the melanocytes decreases and an uneven colour result (liver spots)
- Trauma:** the DNA formation can be altered, and incorrect growth takes place due to free radicals. Anti-oxidants can normalise this situation.

**AVOID THE FOLLOWING:**

- Contraceptives with too much oestrogen
- UV-rays
- Mechanical irritations such as scalding.
- Chemical agents such as soaps
- Avoid using perfume on areas exposed to the sun.

**REMOVING EXCESS PIGMENTATION WITH SKIN CARE PRODUCTS:**

- Remember that you cannot expect your skin to run a marathon without the necessary training.
- You must remember that, often, pigmentation spots have been forming over a long period of time, therefore good results will only be achieved if treated for a longer, period.

**CELLULAR TURNOVER**

- The quicker new cells are produced, the sooner an improvement will be visible on your skin. The constant use of products will influence the formation of healthy new cells.
- Willa Krause Skin Care products will increase the tempo of cell turnover, which is why visible results are evident in a short time.

**PRACTICAL SKIN ANALYSIS AND TREATMENT PROCEDURE**

Skin analysis should always be done in good clear light.

**What you will need:**

- A hair band to keep the hair out of her face.
- A cape or a towel to protect clients' clothes.
- Cotton wool, cut into squares so that it can be held firmly around the fingers.
- Ear buds
- A disposable bag for used items.
- Two - six cosmetic sponges
- Tissues
- Display all your products (creatively with towels)
- A bowl for water (the size should be big enough to fit both hands in)
- A clean bowl without water to put dirty sponges in
- It is of vital importance that you wash your hands before starting with a facial.
- **Be hygienic and keep the following in mind:**
  - Always keep contact with your client - it has a psychological impact on her
  - Your client must be seated comfortably and must be relaxed
  - Your movements must be flowing and elementary
  - Keep your nails short, it must never scratch your client
  - Ensure that your breath smells fresh

Whilst performing a facial, take the time to explain the products that you are using and what their purpose is. Those products which you are not going to use may be explained/ discussed while waiting for the mask to dry.

**PRACTICAL SKIN ANALYSIS**

**1. SKIN TEXTURE:**

- Enlarged pores, rough or fine texture?
- If the skin has a rough texture with enlarged pores, it could be an indication that too much oil is being excreted in that, area. Remember, that the person might have had a very oily skin when he/she was younger.

## 2. SKIN COLOUR:

- How does the colour differ in the neck to that of the rest of the face? Does your client smoke? Is he/she on any medication?
- If a person suffers from a lung ailment, the face can have a blueish appearance because of the lack of oxygen.
- Capillaries tend to swell out and the skin tends to have a more prominent red colour if the client is using aspirin or alcohol (remember that skin might become very sensitive with the use of aspirin)
- If the skin appears pale, it could be an indication of poor blood circulation.
- Blue rings under the eyes may signify fatigue allergy or asthma.
- Menopause causes cheeks to become red accompanied by hot flushes - this is not a permanent condition.

## 3. SKIN SENSITIVITY:

- It is a fact that you will find clients with either a thick or thin skin. Thin skin types are easily identifiable since the capillaries are clearly noticeable on the face, whereas the thicker skin type generally has a yellowish colour. Unfortunately, often the wrong conclusion is made when it is assumed that only thin skin types are sensitive and not the thicker skin types.
- An indication whether your client possibly has a sensitive skin is when the skin appears dry with possibly dilated capillaries on the cheeks. The skin should not be exposed to harsh treatment.
- The oily skin type is more complex. Normally people suffering from an oily skin are very conscious of this problem and often will go to the extreme by using excessively harsh products to try and rectify the problem. The skin then dehydrates, resulting in the sebaceous glands over producing oil to try and compensate for the loss of moisture, this then becomes a vicious circle, and the skin ultimately becomes oilier than before, not to mention extremely sensitive to the product. Always ascertain what products your client is currently using to get an indication of the strength of the products that are currently used.
- The best is to ask your client if they have experienced any sensitivity or allergy to any products before and if they know what the cause was.

## 4. SKIN CIRCULATION:

- Test the skin's circulation by pressing your thumb on the client's forehead. The skin should appear pale when you remove your thumb. The sooner the skin returns to its normal colour once the thumb has been removed, the better the circulation. The longer it takes, the poorer the circulation.
- Skin normally appears pale if circulation is bad. It could mean that waste is accumulating in the lymph. Such a person should refrain from using excess salt and should drink more water. The intake of raw vegetables and fruit should also be increased.
- By looking at a person's skin, one can easily determine how healthy that person is. Cellulite will also be a problem (as it would be very painful if one were to squeeze an area where it is present). The intake of water lightens the kidneys' burden, since the skin helps the body to get rid of a lot of waste. You also tend to get rid of most of the impurities at night whilst sleeping by means of perspiration. This is quite normal and very healthy. It is said that you could lengthen your life span by perspiring enough.

## 5. OIL AND MOISTURE BALANCE:

- It is easy to see when there is excess oil on the skin since it is shiny and looks greasy. Conversely, if the skin is dry, fine lines will generally appear over the whole face. If the skin is dehydrated, fine horizontal and vertical lines will appear on the cheeks when you gently press it upwards.
- Ask your client the following questions to determine where the excess secretion is:
  - "Does your skin shine upon waking in the morning (too much oil), or does it feel taut (too little oil)?"
  - "Does your skin shine 10 minutes after having cleansed it?"
  - "Does your skin shine by midday?"
  - "Which areas shine or feels taut?"

- You can never determine just by looking at the texture of the skin whether it is oily or not (see *skin texture*). By looking at the texture you will, however, be able to determine which mask she should use.

## 6. SKIN ELASTICITY:

- Can be tested by gently pinching the neck and the cheek area. If the skin restores rapidly to its normal position, it indicates that the elasticity is good. If it takes a while before restoring to its intended shape, it signifies that the elasticity is poor.
- An ageing skin will have wrinkles across the face. The muscles of the cheek bones and banks of the eyes will droop. It must not be assumed that only females between the age of 40 and 50 suffer from an ageing skin. You can be as young as 30 and have a skin that looks like that of a 50-year-old person, due to exposure to the sun.
- An uneven skin colour and “liver spots” are clear signs of ageing skin.

## 7. ABNORMALITIES:

- Any blemish or pimple is regarded as an ‘abnormality’. Special care must be taken to note all these details in order to make the correct skin analysis, e.g., to suggest the correct product for pustules. Progress can be monitored each time you compare your records with the previous findings.
- Once you have taken all these points (pigmentation, blackheads, pustules, wrinkles etc.) into consideration, it ought to be possible for you to determine your client’s skin type. It is important to remember that more than one skin condition may appear on the skin. An oily skin on the cheeks covered with black heads and pimples, whilst the rest of the face appears normal are diagnosed as a combination skin, which means that more than one ‘skin type’ appears on the skin.
- **NB: There are only 3 different skin types: normal dry and oily. It can be a combination with different skin conditions.**
- Take care not to associate a combination skin with an oily T-zone. Combination skin can also refer to oily cheeks with a dry T-zone.
- Experience will show that most people have a combination skin.
- If there are a few pimples on your client’s skin, NEVER tell her that she suffers from Acne. Acne is a disease of the skin which should be treated on its own and influences the entire body.
- A normal skin is where the oil-moisture balance is absolutely, normal. Normally such a skin is blemish free and no pimples appear on the skin. This skin type is found in children before reaching adolescence. However, by using the correct products we are able to, normalise the skin, changing it from a combination to normal skin. But you will still use products for a combination skin type.
- Remember, from the age of 25 the skin starts ageing. So, if you come across someone with a perfect skin, this does not mean that he/she does not need any skin care products. We still have to use the correct products to maintain the perfect skin.
- Each time your client acquires more products, you have to do a new skin analysis to see how the client’s skin has reacted to the products thus far. Also remember that many other factors can influence the state of your client’s skin, such as medication, the climate, the season etc. Always do a new skin analysis - never let your client keep stuck on the same products for years.

## THE TRUTH ABOUT ALLERGIES

There is no such thing as a totally safe material. Some people have an allergy against distilled water! Tea Tree Oil which possesses wonderful healing properties, could also have an allergic effect if used in the incorrect concentration. For that reason, it is always better to purchase a product which has scientifically been formulated as opposed to you trying to mix it yourself.

If a person is allergic to a product, it is usually to the preservative or the additives. This is **not** an allergy, but rather contact dermatitis, which means that your skin is irritated and sensitive to one or more of the ingredients. It is not advisable for any skin care house to use any ingredients on a client, which might cause an irritation. The CTFA of South Africa is a body which determines which raw material is safe and allowed in skin care products. The level of preservatives and perfume in Willa Krause Skin Care is considerably lower than the prescribed level which is allowed.

According to Prof. Aubrey Parsons a lot of our allergies are directly related to what we eat - normally foods such as eggs, milk and peanuts. He also says that food, when cooked, is 70% less allergenic. Ever heard of Tartrazine? According to him you'll only have an allergy for Tartrazine if you have been born with a bronchial disorder (such as asthma) and if you're in the habit of using aspirin as a painkiller.

### ***HOW TO HANDLE THIS PROBLEM***

**Because Willa Krause Skin Care products are natural, very few problems ever occur.**

Do not panic. Do not get involved in a lengthy analytical discussion. Concentrate on the following:

- Is the client using the product as prescribed?
- Is she using any other products in conjunction with Willa Krause Skin Care Products?
- Is she on, or has she recently undergone any medical treatment such as anaesthetic or medication?
- Is she currently experiencing a traumatic or stressful situation?
- Explain the correct procedure to use the products or make an appointment to go and see her personally.
- If any irritation should occur, discontinue the use of the product temporarily. Let her try each product out one by one to determine which one it is that is causing the irritation.

### **CLIENT CARD**

Required information:

- Full name and surname
- Date of first consultation
- Street and postal address
- Telephone numbers - work, home, cell, and fax number
- Date of birth and anniversary date - phone her to congratulate her on her birth- or wedding day make sure that you phone her husband a week before the time to remind him or her birthday/anniversary. Coax him into buying her a gift from you.
- How many children there are and their ages. If she has recently given birth to a child, chances are that hormones will play a part in the skin colour, weight etc.
- Note her medical history; operations during the last 6 months, medication being taken, allergies, her doctor's name and telephone number in case of an emergency.
- Profession - to establish if what she does for a living does not have a negative effect on her skin. (sun, air conditioner etc).
- Diet - does she consume enough water, fibre etc.
- Ensure that you have her sign an indemnity form against anything which could be held against you while she is in your salon, such as theft or in case of a fire, etc.
- 

All the above information is kept on her client card which you retain in a file.

The information below must be completed each time a product is being purchased from you and these details also get filed. **When she comes for a facial or buys products:**

- Skin texture
- Skin colour
- Skin sensitivity
- Circulation
- Oil-moisture balance
- Elasticity
- Abnormalities
- Products purchased by client.

By keeping client cards with all the above information will empower you to always know everything about your client, so that you can give her the best service professionally and be a friend, even if you have hundreds of clients!

**EXAMPLE OF A CLIENT CARD:**

CLIENT HISTORY CARD		
Name and Surname:		Date:
Tel (H):	Email:	
Tel (W):	Cell:	
Postal address:	Physical address:	
Date of birth:	Date of Anniversary:	
Children:	Occupation:	
Name and contact no. of doctor:	Allergies:	Medication:
Medical History:	Lifestyle Habits and Diet:	
Skin Analysis		
Skin texture:	Skin colour:	
Skin sensitivity:	Blood circulation:	
Oil balance:	Moisture balance:	
Skin elasticity:	Abnormalities:	
Other notes:		
Products and Treatments		
Date	Product	Treatments

**IN THE SALON OR WITH DEMONSTRATIONS**

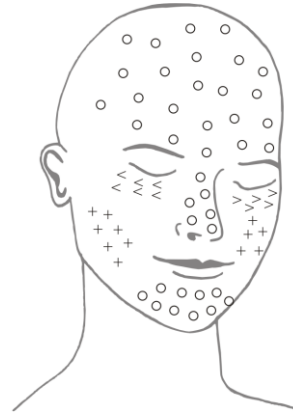
1. Remove eye make-up and lipstick with **Micellar water**.

2. Remove superficial impurities with a deep cleanser. Use the **Deep Cleanser Gel** because you do not know what skin type your client has yet.
3. Do a complete skin analysis and choose the correct products for her skin type and for future use. Remember to fill in and update your client's record sheet.
4. Cleanse skin with a deep cleanser suitable for her skin type.
5. Use an exfoliator to remove all dead cells. You can use the **Enzyme Exfoliator** to loosen dead skin cells, with the **Scrub Cream** over that to lift off dead skin cells. Just make sure when using the scrub cream, that your client does not have a very sensitive skin or acute acne with infection. Take special care to rinse face properly after that.
6. If you have a steamer available, you will steam her face now (or while doing the exfoliation with Enzyme exfoliator).
7. If you would like to perform a facial massage, you would do it now.
8. Apply the appropriate mask. Remove excess mask with lukewarm water after 10-20 minutes. Apply the toner (**Freshener**) with damp cotton wool.
9. You can now apply any eye and special treatment such as the **Revitalising serum, Contouring Eye Gel, Eye and Lip Contour Cream or Collagen serum**. (Products with a gel base must be applied before those with a cream base to ensure maximum penetration.)
10. Apply appropriate moisturiser or nourishing cream e.g., **Hydrating balm** for oily younger skin or **Multi repair cream** for older dry skin type.
11. Apply the **Sun Wrinkle Protector** for extra protection.

## DIFFERENT SKIN TYPES

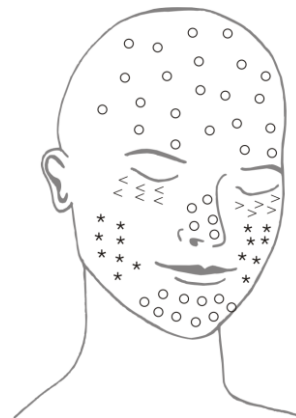
### ADULT COMBINATION SKIN

- Oily 'T'-Zone ○
- Enlarged pores on 'T'-Zone. ○
- Dry on cheeks +
- Dry around eyes </>
- Fine pores +



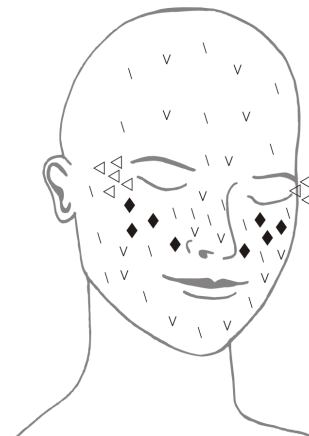
### YOUNG COMBINATION SKIN

- Oily 'T'-Zone ○
- Enlarged pores on 'T'-Zone. ○
- Fine lines around eyes </>
- Normal on cheeks ★



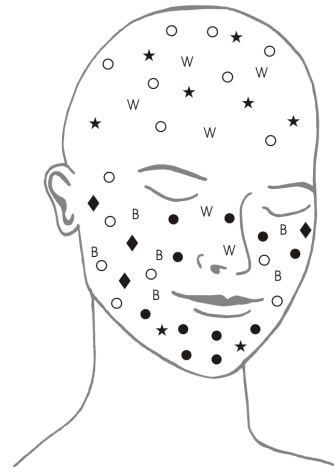
### SENSITIVE DRY SKIN

- Skin appears thin |
- Flaky and spotted V
- Almost invisible pores |
- 'Crow's feet' lines around the outside of eyes △
- Ruptured capillaries ◆



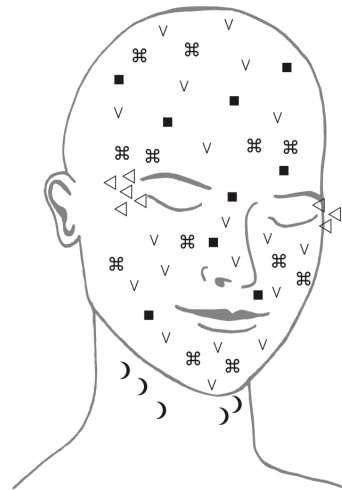
**SENSITIVE OILY SKIN**

- Oily film over entire face ○
- Large pores over entire face ○
- Rough (orange peel-like) texture ★
- Tendency to pimples ◆
- Tendency to comedones/blackheads B
- Tendency to whiteheads W
- Ruptured capillaries ●
- Stinging sensation with application of products B



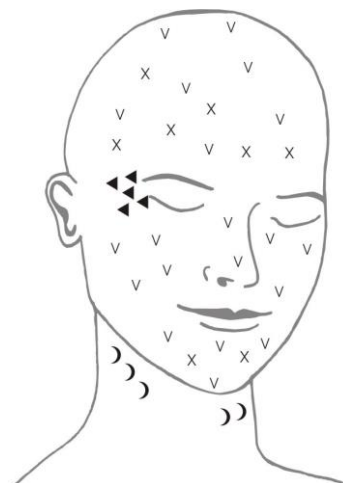
**DRY SKIN** (OIL SHORTAGE)

- Skin appears thin. ⌘
- Flaky in spots v
- Almost invisible pores ■
- 'Crow's feet' lines around outside of eyes △
- Wrinkly neck )
- Visible lines ◁
- Sombre appearance



**DRY, DEHYDRATED SKIN** (LOSS OF MOISTURE)

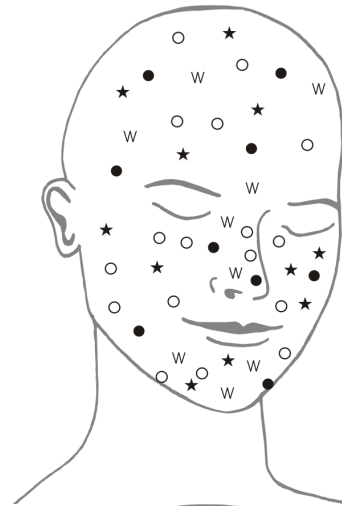
- Skin appears thin V.
- Dry patches X
- Almost invisible pores and impurities V
- 'Crow's feet', lines around the outside of the eyes ◀
- Wrinkly neck )
- Sensitivity V
- Lines visible when skin is pushed up V. with the index finger



**OILY SKIN**

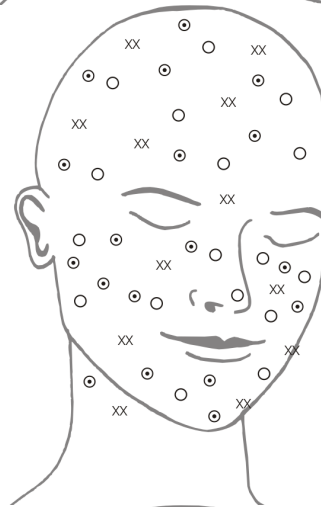
- Oily film over entire face and hair ○
- Large pores over entire face ○
- Tendency for blackheads/comedones and pimples W/★
- Rough (orange peel-like) texture ●

(If neglected, can develop into a problem skin)



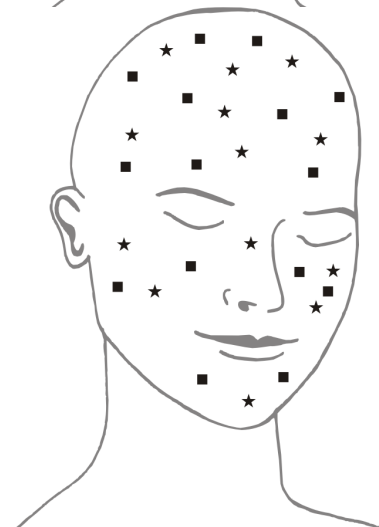
**PROBLEM SKIN**

- Oily skin with excess blemishes/pimples ○
- Large pores over entire face XX
- Infected pimples ⊙
- Hair, back and chest oily (acne can develop)



**NORMAL SKIN**

- Healthy complexion ★
- Firm even texture ■
- No abnormalities (as with children)



# Skin Colour –The Fitzpatrick Scale

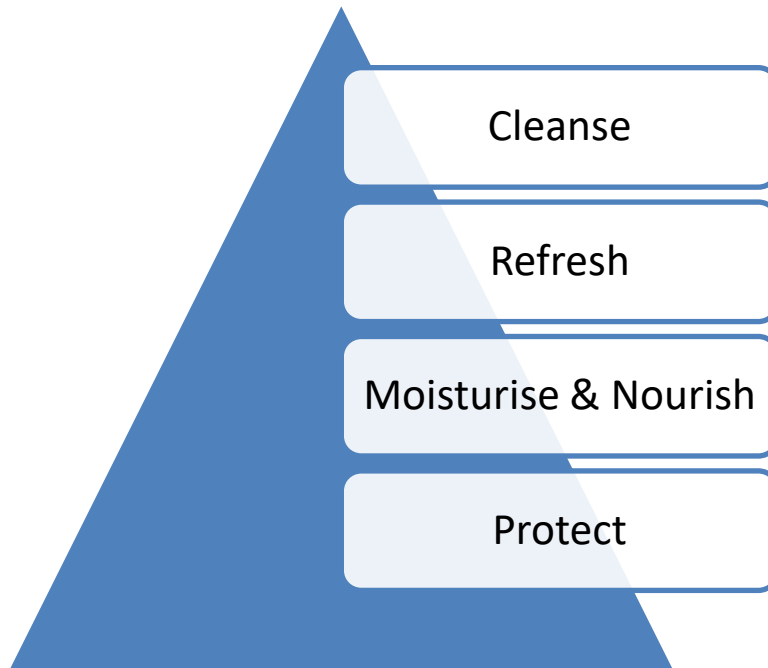
The Fitzpatrick Scale classifies skin colour, or tone, into six types that range from light (Skin Type I) to dark (Skin Type VI). The scale measures various elements including genetic disposition, reaction to sun exposure, and tanning habits.



Skin Type	Features	Tanning Ability
Type I	Caucasian; blonde or red hair, freckles, fair skin, blue eyes	Always burns, never tans
Type II	Caucasian; blonde/red hair, freckles, fair skin, blue/green eyes	Usually burns, then tans
Type III	Darker Caucasian, light Asian	May burn, tans well
Type IV	Mediterranean, Asian, Hispanic	Rarely burns, tans well
Type V	Middle Eastern, Latin, light-skinned African, Indian	Very rarely burns, tans well
Type VI	Dark-skinned African	Never burns,

Skin colour is a direct result of the amount of melanin in a person's skin. The more melanin a person has, the higher protection they have against the sun and ultraviolet radiation. Likewise, the less melanin a person has, the more likely they are to burn. Bruising is not that evident in darker skin types IV and V skin. The skin will appear puffy. Bruising, if present might be visible in thin skinned areas, such as around the eyes. It is important to inform clients with darker skin that the erythema associated with any cosmetic procedure like needling, laser etc appears much darker. Clients with melasma or post-inflammatory hyper pigmentation need to understand that lesions will appear darker for several months before improving.

### THE 4 STEPS IN A WILLA KRAUSE SKIN CARE ROUTINE



#### **Cleanse**

Regular cleansing is absolutely, essential for a beautiful complexion and a healthy skin. Cleansing is essential to remove impurities, dead cells, and all traces of make-up. It prevents clogged pores and ensures better penetration of skin care products.

#### **Water**

Oil-Based products and make-up cannot be removed by water only.

#### **Soap**

The pH balance in soap is considerably higher than that of the skin and is therefore alkaline. This high pH disturbs the protective layer of the skin. It removes too much oil off the skin causing dehydration and makes the skin feel rough and dry.

Soap can cause skin infections if too strong.

The Cleansing Bar has high glycerine content and is therefore gentler on the skin and will not cause dehydration.

#### **Emulsions**

An emulsion always leaves a thin layer of cream on the skin having a nourishing effect. The Deep Cleanser Ordinary is an example of a thin emulsion.

The emulsifiers gently remove all impurities by dissolving substances to prevent clogging of pores.

#### **Exfoliation**

This is similar too, a thin emulsion, which contains a granular substance.

It exfoliates the skin's surface which enhances the formation of new cells. The Scrub Cream is an example of an exfoliating cream.

## CLEANSING BARS:

- ✓ Has a glycerine base except for the Firma Lift Bar.
- ✓ The glycerine bar is non-allergenic.
- ✓ Ordinary soap is harsh on the skin and can upset the acid balance and damage the natural oily layer.
- ✓ General effect: cleanses the skin of superficial impurities and make-up.
- ✓ Does not replace a deep cleanser.

### AMBER BAR – 125g

#### **Active Ingredients:**

- Glycerine base – Enriched with
  - Jojoba Oil
  - Rooibos Extract



#### **Effect:**

- Extra moisturising and suitable for shaving as it prevents skin rash.
- Soothing and calming

#### **Skin Type:**

- All skin types & sensitive skin type
- Can also be used on babies and children.

