



Body Beauty
PROJECT



BIOLINE
JATÒ





Body Beauty Project

targeted to body blemishes

WHAT

A **complete professional and functional guide** that takes into account the different types of body blemishes (caused by water retention and cellulite, local adiposity, sagging skin and ageing), providing for each a tailor made treatment program.

A **high-performance work method** based on the synergic use of BODY CONCEPT line professional and homecare products, enhanced by exclusive beauty rituals (Body Beauty Experience) and by specific massage techniques (DTM, DDM, SHAPING e JATÒWELL).

A **project tested in the Bioline Jatò pilot beauty center**: each treatment-path has been submitted to an accurate validation process to verify precisely reaction times and effectiveness.

WHOM

The project is to be addressed to anyone:

- Seeking customized professional advice and an effective program targeting the blemish to be treated.
- Wishing to achieve rapid, visible results from the very first sessions, confident of making them stable and long-lasting through customized maintenance programs.
- Wishing to pamper themselves and, at the same time, reduce the appearance of blemishes.
- Wanting to enhance and prolong the aesthetic results obtained through cosmetic surgery.

HOW

The Body Beauty Project considers:

TO EVALUATE, TOGETHER WITH THE CLIENT AND WITH THE AID OF THE BODY CONSULTATION SHEET, THE
TYPE OF BLEMISH TO BE TREATED

TO IDENTIFY THE **BEST TREATMENT PROGRAM** FOR THE CLIENT
THAT COMBINES SESSIONS WITHIN THE BEAUTY INSTITUTE WITH THE USE
OF THE MOST SUITABLE HOME CARE PRODUCTS

TO STUDY AND OFFER THE CLIENTS A **MAINTENANCE STAGE**
FITTING THEIR NEEDS



Methodology

THE TYPE OF BLEMISH

The first step of the project involves the proper analysis of imperfections, to be performed following the directions of the Body Consultation Sheet and involving the client as much as possible in understanding the problems and treatments that will be made to reduce their visibility. Although body blemishes are determined by various causes and multiple factors, they can generally be traced back to three major categories, characterized by specific skin manifestations.

blemishes caused by

WATER RETENTION AND/OR CELLULITE

Cellulite is a very widespread functional alteration, which is formed from a modification in blood and lymph circulation, causing liquids to stagnate in the dermis. **This initial stage manifests itself with swelling of the skin around the ankles, calves, thighs and arms.** Water retention may be a temporary phenomenon or become chronic and affect the underlying adipose tissue. Because of the liquids penetrating the tissue, the adipose cells that store fat are altered and can no longer perform their normal function. **Small adipose nodules become perceptible by touch and the skin surface takes on the typical “orange peel” look.**

blemishes caused by

LOCALIZED FAT DEPOSITS

Localized fat deposits mean the presence of an accumulation of adipose tissue in specific parts of the body. However it is characterized by an increase in volume and in the number of adipose cells without altering the structure or function of the skin tissue. **Both the dermis and the epidermis maintain their characteristics with no changes to local microcirculation, no pitting, pain or skin alterations.** Unlike cellulite, this is a localized increase in the “healthy” adipose tissue, which has a smooth appearance and may increase or decrease based mainly on energy intake. **In women, the fatty mass is generally concentrated around the hips, buttocks and thighs, whereas in men, it affects the abdomen.**

blemishes caused by

SAGGING SKIN AND AGEING

The first visible signs of skin ageing appear on the outer surface of the skin (epidermis). The natural slowing down in epidermal turnover and the decrease in the production of lipids cause dryness and rough skin. **The skin, which is more susceptible to environmental factors, no longer functions as a protective barrier and is marked by wrinkles, becomes thin and loses tone.** In the immediately below layer (dermis), the ageing process – along with crash diets and excessive exposure to the sun - affects two proteins which normally support the skin: elastin and collagen. The degeneration and decrease of these protein fibers are behind the loss of firmness and elasticity.



THE TREATMENT PROGRAM

On the basis of the type of blemish found, identify the most appropriate treatment program - highlighting to the client the need to undergo the treatments respecting the time frames and methods suggested, along with the use of recommended homecare references.

1 blemishes caused by water retention and/or cellulite
DRN STRATEGY

2 blemishes caused by localized fat (woman/man)
LIPO STRATEGY

3 blemishes caused by sagging skin and ageing
TON STRATEGY

EACH PATH IS STRUCTURED ON A THREE-WEEK TIMEFRAME AND IT INCLUDES 6 TREATMENTS, ORGANIZED IN THREE PHASES

OPENING STAGE (1° treatment)

Consisting in an initial phase of exfoliation which increases the skin's ability to absorb the functional substances.

SHOCK PHASE (2°- 3°- 4°- 5° treatment)

Allowing to obtain an immediate effect on the blemish, thanks to the high concentration of functional substances, delivered in a short space of time.

FIXING STAGE (6° treatment)

Consisting in an elasticizing tissue treatment which allows to reinforce the achieved results.

THE MANTEINANCE

If there are multiple blemishes that are hard to treat, we recommend repeating the path and/or continuing with the treatment best suited to the evolution of the blemish. It is fundamental to use the BODY CONCEPT homecare products to maintain active the skin's functional memory for long-lasting visible results.

! To obtain the very best from the BODY BEAUTY PROJECT, it is important to follow a balanced diet and to work out regularly.



