



Guida alla Bellezza

Since 1976 the scientific research in botanical field to obtain pleasant and effective natural cosmetic products.



L'efficacia nelle erbe

MADE IN ITALY

HELAN COSMESI DI LABORATORIO



1976 this is the *HELAN* brand:

Its name is an acronym made with the words

*HEL*ios (sun) *AN*imus (soul, spirit)

Thus, Sun-filled Soul, to signify that
the company's spirit must be clear, warm and full of energy
like the sun, source of all life.



The logo, half a distillation bottle and half a stylized leaf,
represents the union of nature and research.

laboratory cosmetics

because Helan wants to communicate that its products are made
from natural raw materials treated with the scientific precision used in
research laboratories

Helan, the company¹

Since **1976**: a well-established activity with continued growth spreading throughout the herbalist shops and chemists in Italy as well as abroad. There has been a sharp increase in our products in countries from Europe to Asia and the United States, testifying to the agreeability of what Helan does with its success. The greatest reward we are proud to have is that of maintaining and promoting our philosophy of naturalness and wellness, an ever-continuing company journey.



Helan is situated on more than 4000 square meters, split into various work areas depending on logistics.

We have a work force of about sixty people, six of whom have degrees in technical fields of study pertaining to our speciality.

Our products are distributed in Italy by

Villa Dea
LE FORMULE DELLA NATURA s.r.l.

which covers the entire Italian territory with forty agents coordinated by two sales specialists and sales manager.

HELAN PHILOSOPHY

RESEARCH AND QUALITY

High quality Helan products are the result of unifying:

- **Nature**, our precious source of raw materials;
- **Tradition**, an ancient treasury of knowledge;
- **Scientific Research and innovative technological** solutions which allow us to produce natural, effective, safe cosmetics **pleasing** to the senses and the skin.

HELAN COSMESI DI LABORATORIO

Helan Philosophy

The precious properties of herbs, flowers and extracts are all highly welcomed on the market today, though in **1976**, when **Helan** was created with the aim of producing natural cosmetics, they seemed to have been pushed aside in a frenetic rush towards modernism.

Genuine traditions and ancient knowledge pertaining to herbs seemed forgotten at that time, but **Helan** has held on to an endless faith in the healthiness and quality of a world seen in a natural light with cosmetic ranges made with plant oils and extracts, essences, honey and scented waters- all giving a sense of well-being and beauty thanks to the richness of the main ingredients and their affinity with the skin.

This incentive to create natural cosmetics was a natural vocation, more a philosophy of life than a production choice. Helan was the first in the herbalist sector to be able to affirm that our activity, the hypoallergenic qualities and safety of our cosmetics, are guaranteed by non-irritating dermatological tests, without animal testing. Our inborn love and respect for animals has grown in unison with the same values which have led to our awareness and preservation of all that is natural.

FORMULA AND PRODUCTION

Every product leaving our laboratories has been created with craftsman care and backed by technologically advanced equipment, using machinery and packaging methods in optimal hygienic conditions.



HOW HELAN COSMETICS ARE CREATED

the formulation

The **quality of our products is not haphazard improvisation** but the logical consequence of a specific philosophy based on the willingness and desire to obtain the best by patiently selecting the properties of rare natural ingredients chosen specifically for each cosmetic product with tireless care.

HELAN COSMETICS ARE MADE FROM SUBSTANCES SUGGESTED BY THE ANTIQUE ART OF HERBAL KNOWLEDGE AND NATURAL REMEDIES:

- > **VEGETABLE DRY EXTRACTS TITOLATED IN ACTIVE INGREDIENTS** Aloe vera gel, Centella asiatica, Mallow, Bilberry and red Vine are only some of the 150 plants used.
- > **ESSENTIAL OILS** combined in multi-functional, synergetic active complexes: Rosemary, Lavender, Thyme, Eucalyptus, Mint, Pine...
- > **VEGETABLE OILS** cold pressed oils are used in order to keep the properties unaltered: Argan, Wheat germ, Jojoba, sweet Almond, Olive, Rice bran, Sesame, Grape seed...
- > **VEGETABLE BUTTERS** sebum similar and nonclogging, Karité butter, Avocado, Olive...
- > **FAIR- TRADE RAW MATERIALS** coming from certified, organic production in economically developing regions.



All raw materials are rigorously selected from those respecting the standard to “stop animal testing”.

INNOVATIVE FORMULAS SEEKING TO PRODUCE MORE EFFECTIVE, SAFE AND PLEASANT COSMETICS.

Helan product lines are:

- > **ANIMAL-BASED INGREDIENTS FREE;**
- > **PETROLEUM, LANOLIN AND MINERAL OIL FREE;** since these substances inhibit the absorption of active ingredients;
- > **PRESERVATIVES FREE*** in almost all the products, always **paraben free**, and in some case with potassium sorbate or other preservatives admitted by the organic standard certification.
- > **SLS AND SLES FREE**** for natural, effective and delicate cleansing;
- > **SYNTHETIC COLOUR FREE** leaving each product with the colour of its ingredients;
- > **NICKEL, CHROME, LEAD,... TESTED** (*assessment according to European directive n. 94/27/CE);
- > **CLINICALLY TESTED, NOT ON ANIMALS** to present products to the consumer without unnecessary cruelty to animals.





certifications

Helan's entire system of formulation, production and controls is carried out according to the highest standards, respecting quality and environmental certification criteria and international norms.



UNI EN ISO 9001/2008 **QUALITY MANAGEMENT** and
UNI EN ISO 14001/2004 **ENVIRONMENTAL MANAGEMENT**

In the year 2000, Helan was the first Italian cosmetic industry to obtain both.



"STOP ANIMAL TESTING" ICEA n.002 Certification:

Helan has always collaborated with the Italian associations that defend animal rights and in **1998** the company joined the first International 'Not Tested on Animals' Standard promoted by the LAV (Anti Vivisection League). In 2004 it obtained the ICEA n.002 Certification (Institute for Ethical Environmental Certification) and the right to use the international "Stop Animal Testing"



CLEAN ENERGY PROGRAM:

Last but not least, only to give further examples of Helan's care for the environment, the company has joined the **Clean Energy** program. This certifies that Helan respects the environment because every single Kwh of electricity used by the company is produced from renewable sources of energy without the use of fossil fuels (verified by the international **DNV** organisation).



ECO-BIO COSMETICS LINE:

Helan has launched a line of **Eco-bio cosmetics** certified by ICEA. Today the raw material market has very much evolved, offering certified guarantees and continuity of supplies. That's why we now decided it was time to offer our clients the certified Bio-Ecocosmetics line.

reading guide

LABELLING:

- What are **INGREDIENTS**
- “**YES**” **INGREDIENTS**
- “**NO**” **INGREDIENTS**

Environment Respect

LABELLING AND INGREDIENTS

LABELLING: AN IMPORTANT SOURCE OF INFORMATION

labelling

In order to have and be **INFORMED CONSUMERS**, reading the label on a product is essential and supplies vital information and suggestions for use. Helan has always chosen to be informative in a simple, clear way regarding the qualities of all its products. Hence a label is like a small guide for consumers to recognize products which are really trustworthy.

INGREDIENTS: ingredients must be written according to their technical nomenclature “INCI”:

EXPIRATION DATES: must be stated on the label if the producer cannot guarantee the product to last at least 30 months. The PAO (Period After Opening) must, in any case, be stated on products lasting longer than 30 months.



BEYOND ANY LEGAL REQUIREMENTS, EACH HELAN PRODUCT ALSO CONTAINS THE FOLLOWING INFORMATION:

- ✓ % of **ACTIVE INGREDIENTS**
- ✓ % of **NATURAL COMPONENTS**
- ✓ % OF **RAW MATERIAL** coming from **CERTIFIED ORGANIC AGRICULTURE**
- ✓ **INGREDIENT AND CONTENT EXPLANATION** to help the consumer interpret the INCI .

respect for the environment

Respect for the environment is an essential part of **HELAN's** company philosophy which has become today's logo of **REUSE-RÉDUCERECYCLE**, aiding in customer awareness.



that's why we've committed to **reducing** packaging materials **eliminating** "leakies" **highlighting** recycling instructions on every package

RECYCLING YOU RESPECT NATURE



THE SKIN AND OUR INGREDIENTS

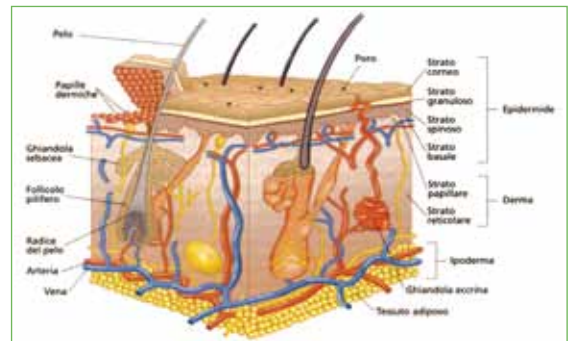


the skin and our ingredients

RESPECTFUL OF NATURE

The body is wrapped in layers of skin that have the task of separating and protecting it from external environmental conditions. **Skin is an organ.** It is a real, proper cutaneous system and not just a simple, lifeless covering. Among the skin's important functions in a healthy body is protection from the outside; hence from germs and bacteria, as well as body temperature regulation through perspiration and sweat. Furthermore, the skin "breathes", exchanging carbon dioxide for oxygen and representing the sensorial "border" between the inner and outside worlds.

The **skin** absorbs the substances it comes into contact with from the outside and transports them into the body. It is therefore essential to **pay utmost attention** to the quality of ingredients in cosmetic products, from cleansing to treatments.



Manuale del Cosmetologo - Tecniche nuove

This is the reason we can say that there are two types of ingredients

YES INGREDIENTS, che aiutano la nostra pelle, e

NO INGREDIENTS, che invece possono crearle dei problemi.

Let's learn to distinguish some of these ingredients:

YES INGREDIENTS



PASSIFLORA INCARNATA (PASSION FLOWER) SEED OIL
oil extracted from the seeds of the Passion flower
moisturizing, softening



PERSEA GRATISSIMA (AVOCADO) FRUIT OIL
oil obtained from the Avocado fruit
stimulates fibroblast production in the skin, cell
renewal with the consequential increase in hydration
and skin elasticity. Smoothing, nourishing,
anti-wrinkle.



BUTYROSPERMUM PARKII (SHEA BUTTER) BUTTER
butter extracted from Karité seeds
softening, nourishing, restructuring, protective



VACCINIUM MYRTILLUS (BILBERRY) FRUIT EXTRACT
extract obtained from Blueberries
counteracts venous stagnation and helps blood
circulation



GINKGO BILOBA LEAF EXTRACT
extract obtained from the leaves of Ginkgo biloba
Stimulating, toning, anti-oxidant, improves
venous wall tone and reactivates circulation



COCOGLUCOSIDE
emulsion of vegetable origin, particularly delicate
obtained from corn glucose, and coconut and palm
fats



DECYL GLUCOSIDE
vegetable based surface active agent, particularly
delicate, obtained from corn glucose, and coconut
fats.

NO INGREDIENTS

PETROLATUM, PARAFFIN, MINERAL OILS

petroleum derivatives that form an occlusive film on the skin

SODIUM LAURYL SULFATE/SODIUM LAURETH SULFATE

anionic surfactant agent with high scouring action that
strongly modifies the hydro-lipid balance that protects the
skin, causing contact dermatitis.

COCAMIDE DEA, COCAMIDE MEA

surface active agent that brings on the formation of nitrosamine

CARBOMER

modifies fluidity/viscosity, gel forming based on synthetic polymers

LANOLIN e suoi derivati

fat obtained from wool, with high irritating effect

PROPYLENE GLYCOL

solvent

METHYLISOTHIAZOLINONE, METHYLCHLOROISOTHIAZOLINONE

METHYLPARABEN, ETHYLPARABEN, PROPYLPARABEN,
BUTYLPARABEN

IMIDAZOLIDINYL UREA

METHYLDIBROMOGLUTARONITRILE

preservatives, they prevent bacterial contamination but are
the main causes of allergic dermatitis.

PEG-OLEATE, PEG-PALMITATE, ecc.

Synthetic surface active agent and emulsifier

COLOURINGS

they have decorative function, but they are a cause of
allergic dermatitis.

A restricted selection of few essential colourings is included
exclusively in the Make-up Line.

Keeping this list and other considerations in mind, the **development and research laboratories at HELAN** formulate safe, effective pleasant phyto-cosmetics to prevent and take care of problems related to hygiene and aesthetics of the skin, to slow down the physiologic aging process with effective anti-age actions.

Selected vegetable extracts, natural oils, mineral salts and vitamins for the specific treatment of all skin types.

face skincare

All skin types - combination, dehydrated, oily or sensitive - need the most suitable products to ensure the best treatment.

Enhancing the skin's potential starts with an appropriate daily cleansing routine. Perfectly cleansed skin maximizes the effects of any treatment, which is why using the following is essential:

- ✓ gentle **Cleansers** and **Toners** that thoroughly remove impurities and leave the skin fresh and glowing.
- ✓ **Masks** that work to quickly take care of problems, banish fatigue and prepare the skin for the application of
- ✓ **Creams** that will keep the skin looking and feeling young and prevent the signs of aging.

