

# Anti Ageing Hand Treatment



Ageless beautiful hands

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## For well-groomed, younger looking hands

Hands are often neglected even though they are exposed to many adverse conditions every day and are stressed like no other part of the body. No wonder that this daily wear and tear causes premature aging of many people's hands. The Anti Ageing Hand Treatment comprises of products in the care line, which not only smoothes wrinkles but also slows down the aging process of the skin.

The **Anti Ageing Hand Treatment by WILDE COSMETICS GmbH** is a new high quality hand care line with innovative ingredients, which have an intensively tightening effect. The product line consists of a gentle exfoliating product, a highly-effective serum and a smoothing hand cream.

### Stress criteria

**Exposure to UV radiation** promotes keratinisation and pigment spots. Soap impairs the pH-balance of the skin. This results in the lack of lipids, excessive callousing and loss of moisture. If the hands are exposed to detergents and other chemicals, the protective layer of the skin is impaired, which causes rough, chapped skin and possible inflammation.

Climatic conditions cause a loss of elasticity and moisture which results in wrinkles. Regular exposure to hot water causes the skin to swell, which results in dry skin.



## ENZYME HAND PEEL

The **Enzyme Hand Peel** is a gentle, intensive exfoliating product for the hands. It does not contain exfoliating particles, but rather cysteine, papaine, allantoin, chymotrypsine and various polyphenols.

Cysteine is an anti-oxidant; papaine and chymotrypsine decompose the proteins contained in the outer layers of the corneous layer of the skin, thus promoting the removal of dead skin cells. Polyphenols have an anti-oxidant effect. Allantoin soothes the skin and has a cell-regenerating effect. It also smoothes rough and chapped skin.

### Application

The Enzyme Hand Peel is especially gentle and suitable for every skin type. We recommend using it once a week and it is best applied before treatment with the Serum or the Hand Cream. Simply apply the Enzyme Hand Peel onto dry skin, leave on for 15 minutes and then remove with lukewarm water.

Art.-No.: 43444  
50 ml

## HAND LIFTING SERUM

The **Hand Lifting Serum** of the new hand care line is an intensively tightening serum for the hands. It contains the ingredients carnitine, glycine, marine collagen and panthenol as well as the enzymes lysine and amino glucose.

Carnitine has a skin-tightening effect and promotes cell regeneration. Combined with the enzyme lysine, an anti-oxidant, this effect is intensified. Glycine smoothes and moisturises the skin. Marine collagen retains moisture. Panthenol has an anti-irritating effect and moisturises scaly dry skin. Amino glucose provides additional moisture.

### Application

Apply the Hand Lifting Serum once a week as a spa treatment, after the exfoliating treatment if possible. Massage a small amount of serum into the skin.

Art.-No.: 43443  
50 ml

## FIRMING HAND CREAM

The **Firming Hand Cream** of the new hand care line is an intensively tightening hand cream. It contains carnitine, Q10, sage, evening primrose oil, olive oil and the enzyme lysine.

Carnitine has a tightening effect on the skin and improves the oxygen supply to the skin. Q10 promotes cell regeneration and protects against free radicals. Sage has an astringent and soothing effect. Evening primrose oil promotes healthy skin and restores elasticity to dry skin. Olive oil smoothes and restores the natural oils to the skin. The enzyme lysine is an anti-oxidant.

### Application

Apply Firming Hand Cream several times a day as needed and gently massage into the skin.

Art.-No.: 43442  
50 ml

## ANTI AGEING HAND TREATMENT

The products of the **Anti Ageing Hand Treatment** Line (Firming Hand Cream, Hand Lifting Serum and Enzyme Hand Peel) are also available in a set.

These products have been developed for women who want to treat themselves to the luxury of intensive care and immediately visible younger-looking hands.

The threefold lifting effect is a result of: gentle removal of dead skin cells with the **Enzyme Hand Peel**, the compensation of skin nutrition deficiencies through the vitamins, enzymes and trace elements contained in the **Firming Hand Cream** and the immediate reduction of wrinkle depth by the **Hand Lifting Serum**.

Art.-No.: 43445  
Sales Kit



## Sales Arguments

- A special care treatment with an immediately visible effect. This care line has an immediately visible effect for your customers.
- Competence: the Anti Ageing care with special products provides another service through which your salon can distinguish itself from its competitors.
- Attracting new customers: this care concept attracts women who desire special care. These are potential new customers.
- Customer loyalty: The result of the treatment is immediate when applied regularly. The customers are satisfied and remain loyal to your salon.
- Highly efficient care concept with effective ingredients at low cost.

## Sales Promotion Material

Perfectly suitable for customer consultation



Attractive display, promotes sales.  
Contents: Anti Ageing Hand Treatment Package, Firming Hand Cream, Enzyme Hand Peel, Hand Lifting Serum. All products come in an assortment of three plus one tester for each and 25 leaflets.  
**DISPLAY «ANTI AGEING HAND TREATMENT»**  
Art.-No.: 43450



The brochure provides consumer information on the respective assortment

**CONSUMER BROCHURE «ANTI AGEING HAND TREATMENT»**  
Art.-No.: 63311  
25 leaflets



Ideal for window display.  
**PROMOTIONAL POSTER**  
**«ANTI AGEING HAND TREATMENT»**  
Art.-No.: 62539  
size DIN A2

Distributed in the UK and Eire by:  
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