

AGEING AND LES PARFAITS

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The Ageing Process

The ageing process of the epidermis, dermis and hypodermis

Relevant products

Ageing process

Products

Epidermis level

#1 The rate of cell replenishment declines

As we grow older mistakes occur in the daily cellular reproduction and a larger percentage of our cells becomes useless.

Increased damages to DNA leads to an accelerate cell death rate.

The cell life becomes shorter, the number of skin cells decreases and our skin becomes thinner, which results in a poor protection against foreign and harmful agents.

On the opposite, keeping our skin cells living longer gives a thicker, glowing epidermis and a better protection against foreign agents.

Synchro/Cytobi

Nucléa

Immuno Mask

Concentré Réparateur

Crème Jeunesse

Crème Anti-Temps

#2 The activity of the Langerhans cells decreases

The Langerhans cells are part of the immune system of the skin. They recognize extraneous agents thus protecting the skin from external aggressions.

Synchro/Cytobi

Crème Jeunesse

#3 The activity of the sebaceous glands diminishes and the capability of the epidermis to retain water

This causes a decrease in the lubrication of the epidermal layer and the capability of the skin to retain water, resulting in the appearance of fine lines.

Synchro/Cytobi

Cells-Life

Hydra-Ger

Crème Jeunesse

Dermis level

#4 The energy producing capacity of the mitochondria declines

The mitochondria are the power stations responsible for producing the majority of energy in the cell.

Mitochondria are the first cellular organelles to degenerate. As a result, the cells become less metabolically active, which impairs their growth and division.

Mito Special Plus

Crème Anti-Temps

#5 Degeneration and fragility of the capillary walls

Small blood vessels that supply the skin loose their strength and elasticity which results in a slowing down of the micro-circulation that starves the skin of nutrients.

Veinulo Special Plus

Vasco

#6 The antioxidant defence system becomes less efficient against free radicals

A free radical is an unstable and isolated oxygen atom with a single electron keen to pair up with other molecules.

When free radicals bind with molecules within living skin cells the ensuing oxidation causes functional damages. By attacking the cell's DNA, free radicals destroy them.

Free radicals also attack the collagen structure causing fibres to bundle and to randomly cross-link.

Elastin begins to lose its spring and fine lines and wrinkles appear.

This also damages the integrity of the cellular membranes, decreasing the skin's capability to retain water in the dermis.

Synchro/Cytobi

Nucléa

Veinulo Special Plus

Vasco

Eye Mask

Eye Gel

Concentré Réparateur

Crème Jeunesse

Crème Anti-Temps

The Ageing Process

Ageing process	Products
<p>#7 Inflammation Inflammation is a vital defence mechanism essential to our survival and yet it seems to contribute to our ageing. As it turns out, ageing is associated with the increase of these unwelcome forms of chronic inflammation. Chronic inflammation contributes to the ageing process as it floods tissues with free radicals and promotes the destruction of normal cells.</p>	Nucléa Vasco Crème Anti-Temps
<p>#8 Lowered level of the catalase enzyme Catalase is an enzyme found in a cell organelle called peroxisome. Catalase decomposes the hydrogen peroxide produced during the oxidation of fatty acids by the cell, preventing it from harming the cell.</p>	Concentré Réparateur Crème Jeunesse
<p>#9 Degeneration of the fibroblasts and lowered production of collagen and elastin A fibroblast is a type of cells that keeps up the extra-cellular matrix of the tissues. Their main function is to maintain the structural integrity of connective tissues. Fibroblasts produce collagen and elastin fibres: when needed, fibroblasts replace broken collagen and elastin fibres with new ones. As we age the skin's ability to replace damaged collagen diminishes, so gaps and irregularities develop in the collagen mesh. Collagen fibres do not stretch very well. In fact one of its functions is to resist stretching and provide structure. Scar tissues are composed of collagen fibres. Elastin fibres are the rubber band responsible for the spring of young skin. Fibroblasts degeneration eventually leads to wrinkles and loss of dermal elasticity.</p>	Eye Gel Marine Ger-Lift Cells-Life Concentré Réparateur Crème Anti-Temps
<p>#10 Decreased synthesis of pro-collagen and proteoglycan in the extra-cellular matrix The extra-cellular matrix is the largest component of the skin and it gives it its unique elastic properties: the decreased synthesis of pro-collagen and proteoglycan results in the degenerative changes that occur in human skin during ageing.</p>	Cells-Life Concentré Réparateur
Hypodermis level	
<p>#11 Loss of facial muscular mass The muscles in our face are weakened by poor nutrition, weight loss and age. Moreover, as we move around in an upright position, our skin is affected by gravity. Loss of facial muscular mass reduces the skin's tautness, causing its sagging look.</p>	Myo/Myoso
Epidermis and dermis levels	
<p>#12 UVA damage It is believed that UVA rays release oxidants that cause extensive cell damages. They can also cause rough scaly spots, called solar keratosis, on exposed skin areas.</p>	Crème Jeunesse

