



EQUIPMENT
Wellness Company

Presents

21 Cosmetic Line



Cosmetics, from the Greek *χομετιχοζ* "ornamental" is that branch of science that has the object of preserving and treating the human body beauty.

COSMETIC DEFINITION

"Cosmetic Product" means any substance or mixture intended to be applied on the outer surfaces of the human body (epidermis, hair, nails, lips) for predominantly purpose of cleaning, perfuming, altering, protecting, keeping them in good condition or correct bodily odors.

THE ORGAN IN QUESTION: THE SKIN

The skin organ is the largest organ in our body, it has many great features including one just mentioned but perhaps the most important is that it preserves **hydration**. Suffice to think that we are made for about 65% of water and in the outside environment this amount is not always constant and present. Without the skin, we would risk experiencing both extremely dry and extremely humid situations, resulting in "yo-yo effect" of body water content.

The skin, with its epidermal barrier, keeps the water content constant against water loss (TEWL) and it is evident that the dehydration is the first step to the skin aging, weakening of the skin's defenses, dermatitis and infections.

IT IS DIVIDED INTO

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EPIDERMIS

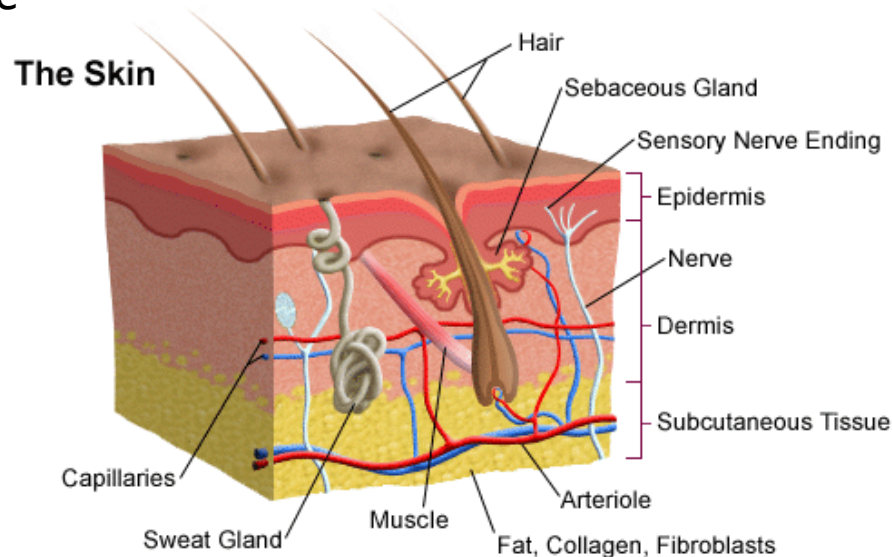
The epidermis is the most superficial layer of skin, which consists of several layers that are the expression of a continuous dynamic process. It is constantly renewed

DERMIS

The dermis is mainly composed of fibrous connective tissue, where collagen, elastic and reticular fibers form a characteristic mesh that guarantees skin elasticity and extensibility.

HYPODERMIS

The hypodermis is the deepest layer of the skin and is mainly composed of connective tissue, in which there are many fat cells



GEL CELLULITE

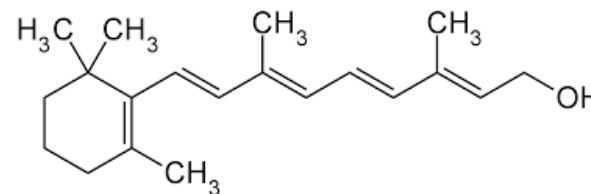
DEEP ACTION ON LOCALIZED ADIPOSITIES AND CELLULITE

CAFFEINE: It helps to "melt" the localized fat deposits.



IODINE BASED COMPLEX, FUCUS VESICULOSUS EXTRACT: Marine extracts that act on the metabolism of fat cells, helping to prevent the effect to "orange peel".

