

GUINOT FALL/WINTER 2017
INSTITUT • PARIS

TOP SELLING PRODUCTS
FOR FALL & WINTER

NEW HYDRA PEEL
TREATMENT

NEW PRODUCT:
EAU-NEUVE ENERGIC

PLUS MUCH MORE!



GUINOT MOST RECENT PRESS COVERAGE

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freshFINDS

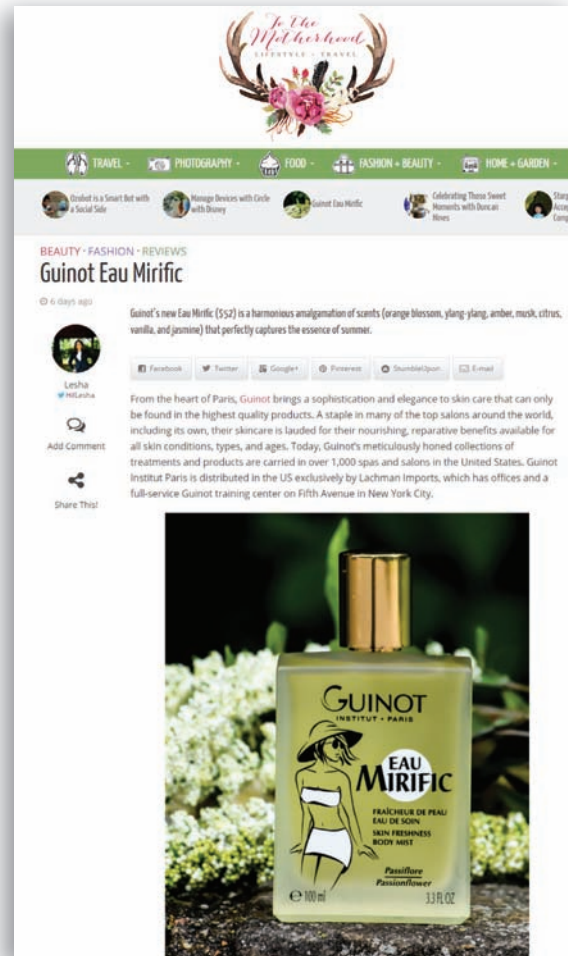
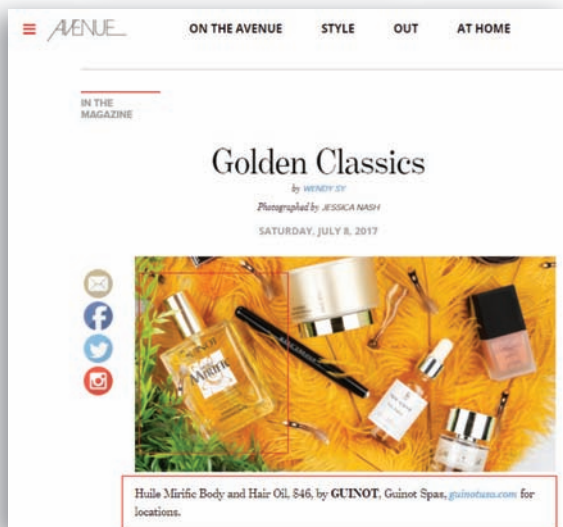


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COMMENT: Guinot Paris
PRODUCT: Brume Hydra Beauté Mist provides the face with moisture all day with the use of green tea, Hyaluronic Complex, and trace elements. www.guinotusa.com



Hydratone Fluid Cream

Hydratone Fluid Cream is a light moisturizer that contains mattifying powders and zinc gluconate to reduce the appearance of shine while creating a matte finish. The cream absorbs quickly and deeply moisturizes the skin without a greasy residue.
Guinot
212-532-1030
www.guinotusa.com



THE BEST PEEL IS HERE!

Guinot NEW **Hydra Peeling treatment** is the superior alternative to both medical and cosmetic peels. In fact, the new treatment not only produces amazing results but it does so while keeping clients comfortable and avoiding pain and unwanted side effects. **Increased radiance, attenuation of dark spots, brighter skin tone and reduction of visible signs of aging are the key, immediately visible improvements it delivers.** The misconception that more pain and discomfort with a peel equals to better results has reigned for a long time; Guinot, however, didn't buy that and Hydra Peeling is here to prove it.