The Ageing Process

Aggravating causes of the ageing process

Aggravating internal factor

- Individual genetic make-up, hormonal status, emotional stress.
- Lifestyle, nutrition, smoking, excesses of alcohol, drugs...

Aggravating external factor

- Exposure to harsh climate.
- Sun exposure.
- Air pollution, air conditioning....
- Use of aggressive skin products or soap...

Most of these factors are within our control.

Cigarette smoking releases free radicals, slowing down the production of collagen and elastin; it reduces the blood flow in the epidermis, starving the skin of the nutrients it requires, which gives the skin a dull look.

As our skin is the first organ to display the signs of ageing, it is up to us to protect it by living a healthy lifestyle, giving us a better chance to delay them.

Age Management Products

Products	Beneficial actions against the visual signs of the ageing process
Epidermis level	
	#1 The rate of cell replenishment
Synchro, Cytobi, Nucléa	When the cells receive essential nutrition, DNA is protected and mistakes are less likely to occur when they reproduce. The cells live longer, which results in a glowing epidermis.
Immuno Mask	Regenerates epidermis cells keeping a healthy cell renewal rate
	#2 The activity of the Langerhans cells
Synchro, Cytobi	The nutritive molecules increase skin immunity and protect the Langerhans cells.
	#3 The activity of the sebaceous glands and the capability to retain water
Synchro, Cytobi	Balance the activity of the sebaceous glands, avoiding dryness and the appearance of fine lines.
Cells Life	Allows basal cells to retain their moisture.
Hydra Ger Mask	Improves moisture retention.
Dermis level	
	#4 The energy producing capacity of the mitochondria
Mito Special Plus	Increases the mitochondria metabolism responsible for the production of the cell energy. Stimulates epidermal keratinocytes and dermal fibroblasts.
	#5 Fragility of the capillary walls
Veinulo Special Plus	Relieves capillary fragility and restructures capillary walls.
Vasco	Allows a better micro-circulation, increases capillary elasticity.
	#6 The antioxidant defence system and free radicals
Synchro, Cytobi, Nucléa, Veinulo Special Plus, Vasco	They contain vitamins A, C and E that have anti-oxidant properties.
	#7 Inflammation
Synchro, Cytobi, Nucléa	They contain anti-inflammatory compounds to protect the DNA.
Vasco	Anti-inflammatory properties due to its phytostimulines.
	#9 Fibroblasts and production of collagen and elastin
Eye Gel	Assists fibroblasts to produce collagen and elastin and slows down their destruction.
Marine Ger-Lift	Boosts the fibroblasts' production of collagen and elastin fibres.
Cells-Life	Accelerates the restructuring of collagen and elastin.

Age Management Products

Products **Beneficial actions against the visual signs of the ageing process**

Dermis level

Cells-Life **#10 Synthesis of pro-collagen and proteoglycan in the extra-cellular matrix**
Increases proteoglycan synthesis in the extra-cellular matrix.

Hypodermis level

Myo/Myoso **#11 Facial muscular mass**
Improves subcutaneous muscle tone reducing sagging of the skin and increases facial muscular mass.

Age Management with Les Parfaits

Products **Beneficial actions against the visual signs of the ageing process**

Epidermis and dermis levels

Concentré Réparateur serum **Reverses manifestations of ageing #1 #6 #8 #9 #10**
Promotes genuine cellular repair to aged, demineralized and dehydrated skins.

