

Méthode Hydratante

Hydrating care for dry scalps

METHODE HYDRATANTE

Effective care formulations with a plant-based active ingredient complex of beetroot and sugar beet supply intensive moisture, support sebum regulation and regenerate the natural hydrolipid film.

Dry scalps that are tight, itchy or scaly have a negative impact on a person's well-being and, in the long term, also on the quality of the hair. They are mostly caused by a lack of sebum, meaning that the scalp does not have enough of the lipids that protect it from moisture loss. If the biological balance of the scalp is impaired, it loses vitality and elasticity. As a result, the hair becomes dry and brittle and can even fall out prematurely. *Méthode Hydratante* caters to the needs of dry scalps both gently and effectively. Its care formulations instantly supply intensive moisture, bind it in the skin and hair lastingly and restore the balance of the scalp. They also gently stimulate sebum production so that the protective hydrolipid film can normalise. The scalp then feels noticeably softer, and the hair is provided with the ideal conditions for healthy growth.



The method for a revitalised scalp and well-cared-for hair.

METHODE HYDRATANTE

PRODUCTS	ART. NO.	RETAIL PRODUCT SALON PRODUCT
Restoring Lipokerine B Shampoo Regenerative shampoo	120028 130022	Bottle, 250 ml Bottle, 1000 ml*
Restoring Scalp Lotion Regenerative scalp lotion	120076 130082	Bottle, 100 ml Bottle, 250 ml
Restoring Scalp Oil Regenerative oil	120013 130029	Bottle, 15 ml Bottle, 250 ml
Energising Aroma Complex Invigorating aroma complex	120071 130833	Bottle, 30 ml Bottle, 30 ml

* Dilute the concentrate with water at a ratio of 1:4:
200ml concentrate + 800ml water = 1000ml ready-to-use shampoo

Effect mechanisms

Two effect mechanisms restore the healthy balance of dry scalps.

As its name suggests, the hydrolipid film requires both moisture and lipids to maintain the scalp's healthy moisture balance. *Méthode Hydratante* therefore focuses on using two targeted effect mechanisms. A complex of beetroot, sugar beet and panthenol supplies intensive moisture and binds it lastingly in the scalp and hair. At the same time, a biofermented yeast extract stimulates the sebaceous glands and promotes natural sebum production, providing effective protection against moisture loss and dry scalps.

Stimulates the sebaceous glands and promotes natural sebum production

The increased sebum production strengthens the natural protective film to provide a soft scalp and visibly well-cared-for hair.

Reduced sebaceous gland activity leads to an imbalanced scalp environment. The protective hydrolipid film is no longer able to perform its natural barrier function, and entire patches of skin are supplied with an insufficient amount of sebum or no sebum at all, resulting in dryness. The scalp starts to feel worse, which also has a negative long-term impact on the growth and quality of the hair.

A biofermented yeast extract activates the sebaceous glands, regulates sebum production and lastingly improves the scalp environment, which in turn promotes the regeneration of the scalp.

Symptoms of dryness and dry areas of skin are visibly improved. The scalp feels noticeably better cared for, and the hair is provided with the ideal conditions for healthy growth.

For instant and lasting moisture

The scalp's natural moisture balance is restored.

A lack of moisture impairs the metabolism and the vitality of the scalp cells. A weakened hydrolipid film additionally accelerates the loss of water from the skin.

Panthenol and an active ingredient complex of beetroot and sugar beet instantly and lastingly supply the scalp with moisture. They work together to support natural moisture binding in the skin and hair, protect them from drying out and help to preserve the scalp's healthy balance.

Feelings of tightness and dryness are reduced immediately. The scalp appears revitalised and perfectly hydrated.

LA BIOSTHETIQUE®
PARIS

Méthode
Hydratante

HAIR & SCALP
CARE

Restoring
Lipokerine B
Shampoo

Shampooing
régénérant

Regenerierendes
Shampoo

250 ml e 8.4 fl.oz.

RESTORING LIPOKERINE B SHAMPOO

The gently cleansing shampoo strengthens the scalp's hydrolipid film, supports moisture binding and protects the scalp and hair from drying out.

If the scalp lacks moisture, it gradually loses its softness and starts to feel unpleasantly tight. Its natural hydrolipid film becomes imbalanced, thus making it more susceptible to external influences that dry it out, for example unsuitable cleansing products that remove a large amount of oil.

Restoring Lipokerine B Shampoo is mild yet effective: It uses lipoamino acids from oat to achieve a particularly gentle cleansing effect and maintains the scalp's natural protective acid mantle. Beetroot extract, a fructooligosaccharide from sugar beet and panthenol work as highly effective moisturisers, instantly and

lastingly supplying the scalp and hair with moisture and protecting them from drying out due to environmental influences. A lactic acid ester alleviates irritations, while a starch-based care complex smooths the hair and improves its combability.

The mild shampoo normalises the scalp environment with every hair wash, regenerates the hydrolipid film and preserves the scalp's natural moisture balance. Feelings of tightness and dryness are reduced, and the scalp feels relaxed. The hair becomes softer and easier to comb and is protected against hair breakage.