### FIRMA LIFT BAR – 125g

#### **Active Ingredients:**

- A natural palm oil base enriched with
  - Jojoba Oil
  - Vitamin E
  - Rosehip Oil
  - Allantoin



#### **Effect:**

- Regulates the moisture balance in the skin.
- Keeps the skin soft, supple, and effectively controls dry flaky skin.
- Therefore, it contains Vitamin E Oil, which heals and stimulates the formation of new cells and is therefore regarded as rejuvenating oil!
- Rosehip oil has tissue regenerating properties to minimize fine lines and wrinkles.

#### **Skin Type:**

- Normal, dry, and mature skin types

## **TEA TREE BAR – 125G**

### **Active Ingredients:**

- Glycerine base with
  - Tea Tree Leaf Oil
  - Eucalyptus Globulus Leaf Oil



### **Effect:**

- Antiseptic
- Antifungal
- Antibacterial
- Slightly drying while enhancing exfoliation and has a healing effects
- Healing effect on the skin

### **Skin Type:**

- Excellent for extremely oily skin and problematic and acne skin types

### **Application of the Soap Bars**

- ✓ **Wet your hands and create a lather**
- ✓ **Apply the bar with hands or a sponge**
- ✓ **Wash face with circular movements**
- ✓ **Rinse with lukewarm water**
- ✓ **Ensure that the Cleanser has been removed from the face – never allow to dry on the skin as it can cause irritation**
- ✓ **Pat the skin dry with a towel, never rub the face – rubbing stretches the skin and makes it easier for infection to spread**
- ✓ **It is suitable for shaving**
- ✓ **Follow with Deep Cleanser according to skin type**

## **MICELLAR WATER - 200ML**

No rinse cleansing water for face eyes and lips.

Leaves the skin hydrated plump and radiant.

### **Super Cleanse!**

- “Micelles” trap dirt and oil on skin like a magnet
- Remove embedded impurities and make-up.
- Soft and gentle, oil free make-up remover

### **Moisturise**

- Deep cleansing without drying skin out.
- Refine pores and hydrate.
- Use before foundation and primer to lock in extra moisture.



### **Application of the Micellar Water**

- ✓ **Soak cotton pads in micellar water and wipe it across your face. Try not to scrub the skin as this may cause irritation.**
- ✓ **Note that you probably need to use more than one cotton pads worth to sufficiently cleanse skin.**
- ✓ **Once your face seems clean, you are done. There is no need to rinse the product off.**
- ✓ **Afterward, you can use a deeper cleanser or carry on with the rest of your skin care regime.**
- ✓ **As well as removing makeup and cleansing skin, micellar water can be used to wipe off sweat after a workout or fix makeup mishaps.**
- ✓ **It's also a great option for keeping your face clean when you don't have access to water, such as when you're camping.**

### Beneficial for all skin types

Mature Skin	Sensitive Skin	Dry & Dehydrated Skin	Young & Oily Skin
<b>Removes all traces of make-up and environmental pollution that speeds up the ageing process</b>	Calming effect on skin and prevents redness and irritation. Ideal for the sensitive eye area	Solid dose of moisture to relieve dryness. Refresh the skin leaves it feeling supple and hydrated	Ideal for oily skins, removes oils and rapped dirt. Reduce the production of sebum

### DEEP CLEANSERS:

- ✓ Contains no soap, only emulsifiers in liquid form.
- ✓ The emulsifiers gently remove all impurities to prevent clogging of pores.

First Cleanse	Second Cleanse
<b>Gently removes superficial impurities and make-up from the skin. Ordinary soap is harsh on the skin and can upset the acid balance and damage the natural oily layer. The Cleansing Bars have a glycerine base which is hypo-allergenic and soothing on the skin</b>	Cleanses and removes oil-based dirt. The Deep Cleansers contain emulsifiers that gently remove all impurities to prevent clogging of pores. It is essential to deep cleanse the skin without stripping it of moisture and natural oils

#### FIRMA LIFT CLEANSER – 200ML

##### Active Ingredients:

- Four different emulsifiers,
- moisturisers and eight different lipids

##### Effect:

- Nourishes and rejuvenates the skin.
- Emulsifiers removes.
  - Water-soluble impurities
  - Oil-soluble impurities
  - Insoluble matter (e.g., make-up) without drying the skin.
  - Oxidised debris (e.g., black heads)



##### Skin type:

- Normal to dry skin types – specifically for aging/mature skin

#### DEEP CLEANSER GEL – 200ML

##### Active Ingredients:

- A hydrophilic moisturiser
- (Propylene Glycol) enriched with plant extracts and Hydroxy ethyl celluloses.

##### Effect:

- A cellulose-based gel, which counteracts skin problems, prevents the skin from drying out and wipes off gently.



##### Skin type:

- Normal, combination, oily – and problem skin types

### Application of Deep Cleansers

- ✓ Use sufficient Deep Cleanser and spread evenly over entire face and neck
- ✓ Use circular movements working outwards
- ✓ Work upward on neck
- ✓ You may also make use of zigzag movements
- ✓ It is very important to cleanse thoroughly around the nose, as it is the most common area for comedones and milia to appear
- ✓ Use sponge/gauze and rinse off with lukewarm water
- ✓ Follow up with Freshener according to skin type



## REFRESH:

### FUNCTIONS

- ✓ Contracts and refreshes
  - Muscles (erector pili) in the skin contract and have almost the same reaction as goose bumps – refining the pores.
- ✓ Removes last traces of Cleanser/Mask from the skin acting as a secondary cleanser.
- ✓ Restores the skin's pH balance. pH is the degree of acidity or alkalinity. The skin's pH is acidic. Fresheners restore the pH of the skin to 4.8 -6.2. Bacterial infection is prevented by an acidic pH.



*Don't ignore your skin's pH*

### **Why is the pH balance so important?**

For your skin to work its best it should be slightly acidic at 5,5 pH balance. Skin conditions like eczema, redness, dry patches, acne, oiliness, psoriasis, and premature signs of aging all indicate that your skin's pH is off balance, wrong skin care products or poor eating habits will result in wrinkles, inflammation, extreme sensitivity, clogged pores and acne break outs.

### **OTHER EFFECTS**

Fresheners often contain other agents, which have a healing and soothing effect on the skin.

- Lubricants leave a thin layer of lipids on the skin to keep it supple.
- Active ingredients – agents with healing characteristics such as allantoin
- Disinfectants – agents that are active against bacteria and fungi.

### **Application of Fresheners**

- ✓ **Moisten a piece of cotton wool with Freshener and wipe entire face gently working outwards, concentrate around the nose**
- ✓ **Always apply Freshener after cleansing, before moisturising**

## **FRESHNER – 200ML**

### **Active Ingredients:**

- Witch Hazel

### **Effects:**

- Refreshing natural herb extract
- Constricts the skin.
- Normalises the skin's pH balance.
- Contains no alcohol and is therefore a non-irritant freshener.
- Witch Hazel leaves a very fine layer on the skin to prevent bacteria from adhering to the surface.



### **Skin type:**

- Sensitive, dry, combination and normal skin

## **FIRMA LIFT TONER – 200ML**

### **Active ingredients:**

- Wood Mallow (*Malva sylvestris*)
- Ivy (*Hedera helix*)
- Cucumber (*Cucumis sativus*)
- Elder Tree (*Sambucus nigra*)
- Arnica (*Arnica Montana*)
- Hammerwort (*Parietaria officinalis*)



### **Effect**

- These plant extracts are astringent and stimulate circulation, leaving the skin tingling.
- They are highly anti-inflammatory and strengthen the capillaries.
- Moisturisers and nourishing lipids rejuvenate the skin preventing premature ageing.
- Assists in healing of scars.

### **Skin type:**

- Normal to dry and combination skin types – specifically for aging/mature skin types

## **EYE CARE:**

Eye care is important because of the special needs of the eye area. The skin around the eyes differs from the rest of the face; it has less, if any oil glands. The natural defence structure of this delicate area is not as well developed. The pH is different, the skin ages faster and it dehydrates quickly. That is why you cannot use the same moisturiser for all areas of your face.

NOTE: In most cases eye treatments are water-based, while most moisturisers/nourishes are oil-based. This is the reason why eye treatments should always be applied before a cream because a water-based product cannot penetrate effectively when applied on top of an oil-based product.

## **EYE & LIP CONTOUR CREAM – 15ml**

### **Active Ingredients**

- Rosmarinus Officinalis (Rosemary) Leaf Extract
  - a. It prevents mitochondrial oxidative damage, boosting endogenous antioxidants and reducing ROS production.
- Vaccinium Myrtillus Fruit Extract
  - a. It recharges mitochondrial membrane potential and stimulates mitochondrial renewal, both linked to energy production.
  - b. In combination with Rosemary Leaf Extract it results in the following benefits:
    - i. +38% rested look in 7 days
    - ii. Up to 72% less skin fatigue in 30 minutes
    - iii. Up to 48% more skin elasticity after 30 minutes
    - iv. Up to 36% more skin isotropy after 28 days
    - v. Up to 59% more skin gloss in 30 minutes
- Panthenol (Vitamin B5)
  - a. Promotes the growth of skin cells
  - b. Improves skin moisturisation and elasticity
  - c. Calms irritation associated with conditions such as eczema
- Caffeine
  - a. Soothing and anti-inflammatory
  - b. Reduces redness and puffiness
- Retinyl Palmitate (Vitamin A)
  - a. Promotes skin cell growth and metabolism
  - b. Improves skin smoothness and complexion
  - c. Stimulates the production of hyaluronic acid, collagen and elastin in the skin
- Tocopherol (Vitamin E)
  - a. Strong anti-oxidant and skin regeneration agent
  - b. Can protect cells against UV damage
  - c. Has anti-aging properties and helps to reduce the signs of age spots



### **Effect:**

- Healing and tissue repairing.
- Promotes cell growth and reduces the loss of moisture.
- Is an antioxidant.
- The delicate area around the eyes will not be over nourished.
- Caffeine stimulates circulation.

### **Skin type:**

- Suitable for dry and mature skin types

### **Directions for use**

- Apply in the morning and evening on the soft sensitive areas around the eyes and mouth.

## **CONTOURING EYE GEL - 15ML**

### **Active Ingredients:**

- Dimethicone
- Hydrolysed Elastin

### **Effect:**

- Excellent skin conditioner applies easily.
- Moisturises the eye area which reduce the fine lines visibly.

### **Skin type:**

- Can be applied to any skin type.
- This gel is unique in that if it is applied to an oily skin, it does not leave the eye area looking or feeling oily or greasy.
- This firming gel does not cause puffiness.

### **Directions for use**

- Apply in the morning and evening on the soft sensitive areas around the eyes.



## **AGE CONTROL EYE & LIP PERFECTION - 20ML**

### **Active Ingredients:**

- Palmitoyl Oligopeptide & Palmitoyl Tetrapeptide-7 (Matrixyl 3000)
  - a. Act as messengers of skin repair and restoration
  - b. Promote the production of skin matrix molecules to improve the extracellular skin scaffolding leading to a reduction in wrinkles.
- Heptapeptide-6 (Telessence Telmeric)
  - a. Enhances skin's resilience against environmental stress
  - b. Helps soothe inflammation by breaking the cycle
  - c. Protects chromosomes from age related degradation
- Palmitoyl Hexapeptide-12 (Biopeptide EL)
  - a. Improves skin firmness and suppleness
  - b. Promotes elastin synthesis
- Palmitoyl Tripeptide-5
  - a. Boosts collagen production and slows collagen degradation.  
The result is a more lifted look with a refined pore appearance and younger-looking skin.
  - b. Creates a more lifted look and redefines pores
- Dipeptide-2
  - a. Improves firmness and elasticity
  - b. Decreases inflammatory cycle phenomena
  - c. Increases lymph drainage under the eyes reducing puffiness
- Ceramide NG (2)
  - a. Identical to natural occurring skin ceramides
  - b. Helps to regenerate the skin barrier and reduce signs of sensitivity
  - c. Contributes to supple, resilient, hydrated skin
  - d. Helps skin retain moisture
- Chrysin & N-hydroxy succinimide
  - a. Improve dark circles around the eyes
  - b. Stimulate enzymes that eliminate pigments that causes dark circles
  - c. Reduce inflammation
- Hesperidin Methyl Chalcone
  - a. Decreases small capillary permeability
  - b. Helps prevent blood pigment accumulation around the eyes
- 



- Ubiquinone (CoEnzyme Q10)
  - a. Restores the lipid barrier
  - b. Improves cell membrane function and energy production
  - c. Prevents collagen breakdown
- Aesculus Hippocastanum (Horse Chestnut) Seed Extract
  - a. Promotes healthy blood circulation
  - b. Strengthens capillary blood vessels
  - c. Prevents collagen and hyaluronic acid degradation
  - d. Wound healing and anti-inflammatory
- Nannochloropsis Oculata Extract (Micro Algae)
  - a. Algae is rich in Vit C and Vit B12
  - b. Stimulates the formation of collagen improving elasticity and reducing wrinkles
  - c. Protects against oxidative stress
- Pullulan
  - a. Provides an instant tightening and firming effect
- 4 Amino Acids: Glutamic Acid, Valine, Threonine and Glycine
  - a. Building blocks of peptides and proteins.
  - b. Help maintain skin's smoothness and hydration
  - c. Act as, and form part of, antioxidants
- Superoxide Dismutase
  - a. A strong antioxidant with calming properties
  - b. May protect against UV radiation
- Saccharomyces Lysate
  - a. Improves oxygen uptake into cells to revive dull looking skin
  - b. Increases cellular turnover to improve texture and glow
  - c. May help balance bacteria and reduce facial redness
- Soy & Rice Peptides (Glycine Soja (Soybean) Protein & Hydrolysed Rice Protein)
  - a. Improves skin texture
  - b. Protects and strengthens delicate skin under the eyes
  - c. Reduces under eye puffiness and dark circles
- Caffeine
  - a. Soothing and anti-inflammatory
  - b. Reduces redness and puffiness
- Retinyl Palmitate (Vitamin A)
  - a. Enhances skin healing and regeneration
  - b. Improves skin tone, sun damage and complexion
  - c. Stimulates collagen production and growth
- Panthenol (Vitamin B5)
  - a. Promotes the growth of skin cells
  - b. Improves skin moisturisation and elasticity
  - c. Calms irritation associated with conditions such as eczema
- Tocopherol Acetate (Vitamin E)
  - a. Strong anti-oxidant and skin regeneration agent
  - b. Can protect cells against UV damage
  - c. Has anti-aging properties and helps to reduce the signs of age spots
- Pinus Cembra Wood Extract (Stone Pine)
  - a. Calms skin hypersensitivity
  - b. Reduces redness and colour irregularities
  - c. Contains pinosylvin that acts as an anti-inflammatory agent
- Hyaluronic Acid (Sodium Hyaluronate):
  - a. Acts as a water reservoir and humectant
  - b. Promotes skin elasticity and moisture retention
- Dimethyl Sulfone (MSM)
  - a. Nature's beauty mineral that enhances skin absorption
  - b. Building block of collagen and keratin

The most advanced treatment for the delicate eye area. Improves the immunity of the skin, reducing fatigue and sensitivity.

- Enhances oxygen availability in the applied area.
- Improves dark circles around the eye area by 35% in 8 weeks.
- Reduces puffiness of the eye area with 32% in 8 weeks.
- Improves circulation in capillaries.
- Prevents the occurrence of blood coagulation in the eye area.
- Reduce the appearance of dilated capillaries.
- Enhances the enzymatic function which dissolves bilirubin.
- Dissolve's iron-like residues in skin.
- Stimulates the production of collagen and elastin, but also prevents the breakdown thereof by UV radiation.
- Anti-inflammatory
- Reduces permeability of capillaries in skin.
- Improves lymphatic circulation.
- Antioxidant
- Protects the skin against unstable oxygen.
- Prevents brittle cell membranes. Plays an important role in energy availability to cells.
- Improves elasticity of skin with 32.4% after 14 days.
- Improves moisture retaining of skin with 15,7% over 7 days and 28,1% after 14 days.

Coarseness' of skin reducing lines in 1 hour.

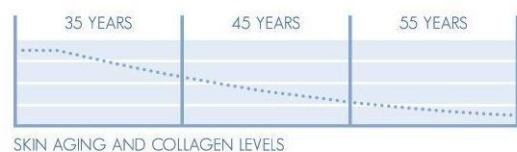
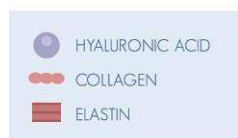
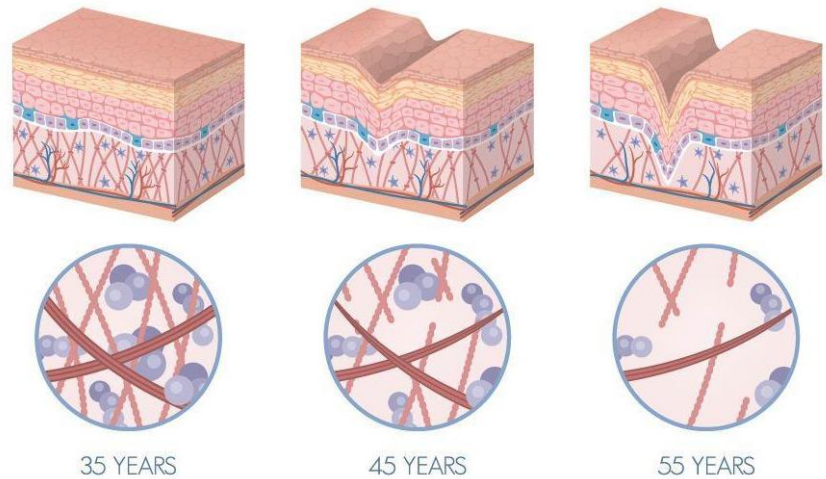
**Directions for use**

- Apply in the morning and evening on the soft sensitive areas around the eyes.

**SERUMS (SPECIAL TREATMENTS):**

**Skin Ageing:**

- UV + Blue Light
- Allergens
- Harsh Chemicals
- Free Radicals
- Rosacea
- Eczema
- Shingles
- Infection
- Trauma
- Stress
- Diet
- Dehydration



**What is a serum?**

A serum is a product typified by its rapid absorption and ability to penetrate, into the deeper layers of the skin, together with its non-greasy finish and intensive formula with a very high concentration of active ingredients.

### **ANTI-AGEING REVITALISING SERUM – 30ML**

Hard working multipurpose youth serum

Skin booster for normal to oily and mature skin types

#### **Active Ingredients:**

- Algae Extract (consisting of Dunaliella Salina Algae, Nannachloropis Oculata Algae & Pullulan)
- Vitamin C
- Hyaluronic Acid
- Hydrolysed Rice Bran Protein
- Sericin
- Saccharide Isomer ate.



#### **Effect:**

Dunaliella Saline Algae:

- Highly effective skin energy generator
- Protects the mitochondria and reduced strain on it.
- Brightens appearance of the dermis.
- Increases cell-renewal rate.
- Improve total appearance of the dermis.

Nannachloropis Oculata Algae:

- Contains essential amino acids.
- Contains Vitamins C and B12
- Increases firmness of the dermis.
- Protects the fibroblast (which produces collagen and elastin)
- Reduces wrinkles.

Pullulan (Polysaccharide)

- Immediate firming of the skin (only visible when the product has been applied)
- Reduces wrinkles and improves elasticity.

Vitamin C

- Anti-Oxidant
- Increase firmness in the dermis.
- Increase collagen and elastin production.
- Brightens the dermis.
- Reduces the formation of the brown pigment (Melanin)

Hyaluronic Acid

- Highly effective skin moisturiser
- Fills the spaces between collagen and elastin.
- Binds moisture to the dermis.
- Keeps the skin young and flexible, ensures a smooth appearance and even skin tone.
- Water reservoir

Hydrolysed Rice-Bran protein

- Combination of Rice and Soya peptides
- Improves skin texture.
- Renews the fibroblast (collagen factory)
- Improves dark circles and puffiness around the eyes.
- Combats the break-down of Collagen and Elastin (the skin's support network)

Sericin

- Glycoprotein
- Derived from raw silk from the mulberry silkworm.
- Binds moisture to the dermis.
- Forms a moisturising, protecting, wrinkle reducing film.
- Short term and long-term results
- Reduces skin irritation.

**Saccharide Isomerate:**

- Carbohydrate complex
- Increases moisture content of the dermis.
- Binds to the free amino groups (lysine) in the keratin layer of the stratum corneum.
- Binds moisture to the dermis like a magnet.
- Improves smoothness of the dermis.

**Application:**

- Apply to a clean, refreshed skin in the morning and evening paying attention to the eye area, in particular to treat dark circles and puffiness
- Apply before moisturiser.
- Squeeze the rubber top of dropper, for the serum to be sucked into the tube.

***Clinical studies confirm an improvement in the skin texture of 30% plus in just four weeks.***

**COLLAGEN SERUM – 50ml**

Invigorating silky serum for healthy glow

**Active Ingredients:**

- Locust Bean/Carob extract
- Saccharide Isomerate
- Glycoproteins & Saccharomyces Lysate
- Cucumber extract



**Effect:**

- Improves water retention and elasticity of the skin.
- Leaves a protective layer which instantly softens lines.
- Is a moisture magnet which is additive with continued use, so moisture stays in the skin longer after traditional moisturisers wear off?
- Acts as a water reservoir and binds water in the skin in relatively low humidity.
- Improves cell respiration (the availability of oxygen to the skin)
- Assists in the regeneration of collagen tissue.
- Is highly soothing.
- Refines the skin texture.
- Softens and conditions the skin.
- Prevents the formation of lines.

**Skin type:**

- Suitable for sensitive dehydrated and dry skin types

**Application:**

- Apply in the morning and evening after freshening over the entire face and neck area.

## **ANTI-OXIDANT WRINKLE REFINER – 50ml**

Prevents & repairs damage from everyday life especially sun lovers.

### **Active Ingredients:**

- Palmitoyl Tripeptide-5
  - a. Boosts collagen production and slows collagen degradation.  
The result is a more lifted look with a refined pore appearance and younger-looking skin.
  - b. Creates a more lifted look and redefines pores
- 4 Amino Acids: Glutamic Acid, Valine, Threonine and Glycine
  - a. Building blocks of peptides and proteins.
  - b. Help maintain skin's smoothness and hydration
  - c. Act as, and form part of, antioxidants
- Saccharomyces Lysate
  - a. Improves oxygen uptake into cells to revive dull looking skin
  - b. Increases cellular turnover to improve texture and glow
  - c. May help balance bacteria and reduce facial redness
- Althaea Officinalis Root Extract
  - a. Marshmallow root extract is a strong anti-irritant
  - b. Creates a protective shield against environmental aggressors
  - c. Aids in removing pollutants from the skin
- Buddleja Davidii Extract (Butterfly Bush)
  - a. The extract is rich in plant metabolites that can act as anti-oxidants
  - b. These molecules can protect against inflammation caused by environmental aggressors
  - c. May help defend against microorganisms
- Hyaluronic Acid (Sodium Hyaluronate):
  - a. Acts as a water reservoir and humectant
  - b. Promotes skin elasticity and moisture retention
- Pinus Cembra Wood Extract (Stone Pine)
  - a. Calms skin hypersensitivity
  - b. Reduces redness and colour irregularities
  - c. Contains pinosylvin that acts as an anti-inflammatory agent
- Vitamin C (Sodium Ascorbyl Phosphate)
  - a. A stable form of Vitamin C which is a powerful antioxidant
  - b. Helps reduce the appearance of blemishes and dark marks
  - c. Improves skin tone and glow
- Punica Granatum Fruit Extract (Pomegranate)
  - a. Strong antioxidant with photoprotective properties
  - b. Helps combat inflammation and aging
  - c. Improves blemishes and pigmentation
- Fucus Vesiculosus Extract (Seaweed)
  - a. Stimulates the skin's healing mechanisms
  - b. Detoxifies and soothes the skin
- Dimethyl Sulfone (MSM)
  - a. Nature's beauty mineral that enhances skin absorption
  - b. Building block of collagen and keratin



### **Effects:**

- Natural aqueous gel
- Anti-oxidants combat free radicals ensuring cell protection that counteracts the visible signs of aging.
- 72-hour moisturiser & UV protection
- Anti-oxidant and free radical scavenger, protects and repairs environmental pollutants and stresses.
- Reduces premature ageing, sun damage, skin blemishes and age spots.
- Promotes collagen production.
- Reduces wrinkles depth.