Crème Jeunesse Day cream **Reverses manifestations of ageing #1 #2 #3 #6 #8 #12**
Protects and eliminates hydrogen peroxide.
Slows down and reverses the ageing process caused by UVA and UVB.

Crème Anti-Temps Night cream **Reverses manifestations of ageing #1 #4 #6 #7 #9**
Combines powerful nutrients to combat ageing at the cellular matrix level.
Reinforces cutaneous vitality, soothing and desensitizing.
Increases oxygen consumption.

Les Parfaits

Premium anti-ageing line

Les Parfaits is Gernétic's premium anti-age line.

It is the outcome of extensive cellular biology researches and advanced biotechnology.

Les Parfaits is a line of three products:

Concentré Réparateur "Concentrated Repairer"

Crème Jeunesse "Youth Cream"

Crème Anti-Temps "Time-Defying Cream"

They make use of the most potent active ingredients available to cosmetology today.

This includes an extract from *Thermus thermophilus* a bacteria that lives in the hot water springs (75°C) are found in the depth of the oceans between 2,000 and 4,000 metres under the sea level.

This bacterium is characterized by the distinctive chemistries of its cell wall and ribosomal ARN and by the exceptional ability it has to repair its own genetic make-up.

Labo Ger's is the first laboratory (to our knowledge) to have used an enzyme extracted from this bacterium in a skin care product.

Others exotic active ingredients that give this new age-management line its incredible properties include:

Xylem sap from birch considered to be an elixir of health and long life since the 9th century.

Extracts from *Kigela africana*, *Quillaja saponaria molina*, *Chritmum maritimum* and *Porphyridium cruentum* associated with biological compounds rich in amino acids, trace elements and vitamins.

Clinical tests have shown:

68% reduction in the skin surface occupied by deep wrinkles

58% skin restructuring

81% complete client satisfaction



Active ingredients in Les Parfaits

Chritmum maritimum

A sea fennel, also known as rock samphire, found in coastal regions that prefers to grow among rocks exposed to the wind and salt spray.

It has been known since the ancient times. Sailors would take it on voyages, as it is rich in vitamin C and mineral salts. It first appeared in the French Pharmacopoeia in 1837 and its beneficial properties such as anti free radicals, calming and regenerating that are now fully used in cosmetology.

Kigelia africana

Large, rounded tree (Bignoniaceae) with a thick trunk and smooth grey bark..

The fruit is enormous and sausage shaped. It grows up to a meter in length and weighs up to 10 kg, hence the name “sausage tree”.

Its roots and bark have naphthoquinone lapachol, various glycosides and dihydrococcoumarin kigelin as major beneficial compounds.

Porphyrium cruentum

Red micro alga rich in numerous vitamins and trace elements.

Quillaja saponaria Molina

A large tree (Rosaceae) native of South America.

Extracts from the dried bark are rich in flavonoids and are an excellent moisturizer and toner.

The extracts of *Quillaja saponaria* molina and *Kigelia africana* have been found to be three times more effective in their firming action than animal-derived compounds.

They give the skin a veritable “flash” of radiance, making it look firmer and smoother.

Thermus thermophilus

Bacterium that lives in the hot springs of 75°C that are found in the depth of the oceans between 2,000 and 4,000 meters under the sea level.

This bacterium is characterized by the distinctive chemistries of its wall and ribosomal ARN and by the exceptional ability it has to repairs its own genetic make-up.

Xylem sap

Xylem is the principal sap-conducting tissue of vascular plants..

Xylem sap from birch has been considered to be an elixir of health and long life since the 9th century.

Concentré Réparateur

Concentrated Repairer Serum

Les Parfaits Line

Concentré Réparateur provides quintessential rejuvenation. It naturally rebuilds the matrix in conjunctive tissues.

About

Key Ingredients

Concentrated solution of peptides with 17 amino acids including 8 essential ones obtained by the hydrolysis of glutamine-rich barley, wheat and oats.

Promotes genuine cellular repair to aged skins. Protects catalase, an epidermal enzyme.