VITAMINE A AND VITAMINE E: Antioxidants. They slow down skin aging processes.



AESCIN: Carries out an active drainage effect.

GEL RASSODANTE

TONING, ELASTICIZING, INTENDED FOR SKIN LAXITIES

ROSE WATER: Toning-soothing-decongesting.



*Great as decongestant, astringent and
dermopurifying*

ELASTIN: Fundamental skin constituent, it contrasts skin slackness, increasing compactness and elasticity.

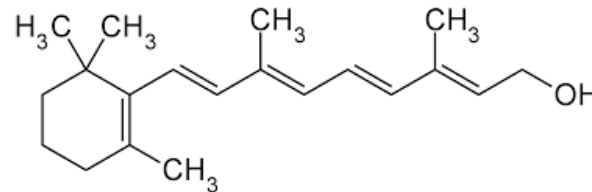


GEL LIFTING

CONTRASTS WRINKLES, SMOOTHES, HYDRATES

VITAMINE A AND VITAMINE E:

Antioxidants. They slow down skin aging processes.

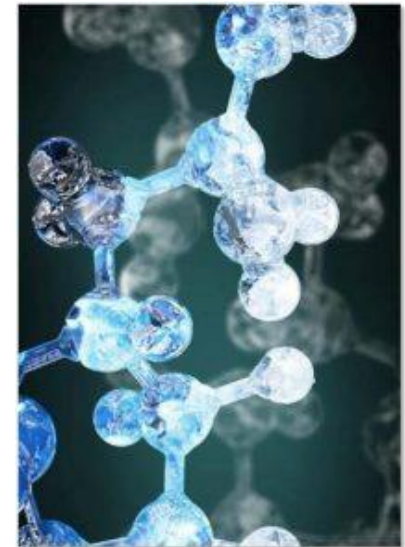


CYCLODEXTRINS:

Immediate lifting effect.



HYALURONIC ACID: Natural molecule derived from bacterial fermentation with highly moisturizing and protective action of the epidermis.



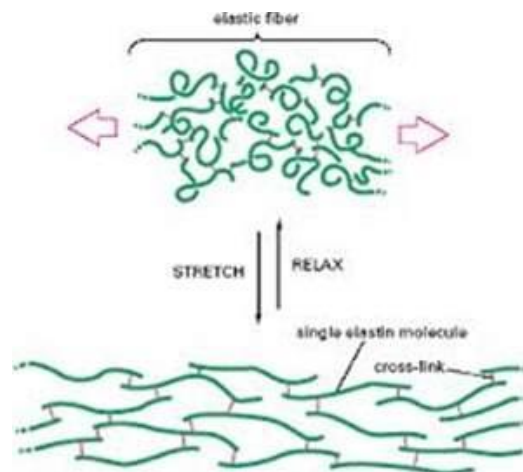
PCA SODIUM:
substance highly moisturizing.

GEL CELLULE MERISTEMATICHE

PROMOTES CELL REGENERATION - REPAIRS TISSUE DAMAGE-
ELASTICIZING

ENGLISH OAK EXTRACT:

Meristematic stem cell, excellent for repairing tissue damage, it reinforces the structure of collagen fibers, increases epidermis resistance to outside climatic aggressions, delaying the formation of stretch marks.



ELASTIN: Fundamental skin constituent, it contrasts skin slackness, increasing compactness and elasticity.

GEL OSSIGENO NASCENTE PURO CON VIT.A

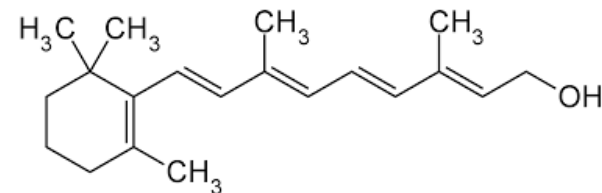
REVITALIZES THE CELL METABOLISM - ANTIOXIDANT

ELASTIN: Tissue elasticizing, fundamental constituent of skin. It contrasts skin slackness, increasing elasticity and compactness.



