

Méthode Hydratante

Hydrating care for dry to highly dehydrated skin

METHODE HYDRATANTE

The intensive care solutions of *Méthode Hydratante* cater to the needs of dry, dehydrated skin both at home and in the salon.

Water makes up more than 60 percent of the human body. The skin even requires a water content of 70 percent to maintain its healthy natural functions. Moisture is therefore essential for healthy, plump and beautiful skin. Given that every skin care routine is based on a supply of moisture and virtually every skin problem goes hand in hand with a lack of moisture, all of the *La Biothétique* methods offer specific solutions for dry, dehydrated skin. *Méthode Hydratante* offers comprehensive moisture solutions for all skin types. Alongside highly effective, perfume-free salon products for professional cosmetic treatments, which instantly transport intensive moisture into the skin, the method also features a product for home use, *Deep Moisturising Mask*. Pure moisture for achieving your skin's full health potential!



Moisture — the essence of
beautiful, healthy skin.

METHODE HYDRATANTE

PRODUCTS	ART. NO.	RETAIL PRODUCT SALON PRODUCT
Deep Moisturising Mask Intensively hydrating mask	027079 —	Tube, 75 ml —
Moisturising Massage Cream Hydrating massage cream	— 005157	— Tube, 200 ml
Moisturising Gel Treatment Hydrating gel treatment	— 005121	— Pot, 1000 ml
Moisturising Sea Salt Concentrate Hydrating sea salt concentrate	— 005433	— Ampoule, 5 ml

When the skin is thirsty

How does a lack of moisture in the skin occur and how can it be identified?

Moisture is absolutely essential for healthy skin that perfectly performs its wide variety of health and protection roles — completely regardless of the skin type, age or gender. A lack of moisture can be the result of various causes, for example environmental influences, an unhealthy lifestyle, incorrect care or age-related factors. Dry, dehydrated skin can be identified by symptoms such as feelings of tightness, a loss of firmness, a sallow, tired complexion and fine lines caused by dryness. Given that the protective hydrolipid layer is impaired, the skin is more susceptible to external aggressors that can damage it and additionally dry it out. A lack of vitamin D or insufficient activity of the vitamin D receptors can also cause the skin barrier to become more permeable and in turn lead to dehydration and dry skin.

Say goodbye to dry skin!

Rich moisture for smooth, radiant skin without fine lines caused by dryness.

The *Méthode Hydratante* moisture specialists instantly supply dehydrated skin with intensive moisture and ensure that the barrier layer is intact so that moisture remains locked in the skin. Consumer studies confirm significant hydration of the skin and a strong instant and intensive effect after just one application. The skin is visibly and noticeably moisturised and appears smoother. Regular treatment with *Méthode Hydratante* leads to a long-term reduction of dry skin.

Pure plant power

An effect complex of beetroot and sugar beet quite literally tackles a lack of moisture at the roots.

Méthode Hydratante above all relies on the moisturising properties of an extract of beetroot in combination with a fructooligosaccharide obtained from sugar beet. This power duo provides moisture, has a positive effect on the water balance of the cells and ensures that the barrier layer is intact. As a result, the valuable moisture is locked into the skin. At the same time, the vitamin D receptors in the skin cells are activated. These receptors are essential for the health of the skin and influence many biological processes, especially moisture binding in the skin. Vitamin D also influences the production of lipids and moisture-binding proteins, both of which are important for the skin.

LA BIOTHETIQUE®
PARIS

Méthode
Hydratante

SKIN CARE

**Deep
Moisturising
Mask**

Masque hydratant
intense

Intensiv Feuchtigkeit
spendende Maske

75 ml e 2.55 fl.oz.

DEEP MOISTURISING MASK

The intensively hydrating mask uses potent plant-based active ingredients to strengthen the protective skin barrier and to instantly and lastingly improve the skin's moisture balance.

PRODUCT TYPE
Emulsion

RETAIL PRODUCT
Tube, 75 ml

All skin types need moisture. An intact and well-hydrated epidermis serves as a protective barrier. It locks important moisture in the skin while fending off damaging external influences at the same time. A lack of vitamin D or insufficient activity of the vitamin D receptors can also cause the skin barrier to become more permeable, which in turn leads to dehydration and dry skin. Dehydrated skin lacks softness. It looks tired and sallow, feels tight and becomes prone to irritation.

With its active ingredient combination of beetroot extract and oligosaccharides from sugar beet, *Deep Moisturising Mask* provides hydration deep down.

At the same time, it activates the vitamin D receptors in the skin cells, which has a positive effect on moisture binding in the skin and the production of lipids that

are important for the skin. Niacinamide, also known as vitamin B3, reduces excessive pigmentation of the skin and provides a clearer, more even complexion. Directly after the mask has been left to take effect for 10–15 minutes, the skin feels intensively hydrated and noticeably softer. Fine lines caused by dryness disappear, and the complexion looks rejuvenated and radiant. A consumer study confirms both this instant effect and the mask's long-lasting effect over 24 hours. With notes of neroli, green mandarin and petitgrain, a heart of water lily, jasmine and juniper and a gently lingering base of ambergris, sandalwood and cedar, the exclusive unisex scent of *Deep Moisturising Mask* completes the application enjoyment as an olfactory highlight.

Ingredients

- *Beetroot extract and fructooligosaccharide from sugar beet*: provide an intact barrier layer and bind moisture in the skin. Activate vitamin D receptors, which in turn has a positive effect on the skin's moisture balance. The skin feels smooth, soft and silky.
- *Niacinamide (vitamin B3)*: vitamin B3 is known for its brightening effect. It reduces excessive pigmentation of the skin and helps to improve the complexion and make the skin look more even.

