



Always Active



ABOUT

HL is a professional cosmetics company offering a wide range of treatments for the face and body, while providing solutions for most skin types and conditions. The various product lines include treatment series for use by professionals at cosmetics institutes and treatment series for home use. HL products are marketed and sold by aestheticians, beauty clinics, spa chains and hotels.

Since its establishment thirty years ago, HL's credo has been to strive for professionalism and constant innovation. The experience and know-how the company has accumulated over the years by developing and manufacturing products, as well as marketing them worldwide, are reflected in the brand's multitude of products and their effectiveness. Formulas are developed based on scientific research and clinically researched and tested components, with an emphasis on product safety, quality and benefits. The meticulous production processes take place in a state-of-the-art plant, using active ingredients of the highest-quality while maintaining environmental awareness and responsibility.

The "Always Active" slogan below the brand logo reflects its essential approach: products that are based on active ingredients and provide visible results and a constant commitment to the creation of innovative, effective solutions.

VISION

As a leading professional brand marketed around the world, our guiding vision is the development of products that provide real results and quality of life to our customers.

- Through constant innovation aimed at developing advanced cosmetic products based on active ingredients.
- Through the professional development and enrichment of human resources, by providing know-how and practical experience to cosmeticians.

VALUES

- Professionalism and innovation
- Quality and a rich variety of advanced treatment solutions
- Concrete results
- Reliability and integrity

PRODUCTION, RESEARCH AND DEVELOPMENT

HL's state-of-the-art production plant manufactures all company products in compliance with GMP production standards and the ISO 9001 quality standard. The production processes at the plant are controlled and supervised at all times by the QA department, which performs inspections and quality control at all stages of the production process.

The HL research and development laboratories employ experienced chemists and pharmacists with relevant experience and training, who are entrusted with developing advanced formulas and constantly improving existing formulas.



TRAINING CENTER AND SHOWROOM

Expansive know-how, as well as practical and professional experience, is the basis for our operations and for the relationships and dialog that exist between the professionals and their customers. We at HL believe that instilling know-how and experience in our customers is our duty. Accordingly, we regularly hold professional training programs and various courses, starting with the introduction to HL products, through to comprehensive studies of the skin's structure and needs, as well as to advanced marketing courses.

ENVIRONMENTAL RESPONSIBILITY

Global warming and concern for the environment are paramount to HL and we therefore aim to provide high quality, effective cosmetic products, while maintaining environmental responsibility. The company has connections with recycling organizations and supports the process of collecting and clearing waste for recycling.








PEELS

PROFESSIONAL PEELS

The professional PEELS line is differentiated by different strengths depending on the concentration and proportion of acids and is marked with digits (I-III) according to designated components that are adapted to treatment type and skin condition.

The line is intended for a large variety of treatments.



PRODUCT	BENEFITS	KEY ACTIVES	REFERENCE	SIZE
 <p>WHITE PEEL WITH LACTIC ACID</p>	<p>Acts to melt intercellular substance, contributes to lightening skin tone and increases the skin's moisture content.</p>	<p>Alpha Hydroxy Acids and Lactic Acid from cheese</p>	<p>155063</p>	<p>250ml/ 8.5 fl oz</p>
 <p>I ALPHA PEEL</p>	<p>Increases cell turnover rate in the epidermis and promotes generation of new skin cells.</p>	<p>Alpha Hydroxy Acids</p>	<p>155163</p>	<p>200ml/ 6.7 fl oz</p>
 <p>II ANTI AGE PEEL</p>	<p>Acts as a powerful anti-oxidant to slow down the skin aging process and create a lifting effect.</p>	<p>Alpha Hydroxy Acids and Grape extract</p>	<p>155264</p>	<p>100ml/ 3.4 fl oz</p>
 <p>III BALANCE PEEL</p>	<p>Acts as an anti-inflammatory and treats skin damage and acne.</p>	<p>Alpha Hydroxy Acids, Retinol and Acai oil</p>	<p>155464</p>	<p>100ml/ 3.4 fl oz</p>
 <p>III RENEW PEEL</p>	<p>Works to significantly stimulate the skin's natural healing mechanisms.</p>	<p>Alpha Hydroxy Acids, Retinol and vitamin C</p>	<p>155364</p>	<p>100ml/ 3.4 fl oz</p>

ALPHA BETA WITH RETINOL

REJUVENATION

The ALPHA-BETA line acts to regenerate, rehabilitate and lighten the skin using an active combination of Alpha and Beta Hydroxy Acids and Retinol. The products significantly accelerate skin regeneration and act to reduce the depth of wrinkles, improve texture and elasticity, and increase skin moisture. The line is intended for a wide range of target groups and for all skin types.



