TRAINING MATERIALS

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FACTS

- Fashion for natural, organic and green products has appeared a few years ago with the increase of consumer awareness about their health, life style and taking care of nature.
- Development of a slow-life-trend is still observed and it naturally spreads to various areas of life. After slow-design, slow-travel, slow-food there came a time for cosmetics.
- Consumers are eager to reach for cosmetics based on natural components, safe for health and beauty, and environment-friendly.

In USA, where the eco-goods market is worth 40 billion dollars, they call this phenomenon: LOHAS (lifestyle of health and sustainability).

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FACTS

ACCORDING TO THE REPORT OF

MINTEL BEAUTY PERSONAL CARE GLOBAL TRENDS 2018

- **25%** german consumers of natural comsetics choose tchem because of believe that they are better for the environment
- **33%** cosmetics users in Italy choose natural cosmetics.
- **50%** consumers in United Kingdom buying care products are looking for those made from natural ingredients.

The natural cosmetics market is one of the fastest growing segments of the beauty industry and according to Persistence market research, its value in 2024 will amount to 22 billion dollars.

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FACTS

- To the natural cosmetics reach not only people looking for healthy and unprocessed food, but also those who enjoy using natural cosmetics and want to use them.

  For many people <u>BEING GREEN</u> is rather a lifestyle then only a trend.

- The philosophy of natural cosmetics is connected with CSR - social responsibility of business, care for local societies and the environment, from which raw materials for cosmetics are obtained.

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FACTS

According to report about **expectation of natural and organic cosmetics' consuments**, published by NATRUE, in the selection of natural cosmetics, women are guided by three main factors:

- risk avoidance **65%**,
- protection and care fpr the environment **18%,**
- **17%** buy natural cosmetics, because it is consistent with them, with their values and philosophy of life.

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FACTS

The modern world significantly limits our everyday contact with nature.

People move with the use of motor vehicles, work closed in air-conditioned rooms, also at home, in free time they prefer to lie on the couch and watch TV, than to go out into the fresh air.

The tie with nature is indispensable for functioning of the whole organism!

Our body is coupled with the biological rhythm of the earth, the seasons, of days and nights - that's why contact with nature relaxes, regenerates and positively stimulates. Unfortunately, most of us have a shortage of contact with nature, what makes us more vulnerable to stress and our life in constant tension - physical and mental.

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FACTS

- **Natural cosmetics are designed to restore your upset relationship with nature and provide the substances that you cannot provide you by yourself.**

  Natural cosmetics contain only ingredients of organic origin. Usually, they are not ingredients of animal origin - if they are, any animal cannot suffer during their sourcing, such as milk or honey, are allowed.

  Due to such restrictions regarding the raw material composition of these products, they are also called green, ecologic or organic cosmetics, often with the prefix "bio" or "eco".

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FACTS

WHAT SET NATURAL COSMETICS APART?

Natural cosmetics stimulate and support the skin in its natural physiological functions, without interfering with the natural rhythm and renewal processes.

Thanks to the friendly and delicate composition, they do not cause irritation, they perfectly moisturize, nourish and soften the skin.

They do not contain substances that could endanger human health, so they are safe for people with sensitive skin susceptible to irritation, as well as those with various dermatological problems.

Natural cosmetics can be used by everyone - this is confirmed by positive research results!

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FACTS

Restoration of natural skin functions and stimulation of self-healing processes.

The effects are not visible as quickly as in the case of synthetic cosmetics, however they are much more durable

Natural cosmetics do not fight with the original processes taking place in the skin but actively support them!

These preparations do not damage the skin's natural protective coat, and allow free circulation of all necessary substances.

WHAT NATURAL COSMETICS TASK IS?

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FACTS

The determinant of skincare cosmetic effectiveness is its positive effect on the skin.

What distinguishes natural cosmetics from conventional cosmetics is primarily the composition of the product.

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Botanical Flow

CONTAINS
95% NATURAL INGREDIENTS

The consistent and comprehensive facial care line.

Care based on the latest trends.

The main ingredients are hemp oil, coconut oil and coconut water.

Packaging emphasizing the natural and ecological character of the products.

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FOR WHOM?

VEGAN FRIENDLY

- For those who care about effect and safety.
- Regardless of age and skin type.
- For people who have a sensitive or problematic complexion.
- For conscious, caring about their health and about the environment.

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KEY ACTIVE INGREDIENTS

HEMP OIL made from medical cannabis is one of the most precious oil in the world that protects the skin from lposing moisture, revitalises and nourishes it whilst improving overall skin condition.

COCONUT OIL is one of the healthiest oils in the world that well nourishes and soothes the skin.

COCONUT WATER – rich in minerals and vitamins including vitamin C and has antioxidating, conditioning, moisturising andsmoothing qualities.

SHEA BUTTER also known as karité - ’life’in French – is rich in vitamin A and E whilst being a natural UV filter.

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KEY ACTIVE INGREDIENTS

COENZYME Q10 AND VITAMIN E – antioxidant qualities with rejuvenating and improves the condition of capilar skin.

ALOE VERA is the wonderful combination of vitamins and microelements, glycoprotein, polysaccharides, polypeptides, and amino acidds that prevent the skin from drying out whilst having protective qualities.

RED CLAY – rich inminerals, has a soothing effect on skin, reduces redness and impoves the condition of capilar skin.

GREEN CLAY – rich in minerals, has cleansing qualities and reduces the production of sebum.

