

A black and white photograph of a flower, possibly a lily, with a glowing, bright center. The petals are dark and have a visible vein pattern. The background is black, making the flower stand out. The text is overlaid on the top and bottom of the image.

[ **comfort zone** ]

SKIN SCIENCE SOUL

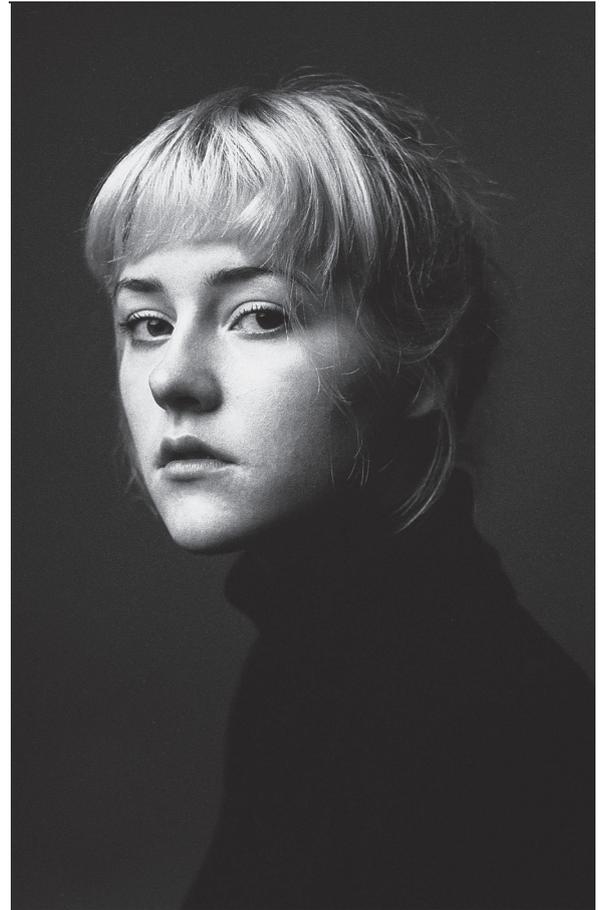
FEBRUARY - APRIL 2018

# /Skin Regimen/

## */Healthy skin has no age/*

The city. It's rhythms, its flow of people, its intrinsic and at times stressful vitality, put a strain on our body and mind. 54% of the world population live in urban settings and by 2050 it will increase to 66%. What if Comfort Zone created an independent line that takes care of the daily stress and pollution, those unavoidable factors of city living? What if we created a modern skincare line for urban dwellers who want to thrive and be the best version of themselves and at the same time take care of their skin?

Skin Regimen is that line. Clinically proven to reduce the effects of stress and fast living society. Working on a cellular level, it recreates and maintains the optimal conditions for a healthy, youthful, glowy skin while also empowering the overall mind-skin stress-response. Modern plant chemistry™ from Italy, designed for urban dwellers with a fast-paced, demanding lifestyle.



## */The 4 Step custom Regimen/*

We are all unique and so is our skin, but there are some key steps we all need to follow. Inspired by the Asian multi-layering beauty routine, Skin Regimen is designed to be compact, multi-tasking as well as specific to one's needs.



### **Step 1 - prepare:**

a gentle cleansing to effectively remove make-up and all the impurities, in particular pollution and SPF.

### **Step 2 - recharge:**

an energizing phase to restore optimal hydration and empower the skin's cellular vitality.

### **Step 3 - correct:**

targeting all the most common stress-related skin imperfections with pure, concentrated ingredients.

### **Step 4 - reset:**

an innovative overnight detox, for a regenerated skin in the morning.

## */Urban Longevity Facial/*

The new Skin Regimen Urban Longevity Facial, is the antidote to modern fatigue and urban lifestyle. Designed to correct specific stress-related signs, it rejuvenates the skin and leaves you feeling recharged and ready to face your busy day. Thanks to the exclusive massage techniques inspired by Qigong and modern physiotherapy, and the Skin Regimen Macro Wave Sound, this facial is ideal for a time-pressed, unisex clientele with stressed, dull and aging skin.

/skin  
regimen/

**/step 1 - prepare**

**cleansing cream**  
*/ anti-pollution face wash*

Gentle foaming cream protects the skin from the effects of pollution. Effectively removes make-up, SPF, dust, cigarette smoke and residues that deposit on the skin during the day. With a natural aroma that rebalances and reinvigorates mind and body. Ideal for urban dwellers, always on the go.