Helan's face treatment system offers four complete lines of products to ensure the best results for each skin type in two phases :

PHASE A: CLEANSING PROGRAMME

PHASE B: TREATMENT PROGRAMME

	PHASE A cleansing programme	PHASE B treatment programme
LINEA VISO 1 Mixed and Normal Skin 	<ul style="list-style-type: none"> * RE-BALANCING CLEANSING GEL * RE-BALANCING TONIC LOTION * PURIFYING SCRUB 	<ul style="list-style-type: none"> * RE-BALANCING MOISTURIZING CREAM GEL
LINEA VISO 2 for Dry, Dehydrated, Alipic skin 	<ul style="list-style-type: none"> * MOISTURIZING CLEANSING MILK * MOISTURIZING TONIC LOTION 	<ul style="list-style-type: none"> * NOURISHING MOISTURIZING MASK CREAM * SUPER-MOISTURIZING CREAM * RESTORATIVE NOURISHING CREAM
LINEA VISO 3 Greasy and impure Skin 	<ul style="list-style-type: none"> * PURIFYING CLEANSING GEL * ASTRINGENT TONIC LOTION * GREEN CLAY CAKE * GREEN CLAY SCRUB MASK 	<ul style="list-style-type: none"> * WHITE CLAY CREAM-GEL
LINEA VISO 4 Delicate and Sensitive Skin 	<ul style="list-style-type: none"> * SOFTENING CLEANSING MILK * SOFTENING TONIC LOTION 	<ul style="list-style-type: none"> * SOFTENING MOISTURIZING CREAM-GEL * SOFTENING NOURISHING CREAM

customized beauty care

WITH FOUR SPECIFIC LINES OF PRODUCTS TO MEET THE VARIOUS NEEDS OF EACH SKIN TYPE

SKINCARE PROGRAMME:

- Cleanses and purify without irritating.
- Tones.
- Normalizes for hydro-lipid film protection.
- Moisturizes.
- Protects from the sun's rays as well as polluting agents.

MIXED AND NORMAL SKIN

linea viso 1



The characteristics of this skin type are a combination of dry and oily skin, where the latter is, in fact, only found in the **T-zone** (forehead, nose and chin), where there is a larger number of sebaceous glands. Other areas of the face remain dry or normal.

As long as the glandular activity is properly balanced, the differences between the various areas of the face go largely unnoticed. However, when there is **excessive sebum secretion** with enlarged pores, oil stagnates easily and oxidizes upon air contact, forming blackheads which require effective treatment.

Combination skin therefore needs to be **balanced** and **purified** and at the same time **protected** and **nourished**.



active ingredients

IN SYNERGY

for synergetic, normalizing, gentle astringent actions.



Witch hazel (*Hamamelis virginiana*) leaves

Rhatany (*Krameria triandra*) root

Cabbage rose flowers

essential Lemon oil (*Citrus limonum*)

for gentle exfoliation.



Coconut micro-spheres (*Cocos nucifera*)

Free radical inhibitors with strong anti-oxidant actions.

Vitamins B5, C and E

to favour tissue oxygenation.

Amino acid and mineral salts Ca and Mg

emollient, softening and nourishing.



Sweet Almond oil (*Prunus amygdalus dulcis*)

Rose moschata oil (*Rosa moschata*)

to avoid sun damage, cause of premature skin aging.

UV filters



RE-BALANCING CLEANSING GEL

oil-free

with Witch hazel, Rhatany and Cabbage rose

Cleansing is essential for bright, smooth skin which is soft to the touch. If your skin is not thoroughly cleansed, even the best cream and most impeccable makeup can do little. Strict cleansing is therefore essential, morning and night.

The special, oil-free **gel formula** removes every speck of makeup, dust and smog residue while also eliminating those dead cells which would otherwise not come away by themselves and get mixed with makeup to clog pores. **Witch hazel, Rhatany** and **Cabbage rose** extracts have delicate astringent and purifying actions which rebalance combination skin. The ingredients in Helan's Re-balancing Cleansing Gel guarantee cleansing while protecting the pH factor to allow the skin to best benefit from subsequent treatments.



RE-BALANCING TONIC LOTION

alcohol-free

with Witch hazel, Rhatany and Cabbage rose

This tonic completes the action of Helan's Rebalancing Cleansing Gel, restoring tone and brightness. **Witch hazel, Rhatany** and **Cabbage rose** extracts have a light astringent action which helps to normalize enlarged pores and rebalance the natural pH factor, leaving the skin less shiny and oily.



PURIFYING SCRUB

with Witch hazel, Rhatany and Cabbage rose extracts

sweet Almond oil, essential Lemon oil

WITH MICRO-SPHERES OF COCONUT

A special formula for the face, with ultra-fine **Coconut** micro-spheres for gentle exfoliation. **Witch hazel, Rhatany** and **Cabbage rose** extracts and **essential Lemon oil** perform synergetic, normalizing, gentle astringent actions. Also ideal during adolescence for the treatment of unsightly blackheads and oiliness, redness.



CREAM-GEL *for face and neck*

MOISTURIZING RE-BALANCING

with Witch hazel, Rhatany and Cabbage rose extracts

sweet Almond and Rose moschata oils

Vitamins B5, C and E

An extra-light formula with a delicate texture which blends into the skin and is quickly absorbed. This special formula favours instant and continuous moisturizing while the sebum-similar oils supply just the right amount of lipids, indispensable for healthy skin and a compact corneous layer. Safe, efficient filters provide protection from the sun's harmful rays and leave the skin glowing.

SKINCARE PROGRAMME:

- Cleanses the skin of surface impurities gently.
- Tones.
- Integrates water molecules.
- Forms a protective film against moisture loss.
- Favours the balanced formation of the hydro-lipid film.
- Protects from the sun's rays and polluting agents.

FOR DRY, DEHYDRATED, ALIPIC SKIN

linea viso 2



Naturally fine and fragile, this kind of skin **lacks sebum and lipids** because the sebaceous glands work more slowly. This is characterized by an **absence of the hydro-lipid film**, which makes the skin more vulnerable and defenceless against the aggressive and dehydrating effects of atmospheric conditions such as cold, wind and temperature changes. This skin type is more predisposed to the **early appearance of wrinkles and expression lines**.

To moisturize does not, however, mean to 'wet the skin' because it does not absorb water from the outside (it is waterproof). Caring for dry skin means restoring and constantly **maintaining surface layer moisture by strengthening the hydro-lipid film**, thus enabling the skin to keep the water that comes from within.

This skin type needs to be enriched with ingredients which reintegrate water and fatty acids.



active ingredients

IN SYNERGY

to maintain an optimal level of hydration.

basic nourishment for the physiological process of skin renewal.

to recreate the natural protection factor (NMF) so that the skin not only finds its own level of moisture but is also able keep that level constant throughout the day in all climatic and environmental conditions.

emollient, skin softening and nourishing for lipid integration.

to avoid sun damage, cause of premature skin aging.



Aloe vera gel (*Aloe barbadensis*) leaves
Marigold (*Calendula officinalis*) flowers

Vitamins A, B5, C and E

Essential amino acids and mineral salts (Ca and Mg)



Passion flower oil (*Passiflora incarnata*)
Avocado oil (*Persea gratissima*)



Rose moschata oil (*Rosa moschata*)
Shea butter (*Butyrospermum parkii*)
Beeswax (*Cera alba*)

UV Filters

MOISTURIZING CLEANSING MILK *softening*

with **Aloe vera gel and Marigold**
Avocado, Passion flower and Rose moschata oils

Dry skin is fragile and needs to be treated gently.

It is best to use a cleansing milk which is **rich in nourishing oils** to cleanse the skin gently.

MOISTURIZING TONIC LOTION *alcohol-free*

with **Aloe vera gel and Marigold**

This tonic completes the action of **Helan's Moisturizing Cleansing Milk**, restoring tone and brightness. **Aloe vera gel** and **Marigold** extracts help keep moisture at an optimal level.

NOURISHING MOISTURIZING MASK CREAM

with **Aloe vera gel and Marigold, Passion flower, Avocado and Rose moschata oils,**
Shea butter, Beeswax, Vitamins A B5 C and E

Extremely deep moisturizing treatment combining the moisturizing **properties of Aloe vera gel** and **Marigold** with **nourishing Passion Flower, Avocado** and **Rose Moschata oils, Shea butter** and **Beeswax**. The combination of vitamins A, B5, C and E, fundamental for defending tissue, makes this mask particularly suitable for reviving the skin whenever it looks or feels tired and dull.

Helan's Nourishing Moisturizing Mask Cream acts quickly and effectively, leaving the skin glowing and exceptionally soft.

SUPER-MOISTURIZING CREAM *for face and neck*

with **Aloe vera gel and Marigold, Passion flower and Rose moschata oils**
Beeswax

Vitamins B5 and E

Helan's Super-Moisturizing Cream, rich in extracts, vegetable oils, mineral salts and vitamins, thoroughly moisturizes the skin, keeping it soft and supple, while the new filtering system protects it from harmful external agents.

Its 'Dual effect' formula ensures instant absorption and continuous release.

RESTORATIVE NOURISHING CREAM *for face and neck*

with **Aloe vera gel and Marigold**
Passion Flower, Avocado and Rose moschata oils
Shea butter and Beeswax

Vitamins A B5 and E

An **innovative formula** and delightful texture make this product ideal for ensuring protection, energy and well-being as well as keeping the skin glowing.

It contains emollient and moisturizing **Aloe vera gel** and **Marigold** extracts, a complex of amino acids with synergetic actions as well as vitamins and mineral salts. Vegetable oils and butters, which are rich in essential fatty acids, have nourishing and emollient properties to integrate low lipids and reduce transepidermal water loss. Rich and creamy, it is perfect to use both night and day on the driest skins, erasing signs of fatigue and stimulating the skin's own recovery functions, leaving it moisturized and glowing, keeping wrinkles, sagging and other ageing signs at bay.

Keeps your skin looking and feeling young night after night.



SKINCARE PROGRAMME:

- Cleanses scrupulously yet gently without depleting the hydro-lipid film.
- Tones with a light, astringent action.
- Stimulates cell renewal through light exfoliation.
- Restores natural acidity.
- Normalizes and protect the hydro-lipid film.

GREASY AND IMPURE SKIN

linea viso 3



This skin type is characterized by a higher than normal production of sebum which forms an **oily film** on the skin. This film remains in the pores and oxidises on contact with air, causing **impurities and blackheads**, particularly in the T-zone (forehead, nose and chin).

Blemished, shiny skin, however, is not the only result of excessive sebum production: it also alters the **proper pH factor**, hence lowering **the natural protective barrier defences** of the skin, **favouring bacterial growth**.

The shiny film allows harmful substances like dust, dirt and smog to accumulate and cling more easily to the skin.

More and more spots and blackheads appear, causing redness and preventing the skin from breathing and receiving oxygen. Skin renews itself with difficulty, its texture is thick and irregular with inflamed, dilated pores. This type of skin requires specific treatments capable of gently yet thoroughly **purifying** and **rebalancing the skin** while simultaneously **providing moisture** to keep it fresh and vital, looking even, smooth and bright, **without a trace of oiliness**.



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active ingredients

IN SYNERGY

A blend of dermo-purifying, rebalancing, gently astringent extracts and essential oils..



Burdock (*Arctium lappa*) root
Cinnamon (*Cinnamomum zeylanicum*) bark
Lapacho (*Tabebuia avellanedae*) bark
Ginger (*Zingiber officinalis*) root
Essential Tea tree oil and leaves (*Melaleuca alternifolia*)
Essential Lemon oil (*Citrus limonum*)

Real 'natural sponges' which absorb sebum and impurities.



Green Clay (*Solum fullonum*)
White Clay (Kaolin)

Free radical inhibitor with strong anti-oxidant action.

To favour tissue oxygenation.

For its high level of linoleic acid (43-45%), eutrophic content and skin function stimulants.



Vitamin E
Amino acids and mineral salts (Ca and Mg)

to avoid sun damage, cause of premature skin ageing.



Avocado oil (*Persea gratissima*)
Rose moschata oil (*Rosa moschata*)
Unsaponifiable Olive oil (*Olea europaea*)

UV filters



PURIFYING CLEANSING GEL *oil-free*

with **Burdock, Cinnamon, Lapacho and Ginger, essential Lemon oil**

Cleansing should be scrupulous and constant but gentle; it is thus advisable to use a cleanser which is not aggressive but especially formulated for oily skin. The cleanser should not stimulate the sebaceous glands because excess sebum production will aggravate unsightly problems rather than reduce excess oil. **Helan's Purifying Cleansing Gel** is light and oil-free.

It cleanses skin thoroughly while the ingredients of **Burdock, Cinnamon, Lapacho and Ginger** combine to normalize secretion without altering the skin's balance.



ASTRINGENT TONIC LOTION *alcohol-free anti-shine*

with **Burdock, Cinnamon, Lapacho and Ginger, essential Lemon oil**

Helan's Tonic Lotion completes the cleansing process and helps to eliminate shiny areas.

The vegetal ingredients, **Burdock, Cinnamon, Lapacho and Ginger**, normalize sebum and purify the skin, freeing pores of any sebum excess.



GREEN CLAY CAKE *soap-free*

with **Cinnamon of Ceylon, essential Tea tree oil and leaves**

Enriched with **lightly exfoliating tea tree leaves** and **essential oil** which are dermo-purifying as well as sebum balancing, and **Cinnamon** extract, this treatment ensures gentle, ideal cleansing, freeing pores of all impurities. Like a sponge, the high **Green Clay** content absorbs and reduces sebum excess, fighting against oiliness with an anti-shine effect.

Helan's Green Clay Cake is a pH neutral cleanser without soap or colorants. It does not contain alkaline substances and is highly compatible with the skin.



GREEN CLAY SCRUB MASK *Greasy and impure skin*

PURIFYING, SEBUM BALANCING

with **essential Tea Tree and Lemon oils, Lapacho, Avocado and Rose moschata oils unsaponifiable Olive oil**

More than any other skin type, oily skin retains smog, smoke, dust etc., and thus needs particular care. For this type of skin **HELAN** has created this **scrub Mask** with the purifying action of essential oil extracts from **Tea Tree** and **Lemon leaves**. **Lapacho** extract and the absorbent action of **Green Clay** neutralize excess sebaceous secretion and combat oiliness.

Furthermore, since there is evidence that acne is associated with a lack of linoleic acid, **HELAN** has enriched this **green clay scrub mask** with **Avocado** and **Rose moschata** oils as well as **unsaponifiable Olive oil**, all of which have a high content of linoleic acid.