Palmitoyl pentapeptides 3 with lysi-threoni and threoni-lysi-seri sequences from the C-terminal part of collagen I.

Naturally rebuilds the matrix in conjunctive tissue by improving fibroblasts activity.

Stimulates the synthesis of collagen I (117%) and collagen IV (327%) and the production of glycosaminoglycans (267%).

One marine active compound containing 18 amino-acids, including taurine, glutamine, glycine, alanine and lysine.

Enhances regeneration, nutrition, hydration and cellular stimulation.

Xylem sap containing numerous minerals and trace elements (K, Ca, Mg, Si, Zn, Mn, Se, Co and Cu) and vitamins B1, B2, B6, B12, C, PP and E.

Considered as an elixir of health and long life since the 9th century,

Highly nutritive and remineralizing.

Promotes cellular respiration by 131% and stimulates cellular proliferation.

A tensor agent from Kigelia africana and Quillaja saponaria molina.

Excellent moisturizer and tensor.

Gives a veritable flash of radiance.

Vitamin E encapsulated in slow release multi-lamellar vesicles.

Anti-oxidant.



Size: Retail 25 mL

Actions

Concentré Réparateur is effective at preventing, slowing down and reversing the manifestations of ageing.

Naturally rebuilds the matrix in conjunctive tissues by boosting the activity of the fibroblasts, thus increasing the skin's elasticity.

It provides genuine cellular repair in ageing, demineralized and dehydrated skin, marked by wrinkles, small lines and slackening tissues.

Use

Skin Conditions

Suits any skins over the age of 40.

Home Use

Morning and or Evening

Apply about 2 pumps of Concentré Réparateur to the whole face and neck.

Follow with Crème Jeunesse in the morning or Crème Anti-Temps at night.

Salon Use

Step #4

Intense Anti-Age Treatment

Apply a moderate quantity of Concentré Réparateur Serum all over face and neck.

Crème Jeunesse

Youth Day Cream

Les Parfaits Line

Crème Jeunesse is a powerful protective, detoxifying and repairing cream. It reverses skin damages caused by the sun.

About

Key Ingredients

DNA from fish milt (desoxyribonucleic acid).

Powerful anti-ageing action. Procures a genuine biological lifting effect.

Lipopeptide tyrosine-arginine with one polypeptide/glycopeptide compound of 15 amino acids.

A source of moisture and cellular repair factors.

A hygroscopic amphiphilic β -lactoglobuline with lactic acid.

Attenuates lines by reducing the thickness of stratum corneum and by retaining moisture.

One active compound stimulating the activity of the Langerhans cells.

Enhances the skin defence mechanism.

Chritum maritimum: Sea fennel, also called rock samphire, rich in vitamin C and mineral salts.

Anti free radicals, calming and regenerating.

One repairing enzyme from Thermus thermophilus, a bacterium that lives in the hot springs (75°C) found under the sea level.

Characterised by its exceptional ability to repair its own genetic make-up.

Slows down and reverses the ageing process caused by UVA and UVB damages.

Enzymatic detoxification of intra-cellular oxygen peroxide.

Vegetal glycoprotein of small molecular weight.

Boosts cellular renewal of epidermis cells.

One complex of essential amino acids.

Reinforces cutaneous vitality procuring elimination of skin exhaustion.

Borage oil rich in gamma-linolenic acid, vitamin E and liposoluble vitamins A & D.

Soothing and desensitizing benefits.

Anti-oxidant.



Size: Retail 50 mL

Actions

Powerful protective, detoxifying and repairing cream.

Reverses skin damages caused by the sun.

Procures a genuine biological lifting effect and helps facial skin to preserve or regain a youthful appearance.

Use

Skin Conditions

Suits any skins over the age of 40.

Home Use

Morning

After the application of a very small amount of Synchro, apply Crème Jeunesse all over the face and neck.

Can also be used on hands.

Salon Use

Step #8

Intense Anti-Age Treatment

Finish treatment with a small amount of Crème Jeunesse.

Crème Anti-Temps

Time-Defying Night Cream

Les Parfaits Line

Crème Anti-Temps is a powerful cocktail of nutrients that combat ageing at the cellular level. It is soothing and desensitizing.