SKIN RENEWAL

PRODUCT

ALPHA-BETA
RESTORING SOAP
WITH RETINOL



BENEFITS

Soap for optimal and thorough cleansing of the facial skin.

KEY ACTIVES

Alpha Hydroxy Acids from fruits, Salicylic Acid and Retinol

REFERENCE

111034

SIZE

125ml / 4.2 fl oz

ALPHA-BETA
PREPPING LOTION
WITH RETINOL



Unique lotion for active renewal, used as gentle peeling to stimulate skin regeneration, promotes skin luminosity and increases elasticity and firmness.

Alpha Hydroxy Acids from fruits, Salicylic Acid, Retinol and Green Tea

111023

250ml / 8.5 fl oz

111024

125ml / 4.2 fl oz

ALPHA-BETA
DAY DEFENSE CREAM
WITH RETINOL



Daily moisturizer to increase the skin renewal process, diminish wrinkles and fine lines, and improve skin elasticity and firmness. Contains UVA and UVB sunscreen filters.

Alpha Hydroxy Acids from fruits, Salicylic Acid, Retinol, sunscreen, Green Tea and vitamin C

111053

250ml / 8.5 fl oz

111057

50ml / 1.7 fl oz

ALPHA-BETA
RESTORING CREAM
WITH RETINOL



Rejuvenating night cream, specifically active in reducing wrinkles, accelerating cell turnover rate, and improving the skin's elasticity and firmness.

Alpha Hydroxy Acids from fruits, Salicylic Acid, Retinol, Green Tea and silk extract

111063

250ml / 8.5 fl oz

111067

50ml / 1.7 fl oz

ALPHA-BETA
BRIGHTENING MASK
WITH RETINOL



Illuminating mask renews and improves skin texture and aesthetics while also giving the skin a uniform, radiant tone.

Alpha Hydroxy Acids from fruits, Salicylic Acid, Retinol, vitamin C, Green Tea and Lemon juice

111083

250ml / 8.5 fl oz

111087

50ml / 1.7 fl oz

ALPHA BETA WITH RETINOL

REJUVENATION



PRODUCT

ALPHA-BETA
BRIGHTENING DROPS
WITH RETINOL

BENEFITS

Drops for lightening hyper-pigmentation areas resulting from exposure to sun and age spots.

KEY ACTIVES

Alpha Hydroxy Acids from fruits, Salicylic Acid, Retinol and vitamin C

REFERENCE

111589

SIZE

20ml / 0.67 fl oz



ALPHA-BETA
PEELING PADS
WITH RETINOL

Gentle peeling pads, convenient and easy to use, renew and improve the skin's complexion, reduce the depth of wrinkles, and give the skin a uniform texture.

Alpha Hydroxy Acids from fruits, Salicylic Acid, Retinol and Green Tea

111129

24 units pack



ALPHA-BETA
REJUVENATION KIT
PREPPING LOTION
DAY DEFENSE CREAM
RESTORING CREAM

Rejuvenation kit for complementary treatment at home.

According to the individual products included in the kit

111099

3 pieces:

125ml / 4.2 fl oz

50ml / 1.7 fl oz

50ml / 1.7 fl oz



ALPHA-BETA
REJUVENATION
PROFESSIONAL KIT
WHITE PEEL
RENEW PEEL
RESTORING SOAP
PREPPING LOTION
BRIGHTENING MASK
RESTORING CREAM

Rejuvenation kit for professional treatment at the clinic. Includes treatment protocol.

