

Basic Care



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REVEALS YOUR BEAUTY
FROM WITHIN

Basic Care

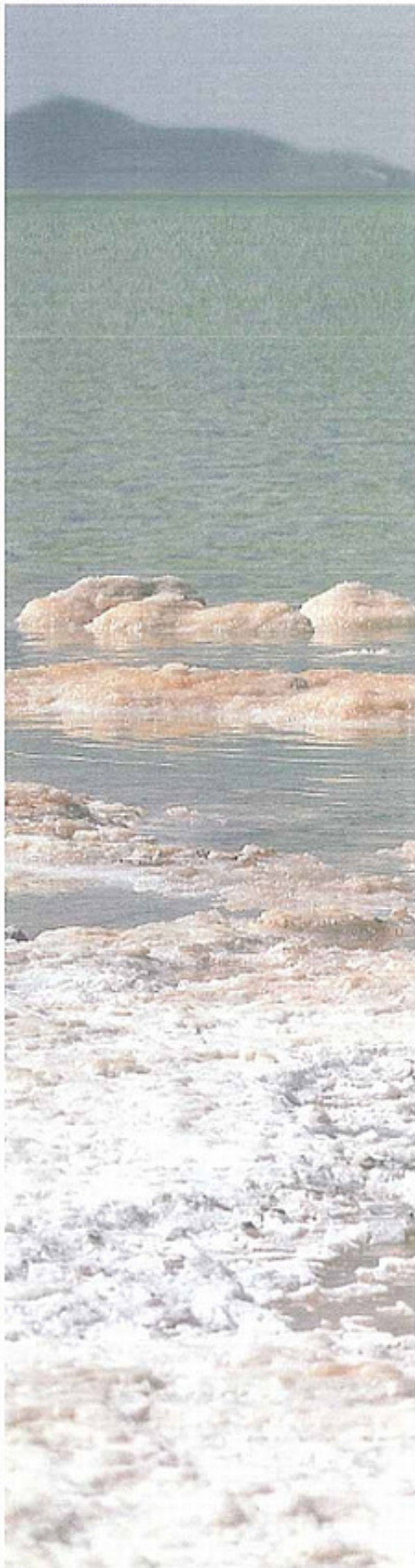
For Normal & Combination Skin

Normal skin, commonly expected to be the most widespread of all skin types - is only a temporary condition that may change with time. As a basic skin care program, a few multi-functional products have been selected to help you maintain healthy skin.

What is the most basic of Basic Care?

- Keeping the skin clean.
- Moderate exfoliation to remove build-up of dead cells and to trigger a gentle renewal process.
- Protecting from the damaging effects of the sun and other environmental hazards.
- Assisting the skin to retain its moisture, especially in the eye contour and other areas that quickly dry out.
- Nourishing the skin from within by employing the principle of osmosis, rather than "feeding" the skin from the outside.
- Respecting the natural physiology of the skin by choosing the mildest and most appropriate products possible for your skin type.

NOTE: All of the above recommendations are based on the treatment principles symbolized by the EOP triangle that underlines the Fresh Look philosophy for healthy skin care.



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Evening Care for Normal & Combination Skin

1 **Cleansing:** Use Gentle Mascara Remover if necessary. When the Facial Scrub is used, it will not only exfoliate, but also thoroughly cleanse the skin. At other times, select the most suitable cleanser for your skin type, such as Cleansing Mousse or Purifying Mineral Soap.

2 **Toning (optional):** Exfoliating Freshener, to complete the cleansing process.

3 **Treatment:** Pamper the eye area with Eye Contour Cream*. Apply Rebalance to the rest of the face and neck.

* see eye care products on the next page

Cleansing Mousse

Non-pressurized Finger Pump Foamer fl 4139, 200ml. / fl 139, 50ml.

A delicate facial cleansing foam based on mild cleansing components. The special dispenser incorporates air during use, reducing the surfactant concentration and producing a velvety mousse that leaves the skin smooth, clean and fresh.

Directions: Press on the applicator and gently massage the cleansing foam all over the face, avoiding eye area. Rinse off with plenty of water.



Exfoliating Freshener

For all skin types
(especially for oily or mature skin) fl 223, 200ml.

A refreshing facial toner containing exfoliating fruit acids, soothing Aloe Vera juice and toning Cucumber extract. A well-balanced moisture complex, containing a wealth of amino acids and polysaccharides, formulated to resemble the skin's own NMF (Natural Moisturizing Factor), tones, refines and enhances exfoliation. Mature as well as oily skin types for which active exfoliation may be indicated will benefit from daily use of the freshener.

Directions: Apply to the whole face after cleansing, excluding eye area. Use Protective Day Cream SPF 20 or higher before exposure to sunlight.



Rebalance

For all skin types fl 224, 50ml.

Rebalance is a tender cream-gel suitable for all skin types, even the most delicate. Its soft rich texture refreshes and hydrates the skin without leaving an oily after-feel. Rebalance is free of traditional surfactants and is ideal for soothing the skin, especially after exposure to the sun or harsh weather.