About

Key Ingredients

One biological compound with phytosterols, phospholipids and vitamins A, D and E.
Source of essential nutrition.

Marine oligosaccharide.
Cellular protective action to fight the ageing process.

One tripeptide (glycine-hystidine-lysine) that is a fragment of the collagen chain and acts as a cellular growth stimulator.
Naturally rebuilds the matrix in conjunctive tissue. Stimulates cellular growth.

One active compound that stimulates fibroblast proliferation and mitochondrial respiration.
Stimulates fibroblast proliferation, thus increasing skin's elasticity. Boosts cells energy.

One anti free radical element that acts on the phosphocreatine precursors.
Reinforces cutaneous vitality, soothing and desensitizing

One complex of essential amino acids.
Reinforces cutaneous vitality.

Evening primrose oil rich in gamma-linoleic acid and liposoluble vitamins A, D and E.
Soothing and desensitizing benefits.
Anti-oxidant.

Numerous peptides, minerals salts and Niacin (vitamin B3).
Nutritive remineralizing.



Size: Retail 50 mL

Actions

Genuine biological regenerator. It is a source of essential nutrients that provides a deep-down action to fight against the ageing process. Crème Anti-Temps has soothing and desensitizing benefits, it is particularly recommended for sensitive and fragile skin.

Use

Skin Conditions

Suits any skins over the age of 40.

Home Use

Evening

Crème Anti-Temps can be applied over Concentré Réparateur and followed by Synchro or Cytobi.

Salon Use

Step #6

Intense Anti-Age Treatment

Apply a moderate quantity of Crème Anti-Temps everywhere.
Follow with Cytobi.

Intense Anti-Age Treatment with Les Parfaits

Purpose

Intense treatment to combat ageing at cellular level.

Products

Glyco
Cleansing Milk

Fibro
Preparing Lotion

Marine Gumming Gel
Exfoliating Cleansing

Mito Special Plus
Energizing Concentrate

Eye Mask
Decongesting Mask

Immuno
Regenerating Mask

Or Marine Mask
Remineralizing Mask

Concentré Réparateur
Anti-ageing Serum

Myo/Myoso
Toning Lifting Cream

Synchro
Regenerating Cream

Crème Anti-Temps
Time Defying Cream

Cytobi
Soothing Cream

Cells-Life
Revitalizing Serum

Anti-Ageing Mask
Peel off Supple Mask

Or Marine Essence
Seaweed Mask & Ess Oils

Or Mineral
Self Heating Infusing Mask

Gauze

Polyester foil
Four small sheets

Crème Jeunesse
Youth Day cream

Procedure: Prepare

STEP #1 - Clean and exfoliate

If necessary, remove eye make-up and lipstick with *Fibro*.
Apply *Glyco* all over face and neck by light strokes. Remove with tissues.
Then clean the skin with *Marine Gumming*, gently massaging it with wet hands for 1 or 2 minutes. Rinse off with warm water.

STEP #2 - Select and apply a Concentrate.

Apply all over face and neck 10 to 12 sprays of *Mito Special Plus* to enhance cellular reaction.

STEP #3 - Select and apply a Preliminary Mask

Alternate between these masks at each treatment.

Apply a moderate layer of *Eye Mask* to the eye contour.

Apply a teaspoon of *Immuno* all over the face and neck by light massage to enhance cellular regeneration

Or *Marine Mask* to remineralize and enhance cellular reaction.

Cover face and neck with polyester foil sheets. Leave for 10 minutes.
Rinse off lightly with lukewarm water.

Procedure: Care

STEP #4 - Treat skin conditions

Apply a small quantity of *Concentré Réparateur* all over face and neck.
Apply *Myo/Myoso* to areas where a loss of muscle tone is noticeable, including the eye area.

STEP #5 - Nourish epidermis cells

Perform a gently massage of the face, neck and eye area with *Synchro* for 10 to 15 minutes. Do not remove it.

STEP #6 - Add nutrition to epidermis cells

Apply a moderate quantity of *Crème Anti-Temps* everywhere.

Apply a small quantity of *Cytobi* all over face and neck.

Apply a few drops of *Cells-Life* to more delicate areas.