WHITE CLAY CREAM-GEL *oil-free*

with **Burdock, Cinnamon, Lapacho and Ginger, essential Lemon oil Vitamin E**

This fluid **cream-gel** combines the rebalancing, matting actions of herbal extracts with moisturizing action to ensure that the proper amount of moisture is kept constantly under the skin's surface. Ideal for normalizing the pH factor, controlling sebum production and keeping the skin constantly matt and fresh.

SKINCARE PROGRAMME:

- Cleanses gently.
- Soothes and refreshes the skin.
- Eliminates the use of irritating substances (colorants, perfumes, harmful preservatives).
- Nourishes and softens.
- Protects from the sun's rays as well as polluting agents.

DELICATE AND SENSITIVE SKIN

linea viso 4



Itching, redness, irritation: the skin's defensive reactions to continuous external stressors which alter the watersebum composition of the hydro-lipid film.

The skin suddenly becomes reactive, fragile and delicate.

Sensitivity is mainly caused by an anxious, over- response to both internal factors such as moods (anxiety, sadness, excitement), and external factors, such as, environmental stressor including the sun, wind, and cold..

During the **winter months**, causes of irritation may be:

- Cold and wind which diminish the skin's natural protective barrier (the hydro-lipid film) by removing oil and water;
- Sudden changes from a warm, closed environment to outside cold, which stimulate the peripheral micro-circulation in vessels which dilate and then shrink, causing redness.
- In the city, humidity tends to retain smog, dust and toxic particles in the air. Despite not having been scientifically quantified, the harmful role of pollution is significant and all these substances cling to the skin's surface, mixing with sebum to become continuous sources of irritation.

During the **summer months**, on the other hand, one of the main causes of irritation is ultra-violet ray exposure. Insufficient or inappropriate sun protection is an important cause of dehydration and redness, especially for delicate, sensitive skins. This condition can then result in inflammation causing redness, burning and dermatitis.

Only constant care can restore brightness to fragile skin and help it glow, which is why specific products must be used to adequately protect sensitive skin, restoring comfort and well-being.



active ingredients

IN SYNERGY

with a special combined, softening and soothing action.

basic nourishment for the physiological process of skin renewal.

that the skin not only adjusts to its own ideal level of moisture but is also able to keep that level of moisture constant throughout the day in any climactic or environmental conditions.

emollient, softening and nourishing to integrate lipids.

to avoid sun damage, cause of premature skin ageing.



Chamomile (*Chamomilla recutita*) flowerheads

Liquorice (*Glycyrrhiza glabra*) root

Perilla (*Perilla frutescens*)

Butcher's broom (*Ruscus aculeatus*) root

Linden (*Tilia cordata*) inflorescence

Vitamins C and E

Essential amino acids and mineral salts (Ca e Mg)



Olive oil (*Olea europaea*)

Sweet Almond oil (*Prunus amygdalus dulcis*)

Passion flower (*Passiflora incarnata*)

Rose moschata oil (*Rosa moschata*)



UV filters

SOFTENING CLEANSING MILK *delicate, sensitive skin*

with Chamomile, Liquorice, Perilla, Butcher's Broom and Linden Olive, Passion flower and Rose moschata oils

Sensitive, delicate skin is fragile and should be treated gently without using soap, which weakens the hydro-lipid film.

This **cleansing milk** cleanses the skin gently and is therefore essential in removing makeup and impurities which would otherwise be left on the skin.

A concentration of plants, Chamomile, Liquorice, Perilla, Butcher's Broom and Linden to soften and soothe, emollient Olive, Passion flower and Rose moschata oils act specifically and efficiently on hyper-sensitive, reddened skin as well as on peripheral circulation.

SOFTENING TONIC LOTION *alcohol-free*

with Chamomile, Liquorice, Perilla, Butcher's Broom and Linden

The special formula of this gentle alcohol-free lotion restores brightness and freshness to the skin and completes the cleansing action of Softening Cleansing Milk.

Based on extracts of Chamomile, Liquorice, Perilla, Butcher's Broom and Linden, it calms irritation and keeps redness and heat at bay.

SOFTENING MOISTURIZING CREAM-GEL *for face and neck*

with Chamomile, Liquorice, Perilla and Butcher's Broom Vitamin E

The herbal answer to caring for delicate, sensitive skin.

Our velvety and non-greasy, Cream-gel comes in an ultra-light formula with a delicate texture which blends quickly into the skin to moisturize and restore vitality and softness.

Its 'Dual effect' formula ensures instant absorption and continuous release.

SOFTENING NOURISHING CREAM *viso e collo*

with Chamomile, Liquorice and Perilla Olive, Sweet Almond and Rose moschata oils unsaponifiable Olive oil

Vitamins C and E

Specially prepared for delicate, sensitive skins, this cream relies on the rich, nutrient, beneficial action of sebum-similar oils such as Olive and Sweet Almond.

Helps to prevent skin ageing due to the anti-radical ingredients: Rose moschata oil, vitamins C and E, while it softens and protects through the combined action of Chamomile, Liquorice and Perilla. The delicate formula leaves the skin feeling healthy and silky soft. morbida setosità.





GLI ELISIR ANTITEMPO VISO

TRATTAMENTI COSMETICI AVANZATI

ANTI-AGE FACE ELISIR ADVANCED COSMETIC TREATMENTS

gli elisir antitempo

TO OFFER THE MOST SUITABLE COSMETICS
TO EACH WOMAN ACCORDING TO HER OWN NEEDS



aging

Moods, emotions and feelings are expressed through the face.



UV radiation

Our faces represent us, our identity, uniqueness. It therefore requires utmost attention and constancy to maintain the features of: **brightness, turgor, glow that are the telltale, distinctive signs of youth**, continuously attacked by:



stress

- ❖ Physiological processes
- ❖ Improper sun or bright ray exposure
- ❖ Facial gestures and stress



pollution

- ❖ External aggressors which may be chemical, thermal or mechanical.



That's why **HELAN's** cosmetic Laboratories have always dedicated maximum attention to facial treatments, considering them, of all products, the apple of **HELAN's** eye. These are "**open or evolving formulas**" meaning that they are constantly being revised to improve their functions and performance according to the latest that science has to offer, to reach the peak of innovation, performance and efficiency.

The "Anti-age Face Elisir" program
is designed in two phases, geared towards giving each woman
the most suitable cosmetics for her own skin:

gli elisir antitempo

PHASE 1

**idrata
aluronico**

with triple action Hyaluronic Acid

to maintain the right amount of water
in the skin right from youth

CLEANSING



MOISTURIZING
GELMAKE-UP
REMOVER



DELICATE
EXFOLIATING
GEL



NOURISHING
REHYDRATING
MASK

TREATMENT



24h
SUPER
MOISTURIZING
SERUM



24h
MOISTURIZING
CREAM



SUPER
MOISTURIZING
CONCENTRATED
FILLER

PHASE 2

**le età
della
bellezza**

THE AGES OF BEAUTY

to prevent, counteract and slow down
the skin's aging process.

30+ ANTI-AGE



SUPER ACTIVE
VITAMIN
CREAM

40+ ANTI-WRINKLE



ELASTICIZING
CREAM

50+ RIGENERA



LIFTING SERUM

ATTIVA
FIRMING CREAM
day

BIO-50
RESTORING CREAM
night

60+ RIGENERA



BIO-60
REDENSIFYING
CREAM

ALBA
Anti-dark spots

SKIN LIGHTENING
CREAM

moisturizing active ingredients

hidrata Jaluronico

with triple action Hyaluronic Acid

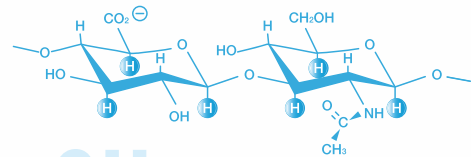
Precious gift for the environment and our lives,

WATER

is an essential element for healthy skin.

Young skin tissue is rich in this cherished element but becomes poorer and poorer with the aging process as well external atmospheric agents.

The most fundamental demand in maintaining skin elasticity and compactness is **MOISTURIZE**. This does not mean to “wet” the skin but help it “keep” water inside. The constituent that helps the skin preserve the right amount of water is called the “**HYDRO-LIPIDIC FILM**”: an ultra fine emulsion between drops of water and fat that protect the skin from aggressive external agents and regulates transpiration in the skin’s deepest layers.



triple action Hyaluronic Acid

Hyaluronic Acid, together with other molecules such as Collagen and Elastin, fills the spaces between skin tissue fibres and, thanks to its structure, stores great quantities of water **thereby physiologically slowing down water loss and evaporation from the skin.**

Hyaluronic Acid lessens in the skin with time (at 50 years old, for example, about half is left), with a progressive loss of liquid retention and a reduction in the skin’s ability to stay smooth and elastic.a.

HELAN has introduced an optimal combination of **triple action Hyaluronic Acid** with a range of molecular weight from high to low.

to favour long-lasting moisturizing action both on the skin surface and deep down:

- **high molecular weight Hyaluronic Acid:** the large molecules attach to the skin’s surface forming an invisible web that limits evaporation.
- **medium molecular weight Hyaluronic Acid:** thanks to its high water affinity, fills the spaces between the fibres of skin tissue thereby moisturizing.
- **low molecular weight Hyaluronic Acid:** smaller structurally, it migrates deeper into the skin, improving elasticity and turgor, real defence against wrinkle formation.

To preserve **optimal moisture conditions** HELAN has added a synergetic association of the following to the

Triple effect Hyaluronic Acid:

Glycosaminoglycans

mucilage extracted from Boobab leaves
a completely natural complex coming from Honey and Nectar

to effectively contrast dryness and chapping, preludes to early aging signs, wrinkles and expression lines.

Glycosaminoglycans

These are also amino-sugars, making up a **fundamental element of connective tissue** responsible for skin turgor. Easily linked to water, up to 1000 times their volume and, with their application, the skin appears softer, smoother, more elastic and moisturized.

mucilage extracted from African Boobab leaves (Adansonia digitata)

The African Boobab is a tree that resides in the dry regions of the Sub-Sahara Savana.

In order to survive the arid climate, it has developed effective strategies of water conservation: its trunk, which can reach 10 metres in diameter, is indeed a real water reserve.

Its leaves contain mucilage that hold on to water dearly as well as minerals, vitamins and flavonoids.

But it is thanks to the water trapped by the mucilage that the **Baobab** can:

- **prevent dehydration**
- **improve skin softness and tone.**

a natural complex of Honey extract

Obtained by purifying raw honey, it contains sugars, amino acids, organic acids and minerals capable of moisture regulation.

It acts on the corneal layer:

- improving the skin's ability to hold in water
- optimizing cell cohesion
- **long lasting skin moisturizing (more than 24 hours)**

with visible benefits on rough, dry skin as well as on skin marked by time or premature aging.

the moisturizing products for all skin types

—A careful selection of **biotechnological active ingredients, plant extracts and vegetable oils** with their precious, regenerating properties, has allowed the creation of



CLEANSING

Three products to give the skin smoothness and radiance so it can be ready to the targeted treatment.



TREATMENT

Three highly moisturizing products to keep the characteristics of youth.

MOISTURIZING GEL MAKE-UP REMOVER

oil-free
face and neck

Precious substances:
Hyaluronic Acid
Baobab leaves and Honey



orthodermic pH

Conserving the skin's softness and balance begins with cleansing.

The special **gel, oil-free** formula, created with ultra delicate surfactants of vegetable origin, effectively removes excess secretions, impurities and make up from the skin while fully respecting the hydro-lipidic film.

The enrichment of **Hyaluronic Acid, even in a cleansing product**, serves to enhance the subsequent action of the treatment products, improving performance and forming an ultra thin film on the skin that inhibits dehydration, and is the most effective barrier to water loss.

Thanks to the **mucilage extracted from Baobab leaves** as well as a **natural complex of Honey extract**, particularly emollient active ingredients, this product effectively fights against dryness and flaking, avoiding aridity and redness.

DELICATE EXFOLIATING GEL

oil-free
viso e collo

Precious substances:
Hyaluronic Acid
PCA Carnitine



orthodermic pH

Skin renewal is incessant. New, fresh cells are born from the deepest layers and gradually migrate to the surface, losing water and brightness.

This process slows down with age so dead skin cells stay on the surface longer, looking dull and rough.

To help speed up surface skin renewal **HELAN** has formulated this ultra-gentle, **Delicate Exfoliating Gel**

- to remove impurities
- to get rid of dead skin cells and replace them with new ones
- to speed up skin renewal and bring out smoother, more toned, brighter looking skin.

The specific formula with **PCA Carnitine, delicate exfoliator of choice**, is non-aggressive and non-irritating, suitable for even the most sensitive skin, for a noticeable improvement in skin tone and smoothness.

The innovative inclusion of **Hyaluronic Acid, even in a cleansing product**, creates an ultra fine, invisible film on the skin that inhibits dehydration and makes up one of the most effective barriers against water loss. Helan's **Delicate Exfoliating Gel, for delicate, daily exfoliation and moisturizing action** that bring back a youthful look.



NOURISHING REHYDRATING MASK

face, neck and décolleté

Precious substances:
triple action Hyaluronic Acid
 Glycosaminoglycans
 Baobab leaves and Honey
Karité butter



A ritual to carry out regularly, to take care of one's skin with the high performance of the precious ingredients contained.

The addition of **triple action Hyaluronic Acid**, containing a **range from high to low molecular weight**, renders this formula exceptionally effective in limiting water loss, inhibiting dehydration and reinforcing intercellular cohesion.

The use of **Glycosaminoglycans**, highly moisturizing bio-molecules, together with the **mucilage extracted from Baobab leaves**, in synergy with a natural **complex of Honey and Karité butter**, counteract dryness, allowing this rich product to carry out a noticeable improvement in skin tone and firmness.

SUPER MOISTURIZING SERUM

24h

oil-free

face, neck and décolleté

Precious substances:
triple action Hyaluronic Acid
 Glycosaminoglycans
 Baobab leaves and Honey



Light, evanescent and super concentrated, the Super Moisturizing Serum is the gem of the Hidrata speciality.