According to the individual products included in the kit

111199

6 pieces:

250ml / 8.5 fl oz

100ml / 3.4 fl oz

125ml / 4.2 fl oz

125ml / 4.2 fl oz

250ml / 8.5 fl oz

250ml / 8.5 fl oz

C THE SUCCESS

ANTI AGING

The **C THE SUCCESS** line acts to slow down the skin aging process resulting from physiological factors. The line is based on a high concentration of vitamin C that acts as a powerful anti-oxidant to increase the production of collagen in skin cells and promote an even, radiant skin tone.

The line is intended for a wide audience, especially for skin showing preliminary and advanced signs of aging.



ANTI AGING



PRODUCT

C THE SUCCESS CLEANSER



C THE SUCCESS CONCENTRATED VITAMIN C SERUM



C THE SUCCESS INTENSIVE DAY CREAM



C THE SUCCESS CREAM



C THE SUCCESS INTENSIVE TREATMENT MASK



C THE SUCCESS INTENSIVE EYE CREAM



C THE SUCCESS ANTI AGING KIT CLEANSER INTENSIVE DAY CREAM CREAM

BENEFITS

Cleansing emulsion for effective and thorough cleansing of the skin.

Serum with millicapsules containing a high concentration of vitamin C effectively reduces the depth of wrinkles.

Day cream that acts to slow down the skin aging process and increase the moisture level.

Nourishing night cream that acts to reduce skin damage and gives a luminous and even complexion.

Treatment mask that acts to renew and illuminate the skin and gives an even, glowing skin tone.

Nourishing eye cream that acts to diminish expression lines and provides intensive moisture to the eye contour area.

Anti aging kit for complimentary treatment at home.

KEY ACTIVES

Vitamin C, Alpha Hydroxy Acids from fruits, Panthenol and Allantoin

Vitamin C, Hamamelis and Mandarin oil

Vitamins C and E, Orange oil, Lemongrass and Grapefruit extract

Vitamin C and Lemongrass

Vitamin C, minerals, Lemongrass and illuminating plant extracts complex

Vitamin C, Shea butter, Apple extract, Lemongrass, peptides, Hyaluronic Acid

According to the individual products included in the kit

REFERENCE

175113

175599

175153

175157

175063

175067

175183

175187

175099

175199

SIZE

250ml / 8.5 fl oz

30ml / 1 fl oz

250ml / 8.5 fl oz

50ml / 1.7 fl oz

250ml / 8.5 fl oz

50ml / 1.7 fl oz

250ml / 8.5 fl oz

50ml / 1.7 fl oz

15ml / 0.5 fl oz

3 pieces:

125ml / 4.2 fl oz

50ml / 1.7 fl oz

50ml / 1.7 fl oz

RENEW FORMULA

PHOTO AGING

The **RENEW FORMULA** line acts to slow down the skin aging process resulting from skin damage and free radicals. The line is based on a high concentration of Alpha-Lipoic Acid and vitamins A, E and F, to diminish expression lines and increase moisture level in the skin.

The line is intended for a wide audience, especially for skin showing initial signs of aging.



PRODUCT

RENEW FORMULA BALANCING SOAP

BENEFITS

Soap that balances the skin's pH level and cleans without it causing dryness.

KEY ACTIVES

Green Tea, Chamomile, Bisabolol, Alpha Lipoic Acid

REFERENCE

118032

SIZE

500ml / 17 fl oz

118033

250ml / 8.5 fl oz



RENEW FORMULA HYDRO-SOFT

Day cream that acts to slow down the skin aging process and increase the moisture level, and is easily absorbed.

Alpha Lipoic Acid, Green Tea, vitamins A, E and F

118053

250ml / 8.5 fl oz

118057

50ml / 1.7 fl oz



RENEW FORMULA NOURISHING CREAM

Rich, nourishing night cream that acts to slow down the skin aging process and reduce the depth of wrinkles.

Alpha Lipoic Acid, Green Tea, vitamins A, E and F

118063

250ml / 8.5 fl oz

118067

50ml / 1.7 fl oz



RENEW FORMULA RENEWING MASK

Renewal mask that promotes smooth skin with a uniform tone.

