



75.15

_ REDEFINING, REDENSIFYING, LIFTING

The theories about ageing can be divided into 2 groups: programmed and error. The former are based on the assumption that ageing follows a biological timetable. With the passing of time genes responsible for regulating vital functions may be activated or deactivated. Whereas, the damage or error theories blame the effect the environment has on our cells, which gradually become less and less able to repair the harm done. The above factors play an important role in skin ageing even if genetics are the key factor: several genes would seem to be linked to longevity and their variation reflects on the changes in certain proteins that play an important role in the ageing processes, including that of the skin. A relevant aspect in all this is the discovery of youth proteins and the role they play in determining longevity. These proteins are involved in many of the reactions that guarantee detoxing and natural self-repair, helping to restore optimum cell function.

OBJECTIVE OF THE LINE

The valuable active ingredient made from Pistacia lentiscus resin crystals, used in the 75.15 line formulas, represents a new strategy for combating ageing with effects that help to rejuvenate the skin. New density and compactness, reactivation that redensifies the skin and redefines the facial contours with a lifting effect. Skin looks younger and facial contours are remodelled.

WHO IT IS SUITABLE FOR

- For all mature skin types
- To forcefully combat skin ageing
- For those wanting to look younger and invest in skin longevity
- Year-round treatment



ACTIVE INGREDIENTS

Active ingredient from Pistacia lentiscus resin crystals

Obtained using the green technology supercritical CO2 extraction method, it stimulates functioning of the youth proteins (Klotho) in the fibroblasts; thanks to its lifting effect it remodels the facial contours and makes the skin appear redensified and compact again.

Brown algae

This stimulates the 1H01 enzyme, which catalyses the production of new anti-oxidants, soothing elements and collagen and permits reabsorption of the haemoglobin released by capillaries, helping to lighten dark shadows. It also reduces fine lines and bags under the eyes, proving to have an exceptional anti-ageing action.

Passion flower

Rich in Omega 6, it has a maximum-level anti-oxidant and nourishing action, for matt effect skin and absolute softness.

Cornflower

A annual herbaceous plant belonging to the Asteraceae family and native to Asia, North America and Europe, it has decongestant and hydrating properties thanks to the formation of a water barrier that leaves the skin moisturised and elastic.

Amethyst

A mineral with a deep purple hue thanks to the presence of Manganese (a trace element that helps the physiological cell activity), rich in silica, it hydrates and tones the skin. It featured in ancient legends that make it one of the best-loved Quartz varieties and one of the gems most used for making jewellery and luxury settings. The Amethyst is also known to have a calming effect on the mind, helping to bring serenity, equilibrium and harmony to the body.



INSTRUMENTAL TESTS

INSTRUMENTAL TESTS HAVE SHOWN:

20%

INCREASE IN SKIN COMPACTNESS AFTER 20 DAYS

8%

REDUCTION IN THE DEPTH OF WRINKLES AFTER JUST 20 DAYS

12%

INCREASE IN SKIN ELASTICITY FROM THE FIRST SESSION

SELF-ASSESSMENT TESTS

WOMEN WHO HAVE TRIED THE TREATMENT SAY THAT:

CASES WHOSE SKIN IS LIFTED, SMOOTHED, RADIANT AND WRINKLES ARE REDUCED

100%

CASES WHOSE SKIN IS REDENSIFIED

95%

CASES WHERE IT HELPED TO REDUCE BAGS AND SHADOWS UNDER THE EYES

95%



FACE SCRUB, JAR 75 ML – 118131

Face scrub made from whole cane sugar, butters and precious oils.



GEL-LIKE MASK, JAR 10 G – 118129

The incredible characteristic of this powder from the sea is that once water is added, it turns into an instant gel-like mask. Its light texture, reminiscent of a sorbet, has a cooling, soothing effect on the area around the eyes and an anti-ageing action all over the face, neck and décolleté. The skin looks smoother and the area around the eyes is brighter.



PRECIOUS TONER, BOTTLE 500 ML – 118224

A concentrate of cornflower water and hyaluronic acid to complete facial cleansing. When used undiluted, patted onto the face, even during the day, it restores freshness and radiance.



