



Face Global Beauty  
PROJECT



BIOLINE  
JATÒ







# Face Global Beauty Project

## integrated to seasonal biorhythms

### WHAT

A tested, simple and functional work method that guides the beauty therapist in choosing the most suitable beauty treatment all year long: the skin will look younger, the appearance of wrinkles and fine lines will be minimized. It is structured into seasonal treatment packages that stimulate and keep active the skin functionality 365 days a year, allowing to achieve a natural, focused and lasting result. A customized "beauty program", which also effectively faces temporary beauty blemishes and prolongs the results of cosmetic micro-surgery.

### WHOM

It is a project targeted to those who wish to reduce the look of the signs of skin aging at each phase, with treatments measured according to the season and to the evolution of the beauty problem.

The project considers three age-targets, which are linked to a different number of treatments and to a specific frequency:

- **30 - 35 years old**  
to maintain the skin youthfulness
- **35 - 45 years old**  
to reduce the appearance of the first signs of aging
- **Over 45**  
to reduce the appearance of marked age signs.

### HOW

The Face Global Beauty Project's pivot is the rotation of 5 Bioline Jatò innovative lines, whose alternation is based on skin type, its reactivity and its behavior according to seasonal biorhythms. The method offers the simultaneous evaluation of 5 main elements:

THE **SKIN TYPE**, TO BE IDENTIFIED AMONG 3 BIOTYPES

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THE **SKIN REACTIVITY**, PERMANENT OR TEMPORARY

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THE **BIORHYTHM** REFERRED TO THE SEASON  
AND THE STRESS IT CAUSES TO THE SKIN

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THE **CURVE OF SKIN ADAPTATION**,  
WHICH HIGHLIGHTS THE CRITICAL SEASON FOR EACH SKIN TYPE

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THE **TREATMENTS ROTATION**, TO OPTIMIZE EACH TREATMENT  
FEATURE AND TO STRENGTHEN THE OVERALL SYNERGETIC EFFECT

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# Methodology

## SKIN TYPE

Each skin type reacts differently to the aging process and consequently requires customized treatments that take into account the aging evolution of the dermis. For this reason, the first step of this project is to determine the skin biotype considering its physiological properties.

### 1 SENSITIVE, DELICATE COUPEROSE-PRONE

This skin type is characterized by fragile capillaries, it is reactive-prone and often linked to couperose phenomena.

### 2 HYPERKERATOTIC OILY, DULL

This skin type is characterized by hyperkeratosis and slower turnover. The skin looks thick, with a dull colouring caused by a poor tissue oxygenation.

### 3 ALIPIDIC, DEHYDRATED TONELESS

This skin type looks thin and cracks easily. Since it is dehydrated, it may also look dull and wrinkly. It suffers from a poor oxygenation.

## THE SKIN REACTIVITY

Another aspect to be considered is the skin reactivity, a condition not always associated with a skin type. It can occur in particular moments or periods, or it can be a permanent and genetic condition.

## THE SEASONAL BIORHYTHMS

The alternation of the seasons has a crucial effect on the body's vital rhythm, and it is demanding also to the skin, with different types and degrees of stress.

### AUTUMN

Excessive exposure to the sun during the summertime speeds up the normal skin aging process. Consequently, it is necessary to re-establish the proper functional balance.

### SPRING

After the winter period, skin has to get ready to face the hot season stress, enhancing its renewal. Now it becomes crucial to carry out a detoxifying, anti-oxidant action aimed at eliminating the accumulated toxins.

### WINTER

The epidermal regenerative process slows down. Skin needs to regain energy and integrate the losses. Therefore, it is necessary to take action with a global protective and nourishing treatment and rebalance skin reactivity caused by the cold climate.

### SUMMER

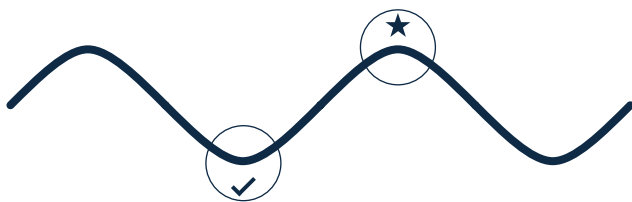
Exposure to the sun increases the effects of photo-aging. Skin burns much energy, as all physiological functions are extremely stimulated. As a result, it is crucial to protect the skin from the free radicals attack and redness caused by sun exposure.





## ADAPTING SKIN CURVE

The reaction of the different skin-types to the environmental stress can be read on an sinusoidal “Adapting skin curve”, which quickly draws the attention to critical or easy season.