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PRODUCTS IN THE SERIES

CLEANSING | **MASKS** | **FACE CREAMS** | **SERUM**

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CLEANSING

MICELLAR WATER

CLEANSING FACIAL LOTION

TONIFYING FACE MIST

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HOW TO USE

EMULSIA MYJĄCA

Use in the morning and evening

Can be used:

WITHOUT WATER: apply on a cotton rounds and wipe the face.

WITH WATER: use like a gel wash for face.

MICELLAR WATER

Moisten the cotton rounds and wash the face with circular movements.

For everyday use in the morning and evening.

TONIFYING FACE MIST

Spray on your face or apply on a cotton rounds and wipe the skin after every washing your face.

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100%
moisturizes the skin*

100%
cleanses the skin and removes make-up*

COMFORTABLE DOSING PUMP

WHY IS IT WORTH TO USE?

- **NO IRRITATION***
- **NO PRICKING THE EYES***
- **NO TEARS***

ATTENTION! The product has a creamy consistency, it does not foam.

CAN BE USED ON COTTON ROUNDS OR WITH WATER!

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* Research conducted between 2018/06/15 - 2018/08/24 on a group of 20 women aged 18-72.

WHY IS IT WORTH TO USE?

Has soothing properties *

100% cleanses the skin and removes makeup *

SMELLS BEAUTIFUL☺

Delia COSMETICS

* Research conducted between 2018/06/06-2018/08/06 on a group of 20 women aged 18-56

WHY IS IT WORTH TO USE?

100% hydration*

100% cleaned and refreshed skin*

SMELLS BEAUTIFUL ☺

Delia COSMETICS

* Research conducted between 2018/06/06-2018/08/06 on a group of 20 women aged 18-56

MASKS

CLEANSING GREEN CLAY MASK

SMOOTHING RED CLAY MASK

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HOW TO USE

Apply to cleansed face avoiding eye and mouth area. Leave for 20 minutes and then rinse with warm water. Use once a week or as needed.

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RESULTS

100% cleansed and refreshed skin*

100% mattifying effect*

100% reduces the secretion of sebum*

100% moisturizes, soothes and smoothes the skin*

100% cleansed and refreshed skin*

100% soothes irritations*

90% reduces the visibility of the pores*

95% reduces the formation of redness*

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* Research conducted in the period 2018/07/02-2018/08/20 on a group of 20 women aged 18-35.

* Research conducted in the period 2018/07/02-2018/08/20 on a group of 20 women aged 22-37

FACE CARE

PROTECTIVE DAY CREAM

NOURISHING & MOISTURISING DAY & NIGHT CREAM

MOISTURISING DAY & NIGHT CREAM

SMOOTHING & REGENERATING DAY & NIGHT CREAM

REGENERATING SERUM-BOOSTER

REVITALISING SERUM-BOOSTER

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HOW TO USE

Gently massage into the cleansed face skin.

Use in the morning and evening.

Gently massage into the cleansed face skin.

Use in the morning

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COSMETICS

RESULTS

100% silky smoothness*

100% regeneration and moisturizing*

95% soothes and nourishes the skin*

100% makes the skin firm and elastic*

Delia
COSMETICS

* Research conducted in the period 06.06-06.08.2018 on a group of 20 women aged 18-56.

RESULTS

100% protective and soothing effects*

100% regeneration and hydration*

95% moisturizes and softens the skin*

100% protection against external factors*

* Research conducted in the period 06.06-06.08.2018 on a group of 20 women aged 18-56.

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COSMETICS

RESULTS

100% hydration*

100% soothes and nourishes the skin*

100% protection against external factors*

95% regenerates and firms*

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COSMETICS

* Research conducted in the period 06.06-06.08.2018 on a group of 20 women aged 18-56.

RESULTS

100% moisturizing and nourishing the skin*

100% firms the skin*

100% protection against external factors*

80% regenerates the skin*

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COSMETICS

* Research conducted in the period 06.06-06.08.2018 on a group of 20 women aged 18-56.

WHAT IS A SERUM-BOOSTER?

This is one of the most important cosmetics in a cosmetics case. It is quickly and deeply absorbed by skin cells, provides them with a dose of active ingredients, and cope with many problems faster and more effectively than a cream or gel. The skin immediately receives the necessary dose of active ingredients.

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HOW TO USE

1. As a serum, directly on cleansed skin
2. To enrich your favorite cream - add a few drops.
3. As a mask - apply 10-12 drops on the face and let it absorb.
4. As a makeup primer.
5. To enrich makeup removal - applying a few drops on a cotton rounds.
6. To protect the face from wind and frost.
7. To stimulate the skin's natural ability to regenerate - through an oil massage.

Hygienic applicator

ATTENTION!

Can be used directly on the face and / or as an addition to the cream

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RESULTS

- **100%** regenerating and nourishing effect on the skin*
- **100%** moisturizing and rejuvenating effect*
- **95%** smoothes wrinkles*
- **95%** soothes the skin*

100% regenerating and strengthening effect on the skin*

75% smoothes wrinkles*

100% nourishes the skin*

90% moisturizing and rejuvenating effect*

Delia COSMETICS

* Research carried out between 15/06 and 24/08/2018 on a group of 20 women aged 32-72.

* Research carried out between 15/06 and 24/08/2018 on a group of 20 women aged 36-70.

THE ALTERNATIVE FOR THE BRANDS

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