Contains natural Sesame oil and fluid Jojoba wax; a wealth of oil-soluble Vitamins (E, A and essential fatty acids) as antioxidants; Vitamin B5 and the nutrient-rich Seabuckthorn fruit extract to enhance skin softness and protection.

Directions: Smooth gently over the face and neck. Repeat morning and evening or whenever required. Its fast soothing effect is also suitable for men, especially when applied after shaving, as a protective daily routine.



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REBALANCE

50 ml.



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Morning Care for Normal & Combination Skin

1 Wash face with water and re-
fresh with **Exfoliating Freshener**.

2 Apply **Protective Day Cream SPF 20** for its triple benefit – as sunscreen, moisturizer and “demi” makeup, that gives light foundation coverage.

3 For better outdoor protection and enhanced coverage a little **Concealing Powder Foundation SPF 17** may be added where required.

Special Care* (optional, morning or evening): To minimize the appearance of fine wrinkles and expression lines, use **Lifting Eye Contour Fluid** and **Under Make-up Cream** to “fill in” before applying make-up.

* see eye care products on the next page

Protective Day Cream SPF 20

For all skin types

fl 151, 100ml.

A triple function, velvety moisturizing lotion offering excellent protection from the sun's UVB rays and 95% of the penetrating UVA rays (tested according to Australian protocol). The cream provides all the moisture your skin needs during the daytime. It is easily absorbed by the skin, enriching it with premium quality Seabuckthorn oil, herbal antioxidants and softening Plantain extract. The lotion is slightly tinted, giving a natural coverage to all skin types. To obtain flawless coverage for spots and hyper-pigmented areas and to further protect the skin from future sun damage, a small quantity of **Powder Foundation SPF17** may be blended in before this cream is fully absorbed.

Directions: Spread over the face before exposure to the sun. Re-apply after swimming or heavy perspiration. This cream is especially suited for users of AHA skin renewal creams and skin lightening creams.



Fluid Make Up

For all skin types

fl 420/422/424, 30ml.

Streamline your beauty routine with this foundation with moisturizer already in it! A dewy emulsion with very good coverage for uneven skin tones. Excellent as a foundation for sun-damaged hyper-pigmented skin under a touch of **Concealing Powder Foundation**. Available in three shades: pale, light and beige.

Directions: Apply daily all over face, either alone or on top of protective Day Cream SPF 20. Or use in the evening as a glossy foundation under decorative makeup.



Concealing Powder Foundation SPF 17

For all skin types

fl 200-203/207/208, 8g.

This micronized powder foundation provides multiple benefits. It covers and conceals uneven tone: age spots, redness (broken capillaries) and absence of pigment (vitiligo). It also raises the SPF of your regular day cream. Amazing how this fine powder blends in so easily with any other cream, lotion or foundation without looking heavy or overdone. Available in three shades: Pale, Natural, Honey, Rose Beige, Asian Straw, Bronze.

Directions: Apply a small quantity with a puff, powder brush or with clean fingertips over **Fluid Makeup** or **Protective Day Cream SPF 20** or a single drop of **Bio Serum**, until the desired coverage is achieved.



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**From time
to time...**
(1-2 per week)

1 Facial Scrub: Use 1-2 times per week and follow with **Bio Serum**.

2 Mask (optional): Select one of the 3 facial masks in the Fresh Look line: **Beauty Mask** for dry skin; **Astringent Mask**, **Aloe Barbadosis Gel**, as a mask, according to the requirements of your own skin.

Note: If you have combination skin (normal skin with larger pores in the T-zone), replace **Rebalance** with **Calming Emulsion** as your basic care cream.



Dead Sea Facial Scrub

For all skin types

fl 180, 50ml.

The Facial Scrub is a unique exfoliating scrub based on Dead Sea mineral crystals and pineapple enzymes. It removes dead cells, improves skin tone and thoroughly cleanses the skin to leave it feeling wonderfully smooth. The Facial Scrub is so unique, it actually tells you when to stop! The scrubbing particles easily dissolve in water and, in fact, are activated by it. Facial Scrub stimulates and activates the skin by the process of osmosis. It helps nourish skin cells from within and purifies the skin, ridding it of its waste.

Directions: Apply Facial Scrub to both cheeks. Moisten your fingertips with water and pat gently to dissolve the crystals. Spread outwards across the face, avoiding the eye area. Add more water if required. Concentrate on problem areas and impurities, such as blackheads. When fully dissolved (after 30 to 60 seconds), rinse off thoroughly with cold water.



Bio Serum

For all skin types

fl 395, 30ml.

Bio Serum complements the Dead Sea Facial Scrub. This fine moisture-binding fluid feels like silk pouring from a bottle. After using the Scrub, your skin will absorb the Bio Serum within seconds, giving your face a healthy radiant appearance.

Bio Serum is a pure, unpreserved fluid, offering the benefits of premium natural oils (Babassu, Marigold & Wheat germ), and Vitamins (A, E & F) within an easily dispersible fluid base.

