

EXFOLIATING TREATMENT



300mL matte, soft-touch, professional bottle packaged with pump.

overview

asap aha/bha mask professional exfoliating treatment softens the bonds that hold dead skin cells together on the skin, assists with exfoliation and reduces pore obstruction. The clay base also draws impurities from the skin.

suitable for

- most skin types, excluding sensitive skin
- beneficial for acne/congested skin and sun damaged/aged skin
- professional stand alone treatment ideal for preparation and softening of skin prior to treatments such as asap microplus+ and facials
- suitable for teenage through to mature skin

precautions

- not suitable for clients who are allergic to Aspirin/Salicylic Acid

product benefits

- AHA blend dissolves the natural glue bonding dead skin cells to the surface of the skin and assists with skin hydration
- BHA retextures the skin
- exfoliating treatment mask to soften the bonds that hold dead skin cells together
- assists with exfoliation and reduces pore obstruction
- the clay base softens the skin and also draws impurities from the skin, clearing the skin of excess oil

key ingredients**Glycolic and Lactic Acid (AHA) complex**

- AHA (alpha hydroxyl acid) Glycolic Complex gently exfoliates, stimulates and promotes collagen and cell renewal
- improves the appearance of sun damaged skin and fights skin ageing
- improves skin texture, elasticity and firmness
- promotes the cycle of cell turnover and re-growth, revealing smoother, brighter and supple skin

Salicylic Acid (BHA)

- retextures the skin and has the ability to penetrate sebum filled follicles to dissolve blockages (comedones) caused by build up of dead skin cells
- improves skin tone and texture while assisting in diminishing the appearance of fine lines and wrinkles
- effectively exfoliates dead skin cells, smoothes and softens skin

Allantoin

- aids healing and soothes the skin
- reinforces the skin's natural protective barrier and improves its moisture retention
- surface of the skin is smoother, softer and more supple

directions

Skin must be thoroughly cleansed prior to use. Leave mask for up to 20 minutes. Remove with asap gentle cleansing gel and rinse thoroughly with warm water. Follow with application of asap soothing gel. asap recommends the use of an asap SPF as part of a daily skin care routine.

when to apply

treatment

daily facial cleanser

AHA/BHA mask

daily exfoliating facial scrub

gentle cleansing gel

asap SPF

hydrating lip balm+ SPF15

treatments

- face and feet treatment
- glamour package
- teenage acne mini facial
- boost and brighten facial
- super rejuvenation facial
- revitalising facial
- men's facial
- express facial
- DNA regeneration treatment
- antioxidant facial
- bliss facial for sensitive skin

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300ml



key ingredients

Glycolic and Lactic Acid (AHA) complex

Alpha Hydroxy acids are a group of natural acids found in foods. Alpha hydroxy glycolic acid (found in sugar cane), lactic acid (found in sour milk) and others. Various alpha hydroxy acids are applied to the skin (used topically) for moisturising and removing dead skin cells, for treating acne and improving the appearance of acne scars, for improving the appearance of photo-aged skin, and firming and smoothing skin.

Alpha hydroxy acids are also used topically to treat extremely dry skin (xerosis), an inherited disease marked by dry, scaly skin (ichthyosis), and a condition that causes darkening of the skin (melasma).

Alpha hydroxy acids work by removing the top layers of dead skin cells. They can also increase the thickness of deeper layers of skin, promoting firmness.

An important epidermal effect is the increase of the water holding capacity due to AHA application along with an increase of skin hydration and skin turgor¹. AHA's induces desquamation, plasticization, and normalization of epidermal differentiation by interfering with intercellular ionic bonding, thereby reducing corneocyte cohesion and thus inducing keratolysis^{2,3}. These keratolytic effects suggest the use of AHA's for acne or acne-prone skin. Other effects documented are increased dermal thickness, and fibroblast proliferation.

Salicylic Acid (BHA)

Salicylic Acid has been shown to significantly reduce the signs of photodamage, with both expert wrinkle grading and in vivo FOITS measurement. Increased levels of both fibrillin and procollagen were also observed, further demonstrating the anti-ageing effects⁴.

Salicylic acid re-textures and effectively exfoliates the skin and has the ability to penetrate sebum filled follicles to dissolve blockages (comedones) caused by build up of dead skin cells.

Topical salicylic acid is also used to treat skin conditions that involve scaling or overgrowth of skin cells such as psoriasis (a skin disease in which red, scaly patches form on some areas of the body) and ichthyoses (inborn conditions that cause skin dryness and scaling)⁵.

Allantoin

Allantoin is a botanical extract found in the comfrey root. An anti-inflammatory, antioxidant allantoin helps repair photodamage and reduce skin inflammation following ultraviolet (UV) radiation. It indicates that antioxidants are free radical scavengers which are responsible for treating skin inflammation, wrinkles and dryness⁶.

Allantoin has many skin benefits; increasing moisture retention, softening of the skin, assists in the prevention of skin irritation and supports the natural regeneration of the skin.

Allantoin exfoliates dry and damaged cells and boosts the radiant appearance of the skin. Due to its keratolytic activity, Allantoin removes corneocytes by loosening the intercellular kit or the desmosomes (protein bridges) that maintain the adhesion of corneocytes to each other. Thus the surface of the skin is smoother, softer and becomes suppler.

pH: 4.5

references

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3. Clark CP, 3rd. Alpha hydroxyl acids in skin care. *Clin Plast Surg* 1996; 23: 49-56.
4. Three clinical studies showing the antiaging benefits of sodium salicylate in human skin. Eve Merinville, MS1, Adam J Byrne, PhD2, Anthony V Rawlings, PhD3, Adam J Muggleton, BS2, Aurelie C Lalouf, MS1 1.Oriflame Cosmetics AB, Skin Research Institute, Stockholm, Sweden. 2.Oriflame Cosmetics AB, R&D, Bray, Ireland. 3.AVR Consulting Ltd, Northwich, Cheshire, UK
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