Alpha Lipoic Acid, Green Tea and Ginkgo Biloba

118083

250ml / 8.5 fl oz

118087

50ml / 1.7 fl oz



RENEW FORMULA MAGIC DROPS

Unique serum, rich in vitamins, that gives the skin a silky-soft and radiant complexion.

Alpha Lipoic Acid, Avocado oil, Sea Buckthorn oil, Borage oil, vitamins A and E

118099

20ml / 0.67 fl oz



RENEW FORMULA PHOTO AGING KIT BALANCING SOAP HYDRO-SOFT NOURISHING CREAM

Photo aging kit for complimentary treatment at home.

According to the individual products included in the kit

118049

3 pieces:

125ml / 4.2 fl oz

50ml / 1.7 fl oz

50ml / 1.7 fl oz

AGE CONTROL

FIRMING & LIFTING

The AGE CONTROL line acts to firm, tighten and fade existing wrinkles. The line is based on plant phytoestrogens that work to increase collagen production, and Red algae to increase the moisture level in the skin and provide a lifting effect. The line is intended for mature skin.



PRODUCT



AGE CONTROL FIRMING SERUM

BENEFITS

Firming serum, effective for smoothing wrinkles and bestowing a tightening effect to the skin.

KEY ACTIVES

Spirulina algae, Red algae extract, Phytoestrogens from Soy and Wild Yam

REFERENCE

112599

SIZE

30ml / 1 fl oz



AGE CONTROL REBUILDING GEL

Rebuilding gel gives a significant tightening effect and increases moisture level. Suitable for use on the eye contour area.

Spirulina algae, Aloe Vera, natural repair complex, Red algae extract, Matrixyl and silk extract

112507

50ml / 1.7 fl oz



AGE CONTROL RENEWAL CREAM

Active cream for skin renewal and wrinkle reduction.

Clover, Green Tea, special moisturizing complex, Phytoestrogens from Soy and Wild Yam

112067

50ml / 1.7 fl oz



AGE CONTROL LIFTING MASK

Unique mask that includes two stages for professional treatment at clinics, gives a tightening effect, and fades wrinkles and fine lines.

Kaolin, Sugar, Clover, Green Tea, Aloe Vera

112089

5 professional treatments



AGE CONTROL SUPER LIFT

Peeling that gives a tightening effect, promotes the production of new cells and improves the skin's ability to absorb the active ingredients.

Alpha Hydroxy Acids from fruits, Salicylic Acid, Retinol, Fig, Dates and Grapes

112267

50ml / 1.7 fl oz



AGE CONTROL ULTRA LIFT

Unique serum that provides an immediate tightening effect for up to 6 hours. Recommended for use on special occasions.

Special complex for a lifting effect

112698

15ml / 0.5 fl oz

BOLDCARE

FIRMING & LIFTING

The **BOLDCARE** line acts to reduce wrinkles and fine lines, and delays the appearance of new wrinkles. The line is based on the peptide Argireline to smooth expression lines and give the skin firmer appearance.

The line is intended for skin showing fine lines.



PRODUCT



BOLDCARE CREAM

BENEFITS

Cream that acts to reduce the depth of wrinkles and tighten them, and provides a smooth, radiant tone.

KEY ACTIVES

Argireline, silk extract, Brazilian Nut oil, Red algae extract and Wild Yam

REFERENCE

109057

SIZE

50ml / 1.7 fl oz



BOLDCARE SERUM

Active serum gives a lifting effect and reduces wrinkles and fine lines.

Argireline, Amino acids, natural repair complex, Licorice, Green Tea and Centella Asiatica

109598

30ml / 1 fl oz



BOLDCARE CREASE REPAIR CAPSULES

Concentrated capsules that act to diminish wrinkles and fine lines.

Argireline

109599

30 units



BOLDCARE KIT CREAM SERUM

BOLDCARE kit to reduce wrinkles and give a tightening effect.

According to the individual products included in the kit

109899

2 pieces:

50ml / 1.7 fl oz
30ml / 1 fl oz

BIO REPAIR

REHABILITATION

The BIO REPAIR line acts to rehabilitate skin that has suffered environmental damage. The line is based on collagen, elastin and a unique repair complex that prevents and corrects damages to skin cells, stimulates internal correction and repairs the mechanisms in skin cells. The line is intended for damaged, tired and dull skin.



