

# Teana<sup>®</sup> sensitive

**SKINCARE  
FOR SENSITIVE AND NAUGHTY  
SKIN**



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**SENSITIVE SKIN** is the one that reacts in an undesirable manner to various external factors: temperature, makeup, water, etc.

## **SYMPTOMS:**

**Redness, burning or stinging, itching, tightness, discomfort, desquamation, heterogeneity of microrelief, inflammation, or pain.**

**The queries for "sensitive skin" is increasing as well as queries for "cosmetics for sensitive skin" among internet users. That shows the growing interest for this segment.**

*sensitive skin*



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*sensitive skin cosmetics market*

**71%** cosmetic consumers around the world are interested in ultra-care, suitable for sensitive skin.\*

**48%** of female consumers rate their skin as sensitive.\*\*



\*[Mintel's Global New Products Database \(GNPD\)](#), 2014

\*\*NPD Group's 2017 Women's Facial Skincare Consumer Report, 2017

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*sensitive skin cosmetics market*

Cosmetic lines for sensitive skin are mainly represented in the pharmacy segment.

Cosmetic retail offers either small amounts of expensive and/or unique products (not lines), or mass market products with simple formulations.

However, people with sensitive skin need special care products both for their face and body.

## Key needs of the target audience:

- effectiveness for sensitive skin at an affordable price;
- suitable amount/format for face and body;
- skincare regimen within one brand.



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## PROFESSIONAL CARE FOR SENSITIVE AND NAUGHTY SKIN!

Multifunctional cosmetics, designed specifically for daily care for sophisticated, hypersensitive and allergy-prone skin.

Innovative peptides and natural extracts with proven efficacy will make your skin smooth and healthy.

Teana Sensitive - whatever your skin may wish to maintain its beauty!

*what do we offer?*



- EACH PRODUCT CONTAINS THE LATEST ACTIVE INGREDIENTS TESTED ON ATOPY-PRONE SKIN.
- PROVEN EFFICACY — 5 MINUTES AFTER APPLICATION!
- MULTI-PURPOSE, LARGE VOLUME 5.07 US FL.OZ.

## Who is the customer of this line?

- People with skin sensitivity diagnosed by a skin or beauty specialist
- People who define their skin as sensitive themselves
- Those who have temporary symptoms of sensitivity (dryness after a pool, redness after sunbathing, etc.)
- Those who believe that cosmetics for sensitive skin is better and safer



My face  
constantly  
blushes and  
itches :(



The skin has  
become too  
delicate recently



The doctor  
said:  
"Choose  
skincare for  
sensitive skin!"

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## 3 PRODUCTS

### ● CLEANSING FLUID

- Requires no rinsing with water.
- Suitable for makeup removal and daily cleansing.
- Soft cleansing ingredients do not irritate skin.
- Cleansing + care.

### ● SOS-TREATMENT 2in1

- Serum + cream.
- Reduces the main symptoms of reactive skin in five minutes.
- Suitable for face and body.
- For any type of sensitive skin: from very dry to oily.
- It can be applied as often as necessary during the day.

### ● PROTECTING LOTION

- Suitable for face and body.
- For any type of sensitive skin: from very dry to oily.
- Safe protection from external influences for delicate skin.
- Reliable protection against UV damage without irritating filters.

*latest offer!*



**FIRST RESULTS  
AFTER ONLY 5 MINUTES!**

**NEWEST ACTIVE INGREDIENTS**

**MULTI-PURPOSE**

**LARGE VOLUME 150 ML / 5.07 US FL.OZ.**

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## CLEANSING FLUID

Feeling discomfort when washing your face with water? So wash up without water! This light fluid gently removes makeup and impurities from the skin, soothing and softening it without irritating. No rinsing is required.