Application

Apply a generous amount to the cleansed and toned skin of the face, neck and décolleté. Leave to take effect for 10–15 minutes, then remove. Alternatively leave to take effect throughout the night as an overnight mask. Massage any residue into the skin. After using *Deep Moisturising Mask*, continue with the *La Biothétique* skin care products suitable for your skin type.

Tip: Apply a layer as thick as the back of a knife to the face, neck and décolleté, leave to take effect for 10–15 minutes, then use a cosmetic tissue to remove any mask residue.

Leave to take effect for longer or use as an overnight mask in the case of extremely dry skin.

Consultation

- *The pleasantly scented mask provides the skin with an intensive supply of moisture after just one application.*
- *Visible fine lines caused by dryness disappear instantly, and your skin looks and feels soft and well cared for.*
- *When used regularly, the mask increasingly improves the hydration of your skin. As a result, fine lines caused by dryness become a thing of the past and the skin keeps its soft structure.*

An invigorating break.

LA BIOTHETIQUE®
PARIS

Méthode
Hydratante

SKIN CARE

**Moisturising
Massage Cream**

Crème de massage
hydratante

Feuchtigkeit spendende
Massagecreme

200 ml e 6.7 fl.oz.

MOISTURISING MASSAGE CREAM

The perfume-free massage cream can be used as part of every professional facial treatment – for relaxing face massages with an intensive hydrating effect.

The mild massage cream was designed especially for gentle face massages in the salon treatment room. Its special consistency is ideal for a good, extensive massage, and its vegan, silicone-free formulation was developed especially without perfumes to reduce the risk of intolerances.

Intensively moisturising ingredients from beetroot and sugar beet hydrate the epidermis deep down. The vitamin D receptors are also activated, which has a

positive effect on the skin's moisture supply and helps to keep the skin healthy.

At the end of the application, *Moisturising Massage Cream* does not need to be removed but can instead be massaged into the skin without leaving any residue. The result is an instant and long-lasting soft and hydrated skin sensation and a fresher and more radiant appearance.

PRODUCT TYPE
Emulsion

SALON PRODUCT
Tube, 200 ml

Ingredients

- *Beetroot extract and fructooligosaccharide from sugar beet*: provide an intact barrier layer and bind moisture in the skin. Activate vitamin D receptors, which in turn has a positive effect on the skin's moisture balance. The skin feels smooth, soft and silky.

Application

Use for face massages in the salon treatment room. Use a cosmetic tissue to remove any product residue that remains after the application or massage it into the skin.

Depending on the customer's wishes or the treatment objective, further products can be applied after the face massage with *Moisturising Massage Cream*.

Tip: The massage cream can remain on the skin without any problems after the face massage.

Consultation

- *The mild massage cream feels pleasant on the skin and instantly invigorates it with intensive moisture.*
- *The perfume-free consistency is suitable for all skin types.*
- *The skin feels instantly and lastingly soft and silky.*

A soothing face massage
with a hydrating effect.

LA BIOSTHETIQUE®
PARIS

Méthode
Hydratante

SKIN CARE

**Moisturising
Gel Treatment**

Traitement Gel
Hydratant

Feuchtigkeit spendende
Gelbehandlung

1000 ml e 33.8 fl.oz.

MOISTURISING GEL TREATMENT

Base gel for individual cosmetic applications.

The base gel is used in combination with special *La Biosthétique* care products for individual treatments in the salon treatment room. It hydrates and cools the skin and is popular for use as a mask because it helps to transport active ingredients into the skin.

PRODUCT TYPE
Hydrogel

SALON PRODUCT
Pot, 1000 ml

Application

For individual treatments in the salon treatment room, mix the base gel with *Moisturising Sea Salt Concentrate* or an *Aroma Concentrate* according to the treatment protocol.

Consultation

- *The special treatment in the salon treatment room.*
- *The base gel has a pleasantly cooling effect.*
- *It can be combined with special *La Biosthétique* care products to provide individual treatment options.*

**Active ingredient transporter
with a hydrating effect.**



MOISTURISING SEA SALT CONCENTRATE

The sea salt concentrate naturally restores the skin's moisture balance.

If the skin's moisture balance is impaired, it can be restored by a treatment with *Moisturising Sea Salt Concentrate*. The sea salt concentrate naturally stimulates the skin to normalise its moisture balance. Sea salt softens cornifications, which can be caused by dryness, and removes them. It stimulates the circulation and metabolism of the skin, binds moisture in

the barrier layer and supports the regeneration of the skin. A treatment with *Moisturising Sea Salt Concentrate* restores the skin's healthy balance, regardless of whether the skin is severely dehydrated, blemished or oily. It makes the skin look much more revitalised with a soft and clear complexion.

PRODUCT TYPE
Hydro concentrate

SALON PRODUCT
Ampoule, 5 ml

Ingredients

- *Sea salts*: regulate the skin's moisture content in combination with subsequently applied care products.

Application

Mix 1 ampoule of *Moisturising Sea Salt Concentrate* with 50 ml of *Moisturising Gel Treatment*, apply and leave to take effect for 10–15 minutes. After the *Moisturising Gel Treatment*, perform a face massage with *Moisturising Massage Cream*.

The ampoule is a hydro concentrate that is only effective when diluted with *Moisturising Gel Treatment* as recommended.

Tip: Perform an ice ball massage during the processing time.

Consultation

- *The treatment with Moisturising Sea Salt Concentrate naturally restores the skin's moisture balance.*
- *It optimises the effect of subsequent care products.*
- *The skin gains elasticity and vitality.*
- *The complexion is improved, and the skin looks fresh and clear.*

An isotonic boost.