### ★ CRITICAL SEASON

During this period the skin faces with difficulties in adjusting its physiological functions to the environment. As a consequence much care is required.

### ✓ EASY SEASON

During this period the skin easily adjust its physiological functions to the environment.

## INTEGRATED ROTATION OF THE 5 TREATMENTS

The Project, taking into account the whole element-set, indicates the best combination of the following Bioline Jatò treatments, the suggested number of each treatment and the most suitable mix of their home care products. In addition, it proposes also a selection of “Supporting Products” with specific functional activity.

### DE-SENSE INSTANT RELIEF

reduces the appearance of the sings of cutaneous hypersensitivity  
SOOTHES / DEFENDS / CORRECTS

### PRIMALUCE EXFORADIANCE

skin renewal process  
EXFOLIATING / ILLUMINATING

### DE-OX C EVOLUTION

double de-ox and agl protection  
VITALITY / PROTECTION / COMPACTNESS

### LIFTING CODE DIFFUSION FILLER

multilevel beauty action  
HOLDING / BIOREVITALIZING FOR FIRMER-LIFTED LOOK

### AGE BEAUTY SECRET

global beauty action with mosaic technology  
EVEN COMPLEXION / STRETCH / PROTECT



# 1

# Sensitive, delicate, couperose-prone

★ **WINTER | SUMMER**  
**CRITICAL SEASON**

This skin type is affected by temperature changes, which alterate its thermoregulation abilities. As a result, during winter and summer a protective action against external agents is required.

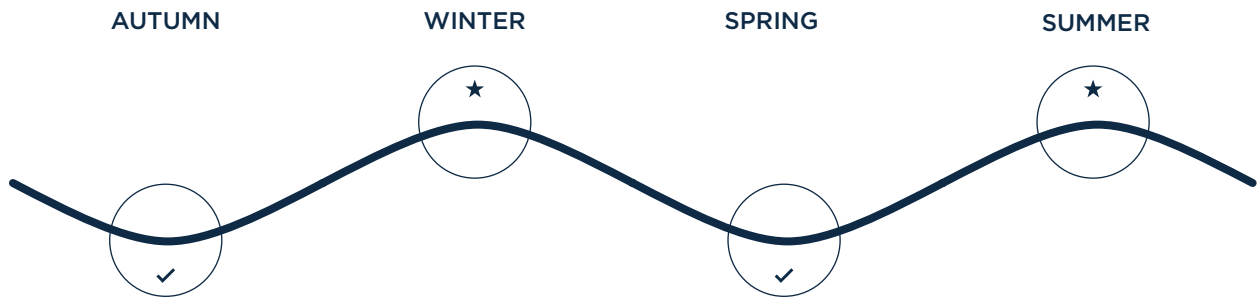
✓ **AUTUMN | SPRING**  
**EASY SEASON**

During these periods, treatments aimed at providing a lifted look; moisturizing and renovating action are required. They also prolong and strengthen the result of treatments carried out during the critical season.

### SUPPORTING PRODUCTS

Details of Beauty

- Lifting Relaxing Mask



PROFESSIONAL TREATMENTS

**PRIMALUCE**  
1 - 2 treatments  
with Fluid 40% AHA / Fluid 20 (at your choice)

**DE-SENSE**  
1 - 2 treatments

**LIFTING CODE**  
3 - 5 treatments

**DE-SENSE**  
3 - 5 treatments

**AGE**  
3 - 5 treatments

**PRIMALUCE**  
3 - 5 treatments  
with Fluid 40% AHA / Fluid 20 (at your choice)

**DE-SENSE**  
2 treatments

**DE-OX**  
3 - 5 treatments

**DE-SENSE**  
1 - 3 treatments

HOME CARE PRODUCTS

**LIFTING CODE**  
Filler Serum / Peptide Pearls (at your choice)  
Eye-Lip Cream  
Moisturizing Cream  
Nourishing Cream

**DE-SENSE**  
SOS Serum  
Moisturizing Cream  
Nourishing Cream  
CC Cream

**AGE**  
The Serum  
The Emulsion and / or The Cream  
The Cream Eye/Lip

**DE-SENSE**  
SOS Serum  
Moisturizing Cream  
Nourishing Cream  
CC Cream

**PRIMALUCE**  
Serum 15% AHA  
Hydrating Cream  
Eye/Lip Contour Cream  
Mask

**DE-SENSE**  
SOS Serum  
Moisturizing Cream  
Nourishing Cream  
CC Cream

**DE-OX**  
Booster Serum Power C / Serum Essential C (at your choice)  
Cream Radical Capture / Cream Essential C (at your choice)  
Eye/Lip Cream  
Cream Intensive Correction

**DE-SENSE**  
CC Cream





## 2

# Hyperkeratotic oily, dull

## ★ AUTUMN | SPRING CRITICAL SEASON

In autumn, the skin's turnover has to be restored, associated with a moisturizing and lifting action with the aim of a lifted and firmer look. While in the springtime it is crucial a strong renewing action with the exfoliation.