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DRN Strategy blemishes caused by water retention and/or cellulite

AT THE BEAUTY CENTRE:

1° WEEK	1° OPENING TREATMENT	exfoliating treatment EXFO MARINE BBE or DTM or DDM Massage
	2° SHOCK TREATMENT	treatment THALASSO EXPERIENCE or THALASSO EXPERIENCE PREMIUM BBE or DTM or DDM Massage
2° WEEK	3° SHOCK TREATMENT	treatment THALASSO EXPERIENCE or THALASSO EXPERIENCE PREMIUM BBE or DTM or DDM Massage
	4° SHOCK TREATMENT	treatment SCULPT & DRN BANDAGE PREMIUM BBE or DTM or DDM Massage
3° WEEK	5° SHOCK TREATMENT	treatment SCULPT & DRN BANDAGE BBE or DTM or DDM Massage
	6° FIXING TREATMENT	treatment WHITE FLOWERS WRAP PREMIUM BBE or SHAPING or JATOWELL Massage

AT HOME:

DAY	REDUCELL ACTIVE CREAM
NIGHT	PRO-SLIM SALINE CREAM
ONCE A DAY	ACTIVE PATCH CRITICAL AREAS / CONSTANT DIFFUSION

During all project phases it is highly recommended the synergic use of the RITUAL BODY CONCEPT products.

EVERYDAY	VITALITY SHOWER GEL HYDRASOURCE BODY LOTION SILKY TOUCH HAND CREAM
1-2 TIMES PER WEEK	THALASSO FORCE SCRUB
WHEN NECESSARY	CRYOACTIVE LIGHT LEGS GEL



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LIPO Strategy blemishes caused by localized fat (man/woman)

AT THE BEAUTY CENTRE:

1° WEEK	1° OPENING TREATMENT	exfoliating treatment EXFO MARINE or GLYCO PEEL BBE or DTM or DDM Massage
	2° SHOCK TREATMENT	treatment THALASSO EXPERIENCE PREMIUM BBE or DTM or DDM Massage
2° WEEK	3° SHOCK TREATMENT	treatment VOLCANIC SOUL BBE or DTM or DDM Massage
	4° SHOCK TREATMENT	treatment VOLCANIC SOUL BBE or DTM or DDM Massage
3° WEEK	5° SHOCK TREATMENT	treatment SCULPT & LIPO BANDAGE BBE or DTM or DDM Massage
	6° FIXING TREATMENT	treatment WHITE FLOWERS WRAP PREMIUM BBE or SHAPING or JATOWELL Massage

AT HOME:

DAY	LIPOACTIVE THERMO CREAM
NIGHT	PRO-SLIM SALINE CREAM
ONCE A DAY	ACTIVE PATCH CRITICAL AREAS / CONSTANT DIFFUSION

During all project phases it is highly recommended the synergic use of the RITUAL BODY CONCEPT products.

EVERYDAY	VITALITY SHOWER GEL HYDRASOURCE BODY LOTION SILKY TOUCH HAND CREAM
1-2 TIMES PER WEEK	THALASSO FORCE SCRUB
WHEN NECESSARY	CRYOACTIVE LIGHT LEGS GEL



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TON Strategy blemishes caused by slackening and skin ageing

AT THE BEAUTY CENTRE:

1° WEEK	1° OPENING TREATMENT	exfoliating treatment GLYCO PEEL BBE or DTM or DDM Massage
	2° SHOCK TREATMENT	treatment THALASSO EXPERIENCE PREMIUM BBE or DTM or DDM Massage
2° WEEK	3° SHOCK TREATMENT	treatment VOLCANIC SOUL BBE or DTM or DDM Massage
	4° SHOCK TREATMENT	treatment WHITE FLOWERS WRAP PREMIUM BBE or DTM or DDM Massage
3° WEEK	5° SHOCK TREATMENT	treatment WHITE FLOWERS WRAP BBE or DTM or DDM Massage
	6° FIXING TREATMENT	treatment WHITE FLOWERS WRAP PREMIUM BBE or SHAPING or JATOWELL Massage

AT HOME:

DAY	PHYTOVITAMIN DRY OIL SKIN TONE ELASTICIZING CREAM
NIGHT	NUTRISENSE WELLNESS CREAM

During all project phases it is highly recommended the synergic use of the RITUAL BODY CONCEPT products.

EVERYDAY	VITALITY SHOWER GEL HYDRASOURCE BODY LOTION SILKY TOUCH HAND CREAM
1-2 TIMES PER WEEK	THALASSO FORCE SCRUB
WHEN NECESSARY	CRYOACTIVE LIGHT LEGS GEL



Project Advantages

CUSTOMIZED, LOYALTY INDUCING PATH

In conjunction with the Body Consultation Sheet, the Body Beauty Project allows the beauty-specialist to propose a customized treatment path, making the client more aware of her/his aesthetic requirements and more motivated in the treatment's choice. An approach that greatly helps building a serious and long-lasting trust relationship, and ultimately, customer-loyalty.

SYNERGIC PATH

It allows visible results to be obtained from the very first applications, thanks to a perfect balance among high-performing professional treatments, specific homecare products, original and unique manual techniques. They not only ensure diversified and complementary aesthetic actions, but they also transfer to the client the importance of a 360 ° approach - that has always been a pillar of Bioline-Jatò professional vision.

COMPLETE AND LONG-TERM PATH

The precise combination of home references with each proposed path facilitates the sell out and enhances their fundamental role in achieving stable and long-lasting results. Moreover, the opportunity to repeat the paths allows treating the body throughout the year, monitoring the evolution of blemishes and adapting the path to the physical and emotional needs of each client.







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