PRODUCT

BIO REPAIR GEL CLEANSER



BIO REPAIR CLEANSING EMULSION



BIO REPAIR SPECIAL TONER



BIO REPAIR DAY CARE



BIO REPAIR NIGHT CARE



BIO REPAIR EYE & NECK CARE



BENEFITS

Foaming gel for gentle and optimal skin cleansing.

Emulsion for gentle skin cleansing.

Toner for completing the cleansing and soothing the skin.

Day cream that increases moisture level, slows down the aging process and prevents wrinkles.

Rich night cream that boosts the recovery treatment of the skin.

Eye and neck cream that nourishes the skin and boosts the recovery treatment of the skin.

KEY ACTIVES

Natural repair complex

Natural repair complex

Hamamelis, natural repair complex, Bisabolol and Chamomile

Vitamin E, collagen, elastin and natural repair complex

Vitamin E, collagen, elastin and natural repair complex

Vitamin E, collagen, elastin and natural repair complex

REFERENCE

103033

103013

103023

103053

103057

103063

103067

103074

103078

SIZE

250ml / 8.5 fl oz

250ml / 8.5 fl oz

250ml / 8.5 fl oz

250ml / 8.5 fl oz

50ml / 1.7 fl oz

250ml / 8.5 fl oz

50ml / 1.7 fl oz





140ml / 4.7 fl oz

30ml / 1 fl oz

BIO
REPAIR

REHABILITATION



PRODUCT	BENEFITS	KEY ACTIVES	REFERENCE	SIZE
 BIO REPAIR CREAM MASK	Nourishing cream mask that reduces and prevents wrinkles caused by environmental damages.	Natural repair complex, vitamin E, collagen and elastin	103083	250ml / 8.5 fl oz
 BIO REPAIR CELLULAR FIRMING GEL	Active treatment gel that rehabilitates and soothes the skin, improves elasticity, firmness and texture, and promotes biochemical processes to improve the functioning of skin cells.	Aloe Vera, natural repair complex, collagen and elastin	103087	50ml / 1.7 fl oz
 BIO REPAIR CONCENTRATED OIL WITH VITAMIN E	Unique concentrated oil that promotes the natural-healing mechanisms of skin cells and enhances recovery treatment of skin texture.	Olive oil, Almond oil, Jojoba oil, natural repair complex and vitamin E	103503	250ml / 8.5 fl oz
 BIO REPAIR REHABILITATION KIT GEL CLEANSER DAY CARE NIGHT CARE	Rehabilitation kit for complimentary treatment at home.	According to the individual products included in the kit	103507	50ml / 1.7 fl oz
			103598	15ml / 0.5 fl oz
			103299	3 pieces: 125ml / 4.2 fl oz 50ml / 1.7 fl oz 50ml / 1.7 fl oz

PHYTOMIDE

DRY SKIN

The PHYTOMIDE line acts to increase moisture level, stimulate micro-circulation in the skin, increase collagen production and protect from free radicals. The line is based on ceramides, vitamins and Phytelene complex that contains plant extracts. The line is intended for very dry skin.



DRY SKIN

PRODUCT

PHYTOMIDE
FOAMING GEL
CLEANSER

PHYTOMIDE
FACE LOTION

PHYTOMIDE
RICH MOISTURIZING
CREAM

PHYTOMIDE
INTENSIVE CREAM

PHYTOMIDE
NOURISHING MASK

PHYTOMIDE
PLANT EXTRACT
CAPSULES

PHYTOMIDE
REFRESHING
EYE CONTOUR MASK

BENEFITS

Foaming gel cleanser for gentle and thorough cleansing without drying the skin.

Toner without alcohol, soothes the skin without a feeling of dryness.

Rich moisturizer that increases the skin's moisture level, nourishes and protects the skin from environmental damage.

Intensive nourishing cream that increases moisture and promotes skin elasticity and softness. May also be used on neck and eye contour.

Nourishing mask that reduces wrinkles and prevents sagging skin; rich in moisture and improves the skin's texture.