The performance of **triple action Hyaluronic Acid, with a range of molecular weight** that goes from high to low, carries out its effects on various levels of the skin:

- deep down it acts together with Collagen and Elastin, real support structures of the skin that produce elasticity and turgor,
- on the surface it creates an ultra fine, protective film that limits water evaporation and maintains moisture and firmness.

Glycosaminoglycans enrich the formula further with the **mucilage extracted from Baobab leaves** and a **natural complex of Honey**, exceptionally active in bringing the skin's barriers back to normal and maintaining the hydrolipidic film.

The special ultra **light, oil free gel** releases, in an airy texture, a product that is instantly absorbed, high in concentrated active ingredients able to highly moisturize and rebalance for an optimal state of hydration.

MOISTURIZING CREAM **24h**

immediate,
continuous moisturizing
face, neck and décolleté

Precious substances:
triple action Hyaluronic Acid
Glycosaminoglycans
Baobab leaves and Honey
Inca Inchi oil
Karité wax
Vitamins A and E



orthodermic pH

This is a rich yet soft, delicate cream that seeps into the skin when applied, holding water in the corneal layer to ensure brightness and freshness all day long.

This **Moisturizing Cream** acts on various levels to safeguard the skin's precious treasure of moisture. Thanks to the extraordinary qualities of **triple action Hyaluronic Acid** with a **range of molecular weight** that goes from high to low, it limits water evaporation by forming an invisible film on the surface of the skin that forms a barrier to dehydration, whereas deep down, together with Collagen and Elastin, the product works to maintain skin elasticity and turgor to counteract wrinkle formation.

The use of **Glycosaminoglycans** enriches the formula further with their extraordinary ability to adhere water, combined with the **mucilage extracted from Baobab leaves** as well as a natural **complex of Honey**, exceptional at avoiding water loss and reinforcing intracellular cohesion. To top it all off, nourishing **Inca Inchi oil**, **Karité wax** and **Vitamins A and E** protect the skin from the degenerating processes of aging.

Ultra-active, this Moisturizing Cream boosts skin hydration, for bright, radiant, smooth skin at any age.

SUPER MOISTURIZING CONCENTRATED FILLER

filler effect
Soft Vision
face eye and lip areas

Precious substances:
Ceramides
triple action Hyaluronic Acid
Baobab leaves and Honey
Avocado, Borage and Grape seed oils
Karité butter
Vitamins C and E



orthodermic pH

Special attention must be paid to protecting the skin from lurking "crows feet", puffiness and loss of elasticity, to effectively reduce the signs of time.

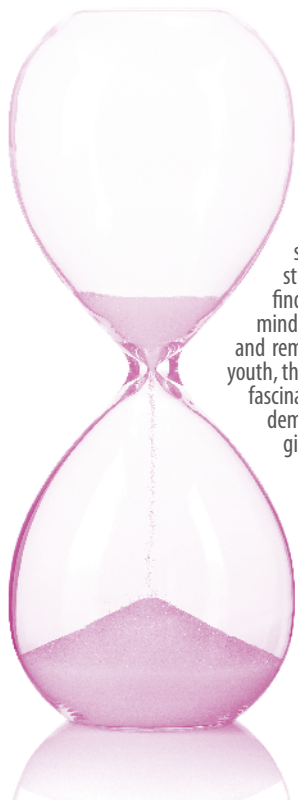
Helan's Super Moisturizing Concentrated Filler is an especially targeted product with a particularly rich, exclusive pool of active ingredients that work together to give the face as well as lip and eye areas new found consistency. Made to subdue any flaw, this product is sustained by the most modern concepts thanks to natural, biotechnological, especially active molecules:

- **Ceramides**
- **triple action Hyaluronic Acid** with a **range of molecular weight** that goes from high to low, to limit water evaporation and enhance moisturizing that lasts longer and deeper.
- impalpable, **photoactive microparticles** that reflect light with a **"Soft Vision Effect"**, to give the skin immediate radiance and glow.

Helan's Super Moisturizing Concentrated Filler moisturizes, nourishes and "fills" small wrinkles in depth thanks to its all-natural, filling effect.

le età della bellezza

THE AGES OF BEAUTY



Time goes on leaving its signs?
Shall we console ourselves with the acquisition of maturity that allows us to face life stronger, calmer, more balanced, trying to find a valid substitute in the energies of the mind for those that used to be in the body... and reminding ourselves that the myth of eternal youth, the search for the elixir of long life, has always fascinated those who have pointed to gods and demi-gods, heroes and nymphs as models to give humanity the hope of timeless beauty.

Creams, Serums, Fillers, those are the tools given by **HELAN** to help the skin, **in every biological age**, making the most out of what scientific research has to offer to **fight the signs of time** and keep the face fresh, moisturized and toned.

Skin changes with time!

Despite being aware of the inability to stop time, Helan, nonetheless, works hard to slow down its effects and the results of our efforts are evident on faces for all to see daily.

HELAN spreads all its energy to allow the skin to maintain its elasticity, turgor and shine, tell tale signs of youth.

The renovated **Elisir** line of products is the proud example of a goal reached.

29

Every ten years, a woman's life is marked with great changes:

Aging of the skin occurs, however, according to a slow yet regular process with well-defined stages.



30 years

40 years

50 years

60 years

are the fundamental, biological "age stage" intervals of the skin.

30+ the **first** age stage manifests:

- dehydration
- loss of brightness
- small, superficial wrinkle formation
- initial signs of expression



GOALS:

PREVENT "future damage", slowing down the aging process that has begun.

50+ at the **third** biological age stage, the problems facing a woman's skin at this critical time of change are:

- support system relaxation
- superficial and deep wrinkles
- dehydration
- dull skin color



GOALS:

REPAIR, restructure, firm up skin.

40+ at the **second** biological age stage, the main problems of the skin are:

- wrinkles and expression signs
- dehydration
- loss of elasticity
- dull skin color



GOALS:

SUBDUCE signs by acting upon skin elasticity.

60+ at the **fourth** biological age stage, cellular exchange slows down and there is more degradation to the skin's support system due to glycation.



GOALS:

REDENSIFY, preserving face fullness and rendering skin more compact.

WHAT TO DO?

Amino acids

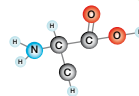
Amino acids can be confirmed as being at the very same base of life in all its manifestations. Our bodies are refurbished with these through a varied diet, not too rich in fats and sugars.

Even the skin, with its average of . . . 2 m², is the vastest organ in our bodies with specific needs in order to maintain its health and elasticity. Inadequate amounts of amino acids can cause premature skin aging.

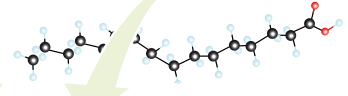
HELAN has formulated a complete line of products featuring amino acids to help prevent, counteract and slow down the effects of skin aging.

VECTOR OF Amino acids

GLYCINE



PALMITIC ACID



LIPO AMINOACID

a collection of molecules **naturally** present in the skin (**amino acids** and **lipids**) with **optimal skin** bio-affinity selected to **satisfy the skin's needs at each age stage** and allow every woman to create her own **PERSONALIZED SKINCARE**.

THESE ARE ACTIVE INGREDIENTS OF **BIO-TECHNOLOGICAL ORIGIN**.

30+ goals: PREVENT future damage.

VECTOR OF Amino acids

Vectors of **hydroxyproline** and **palmitic acid**

Lipoaminoacid, obtained by combining **hydroxyproline**, an **amino acid** that is essential for Collagen regeneration, real support structures that give skin its elasticity and turgor, and **palmitic acid**, a vegetable fatty acid that optimizes skin permeability. The use of **hydroxyproline** is fundamental in **preventing** skin aging, keeping the skin more compact, firm and toned, together with **Vitamin C**, indispensable in Collagen synthesis.

Vitamin A and **D-Panthenol**

indispensable for tissue revitalization.

Vitamins C and **E**

inibitrici dei radicali liberi a potente azione antiossidante

Seed oil and **Karité wax**

emollient and nourishing to integrate lacking lipids.

30+ Vitamins + A.C.E. SUPER ACTIVE VITAMIN CREAM face, neck and décolleté

Precious substances:

Vitamins A.C.E.

Panthenol

Grape seed oil

Karité wax



VECTOR OF Amino acids

Stress and smog can speed up the physiological processes of skin aging. Prompt intervention is essential to **counteract** initial wrinkles and keep the skin toned and glowing, telltale signs of youth.

This is the mission of "PRIMA", the effective, nourishing cream developed by **HELAN** to plan ahead and fight against the appearance of the initial signs of aging.

This formula is pleasant to the touch with a rich yet greaseless texture. Thanks to the combined action of **Vitamins A C E** and **Penthanol**, strong antioxidants, as well as **Grape seed oils** and **Karité wax**, eutrophic and revitalizing, it carries out a strong, anti-free- radical actions that **prevent** premature aging of the skin.

prima
ANTIETÀ



orthodermic pH

active Ingredients

IN SINERGY

40+ goals: SUBDUE signs by acting upon skin elasticity.

VECTOR OF Amino acids

Lipoaminoacid obtained by uniting **Glycine** and **palmitic acid**, a vegetable fatty acid that optimizes skin permeability.

Glycine is also a basic component of Collagen regeneration and NMF (Natural Moisturizing Factor), and **amino acid** present in greater amounts.

For its moisturizing properties, anti-oxidant and **anti-wrinkle**, **Glycine** has a substantial effect on skin elasticity and compactness.

Rosehip berries for their high content of Vitamin C, anti-oxidant.

complex of sugars and **Bearberry**

for the protection of the skin's building blocks (Collagen and Hyaluronic Acid) and its negative effects on free radicals.

Argan oil, **Karité wax** and **butter**

for its high content of essential fatty acids that favour skin barrier reconstruction, aiding **skin elasticity**.

Vitamins A and **E** strong anti-oxidizing and revitalizing actions.

40+ Argan + Bearberry ELASTICIZING CREAM face, neck and décolleté

skinfood
ANTI-WRINKLE

Precious substances:

Rosehips

sugars and Bearberry complex

Argan oil

Karité butter and wax

Vitamins A and E



VECTOR OF Amino acids

A well-balanced formula targeted as an energizing anti-wrinkle cream that gives skin back the right balance, rendering it more toned and firm.

Rosehip extract, rich in **Vitamin C**, and **sugars** and a **Bearberry complex**, help reduce **Collagen** and **Hyaluronic Acid degradation**.

Argan oil as well as **Karité wax** and **butter** release the utmost nourishment to skin tissue thanks to the high presence of essential fatty acids, important components of cell membrane phospholipids: an ultra efficient reconstruction of the skin's barrier is carried out, favoring skin **elasticity**.

SKINFOOD gives an immediate sense of wellness, improving tone and preserving smooth, silky soft skin.



orthodermic pH

gli elisir antitempo

50+ goals: REPAIR, restructure, firm up skin.

VECTOR OF Amino acids

50 years, mature skin needs to compensate hormonal imbalances with a pool of four specific **AMINO ACIDS: ALANINE, PROLINE, GLUTAMIC ACID, ISOLEUCINE** linked to **palmitic acid**, vegetable fatty acids that optimize skin permeability. These **lipoaminoacids** are indispensable to activate metabolism with a **regenerative** action that stimulates and coordinates skin renewal.

CERAMIDES

lipids obtained through bio-fermentation: **improve skin moisture** and **elasticity**.

Grape seed and red Vine leaf bioflavonoids

ultra rich in polyphenols and anthocyanosides, strong antioxidants and anti-free radicals: they make the most of skin **repair** and **reconstruction**.

Centella asiatica

for its effective action in stimulating Collagen formation and protecting Hyaluronic Acid integrity, it acts on tone firming the skin.

inflorescences of Hops and Wild yam root

rich in phytoestrogens. *

Avocado oils, Borage, Passion flower and red Vine, Karité butter

emollient and nourishing to integrate lacking lipids.

Vitamins C and E

inhibit free radicals with strong, anti-oxidizing actions.

impalpable photoactive microparticles

that reflect light according to a **"Soft Vision" optical effect** that modifies the appearance of wrinkles, giving the skin a look of immediate brightness and shine.

le età della
bellezza

RIGENERA

50+ Voluform* red Vine lifting serum

face, neck and décolleté

Precious substances:
bioflavonoids from Grape seeds
Wild yam and red Vine
Vitamins C and E

VECTOR OF Amino acids



orthodermic pH

The **Lifting Serum** is an instant-effect, fluid that goes on pleasantly, a real concentration of substances for a double action:

Regenerating and firming: the association of **bioflavonoids** from **Grape seeds, Wild yam** and **red Grape**, especially rich in polyphenols and phytoestrogens, and ***Lipo-aminoacid**, counteracts free radicals responsible for skin aging, thus aiding the formation of **Collagen** and **Elastin**, real support structures of the skin responsible for skin elasticity and turgor.

Immediate Lifting: thanks to the presence of a **vegetable-based compound** with tensorial properties, an ultra-thin film is instantly formed on the skin that is elastic and resistant, smoothening small wrinkles and alleviating signs of fatigue for a noticeable improvement in the way skin looks and feels.

***Voluform™:** è un lipoaminoacido con un alto indice di penetrazione cutanea. Agisce contro le rughe profonde, la media rugosità e le rughe di espressione, aumentando l'elasticità della pelle e donando i volumi della giovinezza.

gli elisir antitempo



50+ Ceramides
red Vine

**FIRMING CREAM
DAY**

Soft Vision

face, neck and décolleté



orthodermic pH

Precious substances:

Ceramides

Grape seeds

Centella Hop and red Vine

Avocado Borage and Grape seed oils

Karité butter

Vitamins C and E








PARTICLES

Soft Vision effect

Nothing has been spared in offering the most valid help and high performance product for women going through this delicate stage.

