

# ETHNIC SKIN CARE

Ethnic skin needs products to focus on its unique needs. Ethnic consumers are more concerned with natural and organic ingredients.

## PORE SIZE

Larger pore size and higher sebum secretion are characteristic at dark skins. Treatments to reduce pore' sizes while providing hydration are of most need to reduce skin's imperfections

*Pore Reductyl*

## EXFOLIATION

Stratum corneum of dark skin is more compact and prone to cohesion. It also has curly follicles, so ingrown hairs are common at dark skins. Exfoliation is key for acne marks, keloids and imperfections to release dead cells and help cell turnover

*Cobio -  $\alpha$ Ha*

## IMPERFECTIONS

Ethnic skins are thicker than lighter ones and wound healing is more difficult, often producing keloids. They are also more prone to acne, so marks are very visible and unpleasant.

*Dragon's Blood*

## MOISTURIZATION

Darker skins have less lipids so it is less protected and hydrated. Cosmetics with Ceramides and Poly-Unsaturated Fatty Acids will help to get a better moisturized skin

*Inca Omega Oil*

## SEBUM CONTROL

Acne is a common problem at dark skin as it frequently produces scars, hyperpigmentation and uneven skin tone. That makes sebum treatments so important for dark skins

*Seboreductyl*

# ETHNIC HAIR CARE

Curly hair is more fragile than straight hair. When it is tightly curled, the sebum cannot travel down the hair strand and dryness is an issue, being susceptible to more breakage and scalp damage. Curly hair requires specific care:

## *Chiaprotect*

- Emollient, protective, smoothing and nourishing
- Restores almost 90 % hair shine and gloss
- Prevents hair color fading from sun exposure
- Protects hair fiber
- Hair repairing

## *Glycoenergizer Hair*

- Assures the intense energy needs in the hair growth phase
- Epigenetic activity:
- Stimulates hair growth
- Hair anti-aging

## *Bio-capigen Veg*

- Reinforces capillary structure
- Increases keratin synthesis
- Ideal for intensive anti hair-loss treatments

## *Trichomega*

- Indicated for Split ends & broken hairs
- Helps restore the lipid layer
- Improves hair resistance
- Omega 3 promotes a faster hair growth and helps the hair to be healthier, feeding the follicles to stimulate growth and shine