Capsules contain a nourishing blend to reduce wrinkles and leave the skin feeling smooth and pleasant to the touch.

Unique mask reduces wrinkles and prevents sagging skin in the eye contour area, rich in moisture, helps reduce puffiness and refreshes the skin.

KEY ACTIVES

Urea and Phytelene complex

Aloe Vera, Hamamelis, Phytelene complex

Phytelene complex, Olive oil, Amino acids, ceramides and silk extract

Phytelene complex, Olive oil, silk extract, ceramides, vitamins A and E

Phytelene complex, Almond oil, Olive oil, ceramides, vitamins A, E and F

Glycolipids and vitamin E

Phytelene complex, Green Tea, Ginkgo Biloba, Licorice, Amino acids and Chamomile

REFERENCE

117032

117034

117021

117023

117053

117057

117063

117067

117083

117087

117599

117079

SIZE

500ml / 17 fl oz

150ml / 5 fl oz

1000ml/33.8fl oz

250ml / 8.5 fl oz

250ml / 8.5 fl oz

50ml / 1.7 fl oz

250ml / 8.5 fl oz

50ml / 1.7 fl oz

250ml / 8.5 fl oz

50ml / 1.7 fl oz

40 units

5 units

DOUBLE ACTION

OILY SKIN

The **DOUBLE ACTION** line acts to balance the activity of the sebaceous glands, reduce sebum excretion, and prevent an oily sheen and blemishes. The line also has disinfectant, healing and drying properties for infected areas.

The line is intended for oily skin and/or light acne.



PRODUCT

DOUBLE ACTION SOAP



BENEFITS

Soap for oily skin, cleans, balances and prevents an oily sheen.

KEY ACTIVES

Eucalyptus oil, Mint oil, Pomegranate extract, Green Tea, Glycolic Acid

REFERENCE

104133

SIZE

250ml / 8.5 fl oz

DOUBLE ACTION FACE LOTION



Toner that soothes and disinfects the skin and gives a fresh feeling.

Camphor, Clove, Mint, Eucalyptus

104021

1000ml/33.8 fl oz

104023

250ml / 8.5 fl oz

104024

125ml / 4.2 fl oz

DOUBLE ACTION HYDRATANT EMULSION



Moisturizing lotion for maintaining a high moisture level, leaves skin texture soft and relaxed.

moisturizing blend

104053

250ml / 8.5 fl oz

104055

60ml / 2 fl oz

DOUBLE ACTION MASK



Mask that tightens and soothes, absorbs excess oil and removes dead cells. Accelerates the healing process, shrinks pores and gives a smooth tone.

Chamomile, Allantoin, Bisabolol, Calamine and Sulfur

104083

250ml / 8.5 fl oz

104085

70ml / 2.4 fl oz

DOUBLE ACTION DRYING LOTION



Drying lotion to speed up the process of healing skin blemishes.

Sulfur, Camphor and Zinc

104149

30ml / 1 fl oz

DOUBLE ACTION DRYING LOTION WITH DEMI MAKE-UP



Drying lotion with make-up to speed up the process of healing skin blemishes.

Sulfur, Camphor and Zinc

104146

30ml / 1 fl oz

DOUBLE ACTION POWDER



Treatment powder for quick healing of blemishes, absorbs excess oil and prevents an oily sheen.

Echinacea

104549

45gr / 1.58 oz

A-NOX

BALANCING

The A-NOX line balances the skin, purifies and soothes problem areas, prevents the appearance of blemishes, reduces sebum secretion, and achieves a smooth complexion without an oily sheen.

The line is intended for oily and acne / acne vulgaris.



PRODUCT

A-NOX
SUGAR SOAPA-NOX
FACE LOTIONA-NOX
SOLUTIONA-NOX
HYDRATANT CREAMA-NOX
MASKA-NOX
DRYING LOTIONA-NOX
SPOT DRYING GELA-NOX
BALANCING KIT
SUGAR SOAP
HYDRATANT CREAM
SPOT DRYING GEL

BENEFITS

Soap that contains natural antiseptic ingredients for thorough cleansing of the skin; disinfects, balances and prevents an oily sheen.