VITAMINE A:

Antioxidant, dermo protective, it improves skin regeneration.



OXYGENATING ACTIVE

PRINCIPLE: Stimulates cellular respiratory activity and revitalizes cellular metabolism and proliferation.

FILLER COLLAGENE

DEEP ACTION ON WRINKLES – ELASTICIZING - SOOTHING

ALOE VERA: Pure Aloe Barbadensis juice with recognized lenitive and anti-reddening actions.



SEA COLLAGEN: Tissue reconstructing. It promotes renewal of death epithelial cells; it also has a protective filmogen action.

VITAMINE A AND VITAMINE E:

Antioxidants. They slow down skin aging processes.

CYCLODEXTRINS:
Immediate lifting effect.

ELASTIN: Tissue elasticizing, fundamental constituent of skin. It contrasts skin slackness, increasing elasticity and compactness.



CENTELLA ASIATICA, HORSE-CHESTNUT TREE AND BLUEBERRY EXTRACTS: Improve microcirculation and protect blood vessel walls.



MALVA EXTRACT:
Softening and soothing action.

GEL LENITIVO

SOOTHING - HYDRATING - RESTRUCTURING - PROTECTIVE

ENGLISH OAK EXTRACT: Meristematic stem cell, excellent for repairing tissue damage, it reinforces the structure of collagen fibers, increases epidermis resistance to outside climatic aggressions, delaying the formation of stretch marks.



PROPOLIS EXTRACT: Natural active ingredient for stimulating immune system; it normalizes the skin by limiting atopic skin irritation.

SEA COLLAGEN: Tissue reconstructing. It promotes renewal of death epithelial cells; it also has a protective filmogen action.

PANTHENOL: Vitamin B5 with highly protective and moisturizing action. It forms a film against skin dehydration.

SIERO VITAMINICO

VITAMIN - RICH FLUID - ANTIOXIDANT - REGENERATING - NOURISHING

SHEA BUTTER: Protective, regenerative, nutritious. It makes the skin more elastic and soft.

VITAMINE A:
Antioxidant, dermo protective, it improves skin regeneration.

HIBISCUS EXTRACT: Derived from plant, it gives effect “similar to botulin”.



VITAMINE E:
Antioxidant effect. It prevents premature skin aging.



BEECH EXTRACT: Active ingredient with protective action on epithelial cells and restorative action.

FLUIDO COADIUVANTE TRATTAMENTO DRENANTE

DRAINING ACTION - ANTI CELLULITE - REFRESHING-
PROTECTS THE WALLS OF THE CAPILLARY VESSELS

IVY, RUSCUS: Improves circulation, favoring the elimination of interstitial fluid, combining a refreshing action on the treated zone.

FUCUS EXTRACT: Locally stimulates fat metabolism.



HAMAMELIS EXTRACT: Plant extract with strong anti-reddening and soothing properties.

MENTHOL:
Refreshing,
toning.



CAFFEINE: Increases cellular metabolism, decreasing localized fat.

BLANCO By RO

ILLUMINATING – HYDRATING – NOURISHING – COMPACTING

SEA COLLAGEN: Tissue reconstructing. It promotes renewal of dead epithelial cells; it also has a protective filmogen action.



ELASTIN: Fundamental skin constituent, it contrasts skin slackness, increasing compactness and elasticity.

HUMECTANT VEGETABLE COMPLEX (UMECTOL): Mixture of plant substances which reproduce the natural moisturizing factor, “NMF”, that is the natural factor moisturizing of human skin.

LUMINESCENT MICA: Mineral substance with enlightening action.



CELL PLUS

INCREASING OF CELLULAR METABOLISM - CONTRASTS
CELLULITE AND ADIPOSITY - IMPROVING OF CIRCULATION

SUNFLOWER SEEDS OIL:

Removes dead cells and skin impurities, giving an extraordinary softness to the skin.



