

[comfort zone]

SKIN SCIENCE SOUL



MAY - JULY 2018



BODY ACTIVE

your fitness assistant



The interest in fitness is constantly growing: it has become an integral part of the daily life of women and men of all ages. Thanks to celebrities and high profile personal trainers, it has become the norm to want to look good and feel good too. We know that regular physical activity, a balanced lifestyle and a targeted cosmetics routine, is essential for a well-defined and fit and healthy body.

More and more people are trying to find some free time between their commitments to dedicate themselves to the practice of their favourite sports. Some people go jogging in the park, others regularly work out at the gym and some choose well-being strengthening exercise such as Yoga. For body and mind wellbeing, and to keep your motivation high, it is important to only workout doing what you like best.

Because of these new trends, there has been a surge in cosmetic research towards products that can adapt to this active lifestyle and really enhance results!

We know that physical activity impacts **MICROCIRCULATION**, **LIPOLYSIS** and **BODY TONE** regardless of whether we do aerobic or muscle strengthening exercises.

By using a combination of products that can help our natural circulatory and metabolic processes, we can increase work-out effectiveness and see more visible results in less time.

The new **BODY ACTIVE** line is for those who want to intensify their sports activity to achieve a well-defined and fit body. A unisex approach in three steps that is made up of practical solutions. It is suitable for an active lifestyle and with targeted functions to be used **BEFORE, DURING AND AFTER WORK-OUT**, for faster and more visible results. Body Active: your fitness assistant. Following our **SCIENCE-BASED CONSCIOUS FORMULAS™** approach, our formulas are free from silicones, parabens, colours, animal products and mineral oils. Dermatologically tested, they are supported by specific efficacy tests. The Body Active packaging is highly sustainable and has zero CO2 impact: the emissions generated by its production process are offset by a reforestation project that releases new oxygen into the atmosphere. The tubes are in Green PE, a plastic made from sugarcane, while the paper used for is are FSC certified and comes from forests managed responsibly.

CONSCIOUS PACKAGING



CO² zero impact. Tubes are in Green PE, a plastic made from sugarcane. The paper used for outer packaging is FSC certified.

100% paper from forests managed responsibly produced in Italy with care and competence with electric power from renewable sources