**Application:**

- Best used before your moisturiser, on your face, eye area, neck and décolletage during your daily skin care routine.

**Skin type:**

- Suitable for normal to combination skin types except oily and skin with acne

**CERAMIDE COLLAGEN REPAIR OIL – 30ml**

Intensive repair and protect barrier serum.

**Active ingredients:**

- Ceramides
- Squalene
- Borage seed oil
- Retinyl Palmitate (Vit A)

**Effects:**

- Silicon “oil” dispersion
- Quick absorbing non greasy barrier
- Permeable barrier protection
- Provides calming collagen and elastin regeneration, moisture balance and elasticity for dry damaged allergic eczema and psoriasis skin types.
- Increase skin’s natural moisture.
- Improves skin texture.
- Restores skin’s natural appearance.
- Improves life cycle of skin’s cells.
- Refines fine lines and wrinkles.
- Reduces inflammation.

**Application:**

- Use a small amount of oil in the morning and evening on cleaned skin before your moisturiser.

**Skin type:**

- Suitable for dry, combination, and damaged skin types

**A-Z HYALURONIC SKIN SUPPLEMENT – 50ml****Active ingredients:**

- Aloe Barbadensis Leaf Juice
  - The gel naturally contains vitamins, amino acids and minerals
  - Relieves the symptoms of irritated, sensitive skin
  - Helps to smooth and soften the skin
- Calcium Pantothenate
  - Promotes the growth of skin cells
  - Improves skin moisturisation and elasticity
  - Calms irritation associated with conditions such as eczema
- Cholecalciferol
  - Vitamin D is a fat-soluble vitamin that has antioxidant and skin-soothing benefits for skin
- Cupric Sulfate
  - Prevents bacterial proliferation on the skin
  - May help soothe the skin
- Dimethyl Sulfone (MSM)
  - Nature’s beauty mineral that enhances skin absorption



- b. Building block of collagen and keratin
- Magnesium Sulfate
- Niacinamide (Vitamin B3)
  - a. Promotes protein synthesis which may help to improve skin cell metabolism
  - b. Improves in skin texture and has anti-aging benefits
  - c. Possesses antioxidant and anti-inflammatory properties
  - d. Helps to fade age spots and irregular pigmentation
- Panthenol (Vitamin B5)
  - a. Promotes the growth of skin cells
  - b. Improves skin moisturisation and elasticity
  - c. Calms irritation associated with conditions such as eczema
- Pyridoxine HCl (Vitamin B6)
  - a. May have anti-oxidant properties
- Retinyl Palmitate (Vitamin A)
  - a. Enhances skin healing and regeneration
  - b. Improves skin tone, sun damage and complexion
  - c. Stimulates collagen production and growth
- Sodium Ascorbyl Phosphate
  - a. A stable form of Vit C, that brightens the skin
  - b. Promotes collagen formation
  - c. Protects against free-radicals and oxidants
- Hyaluronic Acid (Sodium Hyaluronate):
  - a. Acts as a water reservoir and humectant
  - b. Promotes skin elasticity and moisture retention
- Tocopherol Acetate (Vitamin E)
  - a. Strong anti-oxidant and skin regeneration agent
  - b. Can protect cells against UV damage
  - c. Has anti-aging properties and helps to reduce the signs of age spots
- Zinc Sulfate
  - a. Acts as an astringent and is helpful in the healing of the tissue, preventing scarring, as well as being anti-inflammatory.
  - b. Treatment with Zinc Sulfate significantly increases the proliferation of fibroblasts and keratinocytes, improving skin barrier function and elasticity.

**Effects:**

- Key weapon against aging
- Intense moisture retaining capacity.
- Smooth deep wrinkles
- Recharge mature skin
- Plumps and protects the skin.
- Potent anti-oxidant nutrients that rebuild collagen
- Brightens the complexion.

**Application:**

- Use a small amount in the morning and evening on cleansed skin before you moisturise.

**Skin type:**

- Suitable for all skin types, especially damaged and mature skin types
- Sensitive skin should do a patch test as some transient redness may occur.

## **ULTIMATE RESTRUCTURING FIRMING TREATMENT – 50ml**

### **Active ingredients:**

- Triticum Vulgare (Wheat) germ Extract
- Saccharomyces cerevisiae Extract
- Arnica Montana Flower Extract
- Cholecalciferol
- Retinyl Palmitate
- Palmitoyl Tripeptide-5
- Palmitoyl Dipeptide-5
- Diamino hydroxybutyrate
- Palmitoyl Dipeptide-5 Diamino hydroxybutyrate
- Hydrolysed Collagen
- Saccharide Isomerate
- Panthenol
- MSM
- Hyaluronic Acid
- Citrus Limon (Lemon) Fruit Extract
- Fumaria Officinalis Flower/Leaf/Stem Extract
- Fumaric Acid
- Equisetum Arvense (Horsetail) Extract



### **Effects:**

- Supports entire wound healing process.
- Thin, quick absorbing serum
- Non-sticky and non-oily
- Powerful anti-aging benefits
- Balance inflammatory response
- Relieves irritation.
- Reduces risk of infection.
- Increases cell-proliferations and differentiation.
- Reduce TEWL.
- Anti-oxidant
- Boost collagen synthesis and arrangement
- Reduce pigmentation.

### **Application:**

- Use a small amount of serum in the morning and night on treatment area on a cleansed dry skin.

### **Skin type:**

- Can be used on all Skin types.
- Scars

## **VITAMIN A, D, E & LANOLIN Wound Aftercare Ointment – 25ml**

Formulated for Dr Pen micro-needling and tattoo aftercare, promotes healing and soothing of wounds - can also be used on minor burns, diaper rash and very dry skin. Use in conjunction with Ultimate Restructuring Firming Treatment to promote scar repair.

### **Active ingredients:**

- Vit A
- Vit D
- Vit E
- Lanolin



### Effects:

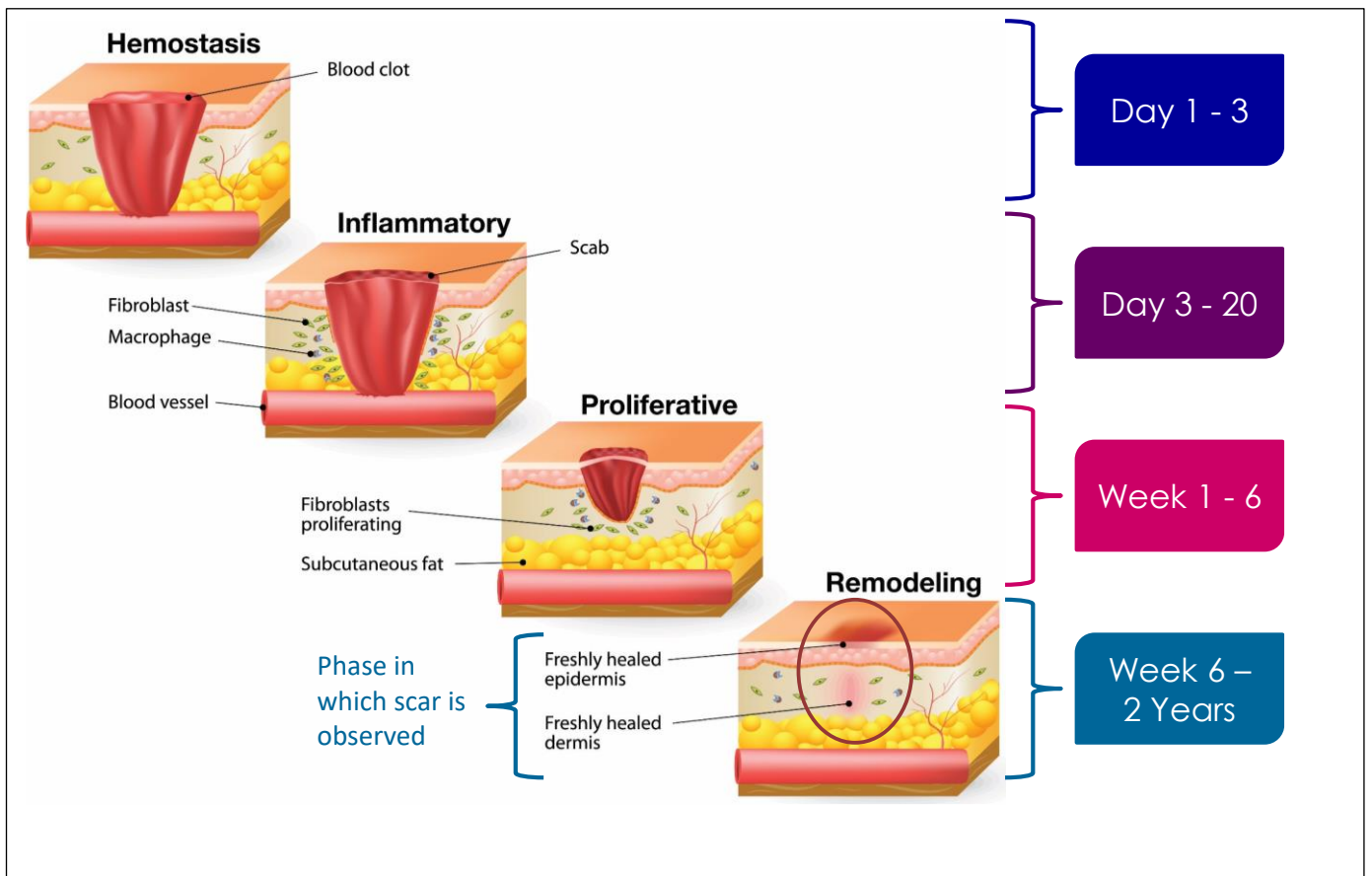
- Moisturize, treat or prevent dry, rough, scaly, itchy **skin** and minor **skin** irritations.
- Supports immune system and cell function.
- Speeds up healing.

### Application:

- Apply liberally as needed to clean affected area. Cover burns wounds with suitable loose dressing if necessary.

### Skin type:

- Can be used on all Skin types.
- Wound



- Skin healing after wounding consists of 4 phases.
- After wounding has occurred it is important to support the skin in every phase to ensure healing happens as quickly as possible with the least amount of scarring.
- Haemostasis, the first phase of healing, begins at the onset of injury, and the objective is to stop the bleeding.
  - In this phase, the body activates its emergency repair system, the blood clotting system, and forms a dam to block the drainage.
  - Platelets come into contact with collagen, resulting in activation and aggregation.
  - An enzyme called thrombin is at the centre, and it initiates the formation of a fibrin mesh, which strengthens the platelet clumps into a stable clot. This affects the arrangement of collagen in the dermis.
  - The innate immune system responds to the injury to prevent infection and triggers inflammation.

- This leads to the second phase.
- Defensive/Inflammatory Phase
  - The second phase, called the Defensive/Inflammatory Phase, focuses on destroying bacteria and removing debris—essentially preparing the wound bed for the growth of new tissue.
  - White blood cells enter the wound to engulf bacteria and debris.
  - These cells often reach their peak population between 24 and 48 hours after injury, reducing greatly in number after three days.
  - As the white blood cells leave, specialized cells called macrophages arrive to continue clearing debris.
  - These cells also secrete growth factors and proteins that attract immune system cells to the wound to facilitate tissue repair. This phase often lasts four to 20 days and is associated with oedema, erythema (reddening of the skin), heat and pain.
  - Redness and heat are due to increased blood flow, swelling due to fluid released by surrounding arteries and pain is experienced due to increased pressure from the released fluid.
  - The acquired immune system is triggered to reduce infection in a targeted manner.
- Proliferative Phase
  - Once the wound is cleaned out, the wound enters Phase 3, the Proliferative Phase, where the focus is to fill and cover the wound.
  - The Proliferative phase features three distinct stages:
    - filling the wound.
    - contraction of the wound margins; and
    - covering the wound (epithelialization).
  - During the first stage, shiny, deep red granulation tissue fills the wound bed with connective tissue, and new blood vessels are formed.
  - During contraction, the wound margins contract and pull toward the centre of the wound.
  - In the third stage, epithelial cells arise from the wound bed or margins and begin to migrate across the wound bed in leapfrog fashion until the wound is covered with epithelium. The Proliferative phase often lasts anywhere from four days to 6 weeks.
- Maturation / Remodelling Phase
  - The new tissue slowly gains strength and flexibility.
  - Here, collagen fibres reorganize, the tissue remodels and matures and there is an overall increase in tensile strength (though maximum strength is limited to 80% of the pre-injured strength).
  - The Maturation phase varies greatly from wound to wound, often lasting anywhere from 21 days to two years.
  - It is in this phase that scarring is observed.
    - The affected area may be higher or lower than the surrounding skin.
    - This happens due to the irregular structural arrangement of fibres (elastin, collagen etc.) in the dermis, because of the haphazard arrangement in previous phases – this can lead to a loss of mobility and feeling in the area.
    - Scar reduction takes a long time as these fibres need to be rearranged to match the surrounding area and mimic the standard structural arrangement.
- The healing process is remarkable and complex, and it is also susceptible to interruption due various factors, including moisture, infection, age, nutritional status and genetic factors. When the right healing environment is established, the body works in wondrous ways to heal and replace devitalized tissue.

# What Serums should I use?

WILLA  
KRAUSIE  
SKIN CARE

SERUM  
comparison

	Anti-Ageing Revitalising Serum R455.00 N\$455.00	Ceramide Collagen Repair Oil R625.00 N\$625.00	Anti-Oxidant Wrinkle Refiner R780.00 N\$780.00	A-Z Hyaluronic Skin Supplement R795.00 N\$795.00	Anti-Acne Night Moisture Serum R515.00 N\$515.00	Collagen Serum R505.00 N\$505.00	Ultimate Restructuring Firming Treatment R850.00 N\$850.00
DRYNESS	☞☞☞☞	☞☞☞☞	☞	☞☞☞☞	☞☞☞☞	☞☞☞☞	☞☞☞☞
ANTI-AGEING	☞☞☞☞	☞☞☞☞	☞☞☞☞☞☞☞☞	☞☞☞☞	☞☞☞☞	☞☞☞☞	☞☞☞☞☞☞☞☞
ACNE				☞☞☞☞☞☞☞☞	☞☞☞☞☞☞☞☞		☞☞☞☞☞☞☞☞
PIGMENTATION	☞☞☞☞			☞☞☞☞☞☞☞☞		☞☞☞☞☞☞☞☞	☞☞☞☞☞☞☞☞
POLLUTION	☞☞☞☞		☞☞☞☞		☞☞☞☞		☞☞☞☞☞☞☞☞
SENSITIVE SKIN		☞☞☞☞☞☞☞☞		☞☞☞☞			☞☞☞☞☞☞☞☞
CELLULAR ENERGY			☞☞☞☞☞☞☞☞	☞☞☞☞		☞☞☞☞	☞☞☞☞☞☞☞☞
INFLAMMATION & CLOGGED PORES			☞☞☞☞		☞☞☞☞☞☞☞☞		☞☞☞☞☞☞☞☞
SCAR TREATMENT & WOUND HEALING					☞☞☞☞		☞☞☞☞☞☞☞☞

## SPECIAL TREATMENTS:

### **What is a special treatment?**

A special treatment is a product that is applied underneath your day- or night cream to address a specific condition on your skin e.g., pigmentation, ageing, acne, sun damage, uneven skin texture etc. More than one special treatment or serum may be applied as part of your morning or night skin care routine.

### **ANTI-WRINKLE NECK & BUST TREATMENT – 50ml**

#### **Active ingredients:**

- Dimethicone
- Apricot (Prunus Armeniaca) Kernel Oil
- Vitamin E Acetate
- Ceratonia Siliqua Gum
- SPF 7

#### **Effect:**

- Contains a cyto-stimulant which has strong anti-aging properties.
- Contains anti-oxidants which combats aging caused by UV-rays.
- It is healing, tissue repairing and contains powerful moisturisers.
- SPF6

#### **Skin type:**

- Suitable for all skin types, especially aging skin

#### **Application:**

- Apply on the chin, neck and bust in the morning and evening.
- More care and attention should be given to the neck area since it does not have any sebaceous glands as the face.



### **AGE CONTROL PREVENT AND REPAIR – 50ml**

#### **Active ingredients:**

- Palmitoyl Oligopeptide & Palmitoyl Tetrapeptide-7 (Matrixyl 3000)
  - a. Act as messengers of skin repair and restoration
  - b. Promote the production of skin matrix molecules to improve the extracellular skin scaffolding leading to a reduction in wrinkles
- Heptapeptide-6 (Telessence Telmeric)
  - a. Enhances skin's resilience against environmental stress
  - b. Helps soothe inflammation by breaking the cycle
  - c. Protects chromosomes from age related degradation
- Palmitoyl Hexapeptide-12 (BioPeptide EL)
  - a. Improves skin firmness and suppleness
  - b. Promotes elastin synthesis
- 2 Ceramides: Ceramide NP and Ceramide NG (2)
  - a. Identical to natural occurring skin ceramides
  - b. Helps to regenerate the skin barrier and reduce signs of sensitivity
  - c. Contributes to supple, resilient, hydrated skin
  - d. Helps skin retain moisture
- Glycoproteins (Revitalin)
  - a. Boosts the oxygen content in cells
  - b. Improves cell metabolism to revitalize the skin
- Saccharide Isomerate
  - a. Hydrates the skin for up to 72h



- b. Strengthens skins natural defences and barrier function
- c. Reduces itchiness and flakiness
- Olive Squalane
  - a. Helps to restore the skin's lipid barrier
  - b. Protects against skin hydration
  - c. Mimics the skin's own lipids
- Dimethyl Sulfone (MSM)
  - a. Nature's beauty mineral that enhances skin absorption
  - b. Building block of collagen and keratin
- 4 Amino Acids: Glutamic Acid, Valine, Threonine and Glycine
  - a. Building blocks of peptides and proteins.
  - b. Help maintain skin's smoothness and hydration
  - c. Act as, and form part of, antioxidants
- Saccharomyces Lysate
  - a. Improves oxygen uptake into cells to revive dull looking skin
  - b. Increases cellular turnover to improve texture and glow
  - c. May help balance bacteria and reduce facial redness
- Panthenol (Vitamin B5)
  - a. Promotes the growth of skin cells
  - b. Improves skin moisturisation and elasticity
  - c. Calms irritation associated with conditions such as eczema
- Pinus Cembra Wood Extract (Stone Pine)
  - a. Calms skin hypersensitivity
  - b. Reduces redness and colour irregularities
  - c. Contains pinosylvin that acts as an anti-inflammatory agent
- Retinyl Palmitate (Vitamin A)
  - a. Promotes skin cell growth and metabolism
  - b. Improves skin smoothness and complexion
  - c. Stimulates the production of hyaluronic acid, collagen and elastin in the skin
- Hyaluronic Acid (Sodium Hyaluronate):
  - a. Acts as a water reservoir and humectant
  - b. Promotes skin elasticity and moisture retention
- Tocopherol Acetate (Vitamin E)
  - a. Strong anti-oxidant and skin regeneration agent
  - b. Can protect cells against UV damage
  - c. Has anti-aging properties and helps to reduce the signs of age spots
- Allantoin
  - a. Helps reduce irritation and scarring
  - b. Helps shed dead skin cells
- Trifolium Pratense (Clover) Flower Extract
  - a. Helps combat hormonal aging
  - b. Thickens skin
  - c. Improves skin moisturisation

**Effect:**

- The ultimate repair and age prevention for all skin types.
- Enriched with advanced anti-oxidants to boost the skin's immune system.
- An ultra-deep repairing, deep penetrating, energising treatment which enhances the production of cellular energy and respiration.
- Moisturises and decreases trans-epidermal dehydration.
- Improves the skin's absorption ability.
- Stimulates the production of elastin.
- Decreases fatigue of the skin.
- Enhances the immune system of the skin.
- Firms the skin and repairs aging

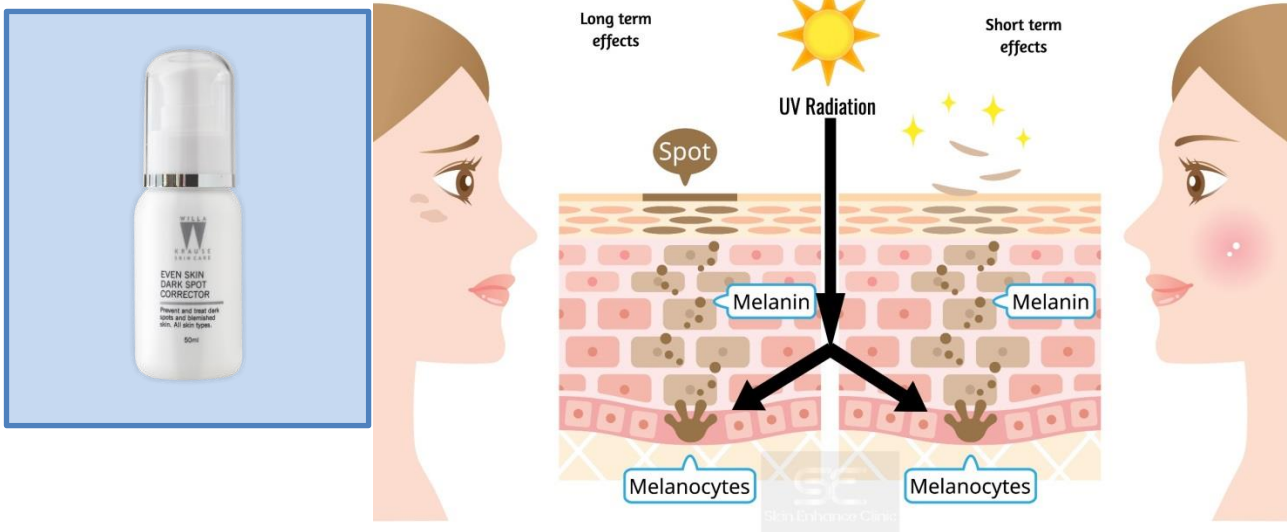
### Skin Type:

- Suitable for mature, normal, dry and combination skin types

### Application:

- Apply over the face and neck, morning, and evening after freshening, avoid the eye area. If necessary, follow up with moisturising or nourishing cream.

### EVEN SKIN DARK SPOT CORRECOR – 50ml



### Active Ingredients and effect:

- **Octadecenedioic Acid:** Derived from sunflower seeds and is structurally similar to azelaic acid. One of the things that makes it such a potentially interesting cosmetic active is its ability to lighten the **skin**, fading dark spots and hyperpigmentation.
- **Glycolic Acid:** Derived from sugar cane, belongs to the alpha-hydroxy acid (AHA) family. It is a small molecule, which means when you put it on the skin, it can penetrate very efficiently. It is an excellent exfoliator of the skin. It is good for acne-prone skin, and it also has plenty of anti-aging benefits. Those same dead skin cells that can stick together and clog pores, leading to acne, can also make our skin look less vibrant. Another benefit is it lightens pigmentation and makes helps other products you put on your skin absorb better.
- **Lactic Acid:** Lactic acid is an Alpha hydroxy acid. Lactic acid is used to exfoliate the skin, lighten dark spots and pigmentation. It softens the look of fine lines and wrinkles and improve skin texture. It helps to prevent breakouts and over time, you might even notice plumper-looking skin, it boosts skin's moisture levels.
- **Palmaria Palmata Extract:** An Extract of Red algae, found in the coastal area of Atlantic Ocean near east of Canada and west of Europe and West coast of Africa. Famous for its medicinal as well as cosmetic value. It is rich in trace elements and vitamins such as magnesium, calcium, iron, vitamin B folate, pantothenic acid, to name a few. Alga nourishes and moisturises the skin because it is full of diversified nutrients. It calms the irritated skin. Helps make skin layer strong. It also helps at the cellular level to decrease production or distribution of melanin pigments. Thus, it is also known as skin whitening ingredient.
- **Vitamin A:** It helps to speed up healing, prevent breakouts and support the skin's immune system. It is a natural moisturiser. It helps to hydrate the skin effectively, giving it a radiant glow. It assists in promoting and maintaining a healthy dermis and epidermis; the top two layers of your skin. It assists in repairing sun damaged skin.
- It encourages cell production and growth. Vitamin A also stimulates fibroblasts—the cells responsible for developing tissue that keeps skin firm and healthy—in the deep layers of your skin. Because vitamin A and carotenoids play such a big role in cell and tissue growth, not getting enough can lead to weakened skin, causing problems ranging from dryness to wounds that heal more slowly. By promoting cell production, vitamin A helps strengthen the skin and it softens wrinkles.