### ACTIVE INGREDIENTS

**Glycoin natural** revitalizes skin cells and brings you a more healthy and well-rested look.

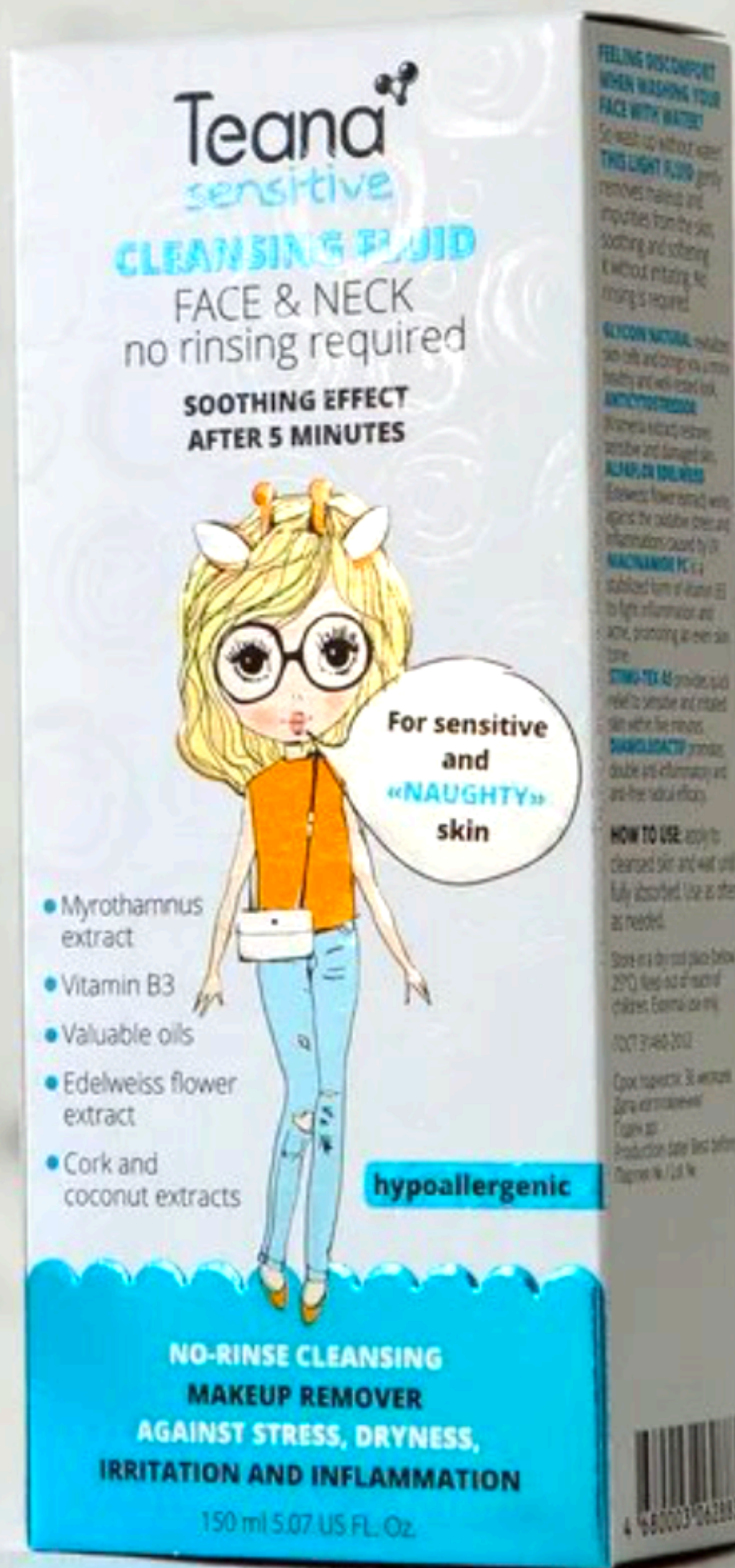
**AntiCytoStressor** (Krameria extract) restores sensitive and damaged skin.

**Alpaflor Edelweiss** (Edelweiss flower extract) works against the oxidative stress and inflammations caused by UV.

**Niacinamide PC** is a stabilized form of vitamin B3 to fight inflammation and acne, and promote an even skin tone.

**Stimu-Tex AS** provides quick relief to sensitive and irritated skin within five minutes.

**DIAMOLEOACTIF** promotes double anti-inflammatory and anti-free radical efficacy.



No rinsing required

Everyday cleansing and makeup removing

Soft cleansing ingredients do not irritate the skin

Cleanse & care

**How to use:** apply to dry face and neck gently massaging. Wipe off with a cotton pad or cloth removing makeup and dirt. Repeat until the cotton pad remains perfectly clean.

150 ml 5.07 US Fl.Oz.



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## SOS-TREATMENT 2IN1

Is your skin acting up? If it's getting red, itchy, flaking or is reacting to color cosmetics use this 2in1 serum cream to quickly restore your skin's comfort, calmness and healthy appearance.

### ACTIVE INGREDIENTS

**Alpaflor Edelweiss** derived from Edelweiss flower works against the oxidative stress and inflammations caused by UV. It also prevents skin aging.

**Niacinamide PC** is a stabilized form of vitamin B3 to fight inflammation and acne, and promote an even skin tone.

**Stimu-Tex AS** provides quick relief to sensitive and irritated skin within five minutes.

**Hyaluramine** contains low molecular weight mucopolysaccharides which deeply moisturizes the skin, improving its surface.



### Serum & cream 2in1

Quick relief for irritated skin  
within 5 minutes

Face & body care

For sensitive skin of any type  
(dry to oily)

Apply as often as needed

**How to use:** apply to cleansed skin and wait until fully absorbed. Use as often as needed.

150 ml      5.07 US Fl.Oz.

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## PROTECTING LOTION

Stress, irritation and redness again? This is a real trouble for the skin. Use this gentle lotion to protect your skin from any negative conditions. It restores skin's hydrolipid mantle leaving your skin soft and perfectly smooth.

### ACTIVE INGREDIENTS

**Ectoin** protect from stress cell damage.

**AntiCytoStressor** (Krameria extract) restores sensitive and damaged skin.

**Alpaflor Edelweiss** (Edelweiss flower extract) works against the oxidative stress and inflammations caused by UV.

**Niacinamide PC** is a stabilized form of vitamin B3 to fight inflammation and acne, and promote an even skin tone.

**Stimu-Tex AS** provides quick relief to sensitive and irritated skin within five minutes.

**D-panthenol** effectively restores and soothes the skin.



**Antioxidant and UV-protection without irritating filters.**

**Quick relief for irritated skin within 5 minutes.**

**Face & body care.**

**For sensitive skin of any type (dry to oily).**

**How to use:** apply to cleansed skin focusing on dry areas.

150 ml 5.07 US Fl.Oz.

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*what's unique about it?*

## KEY BENEFITS OF THE LINE

Proven effect in 5 minutes  
after application

Containing ingredients tested on atopy-prone skin

Recognisable ingredients with an excellent reputation, even  
in medicine: D-panthenol, niacinamide, ectoin

Innovative active ingredients with complex mechanisms of  
action and SUPER effect

The line does not compete and, if necessary,  
can be combined with the already existing  
Teana range

Trendy 'cute' design

Large volume (face + body)



# Teana

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