3-STEPS ROUTINE



TO BE USED BEFORE AND DURING WORK-OUT IN CRITICAL AREAS
ROLL-ON BOOSTER

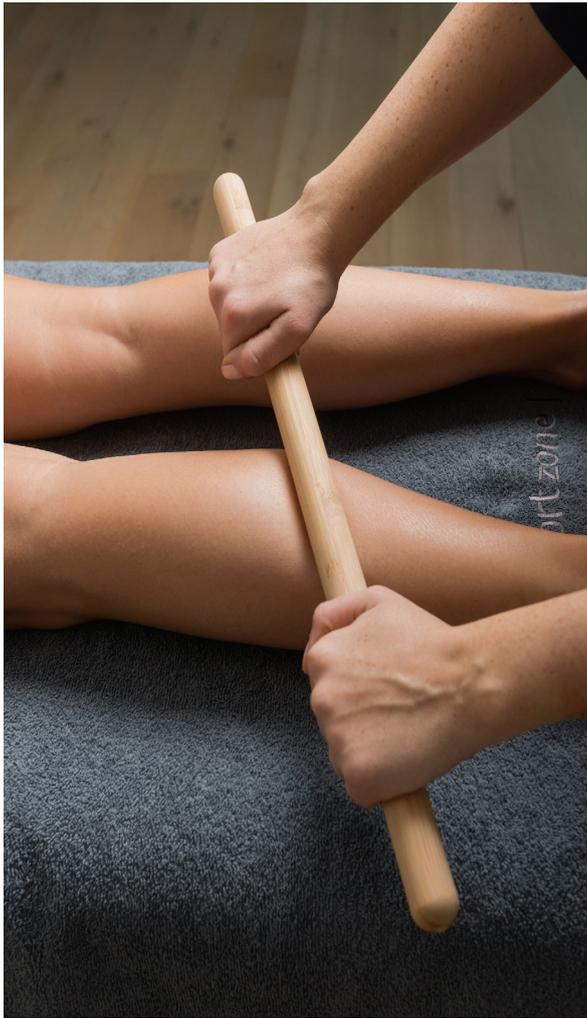


TO BE USED AFTER WORK-OUT IN THE SHOWER
SHOWER SCRUB



TO BE USED AFTER THE SHOWER AND EVERY DAY AFTER WORK-OUT
CREAM

BODY ACTIVE MASSAGE



Intensive mineralizing, remodelling and firming treatment with an innovative body mask made up of Yellow Clay from Brazil and Plankton extract. Its efficacy is boosted by an exclusive massage that combines the use of Tui-Na techniques. Ideal for combining with a fitness programme or to be included in an anti-cellulite and firming programme.

For those who practice sports activities and want to boost remodelling effects and, at the same time, favour cooling down, toxin elimination, muscle tone and balance. It is also ideal as a concluding treatment in anti-cellulite cycles.

The efficacy of the **BODY ACTIVE MASSAGE MASK**, a body mask made with Yellow Clay from Brazil and Plankton Extract targeting metabolism, is strengthened by an exclusive energizing and remodelling **MASSAGE**.

BODY ACTIVE MASSAGE The new professional treatment is an intensive, mineralizing, remodelling and firming treatment and a true alternative to a workout session at the gym.

Its efficacy is boosted by an exclusive massage that combines the use of a Wood Massage Roller with Tui-Na techniques. Ideal for combining with a fitness programme or to be included in an anti-cellulite and firming programme.

Ideal for those who practice sports activities and want to boost firming and toning effects and, at the same time, help with cooling down, toxin elimination, muscle tone and balance.

ACTIVE INGREDIENTS

YELLOW CLAY

Rich in minerals and magnesium, this clay from Brazil favours the recovery of mineral salts, which is essential after physical activity.

MACA POLYPHENOLS

From a small herbaceous plant, also known as Peruvian Ginseng, which grows in semi-desert conditions: an active remedy that reshapes and invigorates the silhouette.

PLANKTON EXTRACT

Obtained from a micro-organism living in the beautiful Bermudas, this extract mimics the mechanisms normally activated during physical exercise and favours an intense lipolytic action.

EFFICACY TEST

+76% INCREASE IN HYPERTHERMIC AREAS, ASSOCIATED WITH A REDUCTION OF WATER RETENTION*
90% MORE TONED AND ELASTIC SKIN**

*clinical test, instrumental measurement, 20 women, 30 min after applying the booster.

** self evaluation on 20 people, cream use after 28 days.

BODY ACTIVE

OCD: 1st JUNE - 31st JULY

Speak to your BDM to find out more about the Active Pureness promotion

SUN SOUL

ANTI-AGEING SUN PROTECTION

Summer is only around the corner and that means sunnier days and the need for UV protection. Here are some of the most frequently asked Q&A's about sun protection from therapists that attend training.

BEST TIPS FOR PROTECTION

Applying SPF may seem like a bit of a chore, but make sure you are using enough of it and reapplying often. Layer on sunscreen before you head outside, and then reapply every two hours or so -- regardless of the SPF you're using. If you don't use enough, you'll only be getting a fraction of the stated SPF protection.

Sunscreen is very effective, but it's not magic. If you know you will be spending the entire day outside, seek shade often, cover up with clothing, wear sunglasses to protect your eyes and a hat will protect your head and face from the harmful rays. Skin damage is no fun, but by using the right sunscreen, and using it correctly, you can maximize your summer fun without feeling the burn.

RETAIL PROMOTION

The Comfort Zone summer maxi towel can be used on the lay around the beach or pool, as a stylist throw for your summer parties, or can be used in the bathroom.

Purchases 2 comfort zone products one to be a sun soul kit and receive a FREE SUMMER GRAY MAXI TOWEL.