- Research has shown that it is able to stimulate collagen production.
- Vitamin A creams can help lighten sun-induced brown spots and boost skin radiance in two ways: First, by increasing and normalizing skin cell turnover, which helps you shed pigmented, damaged, and rough surface cells, making room for healthier cells and allowing light to bounce off more evenly. Secondly, retinoids may block an enzyme needed for melanin (pigment) production, further helping to deliver an even-toned, glowing complexion.
- **Vitamin B3:** Also known as Niacinamide, this vitamin works to prevent water loss and retain skin's moisture content. It's also known to increase keratin. When it comes to aging skin, niacinamide improves the surface structure, helping smooth out skin's texture and reduce the look of wrinkles. Vitamin B3 visibly improve enlarged pores, uneven skin tone, fine lines and wrinkles, dullness, and a weakened surface. It inhibits the transfer of pigment to skin cells, minimizing dark spots.
- **Vitamin B5:** Vitamin B5 helps to keep your skin soft, smooth, and healthy. It also has an anti-inflammatory effect that can help stimulate your skin's healing processes. Excellent for dry or rough skin. It is a light exfoliator which promotes the growth of new, more youthful skin cells. In addition, it plumps and moisturizes the topmost layer of your skin, which causes it to look fuller and younger. Helps to calm irritated skin. It has anti-inflammatory benefits for discomfort related to skin conditions such as eczema.
- **Vitamin C:** One of Vitamin C's biggest uses is for reducing scars, spots, and other hyperpigmentation. Vitamin C is a well-known brightening agent, as it interferes with abnormal pigmentation through tyrosinase inhibition of the melanin pigment pathway.
- Vitamin C fights off free radicals and other harmful substances and decreases the production of melanin — a pigment that causes discoloration of the skin.
- **Vitamin E:** Vitamin E is a powerful antioxidant that may be effective at reducing UV damage in skin. And vitamin E applied topically may help nourish and protect your skin from damage caused by free radicals. "Vitamin E helps to regenerate new skin cells and can lighten brown spots or scars found on the face. Vitamin E has anti-aging benefits. Be sure to use sunscreen during the day. AHA and Vitamin A can increase your skin's sensitivity to UV damage.

#### Application:

- Apply twice daily over face and neck area prior to your moisturiser.

#### MULTI ACTIVE REPAIR CREAM – 50ml

#### Active ingredients:

- Saccharide Isomerate
  - a. Hydrates the skin for up to 72h
  - b. Strengthens skins natural defences and barrier function
  - c. Reduces itchiness and flakiness
- Silk Amino Acids
  - a. Contains a broad spectrum of amino acids
  - b. The small amino acids can penetrate the upper layers of the skin and help bind moisture.
  - c. Helps to smooth the skin
- Buddleja Davidii Extract (Butterfly Bush)
  - a. The extract is rich in plant metabolites that can act as anti-oxidants
  - b. These molecules can protect against inflammation caused by environmental aggressors
  - c. May help defend against microorganisms
- Plant Cocktail for Oily Skin (with Watercress, Burdock, Sage, Lemon, Ivy and Soapwort)
  - a. The combination moderate's sebum production and help to prevent bacterial development
  - b. It helps to cleanse the skin and improves micro-circulation
- Skin Softening Oils – Jojoba, Wheat Germ, and Evening Primrose Oils
  - a. Jojoba oil forms a film on the skin to help reduce TEWL and enhance skin elasticity
  - b. Wheat Germ Oil is rich in natural Vitamin E as well as provitamin A, Vitamin F, lecithin and sterols, to help restore the skin's barrier function.



- c. Evening Primrose Oil is rich in long-chain fatty acids that help to moisturise and maintain skin elasticity.
- Sodium Ascorbyl Phosphate
  - a. A stable form of Vit C, that brightens the skin
  - b. Promotes collagen formation
  - c. Protects against free-radicals and oxidants

**Effect:**

- Support healthy collagen formation.
- Boosts blood circulation
- Stimulates skin growth, aiding in healing and regeneration.
- Reduce skin damage.
- Relieve symptoms of eczema.
- Prevent bacteria development.
- Protect against UV damage.
- Powerful moisturising agents, provides a silky finish to the skin.
- Stimulates the skin micro-circulation.
- Maintain even skin tone.
- Strengthen skin barrier reducing moisture loss.
- Prevents scarring.
- Fight free radicals.
- Helps with damage control and skin repair.

**Skin type:**

- All skin types will benefit from this unique product's fast healing properties.
- Multi Active Repair Cream is excellent for skin burn after care and dry broken skin.

**VITAMIN A & B BOOSTER – 50ml**

Must have booster that protects skin from environmental, and free radical damage. Leaving the skin healthy, revitalised, and smooth. Oil-free formula that quickly absorbs into skin to reduce appearance of fine lines and pigmentation.



**Active ingredients:**

- Vitamin A (Retinyl Palmitate) – Retinal Palmitate, a milder form of Vitamin A is an anti-oxidant and is also hugely popular in skin care products because the skin naturally converts it to retinoic acid, which helps to stimulate collagen production, increase cellular rejuvenation, and decrease pore size, creating softer, smoother skin.
- Vitamin B (Niacinamide) – Very effective skin-restoring ingredients that offers multiple benefits for aging skin. Visibly improves the appearance of enlarged pores, uneven skin tone, fine lines, dullness, and a weakened skin surface.
- Aloe Vera – Renewing

**Effect:**

- Loaded with anti-oxidants that will slow down the damaging process that causes skin to age prematurely.
- Helps protect from environmental ingressions and free radical damage, leaving skin healthy, revitalised, and smooth.
- Vitamin A is an anti-oxidant that prevents wrinkles, increases collagen production, and repairs the cellular structure of the skin.
- Vitamin B boosts skin hydration, reduce redness and reduce inflammation.

**Application:**

- Apply to a clean refreshed skin in the morning and evening.
- NOT for first time users!!!

**SKIN RENEWAL RADIANCE CORRECTOR – 50ml**

High impact skin refiner

***Consult a doctor before use during pregnancy.  
Contains Salicylic Acid and may cause an allergic reaction,  
in individuals with an Aspirin Allergy.***

**Active ingredients and effect:****Alpha & beta Hydroxy Acids**

- Alpha and Beta Hydroxy acids is an oil soluble agent. This enables the acid to penetrate-into and exfoliate the skin pores.
- It smooths, tightens, firms, and brightens the skin, encouraging exfoliation and revealing healthy younger skin cells.

**Glycolic Acid**

- Glycolic acid is derived from sugar cane and is a water-soluble agent.
- Exfoliating effect and increased cellular hydration.
- Treating of fine lines, acne, blackheads, oiliness, and uneven texture
- Dead skin cells are sloughed off revealing smoother brighter, younger looking skin.

**Lactic Acid**

- Lactic acid is one of the most popular alpha hydroxyl acids (AHA's) in skin care today.
- Helps reduce acne, breakouts and the appearance of wrinkles and other signs of aging.

**Effect:**

- Stimulate the cell renewal visibly.
- Improves uneven skin texture.
- Improve fine lines and wrinkles.
- Improve sun damaged skin and pigmentation.
- Assist in dehydration and dryness.

Tingling and visible peeling may occur with the use of this product. If stinging or burning occurs use the product less often or mix with Collagen Serum or Multi Active Repair Cream

**Direction for use:**

- It can be used several times per week as an intensive treatment for pigmentation, sun damage, rough and uneven skin texture bi-weekly as an exfoliate and skin brighter.
- Use with evening routine after cleansing and toning followed by your moisturiser.
- For drier skin follow with Advanced Moisturising Protection as this is an extremely active exfoliating agent and will thus stimulate the cell renewal rate

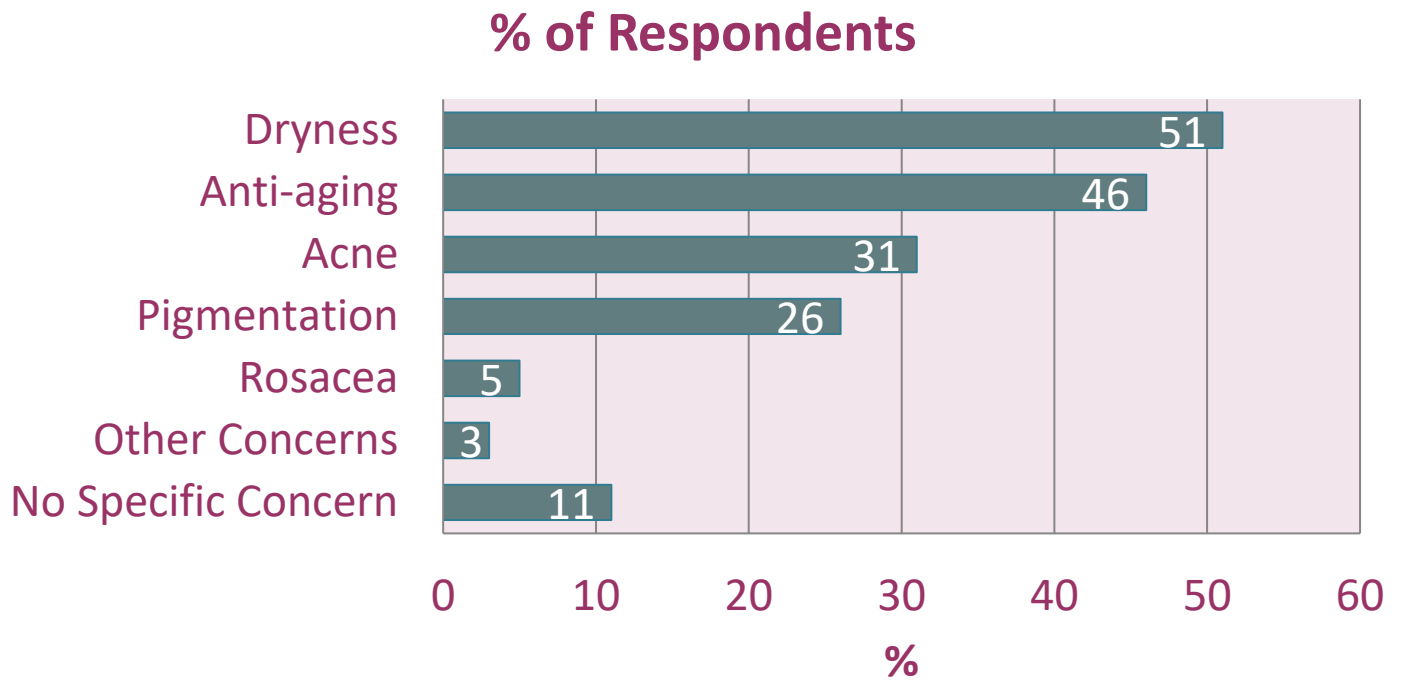
**Skin type:**

- Suitable for all skin types, except very sensitive skin



Some stats.....

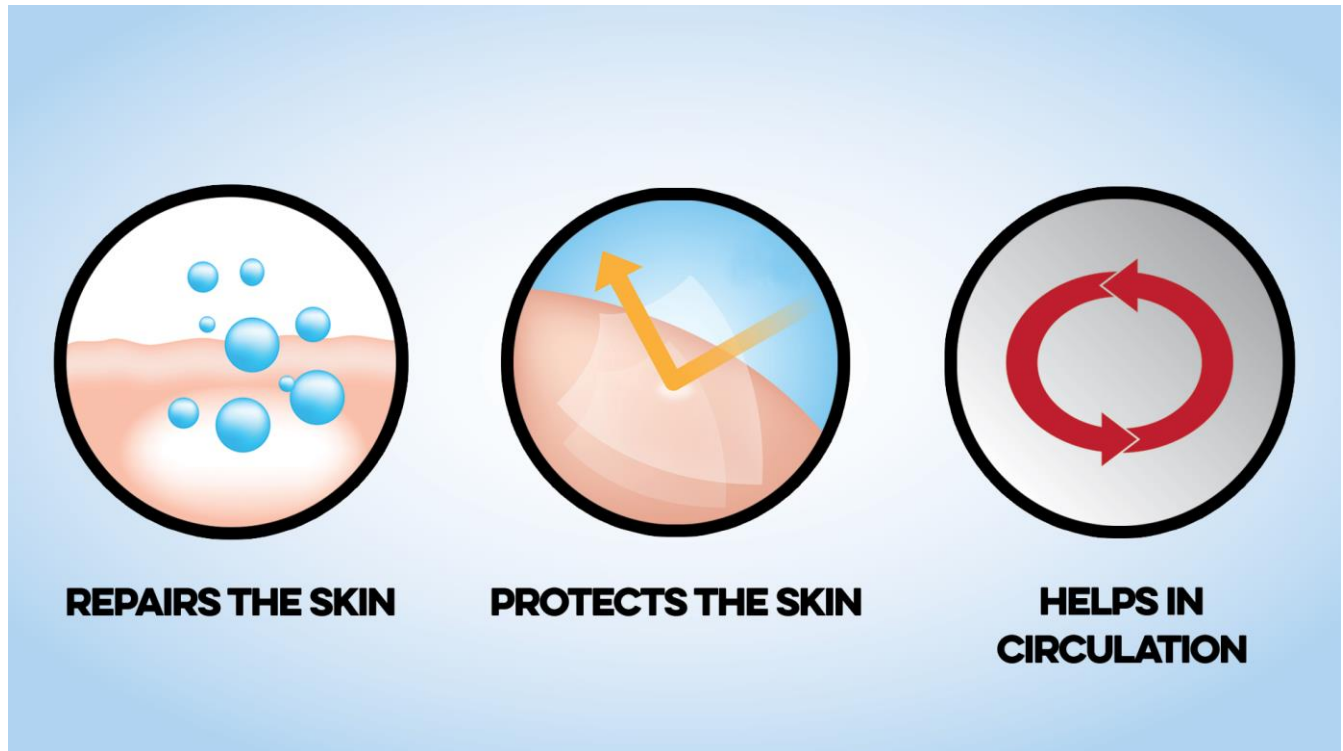
## Skin Care Purchases



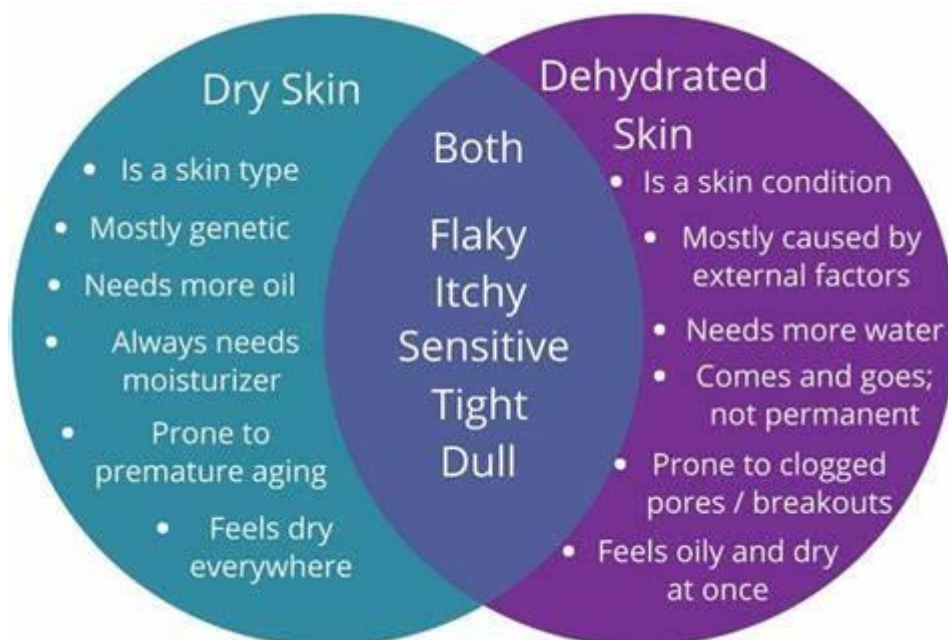
## MOISTURISE AND NOURISH:

The skin can be moisturised/nourished in two different ways:

1. Internally: The dermis has vascular and lymphatic systems for internal nourishment and moisturising
2. Externally: Penetrating agents are used to take nutrients through the skin's structure – the regular use of an exfoliating product increases the permeability of the skin



### THE DIFFERENCE BETWEEN A DRY AND DEHYDRATED SKIN



## **HYDRATING BALM – 50ml**

Highly hydrating lightweight hydration formulated to enhance your skin's moisture levels without making it oilier. Leaving your skin refreshed and radiant.

### **Active ingredients:**

- SPF 4
- Hydrolysed Proteins
- Amino Acids
- Allantoin
- Ethylhexyl Methoxycinnamate
- Propylene glycol
- Stearic acid



### **Effect:**

- Powerful hydrating moisturiser
- Healthy, plump, and supple skin
- Reduce the appearance of sun and environmental damage.
- Relieves itchy and irritated skin.
- Ideal for sensitive skin conditions
- Relieves symptoms of eczema.
- Antiseptic and antifungal opposing acne, pimples, and infections
- Help prevent bacteria development.
- Combat appearance of fine dehydration lines and prevent the signs of ageing.
- Increase moisture content of the skin.
- SPF 4

### **Skin type:**

- Dehydrated
- Normal
- Oily and problem skin types

## **6-in-1 MOISTURISERS – 50ml**

### **Active ingredients:**

- Contains Plant-based Lipids.
- *Ceratonia Siliqua (Locust Bean) gum*
- Capric Triglyceride
- Vitamin E acetate
- *Theobroma cacao (cocoa) seed butter*
- *Panthenol*



### **Effect:**

- This unique cream is a day, night, eye, neck, moisturising, and rejuvenating cream all in one.
- Stimulates new cell growth and rejuvenates the skin.
- Cocoa Seed Butter helps decrease the effects of UV, skin roughness, scaling and enhances elasticity, hydration, and density.
- Excellent moisturising, conditioning and hydrating effects gives a soft and smooth appearance.
- Active ingredients slow down the loss of water by forming a barrier on the skins surface.
- Increases the absorption of active ingredients into the deeper layers of the skin. Stimulates healthy flow of blood to skin tissue and maintain overall skin health.
- Vitamin E fights free radicals, reduces wrinkles, keeps skin youthful looking.

**Skin Type:****6-1 Ordinary:** Normal to combination skin types.**6-1 Enriched:** Dry to combination skin types.**6-1 Super Enriched:** Dry to mature skin types.**FIRMA LIFT DAY CREAM – 50ml****Active ingredients:**

- Dimethicone
- Hydrogenated Polyisobutene
- Vitamin E Acetate
- Apricot (Prunus Armeniaca)
- Kernel Oil
- SPF 6

**Effects:**

- Nourishes, moisturises, and protects the skin against ageing when exposed to the sun.
- It promotes the growth of cells and neutralises free radicals by means of an antioxidant.
- Leaves a thin layer of lipids, which prevents dehydration.
- SPF6

**Skin type:**

- Suitable for combination- to slightly dry skin types

**Application:**

- The Firma Lift Day can be applied twice daily, especially if the skin is exposed to sun, wind or adverse weather conditions.

**FIRMA LIFT NIGHT CREAM – 50ml****Active ingredients:**

- Acetylated Lanolin
- Vitamin A Palmitate
- Vitamin E Acetate
- Propylene Glycol
- Locust Bean Gum
- Apricot (Prunus Armeniaca) Kernel Oil

**Effects:**

- Prevents dehydration.
- Promotes cell growth.
- Contains strong antioxidant strong antioxidant, which neutralise free radicals.

**Skin Type:**

- Suitable for dry skin types
- It is worth remembering that, though there might be people who would be allergic to lanolin, no allergy has yet been discovered where lanolin derivatives are concerned.

**Application:**

- Apply in the evening on its own or after the application of any of the special products.

## **FIRMA LIFT ADVANCED MOISTURISING TREATMENT – 50ml**



<b>Active ingredients</b>	<b>Effect</b>
Shea butter, ethylhexyl hydroxystearate, di-C12-15 alkyl lactate, C12-15 alkyl benzoate	Seven different nourishing lipids
UVB & UVB Absorbers	To protect the skin against harmful UV-rays responsible for the ageing of skin and free radicals
Modified potato starch	A prolonged conditioned effect and feel to the skin.
Larrea divaricata extract	Decrease in growth of keratinocytes with 61% Improve skin tone with 65% Improve elasticity with 71%
Saccharide isomerate	Binds with water in the skin and prevents dehydration of the dermis. Act as a moisture magnet
Sericin and glycoproteins	Water soluble glycoprotein derived from silkworms. Strengthens the skin and helps the fight against wrinkles. Glycoprotein also activates cellular respiration.
Saccharide hydrolysate Magnesium aspartate + Glycerine + Alanine + Creatine	The combination of these ingredients mimics the Natural Moisture Factor (NMF) of a young skin! Helps to improve and maintain the moisture levels for up to 5 hours.
Hydrolysed plant protein + ATP+ Sodium Chondroitin Sulphate	The unique combination of these ingredients can improve moisture levels with up to 12% in 2 weeks and 62% in 4 weeks. It visibly reduced the depth, width and length of wrinkles. Improved texture of the skin leaving it smoother.

### **Skin type:**

- Normal to combination skin types
- As a moisture restoring treatment for dry skin types
- SPF 6 – 8

### **Application:**

- To be applied after Freshening

## **FIRMA LIFT ADVANCED NIGHT TREATMENT – 50ml**

### **Active ingredients:**

- Acetylated lanolin
- Dimethicone
- Apricot Kernel oil
- Spent grain wax.
- Larrea divaricate extract.
- Sericin
- Vitamin A Palmitate
- Vitamin E Acetate
- Sodium Ascorbyl phosphate (stable source of vitamin C)



### **Effect:**

- An ultra-rich nourishing treatment for mature dry skin types which stimulates cell growth and counteracts hyper keratoses as result of sun exposure.
- Contains powerful antioxidants which neutralises free radicals.

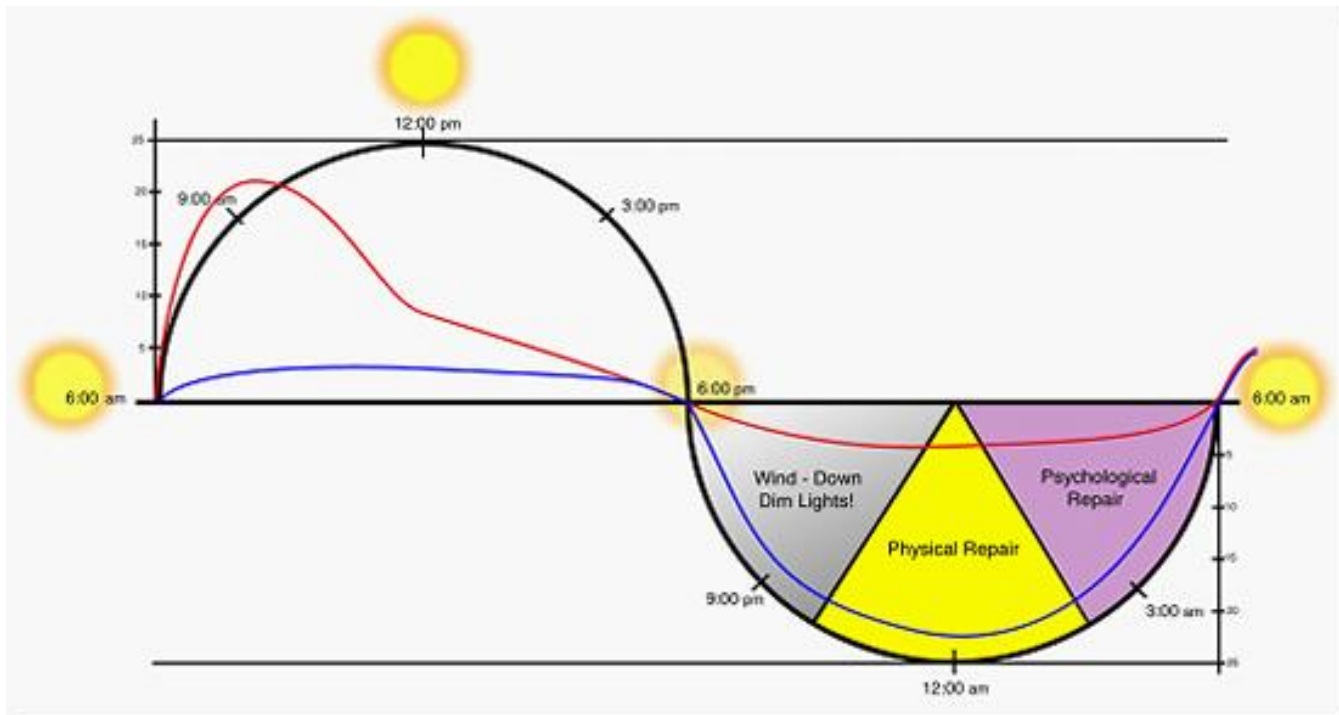
### **Skin type:**

- Dry, pre-matured aging, sun damaged skin
- Not suitable for oily skin types

### **Application:**

- Use in the evening as an intensively nourishing night treatment.