GUARANA EXTRACT:

Stimulating, increases cellular metabolism.

IODIZED EXTRACT: Marine extract that acts on the metabolism of fat cells.

SHEA BUTTER: Moisturizing, nutritious, protective.



ISODECYL SALICYLATE: Humectant

TONE PLUS

PREVENTS SKIN TROPISM AND STRETCH MARKS - ELASTICIZING
- DECONGESTANT - ANTI-INFLAMMATORY

CENTELLA EXTRACT: Performs a great protection of the microcirculation.



SHEA BUTTER: It nourishes and protects the skin making it more elastic and smooth.



EXTRACT OF LAVENDER: Lavender alleviates rheumatic pain of joint and muscle origin and it is an excellent decongestant and anti-inflammatory.



SEA COLLAGEN: Tissue reconstructing. It promotes renewal of death epithelial cells; it also has a protective filmogen action.

CONTORNO OCCHI

DEEP ACTION ON WRINKLES - HYDRATING - NOURISHING -
DECONGESTANT

ALMOND OIL: Thanks to very soothing and nourishing properties, it makes skin soft and smooth.



SEA COLLAGEN: Tissue reconstructing. It promotes renewal of death epithelial cells; it also has a protective filmogen action.

ALOE VERA: Pure Aloe Barbadensis juice with recognized lenitive and anti-reddening actions.



MALVA EXTRACT:
Softening and soothing action



CENTELLA ASIATICA, HORSE-CHESTNUT TREE AND BLUEBERRY EXTRACTS: Improve microcirculation and protect blood vessel walls.

VITAMINE A AND VITAMINE E:
Antioxidants. They slow down skin aging processes.

CYCLODEXTRINS:
Immediate lifting effect.

ELASTIN: Fundamental skin constituent, it contrasts skin slackness, increasing compactness and elasticity.

GEL GAMBE DEFATICANTE

PROTECTION OF THE MICROCIRCULATION – REFRESHING –HELP
TO HEAVY LEGS

RUSCUS, HORSE-CHESTNUT AND CENTELLA

EXTRACTS: in synergy, they perform a valid protection of the microcirculation.



PANTHENOL: Vitamin B5 with highly protective and moisturizing action. It forms a film against skin dehydration.

MENTHOL AND METHYL LACTATE: They give a pleasant feeling of freshness, accompanied by a toning action of the treated zones.

PRIMO LATTE

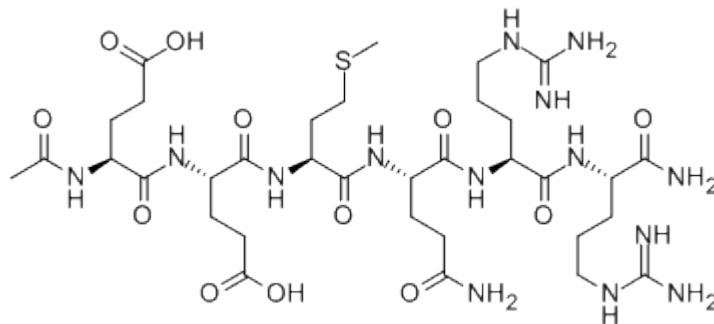
SMOOTHS WRINKLES – NOURISHING – OXYGENATING – SMOOTHING -
ANTI BACTERIAL ACTION - PREVENTS SKIN AGING

BOVINE COLOSTRUM: Active ingredient at high nutrient capacity, oxygenating and restorative, suitable for asphyxiated and dull skin.



ANTI-WRINKLES

PEPTIDE(ARGIRELINE): Active ingredient for an immediate anti-wrinkles action.



EVENING PRIMROSE OIL (RICH IN PHYTOESTROGENS OMEGA 6):

Anti-wrinkle active ingredient rich in omega 6.



OILS SIMILAR TO VASELINE:

Moisturizing, soothing and protective.