To counteract the signs that affect women at the critical change of time, **HELAN** has enriched this formula with the best innovation technology has to offer:

-  **Ceramides**
-  **bioflavonoids from Grape seeds and red Grape**
-  **Centella and Hops extracts**
-  **Avocado, Borage and Grape seed oils and Karité butter**
-  **Vitamins C and E**

 **impalpable photoactive** micro-particles that reflect light for a **"soft focus" effect** that gives the skin immediate radiance and glow.

attiva
RIGENERA

50+ Wild yam
red Vine

**RESTORING CREAM
NIGHT**

face, neck and décolleté



orthodermic pH

Precious substances:

bioflavonoids from Grape seeds

Wild yam e Vite rossa

oli di Avocado e Passiflora

burro di Karité

Vitamine C ed E






VECTOR OF

Amino acids

By day the skin fights atmospheric aggressors such as UV radiation and smog... finally, at night and during sleep, it can recharge and regenerate its tissues.

HELAN has created **REGENERATING BIO-50** to aid in this biological upswing, normally delayed with aging. The heart of the product is made up of:

-  a combination of **bioflavonoids from Grape seeds, red Grape** and **Wild yam**, ultra rich in polyphenols and phytoestrogens,
-  **Avocado** and **Passion flower oils** as well as **Karité butter**
-  **Vitamins C and E**

This especially rich, creamy formula sinks into the surface of the skin and acts deeply, smoothening the skin that, right from the first application, appears fresher, brighter and firmer.

Night after night it nourishes, protects and re-enforces the skin, ensuring a surplus of active energy to counteract skin aging.

bio-50
RIGENERA

33



gli elisir antitempo

60+ goals: REDENSIFY, preserving face fullness and rendering skin more compact..

VECTOR OF Amino acids

Lipoaminoacid obtained by uniting **Isoleucine** and **palmitic acid**, vegetable fatty acid that optimizes skin permeability. **Isoleucine** is an essential **amino acid** that plays a fundamental role in protein synthesis, improving the skin's "barrier function", normally reduced by age, together with **Calcium**, mineral that acts in numerous biomechanical mechanisms among which, **cell renewal**.

ESSENTIAL OLIGOMINERALS: Calcium, Magnesium, Copper and Zinc

are the most important minerals for the development of cell function and, like Vitamins and Amino-acids, are **essential for life**. They restore tone and vitality to the skin, **reawakening** cellular metabolism.

Pomegranate fruit and red Vine leaves

rich in polyphenols and anthocyanosides, they protect Elastin and Hyaluronic from degradation, stimulating skin tissue **repair**.

Olive oil and butter, Karitè wax

emollient and nourishing to integrate lacking lipids.

Vitamins A.C.E.

strong revitalizing and anti-oxidant actions

le età della
bellezza
RIGENERA

60+ Mineral Salts

REDENSIFYING CREAM

Restructuring treatment for mature skin

face, neck and décolleté

Precious substances:

Pomegranate and red Vine

Essential Oligominerals

Olive oil and butter

Karitè wax

Vitamins A.C.E.

bio-60 RIGENERA



orthodermic pH



VECTOR OF Amino acids

BIO-60 Redensifying cream is a concentration of specific, active ingredients targeted at helping skin regeneration and counteracting skin relaxation and dehydration, accelerated by hormonal changes, thanks to the inclusion of:

Pomegranate and red Grape extracts

Essential Oligominerals, Copper, Iron, **Magnesium**, Silicon and Zinc, indispensable in numerous biological functions, releasing the necessary energy to supply nourishment and vitality to the skin, favoring tissue regeneration.

Lipo-aminoacid

Olive oil and butter as well as **Karitè wax**

Vitamins A.C.E.

RIGENERA BIO-60 Precious Redensifying is **HELAN**'s new cosmetic speciality that helps slow down the intrinsic skin aging process, giving the skin elasticity and consistency once again.



ALBA

Anti-dark Spots

PROTECTIVE WHITENING TREATMENT

for face, neck, décolleté and hands

Smooth, **bright skin**; every woman's dream!

The **face, neck and hands** say a lot about what kind of life one's been living and whether or not attention has been dedicated to taking care of oneself and how much.

Grey colouring and dark spots as well as wrinkles and skin loosening have always been tell tale signs of aging.. **HELAN**, as always holding close to the beneficial effects of plants and nature, has developed a very special formula, rich in **natural ingredients which are indeed effective, yet very delicate.**

ALBA PROTECTIVE, LIGHTENING CREAM features:

- ✓ a **Lightening Complex** rich in amino acids which acts against melanin, regulating its production.
- ✓ **Vitamin C**, a potent anti-oxidant that both stimulates the production of new collagen and delays the creation of melanin.
- ✓ UV ray sun protection that optimally protects from the sun's harmful rays, cause of skin aging and uneven colouring.

Alba helps prevent the production of brown-yellow substances, it controls melanin and corrects brown spots, significantly improving the skin's complexion.

specifica

per tutte le età

Precious substances:
Melanin Lightening Complex
sweet Almond oil

Beeswax
Vitamin C



35





ECO BIO COSMETICI COMPLY WITH PROTOCOL REGULATIONS

- ICEA (Institute for Ethic and Environmental certification).

AND ARE MADE USING RAW MATERIALS WITH NATURAL ORIGINS

- Vegetable Extracts derived from certified Organic Farming
- Distilled water, from certified Organic Farming.
- Oils and butters from oil-seeds and fruits derived from certified Organic Farming
- Natural essential oils
- Emulsifiers and detergents of vegetal origin peg-free, SLS and SLES-free*
- With natural preservatives
- Free from raw materials that originate from animals
- Free from artificial colourings or aromas
- Free from petroleum jelly, mineral oils or lanoline
- OGM-free

*PEG (polyethylene Glicole)
SLS (Sodium Lauryl Sul fate)
SLES (Sodium Laureth Sul fate)

ECO BIO COSMETICI

THE EFFECTIVENESS OF THE HERBES

Helan's formula specialists have been able to easily comply with the standards thanks to the company's already strict **Quality System** policy which applies both to the choice of **raw materials** and **packaging materials** and, most of all, to the **Production Procedures** which undergo constant inspections during each phase of the formation process in order to produce pure, stable, effective cosmetic products.

We have thus been able to create natural, organic products that are first of all effective, in a line that is both pleasing to use and respectful of the environment and its inhabitants.

Our **lotions, creams** and gels have soft, pleasant textures and can be easily spread and absorbed by the skin. Our **detergents** and **peg-free emulsifiers** of vegetable origin, made from sugary substances extracted from wheat, corn, potatoes and apples, combined with the fatty acids contained in coconut palms, have a delicate yet effective action.

The delicate scent of **Essential Mandarin Oil**, obtained from the cold-pressed peel, permeates all the products of this line with its naturally fresh, citrus fragrance.



ORGANIC ACTIVE INGREDIENTS SELECTED BY HELAN

DESCRIPTION

Argan

The **Argan tree** has been known for ages, and the Phoenician people had already been using the oil extracted from it. In 1219 Ibn Al Baythar, an Egyptian doctor, described the Argan tree as well as the technique for oil extraction in his work "Trattato dei semplici" (translated by Lederer in 1877). In 1515 Jean Léon l'Africain Described the various uses of Argan in His book "description de L'Afrique.

COSMETIC ACTION

Oil of Argan is widely used for its hydrating, restorative, regenerating qualities.

ENVIRONMENT

The wood, pastures and oil of Argan are the living force for 2 million people, thereby limiting outflow from the country and rural areas.

The women of this region have come together to make the best of Argan oil production and improve its quality.

In Tanner, a university employee at the University of Rabat, Zoubida Charrouf, was able to put a group of Berber women together in a cooperative association called Amal, which means Hope.



Cupuaçu

The **Cupuaçu tree** grows in The Amazonian forests in Brazil and South America. Its flowers, as its fruits, are the biggest of its kind. The seeds contain about 48% of a sweetly scented "butter" with a balanced composition of saturated and unsaturated fatty acids at a low point of fusion which, as a soft solid, blends smoothly and quickly when in contact with the skin.

Cupuaçu butter has another exceptional quality which is that of absorbing from 2 to 4 times more of other sterols, making it an excellent emollient in the creation of cosmetics.

It is effective in preventing dehydration of the skin as well as wrinkle formation.

By reducing skin cell degeneration, Cupuaçu butter enhances flexibility, hydration and elasticity.



Karité

This plant grows spontaneously in the inland areas of West Africa in a territory called "Karité Zone".

The fruit is the size of a large, green Prune, containing 2-3 seeds called "Karité nuts". The nuts are separated from the shell and from this the butter is extracted.

Karité butter has significant protective features against any type of natural aggression: climatic, mechanical, or even chemical and it prevents skin dehydration, enhancing elasticity.

Other organic raw materials:

Olive oil
sweet Almond oil
Aloe vera gel

dry extract 1:200
It means that 1g of dry extract is obtained from 200g of fresh product

Camomile
damask Rose



organic active ingredients

IN SYNERGY

FACE SKINCARE

Rich in organic active ingredients



MOISTURIZING CLEANSING GEL

oil-free
Aloe Vera gel and Chamomile

The unique, oil-free gel formula created with extra delicate surfactants, sugary substances extracted from Wheat, Corn, Potato and Apple blended with the fatty acids of the Coconut palm, thoroughly eliminates any trace of make-up, dust or smog. Aloe Vera gel, with its significant moisturizing action, and Chamomile extract with its softening and soothing properties, rebalance the cleaning action by re-establishing and protecting the hydro-lipidic film of the skin.

ORGANIC ACTIVE INGREDIENTS
ORGANIC NATURAL INGREDIENTS: 10%

NATURAL INGREDIENTS: 98%



MOISTURIZING WATER TONER

Alcohol free
with Aloe Vera gel
Chamomile and Damask Rose
distillate water

Thanks to its special formula based on Aloe Vera gel, Chamomile and Damask Rose distillate water, this delicate, alcohol-free lotion gives the face luminosity and freshness while completing the action of the Moisturizing Cleansing Gel with perfection. The rebalancing action of its physiological pH favours easy absorbance of the Creams by improving their effectiveness. The lightly astringent and soothing Damask Rose distillate water gives the skin extraordinary freshness by maintaining it soft and smooth.

ORGANIC NATURAL COMPONENTS: 94%

NATURAL INGREDIENTS: 97%



MOISTURIZING REBALANCING CREAM

for the face and neck
with Aloe Vera gel and
Chamomile, Argan,
Sweet Almond and Olive oils
Shea butter, Vitamin E

This smooth and oil-free Moisturizing Cream has an ultra light formula whose delicate texture is rapidly absorbed into the skin to moisturize and give the skin vitality and softness. It prevents skin aging thanks to the antiradical actions of the active ingredients contained in the cream: Argan, Sweet Almond and Olive oils, Shea butter and vitamin E. Thanks to the synergistic action of Aloe Vera gel and Chamomile, the cream has an essential moisturizing and soothing effect on the skin.

ORGANIC ACTIVE INGREDIENTS
ORGANIC NATURAL INGREDIENTS: 21,5%

NATURAL INGREDIENTS: 96%



ANTI-WRINKLE NOURISHING CREAM

for the face and neck
with Aloe Vera gel and
Chamomile, Argan,
Sweet Almond and Olive oils,
Cupuacu butter, vitamin E

This innovative formula with a rich, dense, pleasant texture makes The Anti-Wrinkle Nourishing Cream ideal for night or day treatment of all types of skin that require more nourishment. It eliminates signs of tiredness and favours the regenerating functions of the skin. It moisturizes and revitalizes the skin by minimizing wrinkles, sagging and other signs of time. The synergic softening and moisturizing action of Aloe Vera gel and Chamomile combined with vitamins, vegetable oils and butters rich in essential fatty acids with nourishing and softening properties, integrates the lack of lipids and significantly reduces transepidermal water loss.

ORGANIC ACTIVE INGREDIENTS
ORGANIC NATURAL INGREDIENTS: 21,5%

NATURAL INGREDIENTS: 96%

BODY SKINCARE

Rich in organic active ingredients



SHOWER GEL DELICATE CLEANSING GEL

For body and hair
with **Aloe Vera gel** and
Chamomile

This product is formulated with extramild surfactants: sugary substances extracted from Wheat, Corn and Potato combined with fatty acids of the Coconut palm. This very delicate gel, enriched with extracts of **Aloe Vera gel** and **Chamomile**, removes impurities without altering delicate hair and skin structures.



NOURISHING AND MOISTURIZING FLUID CREAM

for body
with **Aloe Vera gel** and
Chamomile, **Argan**,
Sweet Almond and
Olive oils, **Vitamin E**

When massaged into the skin, this light lotion is absorbed on the skin's surface for deep moisturizing thanks to the effective action of the extracts of **Aloe Vera gel** and **Chamomile**. The nourishment from **Argan**, **Sweet Almond** and **Olive** oils and **vitamin E** as well as their antioxidant action, favours over night regeneration to restore elasticity and tone, giving the skin exceptional softness.



DELICATE INTIMATE SOOTHING

for delicate and
sensitive skin
CARE WASH
with **Aloe Vera gel** and
Chamomile

Helan has found a solution to the problem of effective female hygiene with an Intimate **Care Wash** whose degree of acidity (pH) is in complete respect with the pH of the vagina. This wash also makes use of the modulated action of various extremely delicate detergents to ensure perfect cleansing without damaging the bacterial flora. This intimate cleanser, enriched with extracts of **Aloe Vera gel** and **Chamomile**, ensures hygiene and freshness as well as natural daily protection.



L'Arganeraie

Is a 21 million trees forest that in 1998
Unesco declared "Biosphere Reserve".

ORGANIC ACTIVE INGREDIENTS
ORGANIC NATURAL INGREDIENTS: 10%

NATURAL INGREDIENTS: 98%

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ORGANIC ACTIVE INGREDIENTS
ORGANIC NATURAL INGREDIENTS: 10%

NATURAL INGREDIENTS: 96%

Organic agriculture is a productive system which works in harmony with nature and the needs of man.