## WHAT'S THE DIFFERENCE BETWEEN DAY AND NIGHT CREAMS AND DO YOU REALLY NEED BOTH?



For healthy skin around the clock, **use both a day and night cream. ...**

At night the skin is not defending itself from pollution and light as it is during the **daytime** – it is in 'repair' mode, so ... use a **night** product loaded with regenerating ingredients such as peptides and vitamins.

## **BEAUTY BALM BB CREAM – 50ml**

A tinted moisturiser that not only provides protection but treats your skin as well.

### **Active ingredients:**

- Vitamin C
- Anti-oxidants
- UVA and UVB protection
- SPF 15



### **Effect:**

- Anti-ageing
- Moisturiser and primer
- UVA and UVB protection
- Softens, hydrates, and evens out skin texture.
- Small hint of foundation
- Vitamin C lightens pigmentation.
- SPF15

### **Skin type:**

- All skin types.

### **Application:**

- You can use the BB cream with the Foundation primer to cover minor flaws on your face.

## **PROTECTION:**

The skin is unique in the sense that it has to be protected against 2 external factors: dehydration and sun exposure.

### **THE SUN**

Collagen and elastin are destroyed by the sun, which in turn, leads to the diminishing of elasticity in the skin and the subsequent formation of wrinkles.

Sun damaged skin has a rough, dry appearance with a lot of wrinkles.

There are different Ultraviolet rays: UVA, UVB and UVC

<b>UVA</b>	<b>UVB</b>	<b>UVC</b>
<ul style="list-style-type: none"> <li>➤ Penetrates the dermis.</li> <li>➤ Tans the skin without burning.</li> <li>➤ Allows the skin to produce melanin (brown skin pigment)</li> <li>➤ It has a destructive reaction on the collagen and elastin in the dermis which weakens the elasticity in the skin and causes wrinkles</li> </ul>	<ul style="list-style-type: none"> <li>➤ These layers are absorbed in the lower layers of the epidermis.</li> <li>➤ It induces a strong erythema (red colour to the skin)</li> <li>➤ It causes the skin to thicken and ultimately burn.</li> <li>➤ The skin may never completely recover from the damage.</li> <li>➤ If the burning is repeated too often, very serious problems may occur e.g., skin cancer.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Although given by off by the sun, very few UVC rays reach the surface of the earth, as they are absorbed by the outer layers of the earth's atmosphere.</li> <li>➤ If this were not the case, UVC rays would very quickly produce erythema and cause skin cancers.</li> <li>➤ UVC is manufactured for industrial purposes as these rays have a high germicidal effect</li> </ul>

	➤ The body requires UVB to produce Vitamin D.	
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Although anyone can develop skin cancer here are certain characteristics a person might have that would classify them into high-risk group

## SKIN CANCER RISK FACTORS:



### Basal Cell Carcinoma

Raised, translucent, pearly nodules that may crust ulcerate and sometimes bleed. Occurs often on the face and other exposed areas but can appear anywhere.

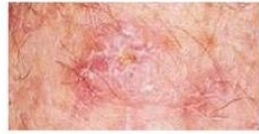
### Squamous Cell Carcinoma

Usually raised, pink opaque nodules or patches which frequently form ulcers or sores in the middle, Appears most often on exposed areas of the body.

### Malignant Melanoma

Often small brown or black, or larger multicoloured patches with an irregular outline may crust and bleed. Malignant melanoma may occur in pre-existing moles or skin spots. They can also start like freckles on previously normal skin.

# Types of Skin Cancers & Precancers



Actinic Keratosis



Atypical Moles



Basal Cell Carcinoma



Melanoma



Merkel Cell Carcinoma



Squamous Cell Carcinoma

*Protection against SUN...*

## **SUN WRINKLE PROTECTOR SPF 30 – 50ml**

### **Active ingredients:**

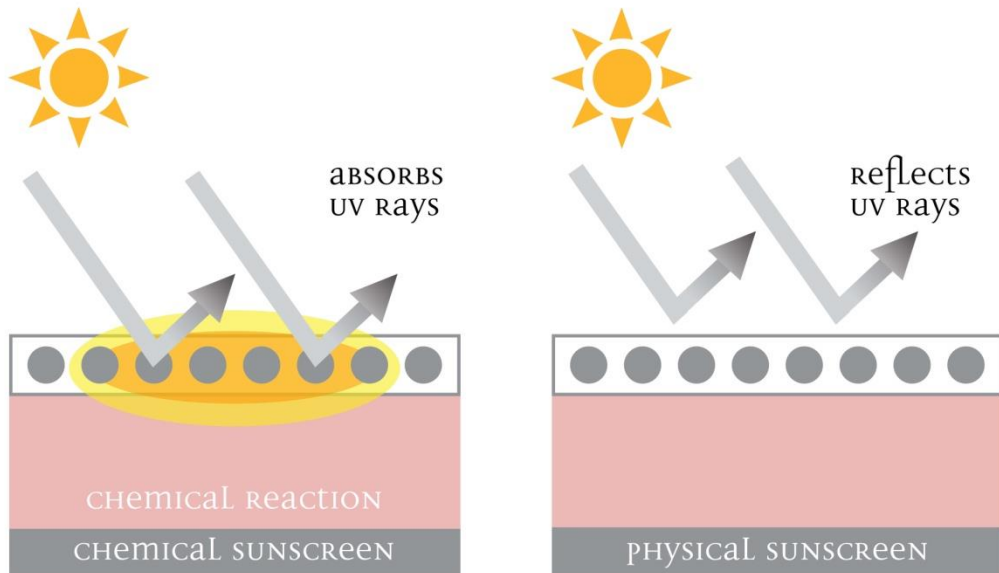
- SPF 30, UVA, UVB, Infra-Red and Blue Light
- Dimethicone
- Ethylhexyl Methoxycinnamate
- 4-Methylbenzylidene Camphor
- Butyl Methoxydibenzolmethane
- Propylene Glycol
- Glycerine
- C-12-15 Alkyl Benzoate



### **Effects:**

- A sunscreen with an SPF 30 which covers the whole UV-spectrum.
- Not water resistant.
- It is a cream not a thin liquid and will therefore not burn the eyes.

**THE SUN WINKLE PROTECTOR IS MADE UP OF 50% PHYSICAL SUN BLOCK (REFLECTS UV RAYS) AND 50% CHEMICAL SUNSCREEN (ABSORBS UV-RAYS)**



**Skin Type:**

- Suitable for all skin types
- Can be applied over a moisturiser.
- The Sun Wrinkle Protector is compulsory on areas exposed to the sun.

*Protection against DEHYDRATION...*

**MATT SUNSCREEN LOTION – 50ml**

**Active Ingredients:**

- Octocrylene
- Niacinamide
- Aloe
- Green Tea



**Effects:**

- Lightweight, mattifying formula that protects skin against sunburn and premature ageing.
  - UV light absorber
  - Skin-softening
  - Moisture-sealing
  - Non-greasy

**Application:**

- New Generation Sunscreen
- Apply mildly over face, neck and both hands.
- Use after your Acne Moisturiser, Hydrating balm, Vitamin A&B and only with your 6-in1 Ordinary

**Skin types:**

- Suitable for combination, oily and acne prone skin types

## **ADVANCED MOISTURISING PROTECTION – 50ml**

### **Active ingredients:**

- Glyceryl Isostearate
- Petrolatum
- Hydrogenated Castor Oil
- Polyglyceryl-3 oleate
- Lanolin
- Lanolin alcohol
- Paraffin liquidum (mineral oil)
- Isopropyl palmitate
- Glycerine



### **Effects:**

- Provides a protective barrier on the skin to seal in moisture and prevent moisture loss.
- Leaving the skin comfortable and well hydrated

### **Application:**

- Apply an amount in your hands, warm and soften the product by rubbing your hands together.
- Apply the product with firm pressing motions to distribute it evenly over the face as a final step in your skin care routine.

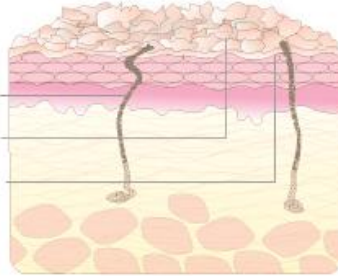
## EXFOLIATION:

**Exfoliation** is the removal of dry/dead skin cells on the surface of the skin and is one of the most **important** aspects of your home skincare routine for face and body. **Exfoliation** not only helps many skin problems, but it also increases blood circulation, which in turn helps you to achieve healthy and glowing skin.

### EXFOLIATING

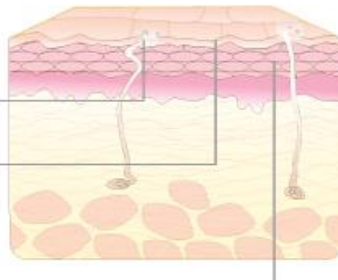
#### BEFORE

- clogged & infected pores
- rough & aged skin surface
- wrinkles, lines & blemishes



#### AFTER

- purifies pores
- eliminates infections deep in skin's surface
- boosts collagen production to smooth away lines, wrinkles & blemishes



### ENZYME EXFOLIATOR – 50ml

#### Active Ingredients:

- Bacillus ferment – Kerattolitic enzyme
- **Papaya** and **pineapple extract** – Exfoliating enzyme
- Yeast polysaccharides – Contains beta-glucans and mannanes, which have the following actions on the skin:
  - Gives protection against irritation and inhibition of irritation.
  - Smoothing of wrinkles
  - Improves skin elasticity and skin firmness.
  - Improves the moisture content of the skin.
- Dimethicone and cetearyl ethylhexanoate – Soothing emollients



#### Effects:

- Willa Krause Enzyme exfoliator is a unique formulation that removes lifeless skin cells and gently polishes the skin.

#### Directions for use

- Apply a small amount to a clean, dry skin.
- Activate the product with heat and water by massaging the skin with wet fingertips, for at least 3 minutes.
- Leave on the skin for an additional 7 minutes.
- Use 2-3 times per week.

## **SCRUB CREAM – 50ml**

### **Active Ingredients:**

- Walnut powder
- Ivy
- Lemon and Sage extract.



### **Effects:**

- The natural exfoliating Walnut powder will remove dead cells on the skin's surface to give the skin a smooth, refreshed, and revitalised feel. Dead cells cause a dull and lifeless skin and prevents moisturisers from penetrating into the skin.
- Organic and eco-friendly

### **Directions for Use**

- Wet skin and hands before applying.
- Concentrate on the nose area (comedones)
- Avoid sensitive areas and broken veins.
- Ensure that all the Scrub Cream is removed before continuing.

## **MASKS:**

**Face masks** are the perfect skin care treatment to help you with your skin care concerns. The right **face mask** can help hydrate skin, remove excess oils, and help improve the appearance of your pores. They are also an excellent way to help pull out impurities.

## **PURIFYING CLAY MASK – 50ml**

### **Active ingredients:**

- Bentonite
  - a. Clay derived from volcanic ash used as an oil-absorbing agent in facial masks
  - b. Helpful for oily skin but can be drying for other skin types (when used in high amounts)
  - c. Helps to lightly exfoliate skin and remove impurities
- Kaolin
  - a. Naturally occurring clay mineral used in cosmetics for its absorbent properties.
  - b. Particularly popular in facial masks targeted at reducing skin's surface oil.
  - c. Helps to cleanse and exfoliate dead skin cells and debris
- Hamamelis Virginiana (Witch Hazel) Leaf Water
  - a. Reducing acne and oily skin, to soothing puffy eyes and sunburn
  - b. Potent antioxidant properties and soothing properties
  - c. Used as an astringent for skin due to its tannin content
- Allantoin
  - a. Helps reduce irritation and scarring
  - b. Helps shed dead skin cells



### **Effect:**

- Natural clay minerals with oil removing properties, the stimulating mask has a healing and softening effect on the skin.
- The contracting and tightening effect of this mask removes all impurities from pores and leaves the skin with a finer texture.

### **Skin Type:**

- Combination skin, Use only on problem/oil areas.
- On oily/problem skin types, may be used as often as 3 times a week.

### **Directions for Use**

- The skin must be clean before applying the mask.
- Apply a small amount of eye cream around eyes and nostrils to prevent drying on sensitive areas when using the Purifying Clay Mask
- Leave on for 20 minutes.
- Masks are usually applied once a week, but the Purifying Clay Mask can be used as often as 3 times a week.
- Rinse the skin thoroughly with lukewarm water to remove the mask.

### **PROTEIN MOISTURISING MASK – 50ml**

#### **Active Ingredients**

- Urea
- Propylene
- Glycol
- Butylene Glycol
- Hydrolysed Vegetable Protein
- Adenosine Triphosphate
- Sodium Chondroitin Sulphate
- Contains lipids which closely resemble the skin's natural oil.



#### **Effect:**

- This soft gel mask provides moisture to the skin.

#### **Application:**

- The skin must be clean before applying the mask.
- Leave the mask on for 20 minutes, you may even sleep with it.
- Masks are usually applied once a week.
- Rinse the skin thoroughly with lukewarm water to remove the mask.

### **YOUTH MASK**

Lightweight pressure material/Pressure garment

The light pressure material is widely used for a variety of medical treatments and treatment of scar tissue. Research has shown that a large percentage of facial wrinkles are caused while sleeping. The Willa Krause youth mask prevents this tendency to a large extent.

The "Youth Mask" puts pressure on the small wrinkles around the eyes, mouth, cheek area and forehead.

- Wrinkles will feel softer and less pronounced after only a few weeks of sleeping with the youth mask.
- The mask increases the blood circulation to the facial area thus increasing the amount of oxygen and nutrients reaching your face.
- The mask blocks light out while sleeping which causes the body to produce more Melatonin.

#### **Directions for use**

- Cleanse and freshen your skin.
- Apply the Willa Krause Revitalising Serum and follow with your night cream.
- Put on your mask, making sure your nose fits properly into the hole provided.
- Pull the mask tight and enjoy a peaceful night of sleep.

## **CLARIFYING BLACK MASK – 150ml**



### **Active Ingredients:**

- Activated charcoal – binds to environmental toxins and dirt.
- Sandalwood oil – Soothes the skin and relieves it from inflammation and irritation.
- Urea – Maintain a healthy moisture balance, keeping your skin soft, supple, and youthful.
- Allantoin – Soften and protect while actively soothing skin. It also stimulates regeneration promoting healthy skin.
- The Willa Krause Clarifying Black Mask contains activated charcoal that binds to environmental toxins and dirt. This makes it an excellent deep cleanser and when used in a mask form it can actually help pull dirt from your skin's pores, it also absorbs excess oil and impurities.

### **Effects:**

- The Willa Krause Clarifying Black Mask contains activated charcoal that binds to environmental toxins and dirt.
- This makes it an excellent deep cleanser and when used in a mask form it can actually help pull dirt from your skin's pore.
- It also absorbs excess oil and impurities.

### **Directions for use**

- Cleanse, the skin must be clean and dry before applying the mask.
- Apply the mask and let dry.
- The mask must be completely set before removing.
- Peel off.

## WILLA KRAUSE PERFUME AND MAKE-UP

### PERFUME

High quality essential- and perfume oils are blended to create our popular 30ml fragrances inspired by original designer fragrances. Samples and Dem sets are also available for all our perfumes.



**PERFUME**  
30ml & 40ml

WILLA  
KRAUSE  
SKIN CARE

**“Establish your existence whilst enriching the lives of others”**

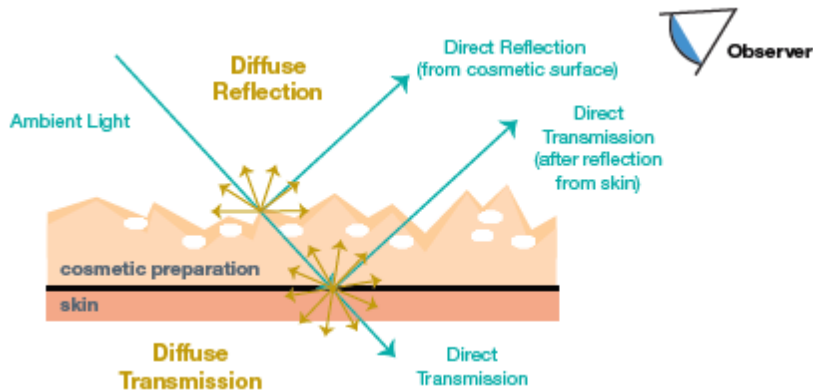
• AIDA - (Inspired by Issey Miyake's Issey Miyake) Female Fragrance	R255.00	N\$255.00
• ALMIRA - (Inspired by Britney Spear's Fantasy) Female Fragrance	R215.00	N\$215.00
• AZARIA - (Inspired by Elizabeth Arden's Red Door) Female Fragrance	R215.00	N\$215.00
• CALYPSO - (Inspired by Dolce & Gabbana's Light Blue) Female Fragrance	R215.00	N\$215.00
• CESARE - (Inspired by Hugo Boss) Male Fragrance	R215.00	N\$215.00
• CHANTILLE - (Inspired by Carolina Herrera - Good Girl) Female Fragrance	R255.00	N\$255.00
• CONTADINA - (Inspired by Lady Gaga's Fame) Female Fragrance	R215.00	N\$215.00
• CZARDAS - (Inspired by Van Cleef & Arpels's Tzar) Male Fragrance	R255.00	N\$255.00
• DUET - (Inspired by Calvin Klein's CK1) Unisex Fragrance	R215.00	N\$215.00
• ISOLDE - (Inspired by Christian Dior's Hypnotic Poison) Female Fragrance	R215.00	N\$215.00
• JULIET - (Inspired by The One, Dolce & Gabbana) Female Fragrance (40ml)	R290.00	N\$290.00
• LARGO - (Inspired by Alfred Dunhill's Dunhill Desire) Male Fragrance	R215.00	N\$215.00
• LEPORELLO - (Inspired by Estee Lauder's Pleasures) Female Fragrance	R215.00	N\$215.00
• LINDORO - (Inspired by Paco Rabanne's Invictus) Male Fragrance	R215.00	N\$215.00
• LORELEI - (Inspired by Thierry Mugler's Angel) Female Fragrance	R215.00	N\$215.00
• LYRA - (Inspired by Estee Lauder's Beautiful) Female Fragrance	R255.00	N\$255.00
• MOSETT - (Inspired by Alfer) Female Fragrance	R215.00	N\$215.00
• NEVESTA - (Inspired by E. Taylor's White Diamond) Female Fragrance	R215.00	N\$215.00
• ROMEO - (Inspired by Versace Dylan Blue) Male Fragrance (40ml)	R290.00	N\$290.00
• PALOMA - (Inspired by DKNY's Be Delicious) Female Fragrance	R215.00	N\$215.00
• TRISTAN - (Inspired by Paco Rabanne's 1 Million) Male Fragrance	R215.00	N\$215.00
• ZAZA - (Inspired by Christian Dior's J'adore) Female Fragrance	R255.00	N\$255.00
• ZONETTA - (Inspired by Beyonce's Rush) Female Fragrance	R215.00	N\$215.00

### MAKE UP

The Willa Krause Professional make up range is based on our unique colour profile Sugar (cool silver), Spice (warm golds) and All Things Nice (neutrals). Our makeup range is suitable for everyday wear but can also be used for bridal, photographic and television Make-up artistry. We manufacture some of the make-up locally in DC labs and other high-quality foundations and make up are imported from New York. Please note that the commission structures are different for the local and imported make up.

## WILLA KRAUSE PERFECTING FILLER PRIMER – 30ml

- This lightweight primer optically perfects skin, diffusing the look of pores and imperfections.
- Ensure even foundation application, leaves skin smooth with an even texture.
- Protect and condition skin, neutralize imperfections and give foundation a fault-free base.
- Silicone Elastomer Gel



## PROTECTIVE COLOR CARE – 30ml (Medium)

Light moisturising foundation that contains that blend with the colour of your skin. It is free of mineral oils which makes it perfect for all skin types, especially combination or oily skin types as it won't block pores or cause breakouts.

### Active ingredients:

- Talc
- Titanium dioxide
- Natural pigments
- SPF 20

### Effect:

- Diminish imperfections.
- Silky finish
- Provides medium to full coverage.
- Dermatologically tested.
- SPF 12

### Directions for use:

- Apply after you day cream and foundation primer.



## MENS RANGE

### **REVITALISING TONING CLEANSER – 150ml**

#### **Active Ingredients:**

- Propylene Glycol, Hydroxyethylcellulose, Wheatgerm extract, Sodium Hyaluronate

#### **Effects:**

- Mild foaming Cleanser
- Cooling astringent properties
- Prepares the skin for any product that is to be applied.



### **REBALANCING MOISTURE BALM – 50ml**

#### **Active ingredients:**

- Urea
  - a. Moisturises dry skin and may reduce the appearance of flakiness
- Triticum Vulgare (Wheat) Germ Extract and Saccharomyces Cerevisiae Extract (Iricalmin™)
  - a. relaxes UV-induced skin irritation and enhances regeneration of protective lipids.
  - b. The bioactive soothes skin after shaving and depilation, maintains skin elasticity, and supports skin moisturization.
- Hyaluronic Acid (Sodium Hyaluronate):
  - a. Acts as a water reservoir and humectant
  - b. Promotes skin elasticity and moisture retention
- Panthenol (Vitamin B5)
  - a. Promotes the growth of skin cells
  - b. Improves skin moisturisation and elasticity
  - c. Calms irritation associated with conditions such as eczema
- Pantolactone
  - a. Synthetic humectant that helps maintain skin's moisture
  - b. Required to make the B vitamins panthenol and pantothenic acid
- Chamomilla Recutita (Matricaria) Extract
  - a. Chamomile contains powerful anti-oxidants including polyphenols and phytochemicals.
  - b. When applied to the skin, it may help reduce signs of aging by protecting the skin from free radical damage.
- Calendula Officinalis Flower Extract
  - a. Promotes skin hydration and firmness
  - b. May help soothe and calm irritated skin
- Menthol
  - a. Leaves a cooling and refreshing sensation



#### **Effect:**

- Light moisturising cream
- Protects the skin against UV-radiation.
- Improves skin texture.
- Increase the moisture carrying capacity of the skin.
- SPF18

## **REBUILDING NIGHT TREATMENT – 50ml**

### **Active ingredients:**

- Propylene Glycol, Apricot Seed Oil, Isopropyl Palmitate

### **Effect:**

- Reduce fine lines and wrinkles.
- Softening skin texture
- Skin renewing cream



## **ENERGIZING EXFOLIATING MASK – 50ml**

### **Active ingredients:**

- Apricot Seed Oil, Propylene Glycol, Menthol, Walnut powder

### **Effect:**

- Improves skin texture.
- Stimulates blood circulation.
- Provides energy to the cells.



## **HEALTH CARE AND OTHER PRODUCTS**

## **SKIN RELIEF – 75ml**

### **Active ingredients:**

- Niacinamide (Vitamin B3)
- Spent Grain Wax
- Aesculus Hippocastanum Seed Extract (Horse Chestnut)
- Conjugated Linoleic Acid
- Sodium Hyaluronate (Hyaluronic Acid)

### **Effect:**

- Rejuvenating
- Promotes healing.
- Anti-itch
- Anti-irritation
- Strengthens the walls of capillaries to prevent and minimize the appearance of broken capillaries.
- Improves blood circulation.
- Fight's inflammation
- Promotes an even complexion and healthier collagen with anti-oxidant properties.

### **Useful in the treatment of:**

- Soothes and calms itchiness, burning sensations and irritation.
- Strengthening the skin to prevent further infections.
- Reduce the appearance of broken capillaries.
- Stimulates collagen production to reduce appearance of lines and wrinkles for firmer skin.
- Rejuvenating and hydrating
- Rosacea
- Lupus
- Allergy
- Eczema



- Hives
- Insect bites and stings
- Psoriasis
- Rashes
- Scaly skin patches

**Directions for use:**

- Apply to affected area.

**RUB ON RELIEF – 75ml**

**Active ingredients:**

- Cedarwood Virginiana oil 8.0%
- Linalool 5.0%
- Menthol 3.0%
- Vetiveria Zizanioides root oil 0.5%



**Effect:**

- Rub on relief is a uniquely formulated topical anti-inflammatory cream applied for the relief of general pain.