CREMA ALL'ARNICA

ANTI - INFLAMMATORY - ANALGESIC – VASOSTIMULATOR

ARNICA EXTRACT: Excellent remedy for trauma, contusions and bruising of any kind.

It has anti-inflammatory and soothing action, prevents formation of bruises and facilitates the reabsorption.

Arnica is also an excellent remedy against muscular, rheumatic and joints origin pain, pimples, acne and insect bites.



Great for treating hematoma, bruises, sprains ...

GEL ALOE E MENTOLO

REFRESHING – DECONGESTANT – VASOCONSTRICTOR – SOOTHING

ALOE VERA: Pure Aloe Barbadensis juice with recognized lenitive and anti-reddening actions.



MENTHOL:
Refreshing, toning.



VITAMINE E:
Antioxidant effect. It prevent premature skin aging.



ESSENTIAL OILS OF PEPPERMINT, EUCALYPTUS AND WHITE THYME:
Refreshing, purifying and soothing.



CREMA DECONGESTIONANTE

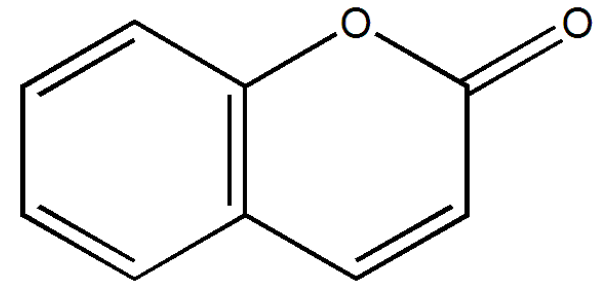
DECONGESTANT - SOOTHING - ASTRINGENT - PROTECTIVE

ZINC OXIDE: it normalizes and protects treated area forming a protective film against external aggression.

The presence of coumarin favors the proper functioning of venous vessels, preventing edema through specific local draining action.

Great for treating dermatological problems such as eczema, dermatitis, psoriasis, couperose.

COUMARIN: Plant origin, it helps draining intercellular fluids.



CREMA MULTI ATTIVI

PROMOTES THE STIMULATION OF CELL RENEWAL AND BIOREVITALIZATION PROCESSES.

ELASTIN: natural active ingredient dermo-similar, makes the skin more compact.



EXTRACT FROM WHEAT BRAN: bioliquefied rich in ferulic acid with elasticizing and anti-wrinkle action.

EXTRACT FROM BRASSICA: rich in isothiocinates with strongly anti-oxidant activity.



EXTRACT FROM PRICKLY PEAR: similar to aloe juice, it is rich in polysaccharides and substances with anti-wrinkle, moisturizing and anti-oxidant action.

ORGANIC APPLE EXTRACT: rich in vitamins A and D, rich in fibers, sugars and mineral salts. It has an elasticizing and anti-oxidant effect on the skin.

TURMERIC EXTRACT: it contains curcumin which is a strongly anti-oxidant molecule.

AQUEOUS CONCENTRATED EXTRACTS OF SPINACH, COCOA, BLACK CABBAGE, RED ONION, CHICKPEAS: rich in vitamins, fiber, mineral salts, they promote the regeneration of epithelial cells, favoring the natural exchange. The skin is brighter and more toned.



RED VINE EXTRACT: rich in polyphenols, it exerts a strong anti-oxidant action.

A surprise: gold in cosmetics!

Counteracts ageing, Regenerates the skin

Gold is a noble metal used for centuries in cosmetics to give well-being to the skin.

It improves the skin's breathing and nutrition, stimulates blood circulation and removes toxins from our skin.