This does not mean going back to old times or letting nature go, as some might think, but agriculture with balance, requiring updated awareness and knowledge, keeping in mind the health and well-being of both man and nature.

The realization of organic agriculture requires intense research and constant experimentation which allows us to best use the ingredients and strengths that mother nature has to offer.

Organic agriculture means developing a sustainable model of production that avoids natural resource depletion. Aiming at conserving these important natural resources, in particular, soil, water and air, in order to develop a system that stresses using what nature has put at our disposition, hence indicating growth which can last over time.

The daily use of a cosmetic line specifically conceived for Couperose skin is the ideal treatment for obtaining clear results and giving freshness and luminosity even to the most delicate of skins which tend to redden easily.

FOR SUPER SENSITIVE SKINS, EASILY REDDENED

Couperose

Couperose is characterized by persistent redness of the skin due to dilated blood vessels and slow blood circulation.

Couperose skin is particularly delicate and sensitive to many external elements such as:

- ✓ Cold weather and wind
- ✓ Sudden changes in temperature
- ✓ Exposure to ultraviolet rays
- ✓ As well as: smoke, smog, pollution etc...

Due to these external factors, blood vessels lose their natural elasticity and remain in a state of dilatation, hence tending towards redness and losing their function of feeding the cells and keeping toxins away.

It is important not to neglect the appearance of the first signs of sudden redness because it can lead to the development of small, persistent yet clear reddened veins (rosacea), sources of irritating blemishes and skin inflammations.

Even in this case the most effective preventive action is a healthy lifestyle: a well balanced diet, rich in greens, fish and cereals. Spicy food, alcohol, coffee and all those substances which, in general, have irritating effects on the body and skin or highly encourage blood vessel dilation to occur should be avoided. This is the best way to fight and prevent the development of Couperose.

As far as diet and physical exercise are concerned, gentle, regular actions repeated with continuity are much more effective than intense activity carried out occasionally.

Dark blue, almost black, the small berries of Blueberries contain a concentration of properties that act as natural toning agents to capillaries.



A group of **UNIQUE VEGETABLE ACTIVE INGREDIENTS***

Which, combined together, optimize the repairing and restructuring of the skin to protect fibres of collagen and elastin and contribute to improved the microcirculation so that the skin can benefit from more oxygen and nutrients.

*dry titred extracts

Escin, a triterpene saponin, has a powerful anti-inflammatory and antiedematogenic action and is ideal in fighting blood vessel fragility.

active ingredients

IN SINERGY

ENERGIZING, BIO-STIMULATING

SEBUM-LIKE LIPIDS

rich in essential fatty acids which are nourishing, healing and regenerating. Thanks to their non saponifiable fraction (rich in tocopherols, carotenoids, phytosterols and avocadine), they promote skin renewal with a subsequent increase of skin hydration and elasticity.

rich in linoleic acid essential for skin barrier regeneration, it is ideal for treating sensitive skin which tends to irritate easily as well as for protecting the epidermis from allergic reactions.

to avoid sun damage, cause of pre-mature skin aging.



Billberry and Ginkgo biloba

very rich in polyphenols and anthocyanosides **with strong antioxidant and protective cell properties.**

Centella asiatica

rich in triterpene saponins which optimize skin repair and restructuring, promoting the production of collagen and facilitating the integrity of Hyaluronic acid.

Echinacea angustifolia

flavonoids, has decongestant and anti-hyaluronidase properties restricting the depolymerisation of the Hyaluronic acids.

Garçinia mangostana

antioxidant properties.

Horse Chestnut,

for its content of escin and flavonoids.

Butcher's Broom

rich in ruscogenine, has an anti-inflammatory action and encourages blood vessel constriction. It is also rich in rutin, an active ingredient for the protection of blood vessels with effects similar to vitamin P.



Vitamins C ed E

Oils of Argan and Avocado

butter and Karité wax



wax of Barley seeds

Sun Filters

HELAN'S COUPEROSE LINE COSMETIC PROGRAMME:



- Cleanses gently.
- Calms and refresh the skin.
- Eliminate the use of irritating substances (colouring agents, perfumes, allergenic preservatives...)
- Nourishes and soften.
- Protects from sun radiation and polluting agents.



HELAN has divided its own facial treatment system into two steps to obtain the best results with gentle products created to reduce the risk of allergy to a minimum.

STEP A : gentle cleansing programme

Couperose skin is delicate and sensitive, thus requiring protection and special care. Particular attention has been dedicated to promoting an action that encourages the skin's defence system, which can be under threat.

Hence, a product with an **extremely gentle cleansing** action should be used, completely avoiding the use of strong soaps or scrubs which could weaken the skin.



STEP B : treatment programme

A line of cosmetic products specific for Couperose skin must exercise a **softening action**, to soothe typical redness, **protect** the skin from irritating external agents and above all carry out a preventative action to maintain natural skin tone.



SOFTENING CLEANSING GEL

SOOTHING

face and neck

*Bilberry and Butcher's Broom
Honey*

Sensitive skin must be treated gently due to its fragility, avoiding soaps which may weaken the hydro-lipid layer.

The unique, oil- free **gel formula** carefully removes all traces of make-up, dust and smog.

- Rich in specific cleansing agents of vegetable origin obtained from apple, wheat, potato, corn and coconut

- a complex extract of **Honey** which is particularly softening and soothing.

- extracts of **Bilberry** and **Butcher's Broom** which are ideal in counteracting the fragility of blood vessels.

Helan's softening, cleansing gel carries out a delicate yet effective cleansing action that removes make-up and impurities with utmost care, completely respecting the pH of the skin.

REFRESHING AQUA TONER SOOTHING

ALCOHOL FREE

face and neck

*with Bilberry, Horse Chestnut and Butcher's Broom
Honey*

Thanks to its special formula, this gentle alcohol-free lotion gives luminosity and freshness to the face, optimally completing the action of the **Cleansing Gel**.

Our **Soothing, Refreshing Aqua Toner** is based on a complex extract of **Honey** which is particularly softening and soothing, as well as extracts of **Bilberry** and **Butcher's Broom**, which protect blood vessels. This formula calms down skin irritation, tones down redness and reduces whatever burning sensations or irritation the skin may have.

Step.A

gentle cleansing
programme

COUPE-ROSE



CLEANSING



REFRESHING

Step.B

treatment
programme



NORMALIZING

BASE CREM-GEL PROTECTIVE AND NORMALIZING

MOISTURIZING

face and neck

*with Bilberry, Centella asiatica, Garcinia, Ginkgo biloba and Butcher's Broom
Argan oil, Wax from seeds of Barley and Karité
Vitamin C*

The botanic answer in cosmetics for sensitive skin with couperose!
Extracts and extra pure oils are carefully selected according to their completely gentle, utmost protective qualities, which provide an immediate sensation of well-being to ultra delicate skin, protecting the epidermis from allergic reactions.

Vitamin C and specific sun filters fight free radicals and protect the skin from the negative effects of UV rays preventing and soothing the irritating state of the skin, which is normally brought on by these factors.

The smooth and extremely gentle Cream-gel is an oil-free ultra light formula whose delicate texture is rapidly absorbed into the skin, re-hydrating and to restoring vitality and softness.



REGENERATING NOURISHING CREAM

ANTI-AGEING

face and neck

*with Bilberry, Garcinia, Ginkgo biloba, Horse Chestnut and Butcher's Broom
Argan and Avocado oils, Wax from seeds of Barley and Karité
Beeswax*

Especially formulated for sensitive skin with couperose, it relies on the beneficial properties of oils and sebum-like waxes such as Argan and Avocado as well as wax from Barley and Karité seeds. These ingredients all contribute to preventing skin aging thanks to their anti-radical actions.

The group of extracts of Bilberry, Garcinia, Ginkgo biloba, Horse Chestnut and Butcher's Broom with their soothing and protective properties, optimize the repairing and restructuring of the skin to protect collagen and elastin fibres. These substances also contribute to improving microcirculation so that the epidermis may best benefit from more oxygen and nourishment.

This innovative formula, with its rich, consistency and pleasant texture, makes our Regenerating, nourishing cream an ideal night or morning treatment for skin that requires extra nourishment.



REGENERATING



notes



IREOS EYE CONTOUR

EYE CONTOUR

To improve microcirculation functioning with an action that inhibits edema (swelling and puffiness due to water retention).



Camomile

Eyebright

Bilberry

Mellilot and Cornflowers

Ivy

Orange and Lemon Bioflavonoids



Vitamin C

To prevent premature skin aging; small wrinkle formation in the area around the eyes.



Essential aminoacids (Hydroxyproline)

Borage oil

For an immediate, lifting effect.

A complex of vegetable proteins

which create an invisible veil over the superficial layer of the skin able to hold up the skin, giving it a more compact, smooth appearance.

active ingredients

IN SYNERGY

IREOS is **HELAN**'s answer to the cosmetic needs of the eye area: a **natural treatment system, morning and night**, made up of a specific, extremely delicate formulation using the most effective, natural, active ingredients

- to prevent and tone down swelling, puffiness and dark circles
- to smoothen slight wrinkles and expression signs.

MAKE-UP REMOVER GEL

FLUID DETERGENT

Eyebright, Cornflowers, Sweet clover and Camomile

In the morning before make-up or in the evening before going to bed, the application of the eye contour's products has to be preceded by a careful cleaning of the skin: our Make-up removergel allows the active ingredients to be best and most quickly absorbed. Considering the very delicate nature of the eye area, only specifically formulated, extremely delicate products, able to remove any trace of make-up or residue, should be used.

The make-up remover gel, alcohol free, without perfume, preservatives and SLS, SLES free, supports to the detergent action the refreshing and lenitive effect of :

Eyebright - Corn flowers - Sweet clover - Camomile

- to remove make-up completely and smoothly
- to preserve the delicacy of the area circling the eyes
- to avoid drying the eyelids
- to refresh and calm the skin.

LIFTING SERUM

ANTI-RINGS ANTI-BAGS

Bilberry, Melilot, Ivy, Bioflavonoids from citrus, Vitamins C

This serum forms an invisible veil on the skin, giving support as well as a more compact and outlined look for an immediate "lifting effect".

A natural complex of **Bilberry, Melilot, orange and lemon Bioflavonoids, Vitamin C** and **Vegetable proteins** from Wheat

- improves microcircle functioning and towns down the dark colour of the area circling the eyes;
- cool, pleasant, silky and ultra-penetrating, it is ideal in avoiding and attenuating puffiness and swelling, clearing the eye-sockets of unsightly signs.

ULTRAFINE CREAM

TRIPLE ACTION:

ANTI-WRINKLES MOISTURIZING TONIC

Borage oil, Vitamins A and E

This soft texture, cool and silky to the touch, gives the face the turgidity, vitality and exceptional smoothness right from the first application.

A natural complex of **Borage oil**, rich in **essential fatty acids, essential aminoacids (Hydroxyproline), Vitamin A, Vitamin E** with antioxidant actions, and UV protective filters To prevent the aging effects caused by free radicals.

Our Ultrafine cream improves the elasticity of the skin and shows fine wrinkles and expression lines less. Ideal for dry skin.



MAKE UP REMOVAL



LIFTING EFFECT



ANTI-WRINKLES

THE RICHNESS AND GENTLENESS
OF ORGANIC BEEHIVES.

LINEA DOLCEZZA

BEAUTY TREATMENT – DAY AND NIGHT

linea dolcezza

EAU DE TOILETTE
FLOWERY

TOP NOTE
FRUITY FLOWERY



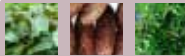
*Peach, Plum, Rose
berries, Honey*

MIDDLE NOTE
FLOWERY



*cabbage Rose, florentine Iris,
Heliotrope, Madagascar Ylang
Ylang, Bourbon Geranium*

BASE NOTE
WOODY MUSK



*Malaccan
Patchouli, Tonka
beans, Mysore
Sandalwood,
Musky notes*



OLFACTIVE FAMILY: FRUITY, FLOWERY, WOODY MUSK

A flowery fragrance that reveals itself with the fruity sweetness of **Peach**, enhanced by the softness of **Plum**, gradually opening up to scents of nectar and **Honey**.

An ethereal veil of flowery notes in harmonious resonance comes forth at the heart of the fragrance to then mingle happily with **Iris flowers** and **Heliotrope**, anticipating the romantic sway of soft **Cabbage Rose petals**.

The perfect balance of these flowers develops further in notes of **Bourbon Geranium** and **Madagascar Ylang Ylang** to finally succumb to the sensual strokes of the hardwood smells of **Patchouli** and **Mysore Sandalwood**. These are impeccably accompanied by the lingering, soave base notes of **Musk** and **Tonka beans**.

An Eau de Toilette that emanates Spontaneity and Simplicity in a familiar fragrance, showing the sincerity of the person who wears it for herself and no other.

THE DAILY TREATMENT PROGRAM THAT KEEPS THE SKIN LOOKING EXTRAORDINARILY YOUNG AND FRESH.

All year long, in all seasons and climates, the skin has certain basic needs which, if not satisfied, send out warning signs.

The skin actually plays vital roles in the body; its outer most, **corneous layer** forms a protective barrier against environmental aggressions with its defensive action depending on the amount of **water** and **fats present**.

External aggressors such as dust, smog, ultraviolet rays, cold, wind, humidity as well as abrupt climatic changes disturb this delicate balance, letting the skin tend towards **dehydration (lack of water)** and **dryness (lack of fats)**.

To compensate for this, the skin requires specific **treatments aimed at restoring an optimal level of hydration as well as balanced lipid nourishment**. This is the best system to fight against relaxation of skin tissue as well as dryness and early wrinkle formation.

active ingredients

IN SINERGYT

* **Rose** and **Thyme mellite** are obtained by macerating pure honey respectively with **Rose berries** from the **Rose bush** and from the fully bloomed leaves of the **Thyme plant**, finely chopped, then undergo cold pressing and filtration. This method of extraction allows the characteristic active ingredients to be grasped, transferring them to the cream through the honey in which they have been dissolved.