ORGANIC ARGAN OIL: Eco-cert certified from fair trade cultivations, rich in tocopherols, hydrates and restores the skins barrier.

ACEROLA EXTRACT: Rich in Vitamin C with powerful anti-oxidant action.

BIOMETTIC PEPTIDE DNA-DEFENSE: Activates the repair of DNA.



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F&Q

Which SPF factor will give full UV protection?

No sunscreen can block all UV rays however our SPF 50 keeps out 98 percent of UV rays.

How often should I advise clients to re-apply SPF?

No sunscreen, regardless of strength, should be expected to stay 100% effective longer than two to three hours without reapplication, especially if they are in strong sunlight.

How can I explain the difference between UVA and UVB?

An SPF number only tells you a sunscreen's effectiveness against UVB rays. UVB is Ultraviolet light that can burn skin and cause redness and irritation. UVA rays cause wrinkles, sunspots and premature ageing. REMEMBER- UVA- AGEING, UVB- BURNING. Shield skin from both types by using a sunscreen that has broad spectrum UVA/B protection such as sun soul.

If it's cold or cloudy outside, do we really need to wear sunscreen?

Yes, you do! Up to 40 percent of the sun's ultraviolet radiation reaches the earth on a completely cloudy day. The red burn on the skin is a reaction to UVB rays however you may be getting UVA damage without any visible redness or heat.

SUN SOUL:
OCD: 1st MAY - 31st MAY

Speak to your BDM to find out more about
Sun Soul promotion

IN FLIGHT [comfort zone]

The In Flight [comfort zone] travel collection comes in four lovely, spring time boxes, featuring a complete travel size regimen to meet the desires and needs of all skin types and conditions.

Each travel kit contains your favourite [comfort zone] products, specifically curated for the “globetrotter”, in Transport Security Association (TSA) approved sizes, enough for up to 2 weeks of use.



IN-FLIGHT GOODBYE TURBULENCE KIT
Soothing & Calming Kit
Goodbye Turbulence is the In-Flight kit collection ideal for travelling people who are looking for a portable, “on the go” sensitive skin regimen.



IN-FLIGHT BLUE SKIES AHEAD KIT
Hydrating Kit
This In-Flight travel collection features a complete travel size regimen dedicated to cleansing and hydration.



IN-FLIGHT CLEAR SKIES FORECASTED KIT
Purifying Kit
Clear-Skies-Forecasted travel kit contains your favourite products dedicated to skin pureness, specifically curated for the “globetrotter” with combination and acneic skin.



IN-FLIGHT UPGRADE KIT
Renewing & Anti-Aging Kit
In-Flight Upgrade is the kit travel collection dedicated to mature skin, and for active lifting deep renewal.

IN FLIGHT KITS
OCD: 1st JUNE - 31st JULY
Speak to your BDM to find out more about the In Flight Kit promotion

THE MASK BAR

INSTANT RESULTS



[comfort zone]
THE MASK BAR
INSTANT RESULTS

[comfort zone] SKIN PERFECT MASK
biocellulose

[comfort zone] PARTY READY MASK
biocellulose

[comfort zone] WATER SOURCE MASK
biocellulose
face mask
mascara impregnata
con biocellulose
mascara impregnata
con biocellulose
1 pc. | application
1 pr. | applicazione

SCEGLI IL TRATTAMENTO Istantaneo PIU' ADATTO ALLA TUA PELLE!

Pelle all'elasticita e senza toner? **SKIN PERFECT MASK**

Serata importante e poco tempo a disposizione? **PARTY READY MASK**

Vita stressante e pelle disidratata? **WATER SOURCE MASK**

[comfort zone]

Introducing The Mask Bar, for effective instant results. Choose from 3 sheet masks for your desired needs.

SKIN PERFECT - With Brown Algae and Chicory Oligosaccharides in a three-dimensional matrix structure.
Recommended for Tired Skin

PARTY READY - With Lemon Extract, Vitamin C and Brown Algae.
Recommended for Dull Looking Skin.