PRODUCT TYPE
Shampoo

RETAIL PRODUCT
Bottle, 250 ml

SALON PRODUCT
Bottle, 1000 ml*

* Dilute the concentrate with water at a ratio of 1:4: 200ml concentrate + 800ml water = 1000ml ready-to-use shampoo

Ingredients

- *Beetroot extract and fructooligosaccharide from sugar beet*: the active ingredient complex is proven to instantly and lastingly supply the scalp with moisture. It supports natural moisture binding, reduces transepidermal water loss and strengthens the skin barrier. The hair also benefits: It becomes easier to comb, has less hair breakage and frizzy and flyaway hair are significantly reduced.
- *Panthenol*: supplies the scalp and hair with moisture, reliably protects them from drying out due to environmental influences and supports the natural skin barrier. Reduces transepidermal water loss, alleviates feelings of tightness and irritations and provides a lastingly calm, pleasant scalp sensation.
- *Lipoamino acids from oat*: produce a particularly soft foam that gently cleanses the hair and scalp while preserving the scalp's natural protective acid mantle at the same time.
- *Lactic acid ester*: soothes irritations and increases the softness of the scalp and hair.
- *Starch-based conditioning complex*: smooths the hair, improves its combability and provides a soft structure with no build-up effect.

Application

Distribute evenly on the scalp and in the hair and briefly leave to take effect, then rinse out thoroughly. After washing the hair with *Restoring Lipokerine B Shampoo*, care for the scalp with *Restoring Scalp Lotion* or *Energising Aroma Complex*.

Tip: The thin consistency of the scalp care shampoos is a *La Biothétique* speciality that ensures that the shampoo is distributed quickly and evenly on the scalp and reaches every hair follicle. Be sure to clearly emphasise this beneficial effect in your consultation while washing the hair.

Consultation

- *Restoring Lipokerine B Shampoo cleanses the hair and scalp particularly gently and normalises the scalp environment.*
- *It supplies intensive moisture, binds it into the scalp and leaves the hair and scalp feeling soft and well cared for.*
- *Restoring Lipokerine B Shampoo cares for and smooths the hair without reducing its body. It also provides shine and softness.*

Intensive moisture for
dry scalps and stressed hair.



LA BIOSTHETIQUE®
PARIS

Méthode
Hydratante

SCALP CARE

Restoring
Scalp Lotion

Lotion régénérante
pour le cuir chevelu

Regenerierende
Kopfhautlotion

100 ml e 3.38 fl.oz.

RESTORING SCALP LOTION

The moisturising scalp care product supplies the skin with intensive moisture, binds it lastingly in the skin and strengthens the scalp's natural protective barrier. It also activates the sebaceous gland function to noticeably reduce dryness, itchiness and feelings of tightness.

PRODUCT TYPE
Scalp lotion

RETAIL PRODUCT
Bottle, 100 ml

SALON PRODUCT
Bottle, 250 ml

Dryness, itchiness and feelings of tightness — if the moisture and lipid balance of the scalp is impaired, its protective film becomes imbalanced. Without targeted care, the scalp then becomes increasingly susceptible to irritations and external influences.

Restoring Scalp Lotion instantly and lastingly supplies the scalp with intensive moisture. A plant-based active ingredient complex of beetroot, fructooligosaccharide from sugar beet and panthenol regulates the moisture balance, binds moisture deep in the skin

and protects the scalp from drying out. At the same time, biofermented yeast extract stimulates the sebaceous glands, promotes balanced sebum production and therefore supports the regeneration of the natural hydrolipid film.

The regenerative scalp lotion noticeably improves the scalp environment and alleviates feelings of tightness. The scalp feels calm, soft and perfectly protected against external influences such as the weather or blow-drying heat.

Ingredients

- *Beetroot extract and fructooligosaccharide from sugar beet*: the active ingredient complex is proven to instantly and lastingly supply the scalp with moisture. It supports natural moisture binding, reduces transepidermal water loss and strengthens the skin barrier.
- *Panthenol*: supplies the scalp and hair with moisture, reliably protects them from drying out due to environmental influences and supports the natural skin barrier. Reduces transepidermal water loss, alleviates feelings of tightness and irritations and provides a lastingly calm, pleasant scalp sensation.
- *Biofermented yeast extract*: stimulates natural sebum production, supports the sustainable regeneration of the scalp environment and revitalises dry areas of skin. The moisture-binding effect strengthens the scalp's barrier function and provides a pleasant skin sensation.

Application

After washing the hair, apply to the scalp along the parting and gently massage in. Do not rinse out. We recommend using *Restoring Lipokerine B Shampoo* to cleanse the hair and scalp in preparation for the treatment.

Consultation

- *The moisturising lotion instantly regenerates dry scalps and provides them with long-lasting intensive care.*
- *It stimulates the sebaceous gland function, promotes the natural lipid supply and therefore supports the scalp balance.*
- *The scalp environment is optimised to promote a healthy, resistant skin barrier.*
- *The scalp feels soft and calm again, and the elasticity and vitality of the hair are restored.*

Regenerative lotion
for the scalp.



