

GUINOT

INSTITUT • PARIS

WINTER/SPRING 2018

TOP PRODUCTS
FOR WINTER AND SPRING

NEW CRÈME HYDRA SUMMUM

HAND & LIP DUO

SOFTENING BODY CARE TOILETRY BAG

FIRMING BEAUTY TREATMENT

AND MUCH MORE!



GUINOT MOST RECENT PRESS COVERAGE

INSTITUT • PARIS



fresh FINDS
Discover this year's holiday gift sets.
BY NATALIE MANEVAL

17
COMPANY: Guinot Paris
PRODUCT: Full Rejuvenating Gift Set
includes retail sizes of Age Logic Cellulaire
and Time Logic Eye Serum in silver
packaging. www.guinot.com



ON TOPIC | SKIN DEEP
precious
PAMPERING

These mineral-based products
are real gems when it comes to
helping skin look healthier,
younger, and more radiant.
BY NICOLE ALTAVILLA

8. Hydratone Fluid Cream
GUINOT
www.guinotusa.com



by Alibha Tucker
spotlight



Antiaging
Spa pros share the wrinkle-fighting
treatments that keep clients coming back.

What's your most popular antiaging service?
Janae Roth, spa director of Four Seasons Resort The Biltmore Santa Barbara in Santa Barbara, California: Our Hydratone Facial (50 min., \$195, 80 min., \$255) infuses the skin with peptides, growth factors and botanical stem cells. Its customizing depending on the client's specific needs, but each option contains exfoliating minerals combined with antioxidants to promote skin renewal and overall brightness. We perform a thorough exfoliation with gentle microdermabrasion and a light chemical peel, and Hydratone's collagen-stimulating Time Cream is applied during the treatment and recommended as a homecare product as well. One of the most frequent comments we hear from guests after experiencing the facial is how smooth their skin feels and how radiant it looks.



Guinot
Age Summum
guinotusa.com



6 Guinot Premium Rejuvenating Gift Set | guinotusa.com



THE SPA SYMPHONY

Great spas and salons in the USA carry Guinot because it reflects their core values, business philosophy and demographics. That means: **professional skincare, result-oriented treatments and products, discerning clientele**. These are solid principles that propel our businesses to go the distance successfully. It's important, however, that spas and salons communicate these values to their clients and develop a "voice" to do so.

The spa should develop its own voice to communicate with both the team and clients. Inspiring and establishing an environment of trust and quality increases the value of the long-term guest experience. Guinot serves as background to this voice and supports a message of integrity, unconditional high standards and excellence in skincare. Service providers should also join the spa and the brand in communicating professionalism, dedication and devotion to skincare. **When everything is perfectly aligned, clients will hear a wonderful melody that will entice them to return to look and feel beautiful and to lift their mind and spirit.**

Like with any good orchestra, all instruments should be in tune and play their part perfectly or else the music can become noise. With the perfect environment clients become engaged in a meaningful

dialogue about their skin and self-care. They are made aware of the unique core values offered by the spa and Guinot and are inspired to embrace benefits. Seeds are planted for a long journey together towards beautiful, healthy skin and improved balance. At this point all barriers come down and authentic conversations occur. The client then becomes part of the performance, she/he participates in treatments and practices at-home skincare in between spa visits.

Guinot is proud to work in harmony with you and your staff to play in unison the Radiant Skin Rhapsody.

A handwritten signature in black ink that reads "Giovanni Casolaro". The signature is fluid and cursive, with the first name being larger and more prominent than the last name.

Giovanni Casolaro
General Manager
Guinot/Lachman Imports Inc.



WINTER & SPRING SKINCARE SOLUTIONS

1



NutriScience, a gentle and soothing body balm that helps to nourish the skin. Skin will feel soft, supple and hydrated. Perfect for areas like elbows and knees.
4.4 oz.

Item #528005
Retail Price \$58.00
Salon Cost \$29.00

2



Douche Mirific Shower Gel, nourishes, softens and soothes the skin while cleansing. This essential oil-enriched shower gel leaves the skin feeling satiny smooth.
8.8 oz.