Hydra Peeling offers **two versions** of the peeling component, **the first with Acid PH for all skin types; the second, gentler, for sensitive skin with manual Hydrabrasion.** Both versions are completed with a skin regenerating cream and massage phase and then with a soothing, beauty-enhancing mask. In just 45 minutes your clients will feel splendid, beautiful, re-energized.... while skipping the painful punishment part!

Guinot scientists' mission is to obtain maximum results while enhancing client experience, comfort and satisfaction.

Their goal is to give you and your clients "The Best of Both Worlds". The launch of the Hydra Peeling treatment raises the industry bar and delivers you The **BEST PEEL!**

Speak with your Guinot Customer Service or Sales Representative today and order the Hydra Peeling treatment, your clients will love you for it!



Giovanni Casolaro
General Manager
Guinot/Lachman Imports Inc.

FALL & WINTER SKINCARE SOLUTIONS

1



Masque Nutri Confort, instantly reduces signs of fatigue and brightens the complexion thanks to a complex of essential oils. Avocado nourishes while menthol revitalizes the complexion. 1.7 oz.

Item #503786
Retail Price \$44.00
Salon Cost \$22.00

4



Brume Hydra Beauté Mist, a continuous source of moisture that refreshes and revitalizes the skin. Skin will be soft, supple and glowing after each use. 3.3 oz.

Item #507271
Retail Price \$36.00
Salon Cost \$18.00

2



Longue Vie Hand Cream, skin care for younger looking hands, prevents dark spots and wrinkles. Contains Vitamin B5 to strengthen the nails. 2.5 oz.

Item #512265
Retail Price \$29.00
Salon Cost \$14.50

5



Crème Riche Vital Antirides 888, a rich moisturizer that smoothes and hydrates undernourished dry skin. The skin will appear more youthful and toned with continued use. 1.7 oz.

Item #504600
Retail Price \$70.00
Salon Cost \$35.00

3



Nutrizone Body, rich in Omega-6 fatty acids that encourage the skins rejuvenation and appearance. Perfect for dry and dehydrated skin. 6.7 oz.

Item #528004
Retail Price \$68.00
Salon Cost \$34.00

6



Gommage Facile, this 2-in-1, cleanses and exfoliates in one easy step to make skin as smooth as silk. Gently eliminates rough patches and dead skin, leaving the skin feeling renewed and ultra-smooth. 7.1 oz.

Item #528167
Retail Price \$44.00
Salon Cost \$22.00

NEW EAU-NEUVE ENERGIIC

AVAILABLE NOW

Guinot's new **Eau-Neuve Energic** combines the effects of moisturizing body cream and fragrant water to provide hydration and a fresh scent to the entire body.

Made with ginseng extract, this body water absorbs quickly, replenishing minerals while the texture immediately changes from water to lotion once it hits the skin.

Combining the bright notes of bergamot and orange with touches of jasmine and florals, this refreshing fragrance leaves the skin feeling light and energized.

3.3 oz.

Item #529210
Retail Price \$50.00
Salon Cost \$25.00

Tester
Item #644110
Salon Cost \$18.75



NEW HYDRA PEEL TREATMENT

AVAILABLE SEPTEMBER 2017

SIGNS OF AGEING

DULL COMPLEXION

DARK PIGMENTATION SPOTS

Guinot's NEW **HYDRA PEEL** treatments exfoliate, resurface, moisturize and renew the skin. Hydra Peeling with Hydra PH uses Phytic Acid while Hydra Peel with Hydrabrasion uses natural cellulose particles and papaya extracts.

Both treatments **minimize brown spots, smooth out the texture of the skin, increase radiance, minimize signs of aging and deeply moisturize the skin.** The best suited Hydra Peel treatment is determined on the client's beauty goal and level of sensitivity.

Your skin will look brighter, feel cleaner, fresher and younger regaining its luminosity.



Hydra Peeling with Hydra PH

Item #454250
Salon Cost \$160.00
(10 treatments)



Hydra Peel with Hydrabrasion

Item #454249
Salon Cost \$160.00
(10 treatments)

TRAVEL SIZES PROMOTION

PROMOTION PERIOD: SEPTEMBER 1 - SEPTEMBER 30, 2017

Travel sizes are a great way to get clients to try products and to increase retail sales. [Here are some creative ways you can utilize travel sizes:](#)



Organize a travel size station/area and allow clients to pick and choose 3-4 travel sizes for a set price.

Ex: Choose 3 travel sizes for \$15 or
Choose 4 travel sizes for \$20.