150ml



**/step 2 - recharge**

**microalgae essence**  
*/ energizing illuminating lotion*

Highly concentrated lotion with 7 essential components of the NMF (natural moisturizing factor), recharges and hydrates the skin, countering the effects of intense lifestyle, stress and dehydration due to heating, air conditioning and travelling. Cooling serum-like texture. With a natural rebalancing and reinvigorating aroma for mind and body. Ideal every day after cleansing, it can also be used as an intensive mask.

100ml



**/step 3 - correct**

**1.85 HA booster**  
*/ hydra-plumping concentrate*

An intensive moisturizing and plumping action. Three molecular forms of hyaluronic acid, lock the water into the skin at various levels to restore and prolong hydration. Ideal to correct fine lines and dehydration.

25ml



**10.0 tulsi booster**  
*/ nourishing protective oil*

Pure, concentrated oil, with 10% of Tulsi active complex. Promotes a nourishing, illuminating, antioxidant action. With a natural rebalancing and reinvigorating aroma for mind and body. Ideal for dry and depleted skin, to give a healthy and radiant complexion.

25ml



**15.0 vit C booster**  
*/ brightening concentrate*

A 15% of Vitamin C concentrate, which protect the skin from free radicals and stimulate the synthesis of collagen, and Longevity Complex™ to visibly improve skin tone and radiance. Ideal to correct dark spots, uneven tone, dullness.

25ml



**1.5 retinol booster**  
*/ wrinkle concentrate*

Concentrate with 1.5% retinol and silybin, a highly effective natural alternative to retinoic acid, and Longevity Complex™. A double release system through cyclodextrins for retinol, and phytosomes for silybin, protects stability, bioavailability and tolerability. Ideal to correct wrinkles and imperfections.

25ml



**tripeptide cream**  
*/ age-defense moisturizer*

Daily face cream with Palmitoyl Tripeptide-5, Dandelion extract and Longevity Complex™, to protect the skin from pollution and leave it firmer and well-hydrated. The massageable light-balm texture eases the tension of facial muscles and cools the skin. With a natural rebalancing and reinvigorating aroma for mind and body.

50ml



**urban shield SPF 30**  
*/ anti-pollution UV fluid*

Tone-perfecting, illuminating, anti-pollution UVA/UVB protection with Dandelion and Longevity Complex™, shielding the skin from the stress and aggressions of city life, such as fine particles and heavy metals, that accelerate skin aging. The light and non-oily texture ensures that it can be applied after the cream and immediately before make-up.

20ml



**lift eye cream**  
*/ multi-action eye cream*

Fast absorbing multi-active eye cream with 1% of pure caffeine, botanical extracts and Longevity Complex™ to improve the natural eye support structure and glow. The light texture makes it perfect for the upper eyelid. Ideal to correct the appearance of crow's feet, puffiness, dark circles and sagging eyelids. Suitable for contact lens wearers.

40ml



**/step 4 - reset**

**night detox**  
*/ overnight pro-vitality mask*

Leave-on regenerating night mask with Gluconolactone, Alpha-glucan yeast and Longevity Complex™. It boosts the skin's natural autophagy, favouring the elimination of toxins accumulated during the day. The cooling texture is ideal to be massaged to relax the facial muscles and relieve the signs of tiredness. With a natural rebalancing and reinvigorating aroma for mind and body.

50ml



# /fast living, slow aging/



## Causes of stressed skin:

- Increased temperature – inflammation.
- Dehydration.
- Reduced turnover.
- Impaired skin barrier.
- Increased sebum production.

## / Modern Plant Chemistry™ /

*The most powerful botanicals and high-tech molecules to create **totally functional formulas.***

**100% Natural aroma.**  
*- Rebalancing reinvigorating.*

**Cooling textures.**  
*- Relieve signs of stress and fatigue.*

**Without.**  
*- Synthetic fragrance, silicones, animal derivatives, artificial colorants and parabens.*

100% natural, rebalancing and reinvigorating aroma.