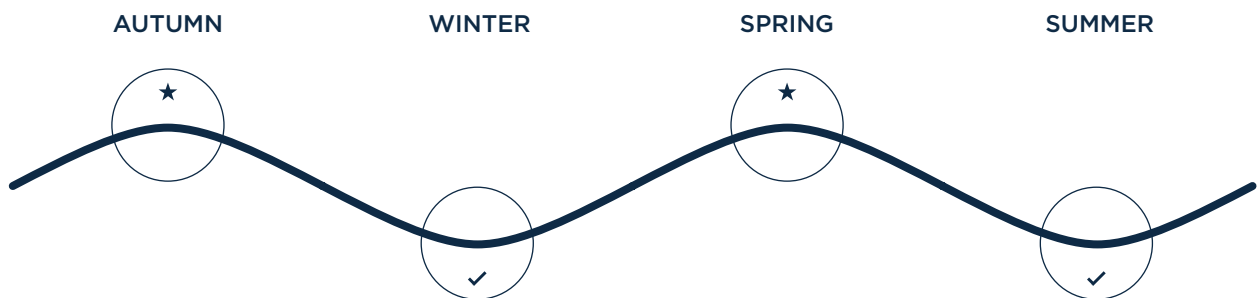
## ✓ WINTER | SUMMER EASY SEASON

Winter is the most favourable time for treatments that reduce the look of wrinkles, while in summer protective and restructuring treatments are strongly recommended.

## SUPPORTING PRODUCTS

Details of Beauty

- Lifting Relaxing Mask



### PROFESSIONAL TREATMENTS

**PRIMALUCE**  
Application protocol 2 - 3  
**LIFTING CODE**  
3 - 5 treatments

**PRIMALUCE**  
1 - 2 treatments  
with Fluid 40% AHA /  
Fluid 50 (at your choice)

**DE-SENSE**  
1 - 2 treatments

**AGE**  
3 - 5 treatments

**PRIMALUCE**  
6 treatments  
Application protocol 2 · 3 · 1

**PRIMALUCE**  
1 treatment  
with Fluid 20

**DE-OX**  
3 - 5 treatments

**DE-SENSE**  
1 - 2 treatments

### HOME CARE PRODUCTS

**PRIMALUCE**  
Serum 15% AHA

**LIFTING CODE**  
Filler Serum /  
Peptide Pearls (at your  
choice)  
Eye-Lip Cream  
Moisturizing Cream  
Nourishing Cream

**PRIMALUCE**  
Serum 15% AHA

**AGE**  
The Serum  
The Emulsion  
and / or The Cream  
The Cream Eye/Lip

**DE-SENSE**  
SOS Serum  
Moisturizing Cream  
Nourishing Cream  
CC Cream

**PRIMALUCE**  
Serum 15% AHA  
Hydrating Cream  
Eye/Lip Contour Cream  
Mask

**DE-OX**  
Booster Serum Power C /  
Serum Essential C  
(at your choice)  
Cream Radical Capture /  
Cream Essential C  
(at your choice)  
Eye/Lip Cream  
Cream Intensive  
Correction  
**DE-SENSE**  
SOS Serum  
Moisturizing Cream  
Nourishing Cream  
CC Cream



# 3

# Alipidic, dehydrated, toneless

ALL YEAR ROUND

## ★ CRITICAL SEASON

This skin type requires to be treated throughout the year, since it is subjected to environmental stress. As a result, constant all-round moisturizing and protective actions are required as well as renewal and nourishment.

## SUPPORTING PRODUCTS

Details of Beauty\_

- Lifting Relaxing Mask

AUTUMN

WINTER

SPRING

SUMMER



PROFESSIONAL TREATMENTS

### PRIMALUCE

6 treatments  
Application protocol 2 · 3 · 1

### DE-SENSE

1 - 2 treatments

### AGE

3 - 5 treatments

### PRIMALUCE

1 treatment  
with Fluid 40% AHA / Fluid 50 (at your choice)