**Rub on relief will assist with aid in the relief of:**

- Heavy, tired legs and burning feet.
- Arthritis
- Rheumatism
- Cracked heels.
- Relief from respiratory conditions like asthma and sinus congestion
- Menstrual pain
- Back ache, Sciatica, Muscle cramps/spasms
- Stress and Insomnia
- General pain in joints
- Restless pain in joints
- Restless leg syndrome

**Special precautions:**

- Do not apply to broken skin or mucous membranes.
- If redness, inflammation, or pain occurs discontinue use.
- Not recommended for children under 2 ears
- Accidental swallowing should be treated symptomatic and supportive.
- Not suitable during pregnancy or lactation
- Not intended to replace chronic medication.

**Directions for use:**

- Apply to affected area.
- Re-apply, as necessary.

## **PAIN RELIEF BODY & FOOT SOAK – 250g**

### **Active ingredients:**

- Magnesium sulfate, Cedarwood oil, Vetivert root oil, Black pepper fruit oil, Lavender oil, Methyl Salicylate

### **Effect:**

- Anti-inflammatory muscle relaxation

### **Instructions for use:**

- Apply to bath water and soak your body in the detox salts.



## **HEEL BALM – 75ml**

**Soothe rough, dry and cracked heels, hands and elbows.**

### **Active ingredients:**

- Urea, Tea tree oil

### **Effect:**

- Urea strengthens the skins barrier.
- Antibacterial
- Antimicrobial
- Antiseptic
- Antiviral
- Fungicide insecticide

### **Instructions for use:**

- Apply to cracked heels, hands and elbows as needed.
- Apply to conditions such as atopic dermatitis, eczema, psoriasis, acne, fungal infections of nails, athlete's foot and ringworm.



## PROFESSIONAL SALON PRODUCTS



### **MESO VITAMIN COMPLEX – 150ml**

#### **Active ingredients:**

- Retinol Palmitate (Vitamin A), Ascorbyl Palmitate (Vitamin C), Tocopherol Acetate (Vitamin E), Niacinamide (Vitamin B3), Caffeine and Magnesium aspartate

#### **Effect:**

- Cell growth stimulant that cell turnover and promote cell renewal. a powerful antioxidant that promotes collagen production and improves the appearance of Sun damaged skin, age patches, pigmentation, and dehydration. This gel is deionized and enriched with Vitamins A, B3, B5, C and Pro and to fight aging.
- Specifically formulated to improved results with the Rejuvenator, Photon and Photon Micro Needle.

#### **Instructions for use:**

- Apply liberal to a clean face and use your favorite Willa Krause anti-aging device as often as desired (or Photon Micro Needle).
- Remove with tepid warm water with sponges, apply suitable toner and follow with your normal evening skin care routine.
- Use during a facial treatment than conduction gel for your Meso-lift Rejuvenator, Photon, Galvanic (Iontophoresis) or high frequency unit.

### **ALPHA HYDROXY ACIDS**

The use of AHAs dates back thousands of years. Cleopatra used to bath in sour milk (lactic acid) and other women of her day applied red wine (tartaric acid) to their faces. This made their skin appear fresher and smoother. Today, cosmetic companies provide cosmetic preparations that will provide excellent results.

Alpha hydroxy acids (AHA) are natural acids found in fruit, milk and sugarcane which help loosen dead skin cells on the skin's surface, increasing the speed at which they are removed and renewed. These acids are used in treatment creams, cleansers, and moisturisers. AHA treatment products do not always have hydrating properties, therefore those used in the morning should be followed by a lightweight moisturiser that also contains a sunscreen to prevent future damage. At night, follow up the application of AHA with a good, night cream with added ingredients such as anti-oxidants.

AHA's are mild organic acids that are found in many common fruits and food such as:

- glycolic acid from sugar cane
- citric acid from citrus fruits
- malic acid from apples and white grapes
- tartaric acid from the fermentation process used in making wine.
- lactic acid from sour milk

The action of these fruit acids is to loosen or break up the thick horny outer layer of skin where an excessive build-up of dead skin cells occurs. This causes a sloughing of the dead skin cells which improves the texture and condition of the skin. They also increase the skin's natural moisture-holding capability and improve the appearance of fine lines and wrinkles.

### **Glycolic Acid**

Glycolic acid has the **smallest** molecular weight of all the AHA's and, therefore, by virtue of its smaller size, **has greater penetration** ability than other organic acids.

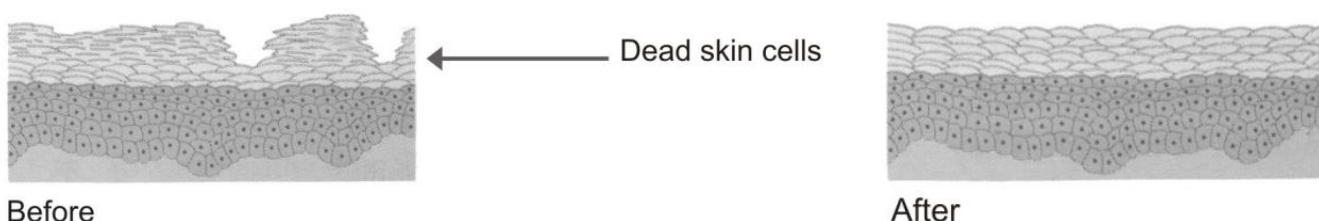
### **Functions of glycolic acid:**

- Weakens the intercellular bonds that hold the skin together, thereby improving natural exfoliation.
- Helps to rehydrate the skin.
- Stimulates collagen production helping to restructure the dermis and epidermis.
- The stratum corneum is more permeable that allows better penetration of other products and treatment creams.

### **The effects of use:**

- The appearance and texture of the skin is greatly improved.
- It becomes smoother and softer.
- Lines and wrinkles are less noticeable.
- The deep cleansing action of glycolic acid helps to eliminate blockages in the sebaceous follicle caused by build-up of dead skin cells and will help to control an acne condition.
- Reduces pigmentation.

Effects on the skin with regular application of Glycolic Acid



### **GLYCOLIC PEEL SOLUTION - 30% GLYCOLIC ACID – 200ml** *(ONLY FOR SALON USE)*

#### **Active ingredients:**

- Glycolic Acid, Sodium Hydroxide

#### **Application:**

- Apply the glycolic peel solution with a cotton wool to the entire face and neck area.
- Start on the forehead and work down to the neck. Avoid eye and lip area. Do not leave the peel for longer than 10 minutes on the skin. For a very dry and sensitive skin, start to leave the peel for only 4-5 minutes on the skin (treatment time may be extended after a week's use, but should not be left on for longer than 10 minutes). A light, arousing sensation can be experienced. If you experience discomfort at any time, neutralize the skin immediately.

**NEUTRALISER – 200ml**  
(ONLY FOR SALON USE)

**Active ingredients:**

- Butylene Glycol, Sodium Citrate, Sodium Bicarbonate, Hydrogenated Castor oil.

**Application:**

- Apply with cotton wool with slow gliding movements over the entire face. Avoid the eye area. Rinse with cool water and dry the skin with a clean hand towel.

**GLYCOLIC PEEL 30% AHA IN THE SALON:**

Do a patch test to determine allergies.

1. Remove eye- and lip make-up.
2. Remove superficial impurities with Willa Krause **Deep Cleanser Gel**.
3. Analyse the skin and keep record on the client card of what you found on the skin.
4. Deep cleanse the skin by using **Deep Cleanser Gel**.
5. Start the exfoliation process with application of the **Enzyme Exfoliator** which can be used with the steamer.
6. With circular movements gently exfoliate the skin (on top of the Enzyme Exfoliator if the clients' skin permits it) with **Scrub Cream**.
6. Rinse with clean warm water.
7. Apply **Clarifying Astringent** on a cotton pad to the skin to ensure that all impurities that could cause a barrier on the skin have been removed.
8. Apply the **Glycolic Peel** to the skin using a facial mask brush, do not overlap. Start application on the forehead moving gradually down to the neck. **AVOID** eye area and lips.
9. After 5-10 minutes, neutralise the skin. Soak cotton pads with the **Neutraliser** and apply with slow patting movements.
10. Rinse with clean warm water.
11. Apply appropriate **eye cream** to the eye area.
12. The **Collagen Serum** may be applied if required.
13. Follow with the appropriate **Moisturiser**.
14. Finish off with the **Sun Wrinkle Protector**.

**Note:** Avoid doing a facial massage after neutralising the peel, as the skin is very sensitive. You may massage the décolleté area while the peel is on the face. Remind your clients that they **MUST** wear **Sun Wrinkle Protector** during the treatment.

**TREATMENT PROTOCOL**

Normal/Dry	Pigmentation	Acne-Acne prone skin
Leave peel on skin for 10 min and neutralise	Leave peel on skin for 5-10 min and neutralise	Leave peel on skin for 10 min and neutralise
Once per week	Once every 2 weeks	Once per week
Course of 6 treatments	Course of 6 treatments	Course of 6 treatments

**Precautions:**

- Avoid use if you are allergic to lactose or aspirin.
- Skin might experience a tingling sensation.
- Do not apply too close to the eyes.
- Glycolic acid may not be used in conjunction with or if you have within the past 30 days used any other peeling agent including treatment with tretinoin, retinol (Vitamin A) or cortisone.
- It is essential to apply **Sun Wrinkle Protector SPF 30** during the day because the skin is prone to be more sensitive to the sun.
- No waxing, sunbed or tanning allowed while using this product.

### **BODY FAT**

Fat has the following important functions:

- It is a source of energy.
- It is involved in the absorption and transportation of fat-soluble vitamins such as Vitamins A, D, E and K
- Fat participates in the synthesis of substances essential to the human metabolism.
- It protects tissue and organs.
- It serves as insulation in the regulation of temperature in the body.

### **CELLULITE**

The "orange peel skin" which is called cellulite, is the result of deformation of the skin, caused by bundles of tissue which anchor the skin to the underlying muscle tissue. In the case of men, these bundles form a dense lattice, which result in a smooth skin. In women, there are fewer bundles in those parts of the body subject to cellulite formation. These bundles are connected vertically between the skin and the muscle tissue. This results in the formation of segments like those of a mattress. When more fat is consumed than needed by the body, these segments are filled with fat and the characteristic cellulite markings can be observed. This phenomenon can develop in women of all ages.

The only way to get rid of cellulite is to get rid of the fat. It is, however, very difficult for women to rid the lower body of fat. Women have more alpha-2 receptors in their fat cells. These receptors act like switches which are switched off and fat in these parts cannot be burned as energy. This means that when on diet, the fat in these parts will be the last to be burned. What can then be done to combat cellulite? The adipose tissue (fat) in cellulite areas can be mobilised in the bloodstream to other locations where it can readily be utilised as a source of energy.

### **CAUSES OF CELLULITE**

The main causes for the formation of cellulite:

- **Genetics:** Often the tendency to cellulite formation is inherited from parents.
- **Diet:** The consumption of excess fat and carbohydrates often lead to cellulite formation consuming too little water can cause the mobilisation of fat.
- **Exercise:** Too little exercise leads to foodstuff which is not needed for energy to be deposited as fat - this leads to the formation of cellulite.
- **Circulation:** Bad circulation decreases the intake of nourishment into the cell, that prevents optimal performance of the cells.
- **Exhaustion:** When the body suffers from exhaustion it is a hassle to go to the gym.
- **Stress:** During exercise, your body secretes endorphins and is ideal for a person with high stress levels, but people who suffer from stress are not always in the mood for exercise.

### **The solutions to these problems are:**

- **Eat less carbohydrates** and fat and drink more water.
- Stimulate circulation in the area.
- **Start your day by eating protein** rather than sugar rich foods.
- **Exercise** burns more energy which will prevent fat deposits. A little exercise on a regular basis
- is more beneficial than occasional strenuous exercise. Regular exercise increases the basal metabolism (metabolism in a state of rest) of the body. This means that in a state of rest, the body will use more than would be the case with a low basal metabolism. Exercise increases blood circulation, which in turn increases the mobilisation of fat. Exercise at least 30 minutes per day since the body will only start to use fat as a source of energy after 20 minutes of exercise.
- **Exfoliation** with the **Exfoliating Bar** to improve the circulation and appearance of the skin.

## **EXFOLIATING SOAP BAR – 140g**

### **Active Ingredients:**

- Volcanic rock, Magnolia, Palm Kernel Oil, Pumice

### **Effects:**

- Fine volcanic rock granules gently slough away dead skin cells without harming the skin. It promotes more radiant and much smoother looking skin. Volcanic rock assists the skin by balancing the PH and supporting a healthy immune system.

### **Directions for use:**

- Exfoliation soap bar can be used on all areas of the body except the face.



## **FAT BURN ANTI-OXIDANT ENERGISER – 150g**

### **Flavours:**

- Berry
- Strawberry & Melon

### **Active Ingredients:**



<i>Ascorbic acid (Vitamin C)</i>	The main function of Vitamin C is the production of collagen, which is a main component in all connective tissue in the body. Vitamin C is also an anti-oxidant and contributes to regulation of blood sugar levels.
<i>Guarana extract</i>	Residents in the Amazon use Guarana seeds for the following: <ul style="list-style-type: none"> <li>➤ Increased stamina</li> <li>➤ Decreased appetite</li> <li>➤ Higher tolerance for extreme temperatures</li> <li>➤ Relief of headaches and menstrual pain</li> <li>➤ Draining of extra fluids in the body</li> </ul>
<i>Ginger root</i>	Compliments any diet by supporting the body's metabolism.
<i>Kelp powder (contains iodine)</i>	Increases intestinal flora. Regulates metabolism. Precursor of thyroxin
<i>Butcher's Broom</i>	Butcher's Broom extract contains a flavonoid, rutin, which stimulates microcirculation by reducing the permeability of capillaries in the body.  Therapeutic qualities of the plant: <ul style="list-style-type: none"> <li>➤ Increase circulation.</li> <li>➤ Reduces oedema.</li> <li>➤ Reduces swelling.</li> <li>➤ Anti-inflammatory</li> <li>➤ Reduces the discomfort of 'heavy legs.'</li> </ul>
<i>L-Glutamine</i>	This ingredient is 10-15 times more concentrated in the brain than in the blood. It acts as an alternative source for energy when glucose levels are low, and thereby assists in the cognitive functions of the brain. Assists the brain in the following areas: focus, concentration, optimal recovery of memory, intellectual performance, vigilance, attentiveness, balance the mood and eliminates mental fog.

	It also inhibits the secretion of insulin when blood sugar levels are low, thereby preventing a further fall in blood sugar levels.
<i>Selenium</i>	This trace element (mineral) is very important to the health of the human body. Plays an enzymatic and structural role, and is recognised as: <ul style="list-style-type: none"> <li>➤ An anti-oxidant</li> <li>➤ A catalyst for production of thyroxin (metabolism)</li> </ul>

**Effects:**

- A thermogenic fruit flavoured drink to enhance adequate fluid intake. Anti-oxidants within this formulation combat free radicals. This energy drink contains herbs like Butcher’s Broom to stimulate circulation and Kelp is best known as “the vegetable from the sea”.
- Available flavours: Kiwi & Apple, Tropical and Berry

**Directions for use:**

- Mix 1 serving (5 ml) into 1 litre of water daily. Take as a refreshing drink, chilled or with ice. Do not exceed the daily dosage.
- Weight loss is only effective if used in conjunction with a suggested daily intake guideline and exercise.
- **Consult your doctor if you suffer from any chronic medical condition before use.**

**Size:**

- 150 grams (measuring spoon included)
- 1 serving daily equals 30 servings per month.

**RADIANCE COLLAGEN REJUVENATION SUPPLEMENT – 300g**



HYDROLYZED COLLAGEN PEPTIDES	<ul style="list-style-type: none"> <li>➤ Excellent water-holding capacity</li> <li>➤ Improved skin hydration</li> <li>➤ Reduce wrinkles</li> <li>➤ Anti-ageing properties</li> <li>➤ Improves elasticity</li> <li>➤ Alleviate joint pain</li> <li>➤ Improve bone health</li> <li>➤ Promote weight loss</li> </ul>
VITAMIN A	<ul style="list-style-type: none"> <li>➤ Normalise how cells function. This means it is able to influence cells to behave in a younger, healthier way, leaving skin looking youthful and more radiant</li> <li>➤ Immune-boosting properties</li> <li>➤ Vitamin A is important for normal vision</li> <li>➤ Boost for the immune system</li> <li>➤ Improves heart and lung health</li> </ul>
VITAMIN C	<ul style="list-style-type: none"> <li>➤ Improve skin health by promoting collagen production</li> <li>➤ Reduces inflammation</li> </ul>

	<ul style="list-style-type: none"> <li>➤ May reduce your risk of chronic disease</li> <li>➤ Important for heart health</li> <li>➤ Helps prevent iron deficiency</li> <li>➤ Boosts immunity</li> <li>➤ Improves glowing skin</li> </ul>
VITAMIN D	<ul style="list-style-type: none"> <li>➤ Repair of damaged tissue</li> <li>➤ Restoration of the skin's barrier mechanism</li> <li>➤ Important for the process of healing wounds on the skin</li> <li>➤ One of the best vitamins for skin health</li> <li>➤ Provides anti-ageing properties</li> <li>➤ Great anti-inflammatory properties that can help treat skin conditions like dryness, acne, psoriasis, eczema, and vitiligo</li> </ul>
VITAMIN E	<ul style="list-style-type: none"> <li>➤ Vitamin E alleviate dryness, itching, and flaking associated with eczema</li> <li>➤ Study: produce significant improvements in eczema symptoms</li> <li>➤ Vitamin E stimulates blood flow to the skin and hair, increasing the collagen production, and this causes the skin to glow</li> <li>➤ Maintain healthy skin and eyes</li> <li>➤ Boosts the immune system</li> </ul>
SELENIUM	<ul style="list-style-type: none"> <li>➤ Help to keep your skin youthful. Fights viral infections</li> <li>➤ Ensures skin remains firm and protected</li> <li>➤ Stops free radical damage before premature wrinkles have a chance to form</li> <li>➤ Helps to protect cell membranes against UV damage, inflammation and pigmentation</li> <li>➤ Crucial role in maintaining healthy skin and help to tighten loose skin</li> <li>➤ Found in foods like nuts, seeds, and leafy greens</li> <li>➤ Healthier and stronger hair, nails and skin</li> <li>➤ Studies show Selenium may help with Arthritis symptoms</li> </ul>
ZINC	<ul style="list-style-type: none"> <li>➤ Boosts immune function</li> <li>➤ Reduce the inflammatory response seen with acne and eczema</li> <li>➤ Helps keep your skin hydrated, important nutrient for skin</li> <li>➤ Promotes healthy gut</li> <li>➤ Promotes healthy skin, hair and nails</li> <li>➤ Decreased levels of bad cholesterol, good for heart health</li> </ul>
ALANINE	<ul style="list-style-type: none"> <li>➤ Important amino acid</li> <li>➤ Source of energy for muscles and the central nervous system</li> <li>➤ Prevents fatigue</li> </ul>
ARGININE	<ul style="list-style-type: none"> <li>➤ Amino acid that is vital for skin health</li> <li>➤ Hydrates skin</li> <li>➤ Protect the skin from free radical damage and premature skin ageing</li> <li>➤ Boost collagen production and repair skin damage</li> <li>➤ Helps make your skin supple and glowing from within</li> </ul>
ASPARTIC ACID	<ul style="list-style-type: none"> <li>➤ Hydrate, help soothe, and strengthen skin</li> <li>➤ Aspartic acid improves stamina</li> <li>➤ Enhance immune system</li> <li>➤ Aspartic acid may protect you from toxins and neural and brain disorders.</li> <li>➤ Improves muscle strength.</li> </ul>
GLUTAMIC ACID/GLUTAMINE	<ul style="list-style-type: none"> <li>➤ Increase collagen production within the skin</li> <li>➤ Anti- ageing effects</li> <li>➤ Restoring skin's natural tone</li> <li>➤ Promoting the production of skin tissue</li> <li>➤ It provides a rejuvenated and more radiant appearance</li> </ul>

	<ul style="list-style-type: none"> <li>➤ It promotes the densification of the epidermis, for a plumped and firmed appearance</li> </ul>
GLYCINE	<ul style="list-style-type: none"> <li>➤ Improve skin health and reduce the formation of wrinkles by increasing collagen production</li> <li>➤ Glycine is a building block for glutathione, an important antioxidant and repair molecule that our cells produce</li> <li>➤ Improve the visible signs of ageing</li> <li>➤ Improve moisture retention, increase collagen production, and promote skin repair and regeneration.</li> </ul>
HISTIDINE	<ul style="list-style-type: none"> <li>➤ Contributes to maintaining skin hydration</li> <li>➤ Important in preventing and treating eczema</li> <li>➤ An important natural moisturizing factor</li> </ul>
ISOLEUCINE	<ul style="list-style-type: none"> <li>➤ Helps control blood sugar</li> <li>➤ Boosts energy, and improving endurance</li> <li>➤ Speed healing of injured muscle and support muscle development and lean body mass</li> <li>➤ Boost immune system</li> </ul>
LEUCINE	<ul style="list-style-type: none"> <li>➤ Vital nutrients for helping to combat the external and internal signs of ageing</li> <li>➤ Leucine can repair and regenerate ageing skin tissue, which leads to smoother and firmer skin</li> <li>➤ Promotes healthy skin and bones</li> </ul>
LYSINE	<ul style="list-style-type: none"> <li>➤ Lysine has been shown to aid in the production of human growth hormone (HGH)</li> <li>➤ Support healthy hair growth, youthful skin, and rejuvenated muscles</li> <li>➤ Crucial to collagen production</li> <li>➤ Help any wounds to heal faster (cold sores)</li> <li>➤ Promotes skin's elasticity and firmness</li> <li>➤ Aiding in calcium absorption</li> <li>➤ Reducing anxiety and stress</li> </ul>
METHIONINE	<ul style="list-style-type: none"> <li>➤ Support healthy liver function</li> <li>➤ Reduce fatigue</li> <li>➤ Improve skin, hair, and nail health</li> <li>➤ Support healthy brain function, reduce stress, and improve mood</li> <li>➤ Detoxify harmful substances in the body</li> </ul>
PHENYLALANINE	<ul style="list-style-type: none"> <li>➤ May improve the skin condition vitiligo, in which areas of the skin become depigmented</li> <li>➤ Stimulates the production of melanin, which is the natural pigment that gives skin its colour</li> <li>➤ Improves mental health and depression</li> </ul>
PROLINE	<ul style="list-style-type: none"> <li>➤ Promotes skin healing</li> <li>➤ Helps skin retain moisture, leaving skin supple</li> <li>➤ Helps support structures that prevent the appearance of fine lines and wrinkles</li> <li>➤ Promotes hair growth and slow down /prevent alopecia</li> </ul>
SERINE	<ul style="list-style-type: none"> <li>➤ An amino acids that help skin retain moisture</li> <li>➤ Gives skin a healthier look and feel</li> <li>➤ Supports structures in skin that result in a more youthful appearance</li> <li>➤ Promotes healthy skin and hair- help prevent hair loss</li> </ul>
THREONINE	<ul style="list-style-type: none"> <li>➤ An amino acid that can provide anti-ageing and hydration benefits</li> <li>➤ Wound healing promotion</li> <li>➤ Helps regulate digestion, mood and muscle growth</li> </ul>
TYROSINE	<ul style="list-style-type: none"> <li>➤ Improve alertness, attention, and focus</li> <li>➤ Boost physical and mental performance</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Improve mood and may help treat depression, anxiety and insomnia</li> <li>➤ May help suppress appetite and reduce body fat</li> <li>➤ It may prompt the release of human growth hormone</li> </ul>
VALINE	<ul style="list-style-type: none"> <li>➤ Promote muscle growth</li> <li>➤ Boost the immune system</li> <li>➤ Great skin hydrator</li> </ul>
CHONDROITIN	<ul style="list-style-type: none"> <li>➤ Accelerate wound healing</li> <li>➤ Improve skin hydration, and decrease wrinkles</li> <li>➤ Chondroitin helps keep cartilage healthy</li> </ul>
GLUCOSAMINE SULPHATE	<ul style="list-style-type: none"> <li>➤ Assists in wound healing</li> <li>➤ Improve skin hydration</li> <li>➤ May provide some pain relief for people with osteoarthritis of the knee</li> <li>➤ Essential building blocks of your joints, including ligaments, tendons, cartilage and synovial fluid</li> <li>➤ Improve skin health and slow down skin ageing</li> </ul>
METHYLSULFONYLMETHANE (MSM)	<ul style="list-style-type: none"> <li>➤ Improved skin firmness, elasticity and hydration</li> <li>➤ Significantly improved redness, itching, inflammation, hydration and skin colour in people with rosacea</li> <li>➤ Reduces inflammation</li> <li>➤ People commonly use MSM for osteoarthritis.</li> <li>➤ It is also used for pain, swelling, ageing skin.</li> </ul>
ASHWAGANDHA	<ul style="list-style-type: none"> <li>➤ Improves skin and hair health <ul style="list-style-type: none"> <li>➤ Helps regenerate new skin cells, promotes collagen production, and effectively nourishes the skin.</li> </ul> </li> <li>➤ Reduce stress and anxiety</li> <li>➤ Boost energy</li> <li>➤ May be beneficial for certain cancers, Alzheimer's disease, and anxiety. However, more research is necessary to confirm</li> </ul>
VERI-TE® (RESVERATROL)	<ul style="list-style-type: none"> <li>➤ Improves skin regeneration</li> <li>➤ Accelerated wound healing</li> <li>➤ Prevention premature skin ageing</li> <li>➤ Promotes heart health</li> <li>➤ May protect against liver diseases, obesity, diabetes, Alzheimer's disease</li> <li>➤ Promotes collagen production in the skin</li> <li>➤ Boosts elasticity and firmness of the skin</li> </ul>

### **SHAKE A MEAL – 550g (Vanilla or Chocolate flavour)**

- ✓ Healthy family nutrition and weight management supplement.
- ✓ The Shake-A-Meal shake is formulated to promote weight loss and prove a healthy meal replacement for the whole family.
- ✓ Only protein that is used is Pea protein, which is naturally, cholesterol and fat free, high in BCAAs that may help you build muscle, lose fat, and stay healthy.
- ✓ Helps you stay full, easily digested, and low in carbs.