Royal jelly is a product of the mandibular and hypopharynx glands of bees which exclusively forms the nourishment for:

- larva chosen as queen,
- the queen for the entire duration of her life,
- all larva of the colony from the third day of life.

Pappa Reale's rich composition: essential amino acids, sugars, vitamins and mineral salts, makes it considered a precious biocatalyst for the skin.



Rose Mellite*



Thyme Mellite*



Honey

Propolis

Pollen

Royal jelly

Beeswax



LIPS CARE

APELAB
LIPS STICK
GLUTEN FREE



HAND BEAUTY

HAND CREAM



FOR CLEANSING

LIQUID SOAP



FACE SKIN CARE

RINSE-OFF INTEGRAL MAKE-UP
REMOVER



This rinse-off, complete make-up remover is a cleansing product, conceived as a cream, better than a soap, gentle as a milk.

ESSÈNTIA FACE



BODY SKIN CARE

EXTRA FINE BODY SCRUB



SHAMPOO & SHOWER



ESSÈNTIA BODY



FLOWER WATER



L I P T R E A T M E N T

The tissue covering the lips is something between a normal epidermis and the mucosa of the mouth.

No corneous layer is present on the lips, hence making them soft, velvety and rosy, but also more delicate and sensitive to climatic conditions which may easily cause bothersome chapping. Lips integrity is put to test under harsh environmental conditions (sun, wind, cold) not to mention everyday habits (smoking, diet, drugs) as well as occasional moments of weakness which may reduce the body's defences, leaving them dry, chapped and with sores.

Helan has realized the following product to counteract the above and keep the lips soft and compact:

APELAB



LIP BALM

Moisturizing Emollient Velvet Smoothness
with Beeswax, Propolis and Shea butter

This nourishing, soft stick weakens the harsh effects of the sun, cold and wind whether at the seaside or in the mountains. Enriched with **oils**, **butters** and **waxes** that restore hydration and elasticity to the lips while the dermo-purifying properties of **Propoli**, soothe and calm down burning due to chapping and redness.

NATURAL ORIGIN: 98%

ACTIVE INGREDIENTS:

sweet Almond*, Olive*, Carrot, Sunflower oils:

soothing, nourishing	25 %
Beeswax : protective	5.5 %
Shea butter*: nourishing	3 ‰
Propolis: antioxidant	1 ‰
Rosemary: dermopurifying	4 ‰

* organic



*It contrasts foto- sensibilization and consequent irritation with its protective actions.
Keeps the lips soft and velvety with the richness of its active ingredients.*

HAND TREATMENT

Soft, smooth hands are a source of charm not to be overlooked!

Our business card, contact point, first encounter.

Hands touch, squeeze, caress, hold, communicate, pick up heat and vibration.

Through the hands we can transmit and receive signs of affection, and friendship.

A great source of female charm, though vulnerable to the signs of time.

The skin on the hands has particular characteristics at the level of the palm:

- the absence of sebaceous glands and hair follicles

- a significant concentration of sudoriferous glands as well as nerve receptors

- palmar folds at flexion points. The skin on back of the hand is also poor in sebaceous glands, hence being less protected and more vulnerable to temperature changes, cold, wind and all external factors (dust, detergents, ect) which attack the skin, rendering it more prone to premature aging.

Even before the face and neck, **the hands are a telltale sign of time**, which is why they.

Must be taken care of just as the face with daily, specific treatments able to restore.

Softness for smooth, younger looking skin.

HAND CREAM

Protective Emollient Dermopurifying



Thyme mellite and Lemon essential oil

The skin of the hand is particularly delicate and must be protected,

above all in winter when attacked by cold and wind, which make it more fragile.

Thanks to the completeness of this Protective Emollient Dermopurifying

formula, this rich hand cream has a very light texture and is able to effectively combat redness and chapping.



NATURAL ORIGIN: 98%

ACTIVE INGREDIENTS:

sweet Almond and Grape seed oils: soothing, nourishing 8,5 %

Thyme mellite: dermopurifying 8 %

burro di Karitè*: nutriente 5 %

Beeswax : protective 2 %

Lemon essential oil: dermopurifying 8 %

* organic

LIQUID SOAP

For the most sensitive and delicate skin



Honey and Propolis

The use of cosmetics designed for the most sensitive and delicate skin types is also advantageous for those with normal, resistant skin.

Cleansing products for the most sensitive skin were created to be *ultra delicate and free of irritating agents*. This means that beyond having a **slightly acidic pH**, it must have a protein-carbohydrate structure that not only eliminates sebum but preserves and reintegrates its most useful physiological protection.

Helan's **Linea Dolcezza Liquid Soap**, provided with its pump, is particularly suitable for delicate, daily cleansing of the skin.

This ultra- light, gentle formula is enriched with the softening properties of **Honey**, with its high sugar content, and **Propolis**, purifying and rebalancing, as well as vegetable cleansing agents that are **free of preservatives, dyeing agents and SLS, SLES***. It forms a very light, soft, creamy foam that respects the delicate physiological balance of even the most sensitive skins.

RINSE-OFF INTEGRAL MAKE-UP REMOVER

Rebalancing Milk with Honey, Propoli and Sweet Almond Oil



A clear, bright complexion of absolute purity!

This is the result of methodical cleansing with the Rebalancing Milk containing Honey and Propoli with a particularly gentle, delicate action.

This fluid emulsion has been formulated with a base composed exclusively of waxes and vegetable oils, containing a high percentage (10%) of **Sweet Almond oil** for its high degree of affinity to the skin, for effective yet delicate cleansing, respecting even the most sensitive of skins utmost.

The sweetening properties of the **Honey**, the dermopurifying power of the **Propoli** and the light toning effect of the water aromatised with **Witch Hazel** give the product an exceptional delicate feel during make up removal.

This special formula:

- **Remove** the excesses of secretions, impurities and make-up perfectly.
- **Purify** the skin without enlarging pores.
- **Respect** the hydrolipidic film leaving the epidermis soft and sweet.
- **Illuminate** e moisturize the skin giving it a surprising sensation of freshness.

It is the assurance of a cleaning in all sweetness .

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ESSËNTIA FACE CREAM

with Rose mellite* Royal jelly, Pollen, Ivy and Hop



A soft emulsion which uses the extraordinary properties of apia products in synergetic combination with the vegetable extracts of Ivy and Hop harmoniously inserted in a base with a high degree of sebum-affinity.

It is the daily treatment which keeps the skin looking young and fresh, reducing signs of aging with a triple action:

MOISTURIZING

The original association of **Royal jelly**, **Pollen** and **Rose mellite**, rich in sugars (highly hygroscopic) and natural amino-acids (close in composition to the epicutaneous NMF) retains large quantities of water, restoring freshness and brightness to the facial complexion.

NOURISHING

To ensure optimum nutrition, thanks to the special formula rich in **Passionflower** and **Grape seed oils** as well as the proteic substances of the **Royal jelly**, it encourages prompt reformation of the skin barrier, restoring smoothness and fullness.

ANTI-WRINKLE

To protect, with suitable **UV filters**, the skin structure from the wrinkling effect of the sun rays restoring elasticity and tone thanks to the properties of **Ivy** and **Hop extracts**.

MOISTURISING
NOURISHING
ANTI-WRINKLE

LINEA DOLCEZZA - BODY SKIN CARE



EXTRA FINE BODY SCRUB

Honey, Propoli, Witch Hazel and Rhatany
Beeswax and Sweet Almond oil with Coconut microspheres

A specific body formula for naturally bright, smooth skin. An extraordinarily soft texture rich in Beeswax and Sweet Almond oil. Gentle exfoliation, a caress on the skin, with Coconut microspheres, which free the epidermic surface of dead cells and stimulate tissue oxygenation. Honey, emollient and rich in sugars, Propoli and extracts of Witch Hazel and Rhatany, purify and rebalance the skin to supply a synergetic action that brings the skin back to a normal state with a gentle astringent action.

SHAMPOO & SHOWER SOFT CLEANSING GEL body and hair

Honey and Propolis
Witch Hazel and Rhatany

Cleansing products for the most sensitive skin were created to be ultra delicate and free of irritating agents. This means that beyond having a slightly acidic pH, it must have a protein-carbohydrate structure that not only eliminates sebum but preserves and reintegrates its most useful physiological protection. Helan, of the various types of shampoos and shower gels, has chosen a one-in-all product for face, body and hair. The Shampoo Shower Soft-Gel is made with ultra-delicate tension-active surface agents: sugary substances extracted from Corn and Potatoes combined with the fatty acids of the Coconut palm. This super delicate cleansing base, free of preservatives, dyeing agents and SLS, SLES*, enriched with emollient Honey and purifying, rebalancing Propolis, Witch Hazel and Rhatany extracts, allows impurities to be removed without altering the delicate structure of skin and hair.

ESSÈNTIA BODY CREAM

Rose mellite, Royal jelly, Pollen and Beeswax
Ivy, Hop, Grape seed bioflavonoids
Shea butter, Macadamia, Olive and Grape seed oils

A very soft cream rich in precious substances that regenerates the skin giving it

MOISTURE, NOURISHMENT AND VELVETY SMOOTHNESS

The special formula, rich in Beeswax, Shea butter, Macadamia, Olive and Grape seed oils as well as the liquid crystal emulsion structure, has a particular affinity to the skin, re-proposing the same lamella structure that best guarantees skin cell cohesion, forming a protective shield.

The particular association of the Royal jelly, Pollen and Rose mellite gives an enchanting silky feel to the skin while the action of Grape seed bioflavonoids gives a wonderful feeling of lightness.

FLOWER WATER

SCENTED MOISTURIZING face and body

Hyaluronic acid and Honey

An ultra-light formula specifically studied to carry out an energetic, moisturizing action on the skin and bring it back to its optimal level of hydration.

A bouquet especially formulated for this alcohol-free, Flower Water, in which select essences, particularly suitable for the most sensitive and delicate skin types, have been used. This combines with the emollient, softening actions of Honey whereas the Hyaluronic acid proves an exceptional active agent in bringing the skin's level of hydration back to its best, leaving skin moisturized, soft and elastic. Light with a no-gas spray nozzle, the skin is engulfed in a cloud of tiny drops that release soft, scented notes. To snuggle and soothen the skin with extraordinary moisture, keeping it smooth and velvety.

ELISIR ANTITEMPO
BODY CARE

elisir antitempo body care

From *Venus de Milo* to the *Three Graces* by Botticelli, soft, round lines with sensual, curvy shapes define the aesthetic canons which are combined with extraordinary perfection to give life to the most powerful element of attraction: the FEMALE BODY... Every woman must dedicate attention and care to her body to highlight her own femininity and recognize herself as unique and unmistakable.

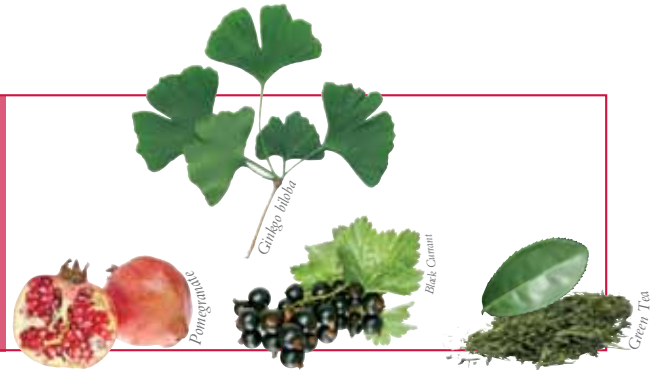
Beauty is Harmony

Helan Research and Development Laboratories have created a complete line that specifically focuses on the treatment needs of the most critical areas of the body, to MOISTURIZE, NOURISH, FIRM UP AND ... TONE UP



THE LIFE LINE FOR A FINE FIGURE:

a multi-functional complex GINKGO BILOBA, POMEGRANATE, BLACK CURRANT, GREEN TEA and RED VINE very rich in polyphenols and anthocyanosides with strong antioxidant actions which, combined together, optimize skin reparation and restructuring.



active ingredients

IN SINERGY



Centella
Echinacea
Kigelia

Multi-functional, Invigorating, Firming Complex

To protect collagen and elastin fibres, contributing to improved microcirculation so as the skin is able to receive more oxygen and nourishment.

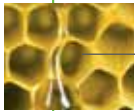


Hop
Wild yam

rich in phytoestrogens



Centella



Baobab
Honey

Multi-functional, Moisturizing, Soothing complex

Used for thousands of years in traditional African medicine to reduce transepidermic water loss, thereby inhibiting the cause of dry skin.



Baobab

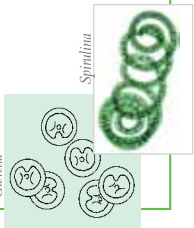
Soya Isoflavones
flavonoids from
Argan tree leaves



Chlorella
Spirulina
Pisum sativum
Sesamum indicum

Multi-functional, Invigorating, Elasticizing Complex

- Stimulates tissue repair
- To protect collagen and elastin fibres with an anti-enzymatic action (elastasi, collagenasi) maintaining tone and elasticity.



Chlorella

Spirulina



Essential FOR THE BODY

A complete line to satisfy any specific need of treatment on the most critical areas of the body.

The skin is constantly regenerating itself, with new skin cells being produced from the deep layers. These new and vital cells move towards the surface and gradually lose water and vitality.

With aging, this cycle slows down and dead skin cell stay on the outer layer longer, making the skin rougher and duller.

Regular, continuous removal of dead skin cells gives the body more intense luminosity, allowing the skin to be in the best condition to absorb the active ingredients of the most effective beauty treatments. As with diet and physical exercise, gentle, regular actions repeated on a daily basis are much more effective than intense activity carried out only occasionally.

RECONSTRUCTING, MOISTURIZING DRY OIL

SILKENING MASSAGE

The sensible combination of oils extracted from the seeds and fruits of **Argan**, **Inca Inchi**, **Sweet Almond** and **Passion Flowers**, has a very effective action in restoring the skin barrier as well as elasticity of the epidermis. These oils are rich in **essential fatty acids** which are important components of the skin cell membranes as well as **Vitamins** which are fundamental for the production of supporting skin cells.