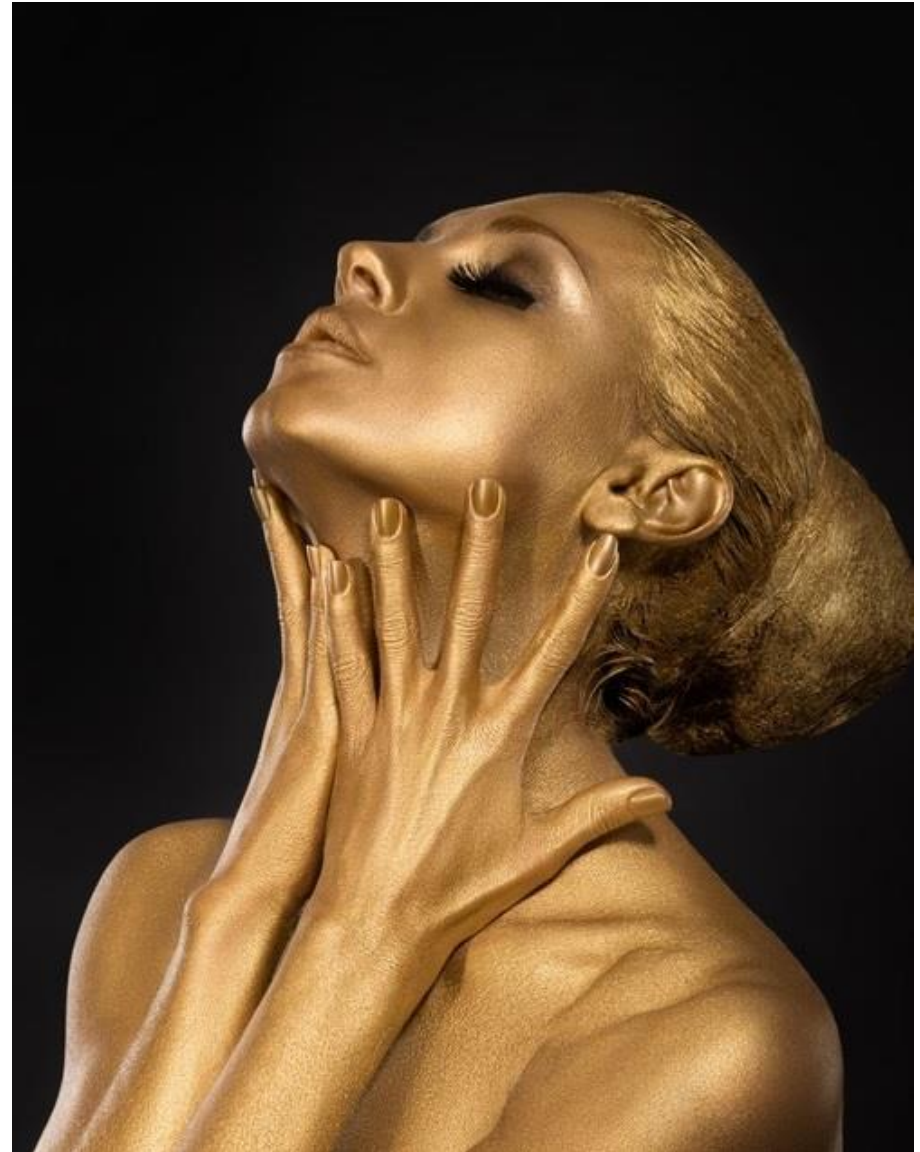
This metal acts directly and deeply on the epidermis, counteracting the factors of aging.

Gold particles are used in Elite cosmetic products because they are able to perform miracles, restore the health and beauty of the skin.

Cosmetics containing this colloid are especially recommended for those who want to reduce wrinkles and prevent the formation of new ones, the particles have the unique ability to stimulate the production of collagen in the skin.

Other important properties:

- It has an anti-aging effect;
- Moisturizing;
- Revitalizing;
- Fading and restructuring;
- Ideal for all skin types, especially mature skin;
- Gives brightness and elasticity;
- Makes the skin smooth and compact.



Crema Fil & Or

75% Natural

«Silky and concentrated anti-ageing face cream, a miracle of beauty capable of restoring the youthful glow».

SILICONIC MICRO EMULSION: Visual wrinkle reduction with filling effect and soft focus effect on skin that appears soft to the touch.

