



**BEAUTY SALON
PROTOCOL**

PROTOCOL

1. PREPARATION AND HYGIENE

a. *PREBIOTIC MICELLAR WATER*

Shake to mix the phases. Use a cotton wool pad or similar to apply to face, neck and neckline. Gently sweep over the eye area from lacrimal to temple. No need to rinse.

- For all skin types even sensitive skin

b. *PREBIOTIC MICELLAR CLEANSING MILK*

Remove makeup as necessary from eyes and lips with the prebiotic micellar water.

Cleanse the face with Prebiotic Cleansing Milk: smooth over the skin to wipe away any makeup residues and/or impurities, before removing with a damp cloth and plenty of water.

** for all skin types, especially dry and dehydrated skin.

c. *PREBIOTIC MICELLAR OIL*

- Remove eye and lip makeup as necessary with prebiotic micellar water.
- Smooth about 5 drops over face, neck and décolletage. Massage gently with wet hands to produce an emulsion, working to eliminate any makeup remains and/or impurities. Remove with a wet cloth or simply rinse off with plenty of water.

*** Specifically for sensitive, dry or devitalized skin.

2. RENEW

Eliminate excess dead cells with Prebiotic Enzymatic Scrub by applying a little before gently massaging with fingertips. Leave to work until the skin feels dry then remove with water or a face cloth.

* On sensitive or sensitized skin: use a brush to spread a small amount over the face, neck and décolletage. Wet the product with water and leave on for 5 minutes. Remove with water or a face cloth.

- On mixed / oily skin: apply the product with a wet facial cleansing brush, taking care to go over the areas where sebum accumulates most. Wet the product again and leave to work for 5 minutes. Remove with water or a face cloth.

3. COMPENSATE AND PREPARE

Apply the prebiotic treatment mask. With the help of a brush, gently sweep a thin layer over the skin from the neck to the forehead. Leave to work for 10 to 15 minutes. Remove with a wet cloth before continuing with the treatment.

4. RECHARGE AND BALANCE

Apply 10 – 15 drops of the prebiotic booster to the face.

5. PROTECT AND HYDRATE

Finalize by applying the prebiotic daily cream SPF 15 with ESSENTIAL MASSAGE.

ESSENTIAL RELOAD RITUAL

Lendan presents an innovative fusion between the relaxing techniques of traditional massage with the knowledge of traditional Eastern medicine, based on TUI NA or integral Chinese massage.

The therapeutic action of TUI NA reestablishes and rebalances the energy Flow (Qi) of the face, neck and décolletage through gentle pressure, kneading and pinching, with the aim of activating energy and eliminating built up tension. A massage designed to improve health and facial harmony, where the skin recovers its natural capacity to combat harmful agents and adapt to daily environmental changes.

Essential Massage is designed to be a therapeutic and relaxing massage, which helps us balance our "qi" through an agreeable and immediate wellbeing experience in order to achieve maximum skin purity.



1 *Neuro-cutaneous facial sweep.*
Gentle friction, with the palms of the hands down the length of the face.



2 *Sub-mandibular friction.*
Apply firm friction to the mandibular angle zone.



3 *Mandibular pressure*
Simultaneous knuckle kneading along the length of the jawline.



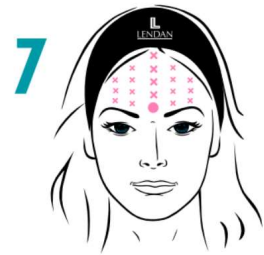
4 *Small pinches of the mandibular area.*
Make small pinches along the length of the jaw.



5 *Facial rub.*
Medium intensity facial smoothing from the chin to the forehead.



6 *Temple finger pressure.*
Tai Yang: special Tui Na point. With the fingertips of index and middle finger massage the temple in a circular motion.



7 *YIN TANG pressure and bilateral points.*
Yin Tang: the most important point in Chinese medicine, representing balance. Press firmly with the thumb.



8 *Small pinches of the superciliary arch.*
Make small pinches along the superciliary zone. Work directly on the Yuyao point.



9 *Rotation with pressure inferior orbital rim.*
Apply gentle pressure in a spiral motion along the area.



10 *Pressure on cheek points and Rictus*
Apply firm thumb pressure to the indicated points.



11 *Facial vein sweep*
With the palm of the hand, sweep down the face along the indicated lines. Use medium intensity.



12 *Three phase facial vein sweep*
With the palm of the hand, sweep along the indicated lines. Use medium intensity.

PROMOTIONAL MATERIAL AND COMMUNICATION

PROMOTIONAL MATERIAL



Samples

Prebiotic daily cream 3ml (19510)
Prebiotic body milk 10ml (19511)



Poster

(1150286)



Promotional flyer

Span (1150185), English (1150186),
Portuguese (1150187), Italian
(1150188), Russian (1150189).