Alcohol-based toner for disinfecting, balancing the sebum level and stimulating the blood circulation.

Concentrated solution that helps prevent the formation comedones and milia.

Lightweight moisturizer helps balance and maintain the skin's moisture level.

Astringent, antiseptic mask that absorbs excess sebum and promotes the healing of blemishes.

Drying lotion that absorbs excess oil and soothes problem areas.

Spot drying gel that accelerates the healing process.

Balancing kit for complimentary treatment at home.

KEY ACTIVES

Lemon juice and sugar

Benzoic Acid, Camphor, Menthol, Eucalyptus oil

Chamomile, Arnica and Bisabolol

Green Tea, Arnica, complex to balance acne, vitamins A, E and F

Salicylic Acid, minerals, Allantoin

Camphor, Calamine, Salicylic Acid

Allantoin, Chamomile, Bisabolol, Camphor, Mint oil, Eucalyptus oil and Retinol

According to the individual products included in the kit

REFERENCE

102031

102032

102034

102021

102023

102024

102043

102044

102053

102055

102083

102084

102142

102144

102069

102099

SIZE

1000ml/33.8 fl oz

500ml / 17 fl oz

125ml / 4.2 fl oz

1000ml/33.8 fl oz

250ml / 8.5 fl oz

125ml / 4.2 fl oz

250ml / 8.5 fl oz

125ml / 4.2 fl oz

250ml / 8.5 fl oz

70ml / 2.4 fl oz

250ml / 8.5 fl oz

125ml / 4.2 fl oz

500ml / 17 fl oz

125ml / 4.2 fl oz

20ml / 0.67 fl oz

3 pieces:

125ml / 4.2 fl oz

70ml / 2.4 fl oz

20ml / 0.67 fl oz





WHITENING

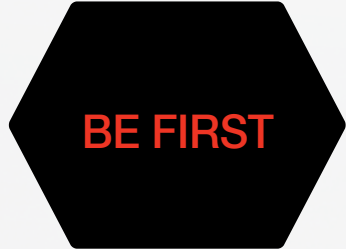
WHITENING

The **WHITENING** line is most effective in treating spots and hyper-pigmentation. The line is based on a unique combination of natural active ingredients that delay and reduce melanin, and a complex of plant components with a lightening effect.

The line is intended for skin with hyper-pigmentation spots.



	PRODUCT	BENEFITS	KEY ACTIVES	REFERENCE	SIZE
	WHITENING PROTECTIVE MOIST	Lightweight moisturizer that improves and maintains the lightening effect.	Kojic acid, Arbutin and moisturizing extracts	108053	250ml / 8.5 fl oz
	WHITENING CREAM	Local treatment cream is especially active on hyper-pigmentation spots and prevents the appearance of new spots.	Kojic acid, Arbutin and illuminating complex	108057	50ml / 1.7 fl oz
	WHITENING SERUM	Serum that diminishes hyper-pigmentation areas and gives an even and light tone.	Kojic acid, Arbutin and illuminating complex	108067	50ml / 1.7 fl oz
	WHITENING MASK	Golden mask, illuminates the skin tone and gives a radiant and glowing appearance.	Kojic acid, illuminating plant extract complex, minerals, Geranium oil	108068	30ml / 1 fl oz
				108599	20ml / 0.67 fl oz
				108083	250ml / 8.5 fl oz
				108087	50ml / 1.7 fl oz



SKINCARE FOR MEN

The BE FIRST line for the treatment of masculine skin acts to improve skin texture, reduce wrinkles and fine lines, and slow down the skin aging process. The line is based on plant extracts that have healing and disinfectant properties, Lactic acid for increasing the moisture level, and liposomes for reducing wrinkles and improving skin elasticity.



FOR MEN



PRODUCT

BE FIRST
AFTER SHAVE BALM



BE FIRST
AGE DEFENSE SERUM



BE FIRST
KIT
AFTER SHAVE BALM
AGE DEFENSE SERUM

BENEFITS

Aftershave lotion soothes, moisturizes, and prevents skin irritation and redness. Aids in reducing age damage and firms the skin.