Item #528111
Retail Price \$34.00
Salon Cost \$17.00

3



Mask Hydra Beauté, instant moisture boost that makes skin soft and supple. Olive wax and fig extract in the formula will leave the skin feeling hydrated, soft and radiant.
1.7 oz.

Item #503844
Retail Price \$44.00
Salon Cost \$22.00

4



Crème Protection Reparatrice, soothes irritations on hyper-sensitive and dehydrated skin. Omega oils and lavender heal, restore and protect the skin.
1.7 oz.

Item #502770
Retail Price \$48.00
Salon Cost \$24.00

5



NewWhite Serum, this potent serum has Vitamin C which brightens and evens out the complexion, acting intensely on dark spots. Vitamin E protects against free radicals.
(0.80 oz.)

Item #505800
Retail Price \$90.00
Salon Cost \$45.00

6



Lip Balm, this balm contains Shea Butter, Avocado Extract and Vitamin F to keep lips hydrated and looking smooth all-day long. It prevents and heals dry and cracked lips. Great for everyday use.

Item #500950
Retail Price \$180.00 (box of 9)
Salon Cost \$90.00

NEW CRÈME HYDRA SUMMUM

AVAILABLE JANUARY 2018

Guinot's **Crème Hydra Summum** is a new facial moisturizer that uses intense hydration to fight the effects of aging, such as wrinkles and dull skin.

Guinot's own Hydralagic Complex creates a barrier to lock in moisture and helps to improve circulation for a bright and youthful glow. Hyaluronic acid, a tried and true ingredient in many Guinot products, enables skin to retain more moisture.



KEY ACTIVE INGREDIENTS



HYDRALAGIC COMPLEX

1. Creates a barrier on the skin for optimal hydration. Reduces dehydration lines and prevents Trans Epidermal Water Loss (T.E.W.L.).
2. Binds water to the skin for a youthful glow.
3. Triggers natural moisture production while restoring the hydration levels of the skin.



HYALURONIC ACID

Hyaluronic Acid contains active ingredients that bind water to the skin and prevent T.E.W.L. It also forms a supple film over the surface to fill in wrinkles.

Application: Use daily morning and/or evening after cleansing face thoroughly.

Item #506900
Retail Price \$95.00
Salon Cost \$47.50

Tester
Item #641900
Salon Cost \$35.63



BIOXYGENE PROMOTION

PROMOTION PERIOD: JANUARY 1 – JANUARY 31, 2018

Guinot's BiOxygene products help restore a healthy complexion by fighting external irritants related to lifestyle such as stress, smoking, pollution, etc. These irritants deprive the skin of oxygen and cause a dull and lackluster complexion. The BiOxygene product line is great for all skin types, making it a versatile selection that is easy to prescribe and sell to any client.



BiOxygene Foam, oxygenating and refreshing cleansing foam for all skin types. Removes make-up and mild impurities for a clear and brighter complexion.



BiOxygene Cream, Vitamin E and green tea extract in the formula help fight free radicals and damaging environmental irritants while providing nourishment on the skin. Shea butter adds moisture to smooth and soften the skin, improving texture and tone.



BiOxygene Serum, restores a healthy complexion by fighting external factors that deprive the skin of oxygen. With ingredients like Detoxiline and Vitamin E in the formula that work as anti-oxidants and protect against free radicals.

Promotion #90159

Purchase 3 of each product (total of 9) and get 1 tester for each product at **no charge**.

3 BiOxygene Foam	
3 BiOxygene Cream	
3 BiOxygene Serum	
Regular Salon Cost	\$375.00
Promotional Salon Cost	\$300.00
SAVINGS	\$75.00

Testers are a great selling tool for estheticians to use when they are prescribing products to clients. Testers allow customers to smell and feel the products prior to making a purchase. Retail sales increase when clients are able to try the products.