### LIFTING CODE

3 - 5 treatments

### PRIMALUCE

1 treatment  
with Fluid 20

### DE-SENSE

1 - 2 treatments

### DE-OX

3 - 5 treatments

HOME CARE PRODUCTS

### PRIMALUCE

Serum 15% AHA  
Hydrating Cream  
Eye/Lip Contour Cream  
Mask

### AGE

The Serum  
The Emulsion  
The Cream  
The Cream Eye/Lip

### DE-SENSE

SOS Serum  
Moisturizing Cream  
Nourishing Cream  
CC Cream

### PRIMALUCE

Serum 15% AHA

### LIFTING CODE

Filler Serum / Peptide Pearls (at your choice)  
Eye-Lip Cream  
Moisturizing Cream  
Nourishing Cream

### DE-OX

Booster Serum Power C / Serum Essential C (at your choice)  
Cream Radical Capture / Cream Essential C (at your choice)  
Eye/Lip Cream  
Cream Intensive Correction

### DE-SENSE

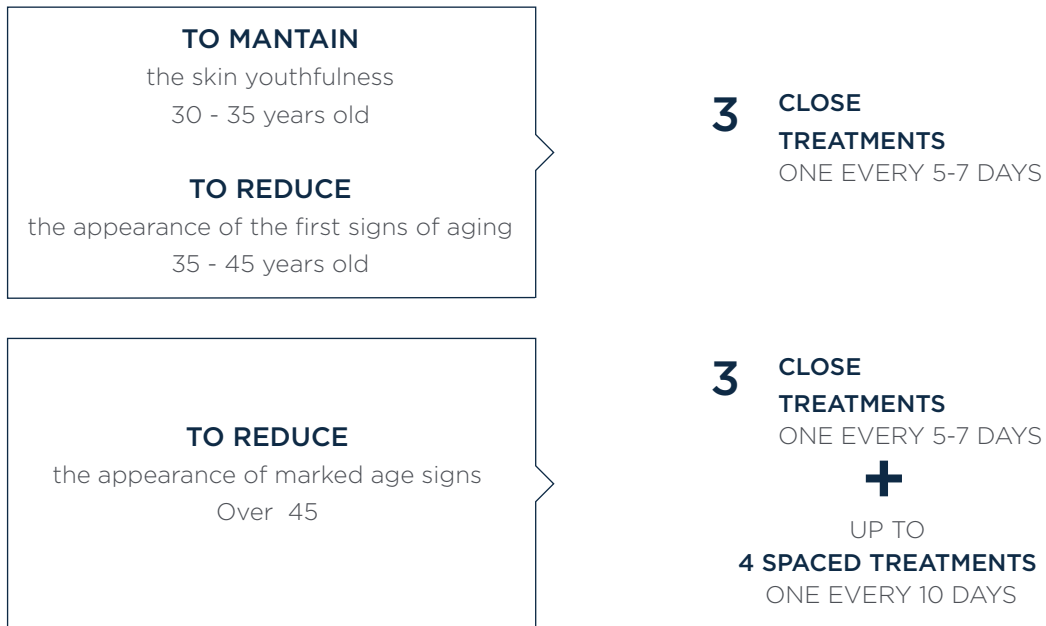
SOS Serum  
Moisturizing Cream  
Nourishing Cream  
CC Cream





# Number and frequency of treatments

The cosmetic proposal suggested in this project is to be adjusted to the customer's age by setting the proper number and the correct frequency of the treatments, according with the following chart:



## To know

### EYE TREATMENT IN THE CABIN

To relax and treat the eye contour the Details of Beauty Eye and Lip Revitality Treatment is recommended.

### CLEANSING AND TONING

Using Daily Ritual products according to the skin type. For greasy, shiny and dull skin it is suggested:

#### PRIMALUCE

- Cleansing Gel Exfoliating Renovating
- Lotion Renovating Illuminating



# Project Advantages

## **TESTED METHOD**

It offers the beautician a tested and effective work method she can adopt to choose the most suitable beauty treatment for each customer, in every season.

## **LONG DURATION**

It is made up of seasonal packages, which allow to monitor the customer all year round and to adjust the treatment to the evolution of the beauty problem.

## **STEADY RESULTS**

Thanks to the integrated rotation of the treatments, that optimize and keep active the skin functionality, it grants natural and lasting results.

## **COMPLETE SUGGESTION**

It gives precise instructions on how to select home care products and specific functional activity products, helping sell-out and personalized consulting.

## **WIDE APPLICATION**

It is not only an excellent “beauty program”, but it also faces very well temporary beauty blemishes and prolongs the results of cosmetic micro-surgery.







**BIOLINE SRL**  
MADE IN ITALY  
Viale Bolognini 78  
38122 Trento Italy  
+39 0461 933209  
bioline@bioline-jato.com  
www.bioline-jato.com