#### **Active Ingredients and effects:**

#### **BENEFITS OF PEA PROTEIN POWDER:**

- Hypoallergenic
- Easily digested.
- 100% Vegan
- Lactose free
- Gluten free
- Sugar free



- Rich in protein
- Mixes easily in water.
- Helps you stay full.
- Low in carbohydrates
- Soy free

<i>Pea protein</i>	<ul style="list-style-type: none"> <li>➤ Used in dairy alternatives such as yogurt and cheeses.</li> <li>➤ Extracted from the yellow pea with typical legume amino acid profile.</li> <li>➤ Alternative to whey and casein protein</li> <li>➤ <b>100% VEGAN</b></li> <li>➤ Hypoallergenic</li> </ul>
<i>Fructose</i>	<ul style="list-style-type: none"> <li>➤ “Fruit sugar”</li> <li>➤ Simple sugar from plants</li> <li>➤ Absorbs directly into the bloodstream during digestion.</li> <li>➤ Sweet, odourless, safe and water soluble</li> </ul>
<i>Fibersol 2</i>	<ul style="list-style-type: none"> <li>➤ Soluble dietary fibre that supports and maintains intestinal regularity.</li> <li>➤ Helps relieve constipation and improves stool consistency.</li> <li>➤ Delays post meal hunger and helps you to feel fuller for longer.</li> <li>➤ Does not alter healthy, steady-state blood glucose or insulin levels.</li> </ul>
<i>Maltodextrin</i>	<ul style="list-style-type: none"> <li>➤ Safe food additive</li> <li>➤ Used as thickener, filler, or preservative.</li> <li>➤ It is a white powder derived from starch (potatoes, rice, or corn)</li> <li>➤ Low GI and is beneficial for everyone even people with diabetes.</li> </ul>
<i>High Oleic Sunflower Oil</i>	<ul style="list-style-type: none"> <li>➤ Oil high in mono-unsaturated fats</li> <li>➤ Low in saturated fat</li> <li>➤ It has been shown to lower LDL cholesterol levels (fewer heart risks)</li> </ul>
<i>Inulin</i>	<ul style="list-style-type: none"> <li>➤ Water-soluble prebiotic fibre found in onions, leeks, garlic, asparagus, Jerusalem artichoke and many other types of plants.</li> <li>➤ Helps nourish beneficial bacteria in your gut.</li> <li>➤ Benefitting for diabetes, weight loss, constipation, digestive issues</li> <li>➤ Improved glycaemic control and increased antioxidant activity.</li> <li>➤ Decrease liver fat in people with pre-diabetes.</li> <li>➤ Creamy consistency</li> <li>➤ High in fibre and low in calories</li> <li>➤ Helps to increase feeling of fullness and removes cholesterol in digestive tract.</li> </ul>
<i>Calcium phosphate dihydrate</i>	<ul style="list-style-type: none"> <li>➤ Combination of calcium and phosphorus</li> <li>➤ Primary mineral your body uses to build and strengthen bones and teeth.</li> <li>➤ Added to foods to boost calcium content</li> </ul>
<i>Potassium phosphate</i>	<ul style="list-style-type: none"> <li>➤ Essential for every cell in the body</li> <li>➤ Helps stabilize, thicken, and regulate the acidity and moisture levels in foods.</li> <li>➤ Dietary supplement and for electrolyte-replacement purposes</li> </ul>
<i>Citrus Bioflavonoids</i>	<ul style="list-style-type: none"> <li>➤ Water soluble plant pigments found in foods such as oranges and lemons.</li> <li>➤ Enhance the absorption of Vit C.</li> <li>➤ Anti-oxidant properties that help fight free radicals in the body.</li> <li>➤ Promotes and supports optimal health.</li> </ul>

<i>MCT - Oil</i>	<ul style="list-style-type: none"> <li>➤ Saturated fatty acids that have numerous health benefits ranging from improved cognitive function to better weight management</li> <li>➤ Improves energy levels, helps burn fat and is a great performance booster.</li> </ul>
<i>Magnesium Oxide</i>	<ul style="list-style-type: none"> <li>➤ Treat and prevent low levels of magnesium in the blood and boosts immune system.</li> <li>➤ Vital for healthy muscles, nerve function and bones.</li> <li>➤ Relieves heartburn and regulates blood sugar levels.</li> <li>➤ Regulate Bacteria and germs in the gut.</li> <li>➤ Helps absorption of other minerals such as potassium and zinc.</li> </ul>
<i>Sucralose</i>	<ul style="list-style-type: none"> <li>➤ Zero-calorie artificial sweetener</li> <li>➤ Made from sugar, in a multi-step chemical process.</li> <li>➤ Sucralose is 400-700 times sweeter than sugar.</li> <li>➤ Does not have a bitter aftertaste like many other popular sweeteners.</li> <li>➤ Sucralose has little or no effect on blood sugar and insulin levels</li> <li>➤ Safe for diabetics</li> </ul>
<i>Vitamin premix</i>	<ul style="list-style-type: none"> <li>➤ Vitamins and minerals used are combined in a powdery blend called premix.</li> <li>➤ Used to enrich products with vitamins, minerals, and amino acids</li> </ul>
<i>Ferrous Sulphate</i>	<ul style="list-style-type: none"> <li>➤ Essential body mineral</li> <li>➤ Used to treat iron deficiency (anaemia)</li> <li>➤ Provides the iron needed by the body to produce red blood cells.</li> </ul>
<i>Zinc Lactate</i>	<ul style="list-style-type: none"> <li>➤ Dietary supplement and Nutrient</li> <li>➤ Important anti-oxidant and needed for protein synthesis, wound healing, blood stability and normal tissue function.</li> <li>➤ Aids in digestion of phosphorus</li> </ul>
<i>Selenium AAC</i>	<ul style="list-style-type: none"> <li>➤ Mineral powder</li> <li>➤ Essential for enzymes production and your immune system</li> <li>➤ Functional food nutritional ingredient</li> <li>➤ Needed to generate antioxidant proteins that help prevent cell damage from free radicals.</li> <li>➤ Prevent and manage certain cancers especially breast cancer, colon cancer and prostate cancer.</li> </ul>
<i>Copper AAC</i>	<ul style="list-style-type: none"> <li>➤ Essential trace element that carries oxygen in the blood</li> <li>➤ Support production of collagen</li> <li>➤ Antioxidant</li> </ul>
<i>Potassium Iodine</i>	<ul style="list-style-type: none"> <li>➤ Potassium salt</li> <li>➤ Used to thin mucus and loosen congestion in chest and throat.</li> </ul>
<i>Vitamin C</i>	<ul style="list-style-type: none"> <li>➤ Abundant in fruits and vegetables</li> <li>➤ Water soluble vitamin</li> <li>➤ Powerful antioxidant</li> <li>➤ Maintain connective tissue including bones, blood vessels and skin.</li> <li>➤ Supports a healthy immune system.</li> </ul>
<i>Vitamin E</i>	<ul style="list-style-type: none"> <li>➤ Fat soluble vitamin</li> <li>➤ Powerful antioxidant</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Required for proper function of many organs, enzyme activities and neurological processes.</li> <li>➤ Vit E is only found in plant foods.</li> </ul>
<i>Niacin - Vit B3</i>	<ul style="list-style-type: none"> <li>➤ Important for general health</li> <li>➤ Water soluble Vitamin</li> <li>➤ Maintains a healthy cardiovascular system.</li> <li>➤ Balance's cholesterol levels</li> <li>➤ Helps with optimum brain function and maintain healthy skin.</li> <li>➤ Helps in treating and preventing diabetes.</li> </ul>
<i>Pantothenic acid – Vit B5</i>	<ul style="list-style-type: none"> <li>➤ Amongst the most important B vitamins</li> <li>➤ Helps with Energy production and fat metabolism.</li> <li>➤ Helps reduce stress.</li> <li>➤ Promotes heart health.</li> <li>➤ Essential for liver function</li> <li>➤ Many other health benefits.</li> </ul>
<i>Pyridoxine- Vit B6</i>	<ul style="list-style-type: none"> <li>➤ It allows the body to use and store energy from plants and carbohydrates.</li> <li>➤ Regulate mental function and moods.</li> <li>➤ Reduce tiredness.</li> <li>➤ Assist in hormonal activity.</li> </ul>
<i>Riboflavin – Vit B2</i>	<ul style="list-style-type: none"> <li>➤ Antioxidant</li> <li>➤ Boosts and assists energy levels.</li> <li>➤ Protects skin and eye health.</li> <li>➤ Assist with hormonal function.</li> </ul>
<i>Thiamine – Vit B1</i>	<ul style="list-style-type: none"> <li>➤ Assist with digestive problems.</li> <li>➤ Boosts immune system.</li> <li>➤ Helps fight stress and fatigue.</li> <li>➤ Prevent memory loss.</li> </ul>
<i>Vitamin A</i>	<ul style="list-style-type: none"> <li>➤ Fat soluble vitamin</li> <li>➤ Powerful antioxidant</li> <li>➤ Maintain healthy vision, neurological function, and healthy skin.</li> <li>➤ Reduces inflammation.</li> <li>➤ Support immune system.</li> </ul>
<i>Folic acid</i>	<ul style="list-style-type: none"> <li>➤ Type of B-Vitamin</li> <li>➤ Helps the body produce new cells.</li> <li>➤ Helps prevent changes to DNA that may lead to cancer.</li> <li>➤ Used to treat anemia.</li> </ul>
<i>Vitamin D</i>	<ul style="list-style-type: none"> <li>➤ Produced in your skin in response to sunlight.</li> <li>➤ Fat soluble Vit</li> <li>➤ Effects up to 200 genes in your body</li> <li>➤ Derived from sunlight &amp; certain supplements.</li> <li>➤ Regulates absorption of calcium and phosphorus and facilitates normal immune function.</li> <li>➤ Important for normal growth and development of bone and teeth</li> <li>➤ Improves resistance against certain diseases.</li> <li>➤ <i>If your body does not get enough Vitamin D, you are at risk at developing bone abnormalities.</i></li> </ul>

<p><i>Vitamin B12</i></p>	<ul style="list-style-type: none"> <li>➤ Your body does not make B12.</li> <li>➤ Certain fruits and vegetables, fortified milks like soya and almond, nutritional yeast and animal products produce Vit B12.</li> <li>➤ Important to make your DNA and red blood cells.</li> <li>➤ Needed for proper functioning and health of nerve tissue and brain function.</li> <li>➤ Most complicated Vit</li> <li>➤ Can also be industrially produced through bacterial fermentation synthesis.</li> <li>➤ Important for brain and nervous system</li> <li>➤ Helps with absorption of folic acid</li> </ul>
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**Directions for use:**

- Mix one 50ml scoop of **Shake-a-meal** protein powder with 250ml fat free/low fat milk or water in the **Willa Krause Shaker**
- Shake well and leave to stand for 5-10 minutes to properly hydrate.
- A good alternative to cow's milk is Almond milk or Coconut milk.

**Size and serving:**

- 550 grams (measuring spoon included)
- 1x slightly rounded 50ml scoop (26g) with 250ml water/milk
- 21 servings per month

**ACNE RANGE**

**Causes of Acne**

- An overgrowth of skin cells (keratinocytes) and an increase in keratin, a sticky protein that makes up these cells.
- Excess skin oil (sebum) production, which is controlled by male hormones present in both males and females.
- An overgrowth of acne bacteria (*C. acnes*) in the pore
- The release of inflammatory molecules in the skin

**Treatment of Acne**

- Aggressive cleansing has long been known to aggravate acne and the importance of gentle cleansing is emphasized to patients.
- Avoiding irritation can partly be achieved by selecting cleansers that contain detergents with a pH adjusted to skin pH 5 which is closer to that of normal skin and is therefore less irritating.
- Studies reported that non-comedogenic, non-acnegenic moisturizer selection is important to counteract the drying effect of some acne medications.
- Topical emollient compounds can be used to reduce skin irritation by enhancing the stratum corneum barrier function.

**2-in-1 FACE WASH & TONER – 200ml**

**Active Ingredients:**

- Aloe Barbadensis Leaf Juice
- Tea Tree Leaf Oil
- Green Tea Extract

**Effects:**

- Sulphate-free, gentle surfactants used.
- Foaming pump delivers a soothing moose.
- The cleanser is pH balanced as to not disrupt the skin's pH and microbiota.



- Removes the need for a toner.
- No salicylic acid, to ensure a reactive skin may also use it (along with the daily calming lotion)

**Directions for use:**

- Take 4 - 5 squirts of Foaming Cleanser in hands. Mix with lukewarm water and rub together.
- Wash face, neck and chest using gentle circular motions with fingertips. Start in middle of face and work outwardly. Wash face for 2 min to increase circulation and lymphatic drainage.

Allow cleanser to linger on skin for one minute for natural acids to further dissolve dead skin cells. Rinse with lukewarm water.

Use morning and night.

Follow with Spot Treatment and appropriate Moisturiser.

**DAILY CALMING LOTION – 50ml**

**Active Ingredients:**

- Aloe Barbadensis Leaf Juice
- Panthenol
- Calendula Officinalis (Marigold) Flower Oil
- Rosehip Seed Oil
- Rooibos Extract
- Sodium Hyaluronate
- Green Tea Extract
- Centella Asiatica Leaf Extract
- Allantoin
- Tocopheryl Acetate
- Bisabolol



**Effects:**

- Important moisturisation step
- Repairs skin's barrier function
- Soothe irritation caused by medications.

**Directions for use:**

- Use small amount of lotion and rub in palms of hands until warm for lotion to spread evenly and be absorbed more efficiently.
- Apply on clean skin using slow strokes over face, and chest working upwardly over neck area.
- Can be applied on back if acne is present.
- Use in the morning after Cleanser.

**NIGHT MOISTURE SERUM – 50ml**

**Active Ingredients:**

- Niacinamide
- Salicylic Acid
- Aloe Barbadensis Leaf Juice
- Green Tea Extract
- Willow Bark Extract
- Lavender Oil
- Eucalyptus Globulus Leaf Oil
- Retinyl Palmitate
- Sodium Hyaluronate,



- Wild Geranium Leaf Oil
- Ylang Ylang Flower Oil
- Tea Tree Leaf Oil

**Effects:**

- Balances sebum, without drying.
- Reduces over-keratinization.
- Balances skin's microbiota.
- Contains Anti-Oxidants to reduce inflammation & scarring.

**Directions for use:**

- Use small amount of lotion and rub in palms of hands until warm for lotion to spread evenly and be absorbed more efficiently.
- Apply on clean skin using slow strokes over face, and chest working upwardly on neck area.
- Can be applied on back if acne is present.
- Use at Night after Cleanser.

**SPOT TREATMENT – 30ml**

**Active Ingredients:**

- Alcohol
- Salicylic Acid
- Tea Tree (Leaf Oil)
- Lavender Oil
- Eucalyptus Globulus Leaf Oil



**Effects:**

- Spot treatment with Salicylic Acid and Tea Tree Oil and other essential oils that combat acne and other inflammatory conditions. Salicylic Acid clears and prevents breakouts.

**Directions for use:**

- Apply a few drops of treatment on clean ring finger and apply using a soft patting motion on affected area after skin has been properly cleansed.
- Tingling sensation might be present on application due to active ingredients.
- Can be applied several times a day.
- Follow with appropriate moisturiser.

**CLEAR SKIN ACNE SUPPLEMENT – 60 Capsules**

**Active Ingredients:**

- Echinacea
- Vitamin A & C
- Zinc
- Burdock Root Extract
- Dandelion Root Extract3
- Also contains Omega 3
- Red Clover Extract
- White Willow Extract
- Niacinamide and Vit B5



**Effects:**

- Helps maintain healthy, clear skin and reduces breakouts. Boosts skin health from within. Formulated for acne-prone skin with Echinacea, Vit A, Vit C and Zinc.

**Directions for use:**

- Drink two tablets after breakfast every morning, please do not use on an empty stomach.

## HAIR CARE

**HAIR GROWTH & SHINE SERUM – 50ml****Active Ingredients:**

- Propanediol
- Arginine
- Lactic Acid
- Niacinamide
- Panthenol
- Caffeine
- Glycine Soja (Soyabean)

**Effects:**

- It Stimulates hair growth.
- Increases hair density.
- Reduces hair loss.
- Silly Shine

**Directions for use:**

- Use on dry or wet washed hair twice daily or as you prefer.

**HAIR GROWTH & SHINE SUPPLEMENT – 60 Capsules****Active Ingredients:**

- Wormwood (Artemisia Annu Herb)
- BioPerine™ (Piperine)
- Fenugreek
- Gingko Biloba Extract
- Gentian Root
- Hops Extract
- Horsetail Herb Powder
- Nettle Root

**Effects:**

- Promotes Healthy Hair Growth
- Restores shine and volume.
- Reduces the risk of hair loss.
- Promotes scalp health.

**Directions for use:**

- Use twice daily after breakfast and please do not use on a empty stomach.

## **EYEBROW & LASH SERUM – 8ml**

### **Active Ingredients:**

- Propanediol
- Arginine
- Lactic Acid
- Niacinamide
- Panthenol
- Caffeine
- Glycine Soja (Soyabean)



### **Effects:**

- Stimulates hair growth.
- Increases hair density.
- Enhances thickness of lashes and brows

### **Directions of use:**

- MORNING AND NIGHT
- Apply on a clean face.
- Apply Twice on brows.
- Lashes – start at the roots – you will see results in 14 days.
- Apply Mascara over serum in the morning.

## **EARTH RANGE**

## **ROOIBOS & ALOE CLEANSER – 200ml**

### **Active Ingredients:**

- Aloe Barbadensis Leaf Juice
- Rooibos Tea Extract

### **Effects:**

- Soothing and revitalizing
- Antioxidant-rich touch
- Refresh and Rejuvenate complexion.



### **Directions for use:**

- A basic, everyday gel cleanser. Formulated to suit all skin types and not disrupt the skin's pH. Contains gentle surfactants that will not irritate or excessively dry-out the skin.

## **KALAHARI MELON & MICROALGE MOISTURISER - 5ml**

### **Active Ingredients:**

- Aloe Barbadensis Leaf Juice
- Niacinamide (Vit B3)
- Panthenol (Vitamin B5)
- Ceramide NG, AP, and NP
- Hyaluronic Acid
- MARSturizer
- Vitamin E



### **Effects:**

- It is formulated to accompany the serums, amplifying their benefits, and providing boosted moisturization, especially during the nighttime.
- Niacinamide, or Vitamin B3, promotes protein synthesis to enhance skin cell metabolism.
  - Its texture-improving and anti-aging benefits are complemented by its antioxidant and anti-inflammatory properties, fading age spots and irregular pigmentation.
- Vitamin B5, or Panthenol, promotes cell-growth and improves skin moisturization, and elasticity.
  - It calms irritation, making it a solution for conditions like eczema.

- Ceramide NG, AP, and NP are the cornerstone of the moisturiser.
  - These form a protective barrier that repairs your skin's natural defences, improving hydration, and reducing water loss.
- Hyaluronic Acid helps to retain moisture and restore suppleness.
- A bacterial ferment from microalgae that survives in extreme conditions, strengthens your skin barrier, by increasing skin lipids and protecting the corneocytes from dehydration.
  - It improves skin firmness; water holding capacity and reduces redness.
- Vitamin E, a robust antioxidant combined with Aloe Barbadensis Leaf Juice, Kalahari Melon Seed Oil, and Shea Butter serves to soothe the skin and reduce moisture loss, leading to a more intact skin barrier.

**Directions for use:**

- A natural daily moisturizer that may be used in the morning or at night. Combine with serums for added benefits or boosted moisturization at night.

**VITAMIN C & B3 GLOW SERUM - 50 ml**

**Active Ingredients:**

- Niacinamide (See above)
- Ascorbic Acid
- Sodium Ascorbyl Phosphate



**Effects:**

- Elevate your skincare regimen with the remarkable Vitamin C and B3 Glow Serum.
- It contains two forms of Vitamin C.
  - Ascorbic Acid, a robust antioxidant and free radical scavenger.
  - Its role in repairing pigmentation caused by scars, acne, and UV radiation is crucial, as it also serves to
  - delay the signs of photoaging, effectively preserving the skin's youthful appearance.
- Sodium Ascorbyl Phosphate, an alternative form of Vitamin C, takes on the task of brightening the skin and stimulating collagen formation.
  - Its contribution to protecting against free radicals and oxidants further supports the skin's defense mechanisms.
  - Effective against active acne lesions.
- Niacinamide enhances skin cell metabolism through protein synthesis.
  - Its effects on skin texture improvement and anti-aging benefits are noteworthy.
  - With antioxidant and anti-inflammatory properties, it effectively diminishes age spots and addresses irregular pigmentation, premature skin aging and acne, contributing to a more even complexion.
- What truly sets this serum apart is its formulation.
- Designed to optimize the stability of Vitamin C derivatives, the water-free base ensures that the potency of the ingredients remains uncompromised.
- Additionally, the oil-free nature of the serum makes it suitable for all skin types, underlining its versatility and inclusivity in catering to a wide range of skin needs.

**Directions for use:**

- A natural serum with a waterless base formulation to ensure optimum Vitamin C (ascorbic acid) Stability.

## **XIMENIA & TURMERIC REWIND & DETOX SERUM – 30ml**

### **Active Ingredients:**

- Telessence Mitelion
- Telessence Telmeric
- Telessence Breeztel
- African Ximenia Oil
- Turmeric



### **Effects:**

- This serum is a revitalizing experience designed to soothe irritation, inflammation, and reactive skin.
- It helps address skin issues caused by climate changes, but also effectively targets the mechanisms that leads to premature skin aging.
- The Serum contains a trifecta of ingredients designed to target the 3 sources of stress, thus reducing premature skin aging as well as skin reactivity.
- A combination of rosemary and bilberry extract rejuvenates mitochondria, the cell's energy generators. By doing so, it contributes to reducing the impacts of physical fatigue and stress.
- A biomimetic peptide from turmeric acts as a robust antioxidant.
  - It effectively counteracts free-radical damage caused by environmental stressors.
  - The peptide achieves this by targeting inflammation and preventing the inflammatory loop from continuing unchecked. Chronic inflammation is destructive.
- The third ingredient, an extract from a marine microorganism targets emotional stress's toll on the skin.
  - By reducing cortisol and substance P levels, it minimizes the premature skin aging effect these substances have on the skin.
- Ximenia oil imparts a luxurious silicone-like feel, while its unique fatty acid content benefits skin aging and enhances your skin's texture.
- Ximenia Oil improves blood circulation, promoting healthier skin function.
- An intriguing attribute of this oil is its capacity to activate sebaceous glands, enhancing the skin's ability to protect itself.
- It's formulated to address the 3 main types of stress, that can lead to cellular and DNA damage.
- The serum is adaptive to your unique living conditions.

### **Directions of use:**

- Use directly after cleanser – morning and night.
- Follow up with moisturiser.