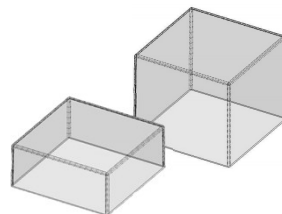
Booklet / Catalogue

Descriptive catalogue of the range with general
and detailed information on each item.
SPAN-ENG, PORT-SPAN, RUSS-SPAN, IT-
SPAN



Display (Base 210x240mm)

Clear polypropylene base with
reversible card insert. SPAN-PORT
and ENG-IT-RUS (1250009)



Glorifiers (70x70mm x 20 o 30mm)

Clear polypropylene cube marked with
Lendan logo.



Towels and headband

Towel 50x90 (1160163)
Towel 100x180 (1160162)
Headband with velcro (1160161)



Bowls (with Lendan logo)

Large bowl 600ml (1160177)
Small bowl 260ml (1160178)

FAQ

Why combine a cleansing range with prebiotic products and actives?

During and after cleansing is the ideal moment for giving the skin a prebiotic boost, as this is when the skin is most unprotected and when we can expect the most notable results from the product's active ingredients. It is the optimum moment for avoiding the skin's defensive barrier.

Can this range be used in combination with other treatments? Or is it specific to one skin type?

This range has been designed for all skin types, even the most sensitive. The Essential Reload product range contains broad-spectrum actives which help to restore the balance of any skin type making them compatible with the majority of treatments and allowing them to be used as a support base for the other product ranges. They can be combined with other products following the cleansing phase to obtain the best results from both treatments (see rituals).

Which skin types are the prebiotic actives recommended for?

An imbalance in the microbiota or microbiome is present in practically 100% of skin related issues and for this reason its use is recommendable for any type of skin or situation, being of particular importance on sensitive skin or skin which is continually irritated with redness or itching and where a non-visible imbalance is present causing ongoing symptoms.

¹ in the case of serious problems or afflictions consult with your doctor before undergoing the treatment.

FAQ

What's the difference between prebiotic cosmetics and cosmetics advertised as probiotic or with probiotic technology?

The use of prebiotics in cosmetics is very new and should not be confused with the probiotics used in food which contain live bacteria beneficial to the digestive system. Currently probiotics can be found in some foods such as yoghurt and are not used in cosmetics given that European law has clear limitations on the presence of microorganisms in cosmetic products.

On the other hand products can be found on the market which mention probiotic “technology”. These cosmetics usually use extracts of dead probiotic bacteria which don't necessarily have a prebiotic balancing effect on the microbiome. They are more likely to provide other benefits such as anti-aging, hydration, ...

Should I use both cleansers and makeup removers?

Essential Reload offers a variety of cleansers so that the most suitable can be selected for skin type and individual needs. In some cases these products may be combined in order to expedite the skin preparation process.

For dry to normal skin: cream, milk or oily textures are most suitable, so we recommend using the Prebiotic Cleansing Milk or Micellar Oil.

For oily to mixed skin: The Prebiotic Micellar Water is a very suitable option, as is the Prebiotic Cleansing Milk, as this skin type allows you to use rinse-off products to remove impurities and makeup without causing dryness.

For sensitive or sensitized skin: the three cleansers are suitable, they're all products adapted to the physiological needs of this skin type. The Prebiotic Micellar Water and Prebiotic Micellar Oil are the most recommendable, given that they contain the highest concentration of soothing and anti-inflammatory actives.

FAQ

Why doesn't Essential Reload have a toner to follow up after cleansing?

The main function of toners after cleansing is to reestablish pH and offer a sensation of comfort and well-being. The delicate nature of the Essential Reload cleansers avoids the need for the typically aggressive traditional toners, without renouncing effectiveness. This way skin damage is avoided and after cleansing the skin retains its natural condition without the need for further conditioning.

With regards to non-cleansing products, which require rinsing such as the scrub or mask, the best toner or conditioning lotion is the Prebiotic Booster, whenever extra conditioning is deemed necessary.

Can the scrub be used on sensitive skin?

Exfoliation is a necessary process for our skin, guaranteeing profound cleansing of the cutis. It eliminates impurities and dead skin cells and boosts cellular regeneration. However, talking about exfoliation on sensitive skin can produce wariness or rejection, as images of post-application reddened skin and irritation may come to mind.

The Prebiotic Enzymatic Scrub is designed to offer a non-aggressive, but highly effective, exfoliation, thanks to its fine cellulose grains and bio-enzyme, which imitates natural cellular renewal, avoiding the sensitivity and irritation that other formulas can cause.

The only thing to bear in mind during application is that, depending on the degree of sensitivity present, physical exfoliation should be minimized, leaving the bio-enzyme to work.

The Prebiotic Enzymatic Scrub achieves renewal that's gentle on damaged and delicate skin.

FAQ

What's the difference between a serum and a booster?

Boosters are high-tech treatments with a greater concentration of actives than serums. They can either be used independently, covering the skin's needs on a sporadic basis, or they can be mixed with other cosmetics to personalize and boost their effects. On the other hand, they are capable of penetrating layers of skin which other cosmetics cannot reach, which makes them more effective and with better results.

Depending on the action being carried out, they can be used on any skin type or as part of a specific treatment. They should be applied to cleansed skin and prior to the use of moisturizer or skin maintenance treatment.

ESSENTIAL
RELCAD