Pair travel sizes with gift cards purchases to complete the perfect holiday gift.



Treat your top clients with a special travel gift set during the holiday season.

Promotion #90155

When you purchase 9 of the same travel size product you will receive **3 additional ones at no charge***. Check the Guinot order form for the most up-to-date list of available travel sizes. **While supplies last.*

GUINOT UNIFORM AND TOWELS PROMOTION

PROMOTION PERIOD: SEPTEMBER 1 - SEPTEMBER 30, 2017

During the month of September when you spend \$80 or more on Guinot uniforms, towels and accessories, **you will get \$20 to use towards back bar products.***



Bathrobe
Item #681236



Lab Coat Small
Item #681063



Lab Coat Medium - Item #681072
Lab Coat Large - Item #681078



Plush Spa Wrap
Item#681378



T-shirt
Item #681510 (Medium)
Item #681520 (Large)
Item #681530 (X-Large)



Kimono
Item #681430 (Medium)



Red Facial Bed Cover
Item #688490



Aromatic Bed Sheet
Item #681450



Promotion #90156

*\$20 credit must be used on the same order.

MEN'S PRODUCTS PROMOTION

PROMOTION PERIOD: OCTOBER 1 – OCTOBER 31, 2017

The **Guinot Trés Homme** range is specifically designed to help men cleanse, moisturize and protect the skin while providing visible and long-term results.

Promotion #90157

When you purchase 4 or more of the same men's product, you will receive a **FREE** tester for that product*. **While supplies last.*



AFTER-SHAVE BALM

Instantly calms, soothes, and softens. Protects and refreshes through its gel-cream texture. 2.5 oz.

Item #501810

Retail Price \$46.00

Salon Cost \$23.00



FACIAL CLEANSING GEL

Leaves the skin feeling fresh and toned, ideal before shaving. Gently and deeply cleanses the skin. 5.03 oz.

Item #501800

Retail Price \$36.00

Salon Cost \$18.00



EXPRESS ANTI-FATIGUE EYE GEL

Rejuvenates the eye area. Smooths away fine lines, wrinkles, and dark circles. 0.70 oz.

Item #501830

Retail Price \$46.00

Salon Cost \$23.00



LONGUE VIE HOMME

A rejuvenating treatment specifically designed for men. Helps prevent moisture loss that causes fine lines on the skin. 1.7 oz.

Item #501850

Retail Price \$65.00

Salon Cost \$32.50



KEEP HANDS **SOFT** AND **HYDRATED** THIS WINTER!

PROMOTION PERIOD: OCTOBER 1 - OCTOBER 31, 2017



Hands can become dry and chapped, especially during winter months.

Offer clients an easy and effective 2-step treatment that will soften and hydrate their hands.

Promotion #90158

When you purchase 4 each of the Gommage Facile and Longue Vie Hand Cream, you will receive a **FREE** Longue Vie Hand Cream and Gommage Facile tester*.

Regular Salon Cost	\$178.88
Promotional Salon Cost	\$146.00
SAVINGS	\$32.88

*While supplies last.



STEP ONE

Apply 1/2 tbsp. of the **Gommage Facile** to the hands, arms and elbows and gently massage for approximately 1-2 minutes.

Gommage Facile, this 2-in-1, cleanses and exfoliates in one easy step to make skin as smooth as silk. Gently eliminates rough patches and dead skin, leaving the skin feeling renewed and ultra-smooth.



STEP TWO

Apply the **Longue Vie Hand Cream**. This cream is effective skin care for younger looking hands, prevents dark spots and wrinkles. Contains Vitamin B5 to strengthen the nails.

SPA TIP

Treat facial clients with a complimentary hand treatment. Suggest the **Gommage Facile** and **Longue Vie Hand Cream** for at home care.

ANNUAL NOVEMBER SWEEPS

PROMOTION PERIOD: NOVEMBER 1 - NOVEMBER 30, 2017

Purchase 12 of any one RETAIL product and **receive 2 of the same product FREE OF CHARGE!**



PREPARE FOR THE
BUSY HOLIDAY SEASON
AND STOCK UP TODAY!



LACHMAN IMPORTS

230 FIFTH AVENUE, SUITE 900, NEW YORK, NY 10001
TEL: 212.532.1030 or 800.523.1030 FAX: 212.725.9692
GUINOT@LACHMANIMPORTS.COM
WWW.GUINOTUSA.COM