LA BIOSTHETIQUE®
PARIS

Méthode
Hydratante

SCALP CARE

Restoring
Scalp Oil

Huile régénérante
Regenerierendes Öl

15 ml e 0.50 fl.oz.

RESTORING SCALP OIL

Valuable oils regenerate the scalp, strengthen its natural barrier function and alleviate irritations and feelings of tightness caused by dryness.

Dry scalps can be identified by symptoms such as unpleasant feelings of tightness, irritations and often also dandruff formation. At the same time, gaps appear in the scalp's protective hydrolipid layer, leading to an increase in transepidermal moisture loss and progressively limiting the healthy functions of the scalp.

Restoring Scalp Oil breaks the dryness cycle with a complex of selected oils and vitamins. Borage oil and cacay oil, both rich in linolenic acid, strengthen the scalp's barrier function and bind moisture in the deep-

er layers of skin. Phytosterols, ceramides and vitamins E and F support regeneration and help to strengthen and stabilise the skin barrier.

The anti-inflammatory and regenerative properties of the selected ingredients noticeably improve the scalp functions. The metabolism and circulation are stimulated, the skin becomes softer and more elastic, and dryness symptoms disappear. The scalp's natural hydrolipid film is restored, and the conditions for healthy hair growth are optimised.

PRODUCT TYPE
Scalp oil

RETAIL PRODUCT
Bottle, 15 ml

SALON PRODUCT
Bottle, 250 ml

Ingredients

- *Borage oil and cacay oil*: both oils are rich in linolenic acid and have an anti-inflammatory effect. They promote the regeneration of the skin cells, strengthen the natural skin barrier and reduce transepidermal water loss. They also improve the elasticity of the scalp, supply moisture and protect it from drying out.
- *Phytosterols*: the plant molecule with a skin-like structure binds moisture and intensively hydrates the skin. It supports the regeneration of the scalp barrier and helps to reduce transepidermal water loss, which lastingly strengthens the skin function.
- *Vitamins E and F*: vitamin E has a strong anti-oxidative effect and protects the skin cells against damage, while vitamin F, obtained from thistle oil, strengthens the scalp's lipid barrier. Together, they promote moisture binding, regenerate the skin barrier and improve the elasticity of the skin for a healthier and better-cared-for scalp.
- *Ceramides*: essential skin lipids that bind moisture and repair the skin structure. They provide lasting protection from moisture loss and strengthen the natural skin barrier.

Application

Before washing the hair, use a moistened cotton bud or your fingers to apply the oil to the scalp along the parting, then leave it to take effect for at least 15 minutes.

Restoring Lipokerine B Shampoo is ideal for subsequently cleansing the hair and scalp.

Tip: When using the oil at home, you should ideally leave it to take effect overnight.

Consultation

- *The nourishing Restoring Scalp Oil softens dry, tense scalps and strengthens their natural protective barrier.*
- *Feelings of tightness, irritations and dry dandruff are noticeably alleviated — for a calm, well-cared-for skin sensation.*
- *The circulation of the scalp is promoted, which in turn supports the supply of nutrients and the natural regeneration processes.*
- *The regenerative effect on the scalp environment creates the perfect conditions for strong hair with healthy growth.*

A healthier scalp,
drop by drop.



LA BIOTHETIQUE®
MARCEL CONTIER

Méthode
Hydratante

SCALP CARE

Energising
Aroma Complex

Complexe
aromatique revitalisant
Belebender
Aromakomplex

50 ml e 1.01 fl.oz.

ENERGISING AROMA COMPLEX

The aroma complex utilises the therapeutic powers of essential oils to stimulate the scalp functions, regenerate dry skin and provide an invigorating feeling of well-being.

A dry scalp can seriously disrupt your general well-being. *Energising Aroma Complex* is a soothing experience for the skin and senses, even before the scalp starts to itch.

Powerful essential oils regenerate the barrier layer, revitalise the scalp and stimulate normal, healthy scalp functions. Carrot seeds regenerate and care for dry skin. Borage oil strengthens the barrier layer, soothes irritations and regulates moisture levels, while

parsley seeds fend off free radicals. Bergamot essential oil provides new energy and has a mood-elevating effect.

As a result, the scalp is balanced and revitalised, and dryness is a thing of the past. The spicy-scented aroma complex stimulates the functions of the scalp to put users in a good mood: a thoroughly revitalising pleasure!

PRODUCT TYPE
Aroma complex

RETAIL PRODUCT
Bottle, 30 ml

SALON PRODUCT
Bottle, 30 ml

Ingredients

- *Borage oil*: strengthens the skin barrier, alleviates irritations and has a moisture-regulating effect on dry scalps.
- *Carrot seeds*: regenerate and care for dry skin.
- *Parsley seeds*: have an antioxidative and anti-bacterial effect.
- *Bergamot*: has a mood-elevating effect.

Application

Apply the contents of 1 to 1.5 pipettes (approx. 1 ml) to the scalp and massage in gently.

Consultation

- *Energising Aroma Complex has a holistically invigorating effect on both your scalp and your senses.*
- *Dry scalps are regenerated and given new energy to perform their natural functions perfectly.*

A soothing energy boost.