Serum that slows down age damages, delays the appearance of wrinkles resulting from environmental damage, moisturizes and softens the skin.

BE FIRST kit to reduce fine lines and slow down the skin aging process.

KEY ACTIVES

Aloe Vera, liposomes, Chamomile, Bisabolol, Green Tea, Almond oil, Calendula oil, Arnica and Allantoin

Amino acids, Equisetum, Ivy and natural repair complex

According to the individual products included in the kit.

REFERENCE

107057

107507

107099

SIZE

50ml/ 1.7 fl oz

50ml/ 1.7 fl oz

2 pieces:
50ml/ 1.7 fl oz
50ml/ 1.7 fl oz

UNIQUE

UNIQUE

Unique formulations designed to enhance and complement the benefits of the treatment.



PRODUCT

MULTI-VITAMIN
SERUM

BENEFITS

Innovative serum, rich in essential vitamins encapsulated to maintain freshness. Improves the skin's texture, hydrates and gives the skin a firm and supple appearance.

KEY ACTIVES

Vitamins A, C, E, F and H, Amino acids, Hamamelis and Licorice

REFERENCE

176599

SIZE

30ml / 1 fl oz

GLOW SENSE
PERFECT GLAM
MOISTURIZER

Unique moisturizer with a silvery shimmer that gives the skin a glowing and radiant appearance.

Green Tea, Ginkgo Biloba and Centella Asiatica

159247

50ml / 1.7 fl oz

ALO GEL



Unique gel that contains a high concentration of Aloe Vera extract to increase moisture and soothe the skin.

Aloe Vera, Chamomile, collagen, elastin, vitamin E, Fennel and Melissa

161503

250ml / 8.5 fl oz

SUNBRELLA

SUN PROTECTION

The **SUNBRELLA** line includes sun protection products that combine moisturizer and demi make-up. The line is suitable for daily use to protect the skin from UVA and UVB rays.



PRODUCT

SUNBRELLA
SPF 36

BENEFITS

SPF contains UVA and UVB sun filters to offer maximum protection from the sun.

KEY ACTIVES

UVA and UVB sunscreen

REFERENCE

159354

SIZE

125ml / 4.2 fl oz

SUNBRELLA
DEMI MAKE-UP SPF 36

SPF with demi make-up, contains UVA and UVB sun filters to offer maximum protection from the sun.

UVA and UVB sunscreen

159245

125ml / 4.2 fl oz

159246

50ml / 1.7 fl oz

SPA



PRODUCT

WHEAT & HONEY MASSAGE OIL



MASSAGE CREAM



HAND CARE CREAM



FOOT TREATMENT CREAM

BODY TREATMENT

The body treatment products are designed to nourish, replenish and pamper the skin.



BENEFITS

Soothing and relaxing massage oil, nourishes, softens and revitalizes the skin.

Moisturizing massage cream for a smooth, relaxing glide, helps improve elasticity and helps stimulate circulation.

Easily absorbed, intense moisturizing cream, nourishes dry hands and leaves skin feeling soft and smooth.

Soothing cream, restores skin's softness and delivers prompt relief for dry, rough feet.

KEY ACTIVES

Sweet Almond oil, Wheat Germ oil, Propolis

Beeswax, Vegetable oil

Glycerin, Sweet Almond oil, Lemongrass oil

Glycerin, Tea Tree Leaf oil, Ginkgo Biloba extract

REFERENCE

113092

113103

170553

170554

180563

180564

SIZE

500ml / 17 fl oz

250ml / 8.5 fl oz

250ml / 8.5 fl oz

100ml / 3.4 fl oz

250ml / 8.5 fl oz

100ml / 3.4 fl oz

SUPPLIES

PRODUCT

BASIC INSTANT MASK

HL UNIFORM

HL TOWEL - LARGE

HL TOWEL - SMALL

HL HEADBAND

HL STRAPLESS TOWEL

HL COSMETIC CLOTH ROLL

REFERENCE

280335

280841

280333

280332

280331

280833

280828

UNITS

1

1

1

1

1

1

1



SUPPLIES


BODY TREATMENT



Always Active

HL - PROFESSIONAL SKINCARE

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