Directions: Apply a few drops over clean, dry skin and gently spread over the face and neck. Bio Serum is excellent when used under makeup. A single drop will smoothly lead your Powder Foundation SPF 17 to all facial areas giving it a perfectly finished appearance.



Calming Emulsion

For delicate oily
and combination skin

fl 222, 60ml.

A moisturizing rebalancing emulsion for soothing delicate oily skin. Provides quick relief for skin with a tendency to develop redness or scales around the T-zone. The non-oily cooling nature of this formula is excellent as a rebalancing moisturizer for any excessive dryness due to environmental or internal conditions. Calming Emulsion is perfect as a soothing after-shave for men with delicate skin. It may safely be used on children with irritable skin as a soothing all-purpose cream.

Directions: Use on clean skin any time. Used as a mask, by spreading a generous layer onto required areas for 10-15 minutes, it further increases the soothing effect.



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Eye Contour Care

The liveliest part of the face is the eye contour area. Being especially gentle and vulnerable it requires special care that is not necessarily related to a specific skin type.

The skin around the eyes is the thinnest of all, especially sparse in sebaceous glands and therefore susceptible to develop wrinkles and expression lines. Alternatively the eye contour area may develop puffiness due to excess fluids accumulated under the eyes.

In order to prevent pre-mature wrinkles, it would be best to support the barrier function in this area by using moisture binding formulations that slow down water loss and minimizing or totally eliminating the use of emulsifiers.

On the other hand, in order to reduce puffiness it is recommended to use non occlusive formulations that contain "lifting" components and herbal astringents that exert a gentle firming effect on the skin.



Lifting Eye Contour Fluid # 211, 30ml.

A rich moisturizing complex that mimics the skin's own Natural Moisturizing Factor. Based on a unique blend of lipids and amino acids, Eye Contour Fluid will leave a gentle active film for longer-lasting results. Soothing Mallow extract and vegetable proteins exert firming effect, reducing the visibility of fine lines around the eyes. Rich vegetable Squalane smoothes the skin to prevent any dry after-feel.

Directions: With the fingertips, smooth one or two drops of fluid around the eyes. It will be readily absorbed, leaving a comfortable tightening sensation.



Under-Makeup Cream # 071, 40ml.

A special cream to enrich the delicate skin around the eyes and "fill in" wrinkles, especially for users of make-up, which tends to accentuate them. Despite being rich in oils, it creates a silky, matte appearance. Genuinely helps keep makeup affixed to the skin. Instead of applying powder on top of makeup, this cream can be applied beneath it. The cream can be used to camouflage the shininess of oily skin.

Directions: Spread onto the face, especially the delicate eye area. Apply beneath makeup in order to affix it well to the skin. If you are using the cream in conjunction with skin care oils, apply it on top of the oil. Once it is absorbed, any shininess will disappear. It can also be used as a regular, delicate cream that leaves an elegant, matte appearance.



Eye Contour Cream # 149, 30ml.

A special enriched cream that provides hydration and protection for the skin around the eyes. The complex of botanical extracts and vitamins are well suited to sensitive skin. Eye Contour Cream contains active oil-soluble vitamins such as revitalizing vitamin A to help reduce the appearance of fine lines, softening essential fatty acids (vitamin F) and antioxidants. Softening herbal extracts such as Mallow, St. John's Wort, Yarrow and soothing Chamomile have been added to soften the skin and to seal in moisture. The cream is readily absorbed and may be used under makeup to help conceal fine lines.

Directions: Apply the cream by gently patting over eye contour area. Use morning or night.



Gentle Mascara Remover # 090, 40ml.

A refined easy and economic to use ointment, for removing water-resistant mascara and other eye make-up gently and effectively. The ointment melts upon contact with the skin, making the cleansing process very convenient. Contains golden Jojoba wax to protect the delicate eye area from drying. In order to improve skin tolerance, detergents and surfactants were totally omitted from the formulation.

Directions: With eyes closed and using clean fingers, spread a small quantity onto the eyelids. Dissolve away make-up with gentle massage movements. Wipe several times with a damp tissue or moist cotton pad until all traces of make-up have been removed.





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Fresh Look is a sophisticated range of skin care products that will keep your skin looking and feeling great! Kind to both the skin and the environment, the products are designed to be pleasant to use and to provide long-term benefit for your skin.

Fresh Look products act as a **remote control** enabling you to influence your skin **from within** via a triple-action process:

EXFOLIATION
OSMOSIS
PROTECTION

EXFOLIATION

Gentle removal of the upper layers of epidermis is known to stimulate growth of fresh underlying skin. This improves suppleness, reduces wrinkles, minimizes blemishes and other sun damages.

OSMOSIS

By relating to the skin as a semi-permeable membrane that reacts to osmotic pressures, Freshlook products can hydrate, soothe, or firm your skin, according to its needs.

PROTECTION

Special attention is given by the Fresh Look care program to the specific individual need for protection of every skin type.



www.fresh-look.com



Basic Care

Oily Skin

Dry Skin

Mature Skin

Delicate Skin

Eye Contour

Makeup

Hair Care

Body Care

Hands & Feet

SPA