2 TRIPEPTIDES: synergistically reduce both horizontal and vertical wrinkles.

MICROENCAPSULATED ACTIVE: acts as a drone going to stimulate the production of collagen and elastin in depth.



MARINE ACTIVE: acts by stimulating the natural production of hyaluronic acid.

ACTIVE WITH BOTOX-LIKE EFFECT: peptide with immediate lifting action.

GOLD POWDER: purifying and draining effect. Activates local microcirculation and reactivates cell regeneration.

Crema Grasso Compatto

91% Natural

*«Combination of two oriental spices used for thousands of years to **reactivate metabolism, promote the reabsorption of localized fat deposits, drain liquids and tone the walls of capillaries and veins**».*

TURMERIC: improves the body's ability to digest fats and nutrient metabolism, reducing swelling. Anti-inflammatory effect and depurative action.



PIPERINE: improves microcirculation and the body's ability to digest fats. It is a powerful antioxidant and an excellent promoter of absorption of nutrients.

SUNFLOWER OIL: has eudermic properties with moisturizing, nourishing and emollient action. It is an antioxidant and helps to combat free radicals, prevents cell degeneration and slows down photo-aging.

SWEET ALMOND OIL: rich in minerals and vitamins. It has emollient, nourishing, moisturizing and soothing properties and is able to fight cellulite.

SHEA BUTTER: moisturizes and tones the skin. It has an absorbent action of liquids infiltrated into the tissues.

GREEN TEA EXTRACT: reduces the absorption of sugars, stimulates lipolysis, promoting the metabolism of lipids and the elimination of liquids responsible for cellulite.

Crema Grasso +50

94% Natural

«Thanks to its components **lecithin** and **egg yolk**, it has a targeted action on **fat** and **cellulite**, as these active ingredients are able to solubilize fat, reducing the volume of fat cells”.

LECITHIN (PHOSPHATIDYLCHOLINE): particle that in the presence of molecules of water and fat is placed between the two emulsifying them. It is an excellent regenerator and has a very moisturizing effect, so it helps to restore skin elasticity.



EGG YOLK : rich in proteins, fatty acids, vitamins, and minerals, increases blood circulation and helps fat metabolism. This wide range of nutrients ensures the proper functioning of every part of the body, with a strong antioxidant and moisturizing power.

COCONUT OIL: rich in saturated fats, in particular lauric acid. It has a nourishing and emollient action.

SWEET ALMOND OIL: rich in minerals and vitamins. It has emollient, nourishing, moisturizing and soothing properties and is able to fight cellulite.

SUNFLOWER OIL: has eudermic properties with moisturizing, nourishing and emollient action. It is an antioxidant and helps to combat free radicals, prevents cell degeneration and slows down photo-aging.

SHEA BUTTER: moisturizes and tones the skin. It has an absorbent action of liquids infiltrated into the tissues.

Gel Cellulite, L'eccellenza

89% Natural

«After the success of a **MUST** product in the line, here is the **winning combination** of Iodine, Caffeine, Escin, Fucus Vesciculosus and Vitamins more than **doubled in its effectiveness**. Increasing metabolism, mobilizing localized fat and draining excess fluid has never been easier or faster!».

VITAMIN A AND VITAMIN E: antioxidants, prevent skin aging caused by the sun's rays, keep the skin healthy.



Gel Cellulite ^{2!}



IODISED EXTRACT, FUCUS EXTRACT: marine extracts that act on the metabolism of fat cells, helping to prevent the effect of "orange peel".

ESCIN: draining, protects the skin's microcirculation.

CAFFEINE: helps to "dissolve" localized fat deposits.

LECITHIN (PHOSPHATIDYLCHOLINE): particle that in the presence of molecules of water and fat is placed between the two emulsifying them. It is an excellent regenerator and has a very moisturizing effect, so it helps to restore skin elasticity.

**THANK YOU
FOR THE
ATTENTION**