## **MARULA & BAOBAB LUSH AFRICAN OILS - 30 ml**

### **Active Ingredients:**

- Gatuline In-Tense
- Ximenia Oil
- Lesotho Rosehip Oil
- Marula Oil
- Baobab Oil



### **Effects:**

- A comforting Serum that draws from the soothing, antioxidant-rich bounty of African oils.
- Ximenia Oil improves the product feel akin to silicone.
  - its richness in oleic acid caters to aging skin,
  - further enhanced by its ability to improve circulation and offer a protective barrier, thus aiding in skin's self-defense mechanism
- Lesotho Rosehip Oil brings with it the potency of Vitamin A precursors, combating inflammation by neutralizing free radicals.
  - Rosehip Oil's unique fatty acid content helps balance the shedding of skin cells while ensuring consistent moisturization.
- Marula Oil is rich in different forms of Vitamin E that possess potent antioxidant properties. These provide both hydration and a reduction in skin redness.

- Its gentle nature makes it ideally suitable for those with delicate, reactive or dry skin.
- Baobab Oil is a balanced oil, supplemented by essential Vitamins A, D, E and F.
- With its non-drying nature, it rejuvenates dry and damaged skin and aids in conditions like eczema and psoriasis.
- The facial oil contains an impressive plant derived anti-aging active ingredient.
  - An extract of the Acemella flower
  - Its immediate impact on wrinkles and sagging provides a firming effect by reorganizing the dermal structure.
  - It is known topical Botox because of its visible and fast acting effects.
- The Marula & Baobab Serum is designed to help relieve skin dryness and provide powerful anti-aging effects. It is ideally combined with the Microalgae Moisturiser in individuals with dryer skin types.

**Directions for use:**

- Always use after cleanser in the morning or night.
- Use with serum

**MARKETING**

Any person can be a great marketer, all you need is to master great marketing skills. You know now what Willa Krause Skin Care all is about, in this part you will learn effective marketing skills.

This is your passport to an effective and successful business.

Everybody is always busy marketing one thing or another. The trick is to take something that you believe and are enthusiastic about, and make other people believe in it too. Most important:

- Successful marketers do not beat around the bush, they explain the benefits of the products.
- Your work consumes a third of your life, so decide on what you really want to do with it and enjoy the ride.

As an entrepreneur, decide where you want to go and plan on how you want to get there.

**"PLAN" YOUR "WORK" AND "WORK" YOUR "PLAN"!**

**MARKETING BUILDING BLOCKS**

1. **Knowledge:** You rob your client if you do not have efficient knowledge of your product. Knowledge also allows you to provide a better service to your client which will strengthen the bond.
2. **After sales service:** Return of clients depends a lot on the marketer's attitude. A satisfied client is a loyal client. Service and aftercare are extremely important to the successful marketer. After sales service includes:
  - a. Phone your client a day to a week after purchase to find out if she's happy with the product and if all is well with her routine.
  - b. Phone her regularly with the latest specials, she will appreciate the gesture and realize that you want to save her money.
  - c. Tell her about the newest products of the range.

3. **Selling skills:** Develop your own unique style, be sensitive towards your clients.

Be creative when presenting your products.

Very important! Listen to what your client's problem is. Is it fine lines, Ageing, dehydration, pigmentation, hormone's, acne? Addresses the problem!

## ENTREPRENEURSHIP – YOU AND YOUR CLIENT

### Characteristics of an excellent entrepreneur:

- Dynamic and positive!
- Pleasant, adaptable and gets on well with people.
- Recruitment and building a team are important to an entrepreneur. She is a job creator.
- Administratively active and effective
- Provides quality service and quality work.
- She can motivate others, she is self-motivated!
- She is dynamic in her own right.
- She is honest, energetic, and focussed.
- She is interested in what she does and has a passion for what she does.
- Money is not her only motivational factor, but **job satisfaction** and desire to deliver a service and to promote a good product.
- She is creative.
- Eager to learn and prepared for constructive criticism.
- Always prepared, solves all problems and is professional.
- Values are important to her.
- See opportunities and capitalise on the moment when presented.
- She sows seeds in her business like:
  1. Positivity
  2. Hard work
  3. Enthusiasm

### How to motivate yourself:

- Read inspiring marketing books and biographies of great leaders.
- Listen to successful sales experts, motivational speakers, podcasts.
- Ask leaders about WINNING PROGRAM?
- Have a business plan?
- Where do you want to be in 1, 2, 3 or 5 years?
- Have a plan and a why!
- Look the look and talk the talk.

**Turn your clients into friends. Remember, clients want to be assisted quickly and with a smile!**

### NEEDS OF A CLIENT:

1. Value for money
2. Keep to your promises and never miss an appointment.
3. Excellent service
4. Excellent after sales service
5. Warmth
6. Eager and willing to solve a problem.
7. Respect

### TREAT YOUR CUSTOMER WITH A PROBLEM WITH:

1. Continued friendliness.
2. Professional etiquette
3. Deal with the problem effectively.
4. Genuine interest and understanding.
5. Honesty.

#### **WHEN A CLIENT IS ANGRY:**

1. Assure her you understand the problem.
2. Keep your cool whilst listening to her.
3. Ask intelligent questions regarding the true nature of the problem.
4. Nod your head often - say "yes" often over the phone.
5. Never blame someone else
6. Explain to the client what you intend doing to help her - then do it!
7. Keep in touch with the client to update her on the progress made with the problem.
8. Always learn something out of any situation

#### **WHAT NOT TO SAY WHEN A CLIENT IS ANGRY:**

- I do not work after 16:30
- It is just one of those things.
- Nothing we can do about it.
- It is an inferior product.
- What did you expect for this price?
- I am being liquidated soon - it is not my problem.
- Go to another Marketer and get something else.
- Sorry, my computer has broken down, I cannot help you.
- Do not you yell at me!
- This is not my department.
- We do not have anyone dealing with these sorts of problems.

#### **ALTERNATIVES:**

- It is no problem.
- It is something that can easily be solved.
- You can rely on me; I will have it ready for you tomorrow!
- I am going to consult with our therapist and will come back to you as soon as possible.

An unhappy client will not mention your name positively. Someone who thinks that your product is acceptable will choose between your product and another. Reasonably **dissatisfied people complain to 8-10 people.**

#### **CLEVER THINGS TO DO:**

- Place yourself in your client's shoes.
- Decide to always be of assistance.
- Always do more than what the client expects of you.
- Be creative.
- Never lose your sense of humour
- Regard time as precious
- Know your product.
- Have a clear conscience.
- Enjoy what you do.
- Do something for the client free of charge.
- Regard criticism as a learning curve

- Believe that you can make a difference to people's lives.

**ONGOING SPECIALS**

**Special Offer**  
ongoing promotion

Buy a product out of each group and receive a product out of the **GIFT** group, free of charge!

**GROUP 1**  
Micellar Water, Contouring Eye Gel, Eye & Lip Contour Cream, Amber Bar, Firma Lift Bar, Tea Tree Acne Bar, Protective Colour Care Extra Cover Medium, Age Control Eye & Lip Perfection.

**GROUP 2**  
Deep Cleanser Gel, Firma Lift Cleanser.

**GROUP 3**  
Freshner, Firma Lift Toner.

**GROUP 4**  
6-in-1 Ordinary, 6-in-1 Enriched, 6-in-1 Super Enriched, Advanced Moisturising Protection, Hydrating Balm, Firma Lift Day Cream, Firma Lift Night Cream, Firma Lift Advanced Moisturising Treatment, Firma Lift Advanced Night Treatment, Sun Wrinkle Protector, Multi Active Repair Cream, Vitamin A & B Booster and Collagen Serum, Even Skin Dark Spot Corrector, Anti-Acne Night Treatment, Anti-Acne Day Cream.

**Gift group**  
Anti-Wrinkle Neck and Bust Treatment  
Protective Colour Care Extra Cover (medium)  
Protein Moisturising Mask  
Eye & Lip Contour Cream  
Contouring Eye Gel  
Scrub Cream

**DEEP CLEANSE** + **CLEANSER** + **TONER** + **MOISTURISER** + **FREE gift EYE CARE**

\* Please note that one special cannot form part of another special promotion.      \* Example of promotion combination

- Group 1**      Micellar water / Contouring Eye Gel / Eye and Lip Contour Cream / Age Control Eye & Lip Perfection / Amber Bar / Firma Lift Bar / Tea Tree Acne Bar / Protective Colour Care Extra Cover Medium
- Group 2**      Deep Cleanser Gel / Firma Lift Cleanser
- Group 3**      Freshner / Firma Lift Toner
- Group 4**      6-in-1 Ordinary / 6-in-1 Enriched / 6-in-1 Super Enriched / Advanced Moisturising Protection / Hydrating Balm / Firma Lift Day Cream / Firma Lift Night Cream / Sun Wrinkle Protector / Firma Lift Advanced Moisturising Treatment / Firma Lift Advanced Night Treatment / Multi active repair cream / Vitamin A & B Booster / Collagen Serum / Anti-Acne Day Cream / Anti-Acne Night Treatment / Even Skin Dark Spot Corrector / Matt Sunscreen Lotion
- FREE**          Purifying Clay Mask / Protein Moisturising Mask / Scrub Cream / Contouring Eye Gel / Eye and Lip Contour Cream / Protective Colour Care Extra Cover Light or Medium / Anti-Wrinkle Neck and Bust Treatment

**Buy a product out of each of the four groups and choose a free product out of the last group!**

Ask her for referrals. These telephone numbers are very valuable to you and should be used instead of dropping an invitation in the post. Use these telephone numbers and **phone them!**

## A SUCCESSFUL DEMONSTRATION

Never try to force a product on someone. If you demonstrate your product correctly, she will want to buy it.

**Appearance:** This is vital. First impressions are lasting impressions. Therefore, be neat on yourself as well as on the products.

**Use of language:** Check your grammar as you speak - do not use slang while explaining products. Never put another Marketer in a difficult spot. Never speak negatively about another company.

**General appearance:** Never use or serve alcohol at a demonstration and never chew gum while doing a demonstration. When you produce a business card - ensure that it is clean.

**In short, a sale can be regarded as an exchange of one advantage for another, between buyer and seller.** It is important to maintain a balance when doing a sale so that neither party has an advantage over the other. For instance, when selling a car to a client, do not tell her that it can fly - it is a motor vehicle and not an aeroplane. Be honest and trustworthy for future sales. People do not just buy food and clothes, they purchase things that they **want** not necessarily to need and a desire for your product can be cultivated, after this training.

## AFTER SALES SERVICE

Most people will buy a product again if they are happy with it. It is important to try and get referrals from friends or clients.

**There are a few reasons why a client will not purchase anything:**

- **No confidence:** She is unfamiliar with the product, and it is up to the Marketer to convince her to buy.
- **No need:** Create a need! Tell her about the advantages of using.  
• Willa Krause Skin Care.
- **No money:** That is one of the easiest reasons to get around! Ask her if she would be prepared to stand in as hostess for you at her house. She then qualifies for a free gift to get her started on the products.

If you can master the above reasons and handle them successfully as and when they arise, you will be able to counter each objection that a client might have. The following is also important:

- The Marketer must have the attention of the client - otherwise it is a waste of time.
- A good Marketer will avoid loud and noisy places and will insist on the right environment.
- A successful Marketer never complains that her products do not sell. She selects the right clientele and moves amongst them.
- You are performing a service to a new client by selling her a good product. She will purchase products in any event. By performing a free skin analysis, she will be satisfied that she is now using the correct product for her skin type.
- If you do not ask people for referrals, you stand to lose many potential clients. Make sure to get telephone numbers too. Be specific: "Do you know if any of your friends or someone at work who might want to use Willa Krause Skin Care?"
- Remember to thank her for the referrals. A small gift, some flowers or even a product from your range is an ideal way to thank her for her leads.
- When you contact new leads, make sure that your timing is right. Please do not call during dinner, after 19:00 or before 09h00.

- Put in extra effort for your client as this would motivate her to do business with you. Once you have sold something to a client, keep that door open for future communication. Keep in touch with her to find out if she needs anything.

**The only true testimonial is not a written one, but one that comes directly from a satisfied customer.**

## TALKS AND EXHIBITIONS

- Refrain from smoking in the stand.
- No alcohol is to be used in the stand.
- Do not 'visit' with a client - you may lose many potential customers whilst doing that.

### **Appearance of the stand**

- The appearance of your stand must DRAW ATTENTION.
- Must be impeccable.
- Keep all products clean!

### **Interest**

- If possible, a video must be shown to attract the attention of the people.
- The moment she shows interest, ask her if you can show or explain your fantastic range to her.
- Time is of the essence, so do not waste it. Make sure that you hand out business cards together with brochures and price lists.
- Do a demonstration on her hand. They will be able to get the feel of the product.

### **Convince**

- Know your product, it commands respect and convinces the client to buy from you. Keep your discussions short and sweet.

### **Desire**

- Convince her that the product will refine her skin texture and make it appear younger and firmer.

### **Closing the deal**

- Sell and write out the invoice. Then arrange terms of payment.
- A deposit for delivery at a later stage will do if the client doesn't have any cash.
- When you deliver her products, arrange another demonstration for new clients.

## TIPS FOR SUCCESS

### **KNOWLEDGE, KNOWLEDGE, AND KNOWLEDGE OF THE PRODUCT!**

**Write down your goals. The thinnest sheet of paper is better than the best memory.**

- Read your goals each morning and evening.
- Believe in yourself. Believe that you can achieve this goal!
- Only with **vision** can you achieve what you set out to do.
- Goals will transform you into a top salesperson.
- Cultivate good habits.
- Succeed with sound time schedules. Work in an organised fashion
- Do not waste travelling time. Listen to motivational tapes while driving.
- Do not procrastinate!
- Finalise tasks one by one before moving on to the next one. You would be surprised to find out just how much you have achieved.
- Appointments should be mutually convenient, phone for an appointment and confirm.
- Prepare timorously for your appointment.
- Make sure that you get enough rest

Enthusiasm is a trademark of a professional salesperson and is a good way of sending out positive vibes. Regard yourself as a unique person.

## MARKETING STRATEGY

### What is expected of a Willa Krause Skin Care Marketer?

- Two to three free skin analysis or demonstrations per week.

### How to sell and how to get demonstrations:

- **Discipline:** Time should be allocated daily for demonstrations. Personal contacts deliver the best results - **SEE THE PEOPLE.**
- **Hard work:** This means **PERSEVERANCE.** This has nothing to do with how clever or beautiful you are.

Even if a client only purchases one product, she should still receive five-star treatment and chances are good that she will come back for more.

### After Sales Service is one of the most important sales techniques in skin care.

### How to get a demonstration telephonically

- It is very important to note your tone of voice.
- Because the client cannot see you over the phone, all her attention will be focussed on your voice.
- Do not rumble off - people will not be able to follow you and your effort will be wasted.
- Courtesy should prevail. **Do not assume** it is convenient for the client to listen to you when you phone. **Make sure** by asking 'is it convenient for you to talk to me now?'

### REMEMBER . . .

#### The correct sequence:

- Your prospective client's name.
- Your name
- The name of client who gave the prospective client's name.
- Ensure that it is convenient for her to speak to you.
- Your company name.
- The reason for your call or why you would like to see her.
- Suitable date and time for you to visit and do a demonstration.

**Sales are like a ball - you must set it in motion to keep it in motion. Five to ten calls per day will ensure that you always have some motion.** When you call and the lady is not interested, ask her for a referral (family/friends) of someone who would like to have a demonstration and ask if she would support a demonstration.

**Your filing system and data base should be effective and easily accessible to you.**

### DEMONSTRATION:

Hand out pamphlets and price lists to all women attending a demonstration. She will be pleasantly surprised to find out just how affordable Willa Krause Skin Care products are.

**After welcoming the guests, you should start the demonstration. Concentrate on all the strong attributes of the products, such as:**

- Willa Krause Skin Care being a natural product, formulated for the South African climate.
- Willa Krause Skin Care products' aim is to normalise, firm and refine the skin.
- Willa Krause Skin Care products are user friendly and affordable.
- Willa Krause Skin Care will highlight any abnormality in the skin, will refine enlarged pores and will, within ten to twenty-eight days, normalise the skin. A total improvement will therefore be visible.
- This is very important because if your skin has normalised, you then have a healthy skin.

- These are the features that make Willa Krause Skin Care products unique.

Once the demonstration is completed, chat to the guests individually regarding the products which you have recommended. Write that down on the order form. She **will** react!

At the end of a discussion, tell them that you also need them to write the date of delivery on their order forms.

You must be positive and assume that she **will** order something. Instead of doing a facial, you can do a demonstration on her hands. (The same rules apply here as when you did the demonstration at an exhibition).

You save an enormous amount of time and money with WK Products! Talk, live, eat and sleep your product.

Remember..... Only with knowledge will you be able to provide a better service to your client.

**Good luck with your sales!!!**

**GENERAL RULES OF WILLA KRAUSE**

People who are interested in becoming a Marketer will be appointed under a Marketing Manager from whom she will receive informal training. Training at head office is highly advised.

After the Marketer has undergone the Skin Care Product training, she can start marketing Willa Krause Skin care.

**PRODUCT VOLUME POINTS**

- Product Volume Points (PVP's in short) symbolise your actual product sales.
- Each product has a point value, you earn this point value each time you order the product.
- These points are added every month to provide an accurate view of your growth and qualify you for discounts, bonuses, and incentives.
- PVP per product is reflected on the pricelist.

**THE DISCOUNT STRUCTURE VALID FROM 1 OCTOBER 2023 TOT 30 SEPTEMBER 2024**

It is the prerogative of Willa Krause Skincare to adjust the discount structures should the need arise; such adjustments will be done after consultation with all relevant parties.

**Marketers**

**Product Volume Points - Discount structures for Marketers:**

Product Volume Points (PVP)	Discount %
300 (R1 551)	10%
400 (R2 068)	15%
600 (R3 102)	20%
800 (R4 136)	25%
1000 + (R5 170 – R25 850)	30%

## Marketing Managers

### Product Volume Points - Discount structures for Marketing Managers:

	Personal sales	On Marketers	MM moved monthly
Marketer (1000 PVP's)	30%	-	-
MM	40%	10%	-
TM (MM with MM's) >5 000 PVP's	40%	10%	4%
GM	40%	10%	-

### DISCOUNT

Kindly note that all discounts, will be determined by the Product Volume Point sales. Stock cannot be ordered if any moneys are outstanding. No accounts are applicable.

### EXCHANGES / CREDIT

No WK products will be exchanged or remunerated. If any problem occurs with any of the products it must be send back to Head office for tests. After testing the product, and if any problems were found with the product it will be exchanged with another.

### ADMINISTRATION

Head Office needs your latest contact details in order to send you the monthly newsletter. We also need your monthly sales figures in order to give you recognition on these newsletters. Please send you monthly sales figures to wkskin@krause.co.za before the 7<sup>th</sup> of each month.

### REGISTRATION OF MARKETING MANAGERS/MARKETERS

- With the registration of a new Marketing Manager or a Marketer a registration form must be completed and signed and sent to Head office as soon as possible.
  - i. In case of a new Marketer only the first page should be sent to Head Office, the rest of the agreement should be kept on file at the Marketing manager.
  - ii. It is vital to check the Marketer's credibility.
- When a Marketer decides that she does not want to market the products anymore, a resignation form must be completed and send to head office.
- Once a Marketer has been registered with an assigned Marketing Manager, she will not be allowed to move in under another Marketing Manager.
- There will be a registration fee of R50 per Marketer payable as soon as the Registration form has been filled in. An annual membership fee of R50 will be payable on the 1<sup>st</sup> of March every year.

### TRAINING

- The comprehensive skin care product course held monthly at Head Office is compulsory for Marketing Managers and Marketers.
- Marketers can either be trained at Head Office or by the Marketing Manager, but to receive a certificate, the completed test must be faxed to Head Office, and it is successful you will receive a certificate.
- Success can only be expected when you have thorough product knowledge.

### MARKETING MANAGER

To qualify as a Marketing Manager, she must have at least 5 active marketers and exceed sales of 5000 PVP's per month on which she will earn 40% discount (on her own sales). She will also earn between 10-20% discount on her team of marketers.

## **RESPONSIBILITIES OF A MARKETING MANAGER**

- Team leader
- Needs to source new Marketers.
- Follow up on leads from Head Office.
- Appointing new Marketers
- Training of new Marketers
- Bookings for training at Head Office
- Identifying potential new Marketing Managers and appointing them
- Motivating and supporting new Marketing Manager
- Motivating the team
- Handling and distribution of products
- Collecting and managing the team finances
- Monthly statements about the sales of the Marketer must be handed in at Head Office before the 7<sup>th</sup> of each month. By failing to hand in the statement, the Marketer will not be calculated into the Top 10 each month in the newsletter.
- All quarterly training and price giving is compulsory to the Marketing Managers. Head Office takes a lot of care in planning and orchestrating these functions, and therefore demands that all Group and Marketing Managers attend the functions. Should a Marketing Manager be unable to attend these functions this will then result in her not receiving first-hand any new information and structures which were discussed at the function. Training is offered at minimum cost.
- Testing of new products and speedy feedback there of
- Loyalty towards Head Office
- Marketing Managers must ensure that the Marketers receive the monthly newsletter and that they are aware of the monthly specials.

### **GROUP MANAGER Criteria:**

- Must raise 5 Marketing Managers.
- Must comply with Marketing Manager rules, must have 5 active Marketers directly under her wing.
- Your own team has a figure of 25,000 PVP's.

## **RESPONSIBILITIES OF A GROUP MANAGER**

- Must motivate her Marketing managers to write better figures.
- Source new Marketing managers.
- Loyalty and positivity towards Head office
- Training of Marketers
- Training of Marketing managers
- Attendance of all courses and trainings Head office.

## **EMPLOYEES TAX (PAYE)**

Every Marketing Manager and Marketer is responsible for their own tax. Head Office recommends that every Marketing Manager and Marketer registers with the Receiver of Revenue. Should the Receiver find that no Marketers have been registered under the Marketing Manager, the Marketing Manager will be responsible for the tax. For this reason, registration of Marketers at Head Office is of the utmost importance.

## **STOCK**

- No stock may be entered for March at financial year end (thus during February), since a complete stock count must be done.
- No stock will be supplied if there is an outstanding balance from the previous month.
- No Marketing Manager or Marketer may receive stock from another Marketing Manager or Marketer.
- In the case of a Marketer, the Marketing Manager must first be contacted, while Marketing Managers can only receive stock from Head Office.
- Head Office attempts to dispatch all orders within 48 hours of receiving the order.
- Order forms must be legible and neat when given through to Head Office and must be handed in on the forms stipulated by Head Office.

- All faxes must be accompanied by a fax cover sheet that indicates the number of pages (including the cover sheet) to follow.
- Marketing Managers or Marketers must confirm faxes telephonically with the receptionist.
- No telephonic orders will be accepted.
- The number of boxes must be checked when orders are fetched.
- Head Office will state the exact number of boxes for Marketing Managers and Marketers.
- Thus, it is their responsibility to check and to sign the delivery list.
- Differences in orders must be reported to Head Office within 24 HOURS. Failing to do so will result in Head Office not being able to investigate such differences.
- No stock will be taken back or exchanged.
- Transport will be charged on orders not exceeding R3 850.00.
- Prices on Head Office's price lists are compulsory for all Marketing Managers and Marketers. Products MUST be sold everywhere at the same price.

#### **PAYMENTS**

- All payment slips must be faxed to Head Office with the Marketing Manager's name on. No payment will be credited on the account without proof of payment. Amounts and dates must be legible.
- Credit card slips must be filled in completely; amount, number (16 digits), expiry date as well as authorization number (3 digits) appearing on the back of the card. The client's telephone numbers must also be written clearly on the slip. Indicate whether payment is once off or on budget.
- All account queries must be addressed to the company accountant.

#### **ADVERTISEMENTS**

- Social media is the best way to get the word out!
- Create WhatsApp groups and share our beautiful ads with our clients.
- Head Office executes centralised advertising. National magazines like *Finesse* are used to place advertisements.
- Head Office will not pay Marketing Managers and Marketer's advertisements. Everyone is responsible for their own advertising expenses.

#### **MOVING FROM ONE MARKETING MANAGER TO ANOTHER:**

The Willa Krause Group respects the right that a marketing manager has on his/her marketer, regarding being in their team. The MM recruited, trained the marketer, and invested time and money in him or her. Therefore, the Willa Krause Group does not allow the moving of a marketer from one marketing manager to another marketing manager.

If there are any practical reasons, for example a marketer moving to another town or if the need is expressed by a marketing manager, the Willa Krause Group will accept this if the marketer, her MM, and the MM to whom the move is made to, gives written permission. The Willa Krause personnel are not in any way involved with the negotiations around such a move. This is handled by the marketer and the MM. The Willa Krause Group only receives the acceptance letter and administers the move.