WATER SOURCE - With NMF complex, Aloe vera and Hyaluronic acid.

Recommended for dehydrated, stressed skin and people with busy lifestyles.

MASK BAR
OCD: 1st JULY - 31st AUGUST
Speak to your BDM to find out more about
The Mask Bar promotion



AROMASOUL

OCD: 1st JULY - 31st AUGUST

Speak to your BDM to find out more about
The Aromasoul promotion

AROMASOUL distinct and unique aromas have been created thanks to the choice of aromatic blends inspired by different cultures. Each journey begins with the selection of the essential oil blend by the guest and then the massage ritual begins with an extraordinary combination of techniques from these four worlds of AROMASOUL. One of the most popular reasons for aromatherapy is the aroma itself as the olfactory observations within the brain can provoke a range of feelings.

When you smell something there can be different reactions for every individual depending on the influences of factors such as stress, confusion, happiness and relaxation. This could be the reason why each one of us has our preferences, such as a perfume which is preferred by some but not by others.

We have designed an Aromasoul Blend Tray, perfect for holding all four blends to present to your guests.

NEW ACCOUNT OPENING:



We are proud to announce that [comfort zone] will be partnering with the new Cloud Twelve Notting Hill Club, supplying skincare products and treatments.

Situated in 2-5 Colville Mews Notting Hill, London W11 2DA, Cloud Twelve is a member's club that houses a spa, salon, wellness clinic, brasserie, plus a play and learn space.

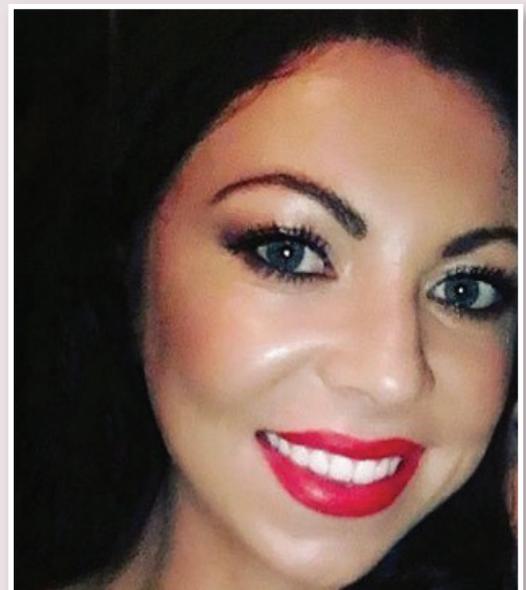
Its premium spa, supplied by us, is designed as a complete getaway within the city, providing signature rituals, effective massages, cutting edge natural skincare facials and non-invasive therapies.

WELCOME TO THE TEAM:

Rosie Wright as Business Development Manager

[comfort zone] is delighted to announce the appointment of Rosie Wright as New Business Development Manager. Rosie has nearly 10 years' experience in the beauty and wellness industry.

Sarah Shaw Country Manager comments 'Rosie has an excellent understanding of the salon and spa market and has worked with some iconic luxury brands. Rosie's attention to detail and passion for our industry will be a superb addition to the UK team.



WELCOME TO THE TEAM:

Giorgia Alo, [comfort zone] Trade Marketing Assistant

FAVOURITE PRODUCT AND WHY:

Remedy Oil, because I have a very sensitive skin and sometimes I get red rashes and the only way to calm my skin down is using this amazing product.

BEST PART OF HER JOB

I love to work on our social media, its my way of exposing our brand and the qualities of our product to the world. It can touch the majority of people with just one click and I am fascinated by that.

WHY SHE LOVES WORKING AT [comfort zone]:

I feel in love with my team , with the brand , its values and everything that makes it unique. Just like that [comfort zone] became a little piece of home.

MOST DIFFICULT PART OF HER JOB:

My Italian accent. Can't shake it, but I guess I'm excused as the brand is Italian.