Procedure: Infuse

STEP #7 - Infuse nutritional molecules with a selected mask

Apply *Peel-off Anti-Ageing Mask* directly to the skin of the face and neck. Avoid the eye area. Leave for 10 minutes. Do not cover this mask.

Refer for procedure to Anti-Ageing Mask - page 4-07

Or *Marine~Essence Mask* to remineralize.

Refer to Marine-Essence Mask method 2 page 3-06.

Or *Mineral Self Heating Mask* to infuse.

Refer to Mineral Mask page 3-04 for method of application.

Cover mask with polyester sheets and leave for 15 minutes.

Rinse off completely with lukewarm water.

STEP #8 - Finishing Touch

Finish with a small amount of *Synchro* and follow with *Crème Jeunesse*.

Home treatment:

Refer to the Gernétic Home Treatment File "Age Management"

Explaining Les Parfaits

How do I explain Les Parfaits?

We must start by emphasizing that this range is for women who have already been using Gernétic.

They must have been using Synchro cream for at least one month.

Since Les Parfaits de Gernétic are used as an anti-ageing solution, they should only be recommended to women over 40 years of age.

The effects will be much more superior if your client invests in the full program, that is if she purchases the 3 products together.

However if your client wishes to start with only one product, she should start with Concentré Réparateur serum first.

If she wanted only two then the Concentré Réparateur serum and the Crème Jeunesse day cream are the products she should take.

We'll see why a bit later.

Stay as simple as possible when explaining these very advanced and technical products. You could start by explaining some of the major characteristics of an ageing skin.

If you compared the skin of a young woman with that of an older woman, you would notice:

- Slower cell renewal, which leads to the appearance of wrinkles.
- Degeneration of the fibroblasts. This decreases the production of elastin and collagen, which eventually leads to a loss of elasticity.
- Reduction in the activity of the sebaceous glands, which impair the skin's protective hydrolipidic film and renders the skin dry and rough.
- Slower cell renewal, which leads to the appearance of wrinkles.

- Poor elimination by the cells of the hydrogen peroxide. To keep it simple, the skin cells produce hydrogen peroxide from the oxidation of fatty acids. As we age this detoxification process is no longer effective and causes harm to the cell itself.
- Decrease in the activity of the Langerhans cells. These cells are part of the immune system of the skin. They protect the skin from foreign and external aggressions.
- Slowing down of the micro-circulation, which leads to a poorer nutrition and elimination.
- Cellular deficiency, which affects the skin in all of the manners just mentioned above.

Concentré Réparateur Serum prevents, slows down and reverses all of the major ageing manifestations just mentioned.

That is why you should recommend it before any other product.

Crème Jeunesse Day Cream is a powerful exterminator of hydrogen peroxide. It repairs cell damages and protects the skin from foreign aggressions by promoting an increase in the activity of the Langerhans cells.

Crème Anti-Temps Night cream is a rich cocktail of active nutrients that combats ageing at the cellular level.

Selling Les Parfaits

How do I sell Les Parfaits?

It is a good idea that when you present these new products, you show them to your client as you explain them one by one.

If you don't have the products in stock have at least one sample of each that you can leave your client with.

In fact it is ideal to have both so that you can give a sample to try on immediately as you explain.

Don't hesitate to have your technical file with you to support your presentation.

Your client can only be receptive to your enthusiasm at making her understand the richness of these products.

When mentioning the price it is important that you feel that these products are worth the investment. If you believe that they are expensive then you will probably not sell them.

Les Parfait de Gernétic can be prescribed individually but, to get the best results, the three of them should be recommended together.

All Gernétic products can be associated with Les Parfaits.

However, Ger-Lift and Nucléa would be superfluous.

Synchro and/or Cytobi should be used in conjunction with les Parfaits.

A jar of Crème Jeunesse or Crème Anti-Temps should last approximately three months.

Your client may need to purchase another Concentré Réparateur in between.

Immuno Mask and Marine Mask are recommended once or twice a week. They can be alternated.

Two courses of Les Parfaits a year every 6 months is the ideal frequency.

Your client should use the other anti-age products (Myo Myoso, Ger-Lift, Nucléa) in between.