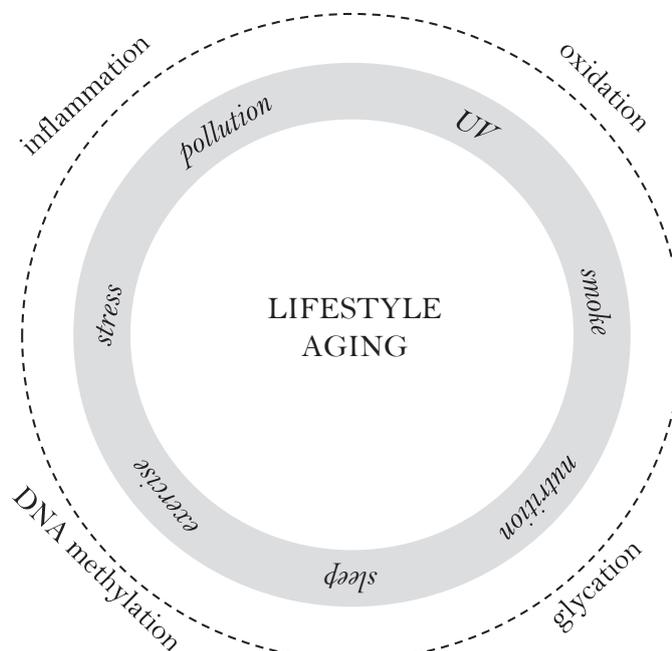
A genderless, modern blend of four essential oils.

- Juniper
- Copahu
- Rosewood
- Cedarwood



**Clinically tested as "non irritating"**

*Woods and resins provide the strength and endurance needed to face life's challenges.*



*Our daily choices, the environment and psychological stress can alter the skin's normal cellular processes. Once these are unbalanced they can affect our general health and result in accelerated aging, or lifestyle aging.*

# Oils vs. Serums:

Gone are the days when a simple cleanse, tone and moisturise was all that was available to keep skin looking fresh, clean and hydrated. The world of skin care and skin health has changed exponentially with new technology, improved product textures and amazing new formulas emerging. As therapists and consumers we now have a multitude of choices when it comes to our skin care. This enables us to be super prescriptive and treat each individual skin care concern in a truly bespoke way. Whilst we are fortunate enough to have many choices in our products it can often become a bit of a mine field as to where to start to get the best from our products between serums, essences, oils and boosters, which is the best and when to recommend what. Here we wanted to talk through the difference between serums and oils. Generally a serum will be super lightweight texture and due to the molecular structure of a serum it tends to have faster penetrative qualities. A good example of this is [comfort zone] Hydramemory Serum with hyaluronic acid, so lightweight that it can still be used on a skin that is dehydrated yet prone to excess sebum production. Oils tend to suit a dryer skin type and have more nourishing properties such as [comfort zone] Renight Oil which is packed full of antioxidants. The great thing is we can offer some excellent choices to our clients with advanced powerful results depending on what they are looking to achieve.



## REMEDY OIL:

We have a new product coming out and it's part of one of our favourite lines - Remedy. Remedy has been found to be extremely effective for soothing, strengthening and calming sensitive and redness-prone skin.

Now this amazing line has an S.O.S product to soothe sensitive skin from redness and irritation: Remedy Oil. It is to be used for extra protection, when the skin needs more localized and targeted areas to be treated. Vitamin E serves as an anti-oxidant and 100% vegetal oils, Marula, sesame and jojoba all help to nourish and strengthen the skins barrier function. The difference between the oil and the serum is that the serum is more long-term anti-redness and anti-inflammatory, whereas the oil gives immediate relief to irritated itchy and dry patches of skin.



## LOVE YOUR SKIN

The perfect gift for your loved one this valentine's day and Mother's day is the LOVE YOUR SKIN kit.

The kit contains a full size hydramemory cream 60ml and full size renight cream 60ml in a lovely beauty case at the special price of £75 (worth £100) at a fantastic 25% saving.

Contact your BDM for more information about the LOVE YOUR SKIN promotion



# SKIN RITUALS

Studies have shown that using an essence followed by a serum, maximised the results in treating skin conditions, such as dehydration, fine lines and signs of ageing. This result is due to the fact that not only does the essence have a concentrated action on the skin on it's own, it has also been proven to penetrate the serum and it's powerful ingredients deeper into the skin.

Using Sublime Skin essence increases the skin collagen and elastin by +34%, but using both Sublime Skin essence and serum together increases the skin collagen and elastin by an incredible +71% after 72 hours.

For the month of April we have the amazing launch of the Skin Ritual limited edition kits, which contain a full size essence and serum in either Hydramemory or Sublime Skin.