HYDRADERMIE LIFT DOUBLE IONIZATION PROMOTION

PROMOTION PERIOD: FEBRUARY 1 - FEBRUARY 28, 2018



Recognized internationally as one of the most technologically, revolutionary and advanced skin care treatment, the **Hydradermie Lift Double Ionization** increases the beauty results of the treatment by:

- *Enabling the active ingredients in the gels to penetrate the skin quicker and deeper*
- *The new electrodes with positive and negative charge induce the penetration of + and - ions at the same time, thus doubling the final results of the treatment*
- *Improved cleansing, hydration and radiance of the skin with visible reduction of wrinkles and fine lines while reducing treatment time from 1 hr 15 min to 1 hr*

Promotion #90160

When you purchase the Hydramermie machine you will get \$400 worth of Hydramermie treatment products of your choice at **no charge***.

Regular Salon Cost	\$4,400.00
Promotional Salon Cost	\$4,000.00
SAVINGS	\$400.00

**Items must be on the same order. You can choose any item listed under the professional Hydramermie treatment category of the order form.*



HAND & LIP DUO

AVAILABLE MARCH 2018

The Hand & Lip Duo is the perfect combination to help combat dry skin during the winter months. This hydrating duo will protect the hands and lip area while keeping the skin soft and moisturized.

Each kit includes the following products:



A retail size, **Lip Balm**, great for everyday use, this balm will keep lips hydrated and looking smooth all-day long. It prevents and heals dry and cracked lips.



And a FREE travel size, **Longue Vie Hand**, skin care for younger looking hands, prevents dark spots and wrinkles. Contains Vitamin B5 to strengthen the nails.

Item #500518

Retail Price \$18.00

Salon Cost \$9.00

SAVINGS \$4.00

AROMATICS FACE TREATMENT PROMOTION

PROMOTION PERIOD: MARCH 1 – MARCH 31, 2018

The Aromatic Facial is a 45-minute soothing treatment that combines essential oils, a relaxing massage to hydrate, balance and energize the skin, and a plant-concentrate enriched mask. An essential oil blend personalized for each skin type penetrates the skin to balance and refresh. A Guinot exclusive relaxation massage allows the skin to absorb the essential oil blend to promote well-being. The mask is enriched with plant concentrates and essential oils to act in perfect synergy with the Aromatic Massage, leaving the skin soothed and radiant.



BENEFITS

- *Relaxes facial features*
- *Reduces wrinkles*
- *Minimizes oil secretion*
- *Restores radiance*

Promotion #90161

When you purchase the Aromatics Face treatment oils you will receive a pack of the treatment face mask at **no charge**.

Serenity Essence Oil	\$33.00 salon cost	Balance essence Oil	\$33.00 salon cost
Nourishing Essence Oil	\$33.00 salon cost	Energy Essence Oil	\$33.00 salon cost
Vitality Essence Oil	\$33.00 salon cost	Aromatic Visage Mask (pack of 10)	\$58.00 (FREE)

Regular Salon Cost	\$223.00
Promotional Salon Cost	\$165.00
SAVINGS	\$58.00





SOFTENING BODY CARE TOILETRY BAG

AVAILABLE APRIL 2018

The Softening Body Care Toiletry Bag includes products that provide the skin with a soft and smooth glow while deeply hydrating and soothing. A great way to introduce your customers to new products at an inexpensive price.

Each bag contains the following travel size products:

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.

Hydrazone Corps, a rich, yet light-textured body lotion that hydrates the skin.

Gel Jambes Légeres, this cooling gel relieves fatigue caused by long periods of standing. The icy effect instantly refreshes and alleviates the feeling of tired legs.



Item #528582
Retail Price \$30.00
Salon Cost \$15.00

FIRMING BEAUTY TREATMENT

AVAILABLE APRIL 2018

The Firming Beauty Treatment offers 2 essential products that will leave the skin smooth, firm and glowing just in time for swimsuit season.

Each kit includes the following products:

A retail size, **Sculpt Expert**, instantly smooths and softens the skin for a firmer appearance. Sculpt Expert helps improve the skin's natural elasticity for a sleeker and more toned silhouette.

And a FREE travel size, **Gommage Peau D'orange**, this scrub helps reduce cellulite's appearance by eliminating dead skin and helping to stimulate circulation. The skin will appear smoother and firmer with continued use.



Item #500851

Retail Price \$73.00

Salon Cost \$36.50

SAVINGS \$6.00





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