Lets take a closer look at Giorgia's favourite product:

REMEDY OIL is a nourishing and soothing oil for the face. Its repairing effect is recommended for cold and windy climates and for particularly dry and sensible skin.

HOW TO USE

For localized application as a SOS treatment or in combination with the cream for extra nourishment and protection. Apply a small amount of the oil and massage until completely absorbed. The product can be applied morning and evening, alone or in combination with the cream, to reach optimal nourishment and protection.

BEST PRACTISE - LILY'S SKIN REGIMEN LAUNCH EVENT



Lily's hosted their /skin regimen/ launch party on 20th April. The event had been planned down to the last detail, creating the skin regimen mood.

From the elegant and minimal setting, to the adorable skin regimen cupcakes. 18 mini skin regimen longevity facials were booked for the day and a skin analysis hosted by our sales representative, Sonya Dowson.

We are very proud of Lily's for this successful event and the nomination this month for best practise is very well deserved.

[comfort zone] Education Calendar

MAY

14	4 days	GRAFTONS: Essential Immersion Face
21	1 day	BOREHAM WOOD: Himalayan Salt Ritual
22	1 day	BOREHAM WOOD: /Skin Regimen/
24	1 day	BOREHAM WOOD: Maternity

JUNE

6	1 day	GRAFTONS: /Skin Regimen/
11	3 day	GRAFTONS: Essential Immersion Body
14	1 day	GRAFTONS: Maternity
18	4 days	BOREHAM WOOD: Essential Immersion Face
22	1 day	BOREHAM WOOD: /Skin Regimen/

JULY

10	4 days	GRAFTONS: Essential Immersion Face
16	1 day	BOREHAM WOOD: Himalayan Salt Ritual
17	1 day	GRAFTONS: Himalayan Salt Ritual
18	3 days	BOREHAM WOOD: Essential Immersion Body

TRAINING BOOK WHEN

Please use the web address below to book your training courses:

bookwhen.com/comfort-zone1

[comfort zone] CHARITY CORNER



Sarah Charlton the Spa Boutique Manager at Rockliffe Hall donated her hair to the "Little Princess Trust".

This charity provides real hair wigs free of charge to children and young adults up to the age of 24.

Children that have sadly lost their own hair due to cancer treatment and other illnesses. Well done Sarah!

[education zone]

TRAINING TIPS AND TRICKS....

By Kirsty Eaton, National Trainer and Promotion Specialist

What should be applied to the skin first, an oil or a moisturiser?

Oils have a smaller molecular structure than moisturisers, therefore they work deeper down in the skin layers than moisturisers, which have a larger molecular structure. Apply your oil before your moisturiser to ensure correct penetration.

What should I do if my client has an allergy or intolerance to an ingredient in the products?

If it is a severe allergy and you aren't completely sure if a product is safe to use then it is best to avoid it until you can confirm the exact ingredients. Make sure that you determine whether the allergy is limited to their diet or both diet and topically. As an example; some people are severely allergic to eating nuts but can apply products to the skin that contain nuts.

How often shall I advise my clients to exfoliate and what are the best types of exfoliants for different skin types?

A dry/dehydrated skin should exfoliate 2-3 times a week, while an oily complexion should try and exfoliate once a week to prevent more stimulation of sebaceous glands and therefore oil on the skins surface. If the skin is sensitive, scrubs should be avoided as they can make the skin feel irritated and cause inflammation. For sensitive skins recommend a product with light exfoliating ingredients such as Essentials Peeling with fruit enzymes to give an effective yet gentle exfoliation.

I am always so rushed between clients, How can I make time for recommending products and lifestyle advice after a treatment?

At the start of the day prepare your prescription sheet with your name, the date and the clients name, that way all you have to do is fill in which products you recommend to help them with their concerns. Keep your recommendation as simple as possible but always explain exactly how the product will help the client and how they use it at home. Don't forget how fantastic the different lifestyle guides are for each range, they contain lots of hints and tips, recipes and information on the product range. They make great bedtime or waiting room reading for your clients.

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