HYDRAMEMORY SKIN KIT:  
RRP: £61.50 /worth: £88 / saving 30%

SUBLIME SKIN RITUAL KIT:  
RRP: £94.50 /worth: £135 / saving 30%

## EXAM STRESS? HOW TO GET RID OF SPOTS AND BLEMISHES

Exam season can bring stress, worry and anxiety.

Stress can effect your hormones and in turn cause changes in your body which can often result in the formation of spots and acne. Let us help your skin stay clear during this time.

1. Drink plenty of water. By staying hydrated, not only will you stay alert and focused it is also fantastic for keeping your skin in the best health.
2. Avoid junk food. It may be tempting to comfort eat fatty foods or binge your way through sweets and chocolate, but this can have a massive affect on the skins clarity.
3. Get outside. When we study we generally stay indoors, but a lack of fresh air and vitamin D from natural light can cause your skin to look dull and your body feeling sluggish.
4. Use great skincare daily to help keep spots and acne at bay: ACTIVE PURENESS IS THE SOLUTION.

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



Purchase 2 Active Pureness products and receive a FREE Active Pureness Mask

## MEET THE TEAM:

Kirsty Eaton, National Trainer and Promotion Specialist

- *FAVOURITE PRODUCT AND WHY:*

Hydramemory Mask because it's such a lifesaver for dehydrated skin and so easy to use. I usually put it on clean, toned skin and let it absorb before layering over some Renight cream before bedtime.

- *BEST PART OF HER JOB*

Inspiring Spa Therapists. They leave training so excited to use the products and do the treatments because they fall in love with [Comfort Zone] and have 100% faith in us.

- *WHY SHE LOVES WORKING AT [comfort zone]:*

I love our ethics and why we do what we do. It's so important to spread the word that true beauty comes from within as well as great skin care. I love working with the [Comfort Zone] Team from all over the world, it's a pretty special time when we all meet up.

- *MOST DIFFICULT PART OF HER JOB:*

I travel A LOT so I miss my own bed.



Lets take a closer look at Kirsty's favourite product  
**HYDRAMEMORY MASK**

Leave-on gel mask with a high hyaluronic acid content and moringa oil from fair trade cultivations. Absorbed in just 3 minutes, for an "express" hydrating effect. Skin is immediately moisturized, revitalized, smooth and profoundly quenched. Ideal for all skins as an intensive night-time moisture treatment, during and after air travel, and exposure to the sun.

### HOW TO USE

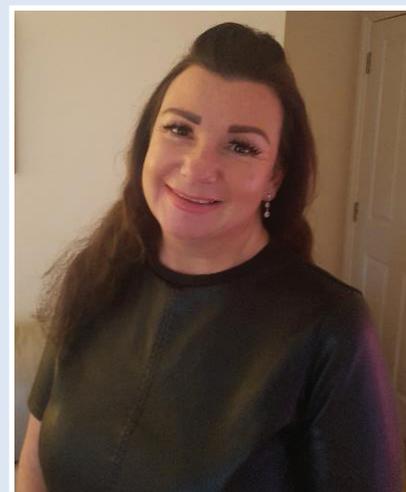
Apply a thin layer on face and neck 1-2 times a week and leave to sink in for 3 minutes. If necessary, remove any residue. If very dehydrated, apply before going to bed as it does not need to be removed.

RRP: £30

## WELCOME TO THE TEAM:

Jane Saint as Business Development Manager

We are pleased to introduce Jane Saint as Business Development Manager for the South East and Channel Islands. Jane brings with her a wealth of experience after a career spanning 25 years in the professional beauty and spa sector. Some of you may already be familiar with Jane as she worked with [comfort zone] previously. Sarah Shaw country sales manager comments 'Jane is renowned for her exceptional service levels and support that she offers to her clients. I am looking forward to seeing the positive impact on our [comfort zone] partners.'





## NEW SPA OPENING: ST ANDREWS OLD COURSE HOTEL

We are delighted to announce that they will be partnering with Kohler Waters Spa at the world renowned St Andrews Old Course Hotel. Following an multi million pound renovation including a spa extension .

[ comfort zone ] has been selected to supply a number of products and treatments and boasts an extensive treatment offering within the 25,000 sq ft spa.

Sarah Shaw UK Country Manager for the [ comfort zone ] brand states 'We are so excited to be a part of this incredible project, it has been an exciting time working with Kirsty Maccormick, Kohler Waters Spa Director, and her team developing the new offering for the spa. St Andrews Old Course Hotel is steeped in a wonderful heritage and history and the new Kohler Waters Spa with [ comfort zone ] treatment offering will enhance the luxury appeal, yet, bring a cutting edge and results driven experience for guests.'