CLEANSING CREAM, BOTTLE 500 ML – 118223E

“Cushiony” texture thanks to Cupuaçu butter and passionflower oil, rich in Omega 6, to remove impurities from the skin, including make-up. It cleanses delicately to leave the skin silky and soft.



PROFESSIONAL KIT – 118230BE

LIFTING DAY CREAM, TUBE 30 ML

It blends into the skin to renew and remodel facial contours for a fresh, compact effect. The face looks radiant and uniform. With UV filter.

ACTIVATING SOLUTION, BOTTLE 500 ML

Amethyst and mastic tree resin drops in an anti-ageing solution that activates and boosts Royal face mask.

PLUMPING MASSAGE, JAR 75 ML

A gloss gel for specific deep plumping massage for a total regeneration action. Remove following protocol instructions.

ROYAL FACE MASK, MASK SACHETS 27 G

Like a cast, this mask copies the facial contours, redefining and lifting.

INTENSIVE EYE CONTOUR, SACHETS 6 X 1 ML

3-in-1 cosmetic: anti-wrinkle, anti-bag, anti-dark shadows, made from extract of Pistacia lentiscus and fair-trade brown alga. Its texture is cool and yet treating, with an immediate lifting effect.



CLEANSING CREAM, JAR 200 ML – 118123E

Soufflé cream for cleansing face, neck and décolleté, thanks to Cupuaçu butter and passionflower oil, rich in omega-6, it removes impurities from the skin, including make-up. It leaves the skin silky soft.



PRECIOUS TONER, BOTTLE 125 ML – 118124

A concentrate of cornflower water, amethyst and hyaluronic acid to complete facial cleansing. When used undiluted, patted onto the face, even during the day, it restores freshness and radiance.



INTENSIVE EYE CONTOUR, BOTTLE 30 ML – 118127E

Anti-bag, anti-dark shadows, made from extract of Pistacia Lentiscus and fair-trade brown alga. Texture: cool and yet treating, immediate smoothing effect.



REDENSIFYING NIGHT CREAM, JAR 50 ML – 118126E

It increases density and evenness for a younger look and restructured, plumper skin. Paradoxical texture: maximum nutrition and body with a dry, silky after feel.



PRECIOUS FACE OIL, BOTTLE 30 ML – 118128E

Magical drops to sublimate the performance of 75-15 treatment, for a radiant, relaxed, nourished, younger-looking face.



FACE SCRUB, JAR 75 ML – 118131E

Face scrub made from whole cane sugar, butters and precious oils.



GEL LIKE MASK, JAR 10 G – 118129

The incredible characteristic of this powder from the sea is that once water is added, it turns into an instant gel-like mask. Its light texture, reminiscent of a sorbet, has a cooling, soothing effect on the area around the eyes and an anti-ageing action all over the face, neck and décolleté.



SMOOTHING DAY CREAM, JAR 50 ML – 118125E

All your anti-ageing solutions in a single cream: lifting effect, redefined facial contours, renewed skin. Younger, fresh, radiant look.



FACE CREAM SORBET, JAR 50 ML – 118163E

The fresh sorbet texture made of active water from cherries, Pistacia Lentiscus resin and amethyst, regenerates, defines and redensifies face contour. Perfect during the hot season.



PURPLE ICE PLUMPING MASK TUBE 20 ML – 119102

Lip mask characterized by a rich texture that doesn't need rinsing. Can be used throughout the day as needed or as an overnight mask on lips and contour. Lips appear plumped, softer and smoother.



SELLING POINTS

THE LATEST FRONTIER IN COSMETOLOGY

A perfect synergy of active ingredients from nature that help to combat skin ageing, giving the skin density and compactness, thanks to stimulation of youth proteins.

THE POWER OF CRYSTALS

The valuable active ingredient made from Pistacia lentiscus resin crystals, used in the 75.15 line formulas, encourages synthesis of the Klotho protein in the fibroblasts, for an immediate redensifying and remodelling effect.

PERFECT SYNERGIES

The 75.15 formula is the perfect beauty synergy, with every raw material selected to build a new-gen line of cosmetics that offers unique solution for the effects of skin ageing.

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