## BEST PRACTISE: FAWSLEY HALL

This month the award for best practice goes to Fawsley Hall in Daventry. Not only for their superb service and impeccable taste of location, but also for their staff members. In this case Julia Butt, spa manager of Fawsley Hall, outdid herself by participating to a dance competition called " Strictly come dance for Harry " to raise money for a little boy named Harry, who suffers of a severe illness. She danced the waltz and had a 4 weeks of professional dance training raising £300 for this little boy's medical expenses. As a friendly and conscious company, We deal with people, not just with their skin. Our higher purpose is to help and encourage them to take care of themselves and to live more soulfully. We from Comfort Zone are proud to be a part of such amazing facilities and the people that work in it. Well done Julia!



## ONLINE ACADEMY

ONLINE ACADEMY: INNOVATIVE, INSTRUCTIVE,  
INTERACTIVE.

Discover the new modern way to get the best education on the science and soul of [comfort zone]. Learn more on how to understand and treat the skin. Be up to date on our products, treatments and lifestyle and become certified [comfort zone] therapists.

A professional-only platform easily accessed via your computer or tablet anytime, anywhere, so that our education can be limitless and a resource always at your disposal.

Watch videos and download technical dossiers with product information and treatment protocols. Participate in Interactive seminars and live education webinars with our experts!

...LOOKING FORWARD TO SEEING YOU ONLINE!

## HOW TO ACCESS

1. Connect to : [comfortzone.docebosaas.com](http://comfortzone.docebosaas.com)
2. Insert your personal data + [comfort zone] client code.
3. Receive our confirmation email and start learning!

Once registration is completed, you will be able to access the [comfort zone] Online Academy with your personalized username and password. If you need further help, please write to

[onlineacademy@comfortzone.it](mailto:onlineacademy@comfortzone.it)

## [ comfort zone ] Education Calendar

### FEBRUARY

- 7 All day GRAFTONS: Himalayan Salt
- 8 All day GRAFTONS: Maternity

### MARCH

- 1 All day GRAFTONS: Skin Regimen
- 12 All day BOREHAM WOOD: Skin Regimen
- 13 For 4 days GRAFTONS: Essential Face
- 22 All day GRAFTONS: Skin Regimen
- 26 For 3 days BOREHAM WOOD: Essential Immersion Body
- 29 All day GRAFTONS: Skin Regimen

### APRIL

- 16 For 4 days BOREHAM WOOD: Essential Immersion Face
- 20 All day BOREHAM WOOD: Aromasoul
- 25 All day GRAFTONS: Aromasoul
- 26 All day GRAFTONS: Himalayan Salt

## TRAINING BOOK WHEN

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

[bookwhen.com/comfort-zone1](http://bookwhen.com/comfort-zone1)

## [competition zone]

Share with us your best Skin Regimen merchandising picture on Instagram and Facebook with the hashtag: #skinregimen #merchandisingcompetition, before the 1<sup>st</sup> of April.



The winning salon and spa will win a selection of Skin Regimen retail products.

## [ education zone ]

### TRAINING TIPS AND TRICKS....

By Kirsty Eaton, National Trainer and Promotion Specialist

**POSTURE-** If you want a lengthy career in the health and beauty industry you must respect your body. If you find your shoulders and lower back aching after a day at work it is seriously time to change your posture whilst you work. If you are a massage therapist hold your stomach in and stand in a lunge position to flow through the movements rather than standing in one place and putting the pressure all on your back. If you are a nail technician avoid leaning over the desk, ask the Guest to bring their hand to you, use a supportive chair and great light.

Be aware of the position you put your body in, try to stretch often and look after your health long-term.

**CONSULTATION-** It isn't enough to simply read through the questionnaire that your guest has filled in before their treatment. I think it can be so easy to forget that every person would like a unique experience when you are working long hours performing physically tiring treatments. Don't forget to ask simple questions such as their preferred massage pressure or if they are happy to have oil in their hair. All too often Therapists forget to advise their guests about what the treatment entails. I'm not saying you need to tell them EVERYTHING from start to finish, but give them a brief overview to ensure they are having the right treatment for them. Follow up on client care during the treatment, for example; does the pressure need to be firmer or lighter? Do they need to be warmer or cooler? Always ask open ended questions to ensure they are receiving the best treatment experience possible.



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www.comfortzoneskincare.co.uk

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