- How it works:

it supplies the skin with the necessary lipids to guarantee intercellular cohesion, giving the skin moisture, tone and suppleness.

- Skin types:

For rough, dry, flaky skin.

- Directions:

Especially easy to spread, massage delicately all over the body



TO MOISTURIZE AND NOURISH

NATURAL ACTIVE INGREDIENTS

Argan, Inca Inchi
sweets Almond and
Passion flower oils
Rosemary extract
Vitamin E

ACQUACREAM

MOISTURIZING CONCENTRATE

For dry, rough skin

PROTECTING THE NATURAL BALANCE OF THE HYDROLIPIDIC FILM

- **How it works:**

The innovative presence of **Ceramides** and **extracts of Baobab** and **Honey**, which are irreplaceable in preventing water loss through the skin and strengthening skin cell cohesion, brings the function of the skin barrier back to normal again.

The nourishment from the oils of **Argan**, **Inca Inchi**, **Sweet Almond**, **Passion Flower** and **Karité wax** (rich in **essential fatty acids**, important components of skin cell membranes) combined with **Vitamins A** and **E** (the pre-eminent, anti-aging vitamins) restores the skin barrier as well as elasticity of the epidermis.

- **Skin types:**

For dry, rough, flaky skin.

- **Directions:**

apply a generous quantity of Acquacream all over the body every night before going to bed. Massage until completely absorbed.



Multi-functional

Moisturizing and Nourishing complex

Multifunctional, Moisturizing, Soothing complex Rich in essential fatty acids, these substances act as moisturizers on the surface, reducing transdermic water loss, while they stimulate vital skin functions in the deeper layers.



TO MOISTURIZE
AND NOURISH

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ELISIR ANTEMPO
ESSENTIAL FOR THE BODY

NATURAL ACTIVE INGREDIENTS

Ceramides
Baobab and Honey Extracts
Argan, Inca Inchi, Sweet Almonds and Passion Flower oils
Karité wax
Vitamins A and E

HOW TO GET THE MOST OUT OF THIS FORMULA

in the dark, when the body is at rest, skin cells go through a time of intense regeneration.

This is the best moment to provide the skin with the nourishment it requires to obtain a higher level of compactness and tone.

FIRMING, REGENERATING BUTTER CREAM

ANTI-SLACKENING ACTION

arms and thighs

for aged skin

SPECIFIC FORMULA FOR RESTORING TONE AND ELASTICITY



The exceptional combination of the pleasure in application and the effectiveness of the formula, given by the unique synergy of the substances it contains, makes this soft buttery cream an irreplaceable aid for regenerating the natural fibres of collagen and elastin. It gives the skin the best level of tone and softness.

- **How it works:**

it favours the physiological renewal of skin cells, making skin firmer.

• it improves skin tone and elasticity.

- **Skin types:**

• for firmer and tighter skin on the arms and thighs.

• for mature skin to contrast loose, sagging skin due to dieting, pregnancy or hormonal unbalances.

- **Directions:**

apply morning and evening on arms and thighs with upward strokes.



TO FIRM UP

NATURAL ACTIVE INGREDIENTS

Spirulina and Honey
Pomegranate, green Tea
Red Vine
Soya Isoflavones
Avocado oil and butter
Passion Flower oil
Vitamins A and E

intimate cleanser

Detergente Intimo



This is a pleasant formula that is enhanced by the balanced action of extremely delicate, vegetable based cleansers: sugar substances extracted from wheat, white beet and sugar cane, combined with fatty acids from the coconut palm, that do not alter the delicate balance of flora normally present in the genital area.

Preservatives free*
SLS and SLES** free



INTIMATE CLEANSER

delicately refreshing
for sensitive skin

**multi-functional complex of Lapacho,
Propolis and Rhatany**

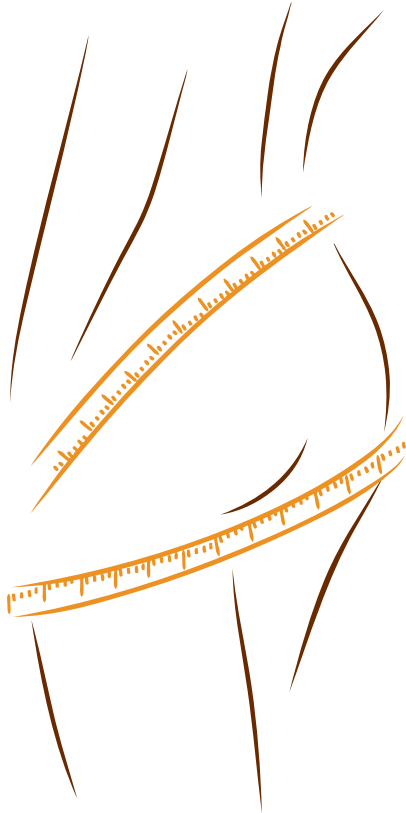
This formula prevents irritation and reddening thanks to the specially selected, vegetable based, dermopurifying ingredients, fully respecting the acidic ph of the intimate female area as well as useful, physiological bacterial flora. Reassuringly fresh.

acid pH

Well-being's secrets

STRATEGY AGAINST THE BLEMISHES OF CELLULITIS*

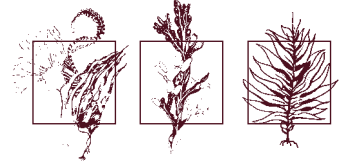
with natural active ingredients



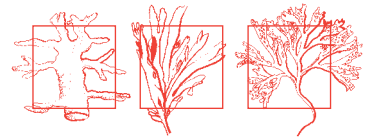
PEEL THE PEEL!

With Seaweeds of Brittany

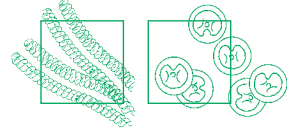
WITH BROWN
SEaweeds
OF BRITTANY



WITH RED
SEaweeds
OF BRITTANY



WITH GREEN
SEaweeds
OF BRITTANY



* COSMETIC PRODUCTS FOR THE TREATMENT OF CELLULITIS BLEMISHES

Cellulitis might be an aesthetic problem more widespread in females.

INNOVATIVE FORMULAS FOR TARGETED SOLUTIONS

The active ingredients of Thalassotherapy, Vegetable Extracts and Aromacology to successfully contrast unsightly Cellulitis.*

SEAWEEDS OF BRITTANY

True mines of active ingredients, these algae stimulate cellular metabolism thanks to the iodine and mineral salts they contain; attracting excess liquid in the tissues through osmosis. These seaweeds can be distinguished by colour:

BROWN SEAWEEDS

rich in Iodine.

- FUCUS VESICULOSUS
- LAMINARIA DIGITATA
- UNDARIA PINNATIFIDA

The balanced combination of these different types of algae contrasts the action of Sodium and strongly reduces fluid retention.

RED SEAWEEDS

Sono ottime fonti di contain a high percent of minerals and oligoelements.

- LITHOTHAMNIUM
- PALMARIA PALMATATA (DULSE)
- CHONDROS CRISPUS (IRISH MOSS)

These algae are ideal in contrasting the effects of cellulitis.

GREEN SEAWEEDS

Low in sodium, they supply precious toning and anti-aging substances.

- SPIRULINA MAXIMA
- CHLORELLA VULGARIS

DRY VEGETABLE EXTRACTS

Titrated into active ingredients

TO STRENGTHEN VEINS AND CAPILLARIES
restoring vein and lymphatic circulation

Acerola 50% C VITAMIN TITRED
Ginkgo biloba
Horse chestnut
Escine
Lespedeza capitata
Sweet clover
Bilberry
Butcher's broom

AROMACOLOGY

Aromacology is defined as the study of sensory perceptions to smells. It describes physiological reactions to the scents of essential oils, studying the relationship between fragrances and moods, or the emotional response to aromas. These reactions are activated at the cerebral level through nerves linked with specific receptors.

Aromacology encompasses three areas of sensory activation:

- ✓ Relaxing-soothing activity
- ✓ Sensual activity
- ✓ Stimulating, invigorating activity

active ingredients

IN SYNERGY

DRY VEGETABLE EXTRACTS

Titrated in active ingredients

TO FACILITATE THE RE-ABSORPTION OF STAGNATING LIQUIDS
to favour the elimination of toxins and lipolysis:

Centella asiatica
Cola rich in caffeine
Guaranà rich in caffeine
Coleus forskohlii
Garçinia
Black pepper

The thermogenic action of the CAFFEINE facilitates the mobilization of fats, making their elimination easier.

The ESSENTIAL OILS and BLACK PEPPER stimulate certain physiological mechanisms which burn fats and transform them into energy through the olfactory system, activating receptors and the sympathetic system, together with CAFFEINE, to help the splitting of fats.

ESSENTIAL OILS

Fat soluble, they cross the superficial layers of the skin easily in order to reach the deeper layers and capillaries with their active ingredients quickly. This immediate action is due to their intense smells which act on the limbic system, which regulates emotions and feelings, activating pleasant sensations of wellness.

	Cinnamon
	Savory
	Lemon
	Grapefruit
	Camphor
	Rosemary
	Mint
	Tarragon



Analyzing the causes, evolution and remedies of **Cellulitis*** are useful in preventing and counteracting these typical, unsightly signs.

THE CAUSES

- ✓ A slowing down in blood circulation
- ✓ Pooling of interstitial liquids (between one cell and another)
- ✓ Thickening of connective tissue with the formation of initial mottling

EVOLUTION

STAGE 1

Slow blood circulation and excessive capillary permeability along with slow lymphatic circulation, cause liquid stagnation as well as a build up of undrained waste among cells.

STAGE 2

Collagen fibres weave around this build up, compressing the capillaries and preventing the fat cells from being nourished. On the skin, this creates the mottling and nodules commonly known as the "orange peel effect".

STAGE 3

The nodules join together creating bigger nodules and the fibres that surround them harden by sclerotization.

This causes the well-known "mattress phenomenon".

REMEDIES

DIET

A real battle is indeed fought in the kitchen!

Both the quantity and quality of food need to be suited to the actual needs of the body as a balanced diet influences the fundamental causes of cellulitis by avoiding accumulation and favouring liquid elimination.

LIFESTYLE

The regular practice of a sport helps burn fats and it is therefore advantageous to take advantage of physical activity whenever possible, by walking quickly, going up steps on foot, ect.

APPROPRIATE COSMETIC TREATMENTS

The constant use of effective cosmetic products, like that of a proper diet and physical exercise, allows more than satisfying results to be achieved, especially when combined with massage.

cellulitis*

A TWO-STEP PROGRAMME

PHASE A

"Orange peel effect"

FOR CELLULITIS * ACCOMPANIED BY WATER RETENTION AND HEAVY LEGS:

Stage 1 and 2



Heaviness of the legs with oedema and/or swelling are early signs which should prompt quick action in order to improve circulation and prevent the embedding of unsightly cellulitis.

PHASE B

"Mattress phenomenon"

FOR TOUGH, DEEP CELLULITIS*:

Stage 3



When the evolution of cellulitis has advanced to stage 3, settling permanently in the dermis, it is necessary to integrate the draining action with an efficient lipolytic action in order to break down the fatty tissue with a specifically efficient treatment. *

TO SUM UP



Integrated action among Seaweeds, Vegetable Extracts, Caffeine and Essential oils

- ✓ to drain stagnant liquids and improve circulation
- ✓ to reduce plumpness
- ✓ to improve tissue elasticity and tone.

A two-step programme:

PHASE A "Orange peel effect"	PHASE B "Mattress phenomenon"	SPA TREATMENTS
 <p>DRAINING GEL cryo effect</p>	 <p>CONCENTRATED ACTIVE SERUM</p>	 <p>OIL FOR MASSAGE LYMPH-DRAINING</p>
 <p>INSTANT MUD in cream form cooling effect</p>	 <p>PEEL-OFF INTENSIVE MUD cream form sauna effect</p>	
 <p>SLIMMING CREAM to keep the figure in shape cooling effect</p>	 <p>TONING, REGENERATING ANTIOXIDANT CREAM Ice effect</p>	

treatment program

RESULTS WILL BE SEEN IN 6-8 WEEKS





Exfoliation

Skin renews itself incessantly, with fresh, new skin cells coming up from the deeper layers. These new cells then migrate to the top layers of the skin, gradually losing water and brightness.

With age, **this cycle slows down and dead skin cells stay** on the surface longer, making the skin rough and dull. Regular, constant dead skin cell removal gives the skin a healthier glow and helps it absorb the active ingredients necessary to fight the orange peel effect and make the skin more uniform and compact.

SCRUB

concentrate

with brown Seaweeds from Brittany, Laminaria and Fucus; micro-spheres of Cocunuts, extracts: green Tea, Horse chestnut, Butcher's broom, Ivy, Ginkgo biloba, Ratania; essential oil of Lemon and Marine salts.

✓ exfoliating ✓ softening ✓ draining

To transform the daily ritual of cleansing into a real double-action treatment:

- SOFTENING EXFOLIATING

due to the very fine micro-spheres of Cocunuts that enable the physical removal of dead cells leaving the skin smoother, more receptive and ready to absorb the most targeted ingredients.

- CAPILLARY TONER

to counter-act water retention and the sensation of bloating.



VEGETABLE SOAP MASSAGE

Brown Seaweeds(Laminaria digitata)

Red Seaweeds (Lithothamnium and Chondrus crispus)

Green Seaweeds (Spirulina)

Made according to ancient tradition, this soap is enriched with precious **Seaweed from Brittany**, a real gem of active ingredients effective in fighting the unsightliness of cellulite.

Beyond the richness of the formula itself, a particular, curative point system has been studied in order to allow for an **effective massage** even in the most cellulite prone areas of the abdomen, thighs and buttocks, under the direct water flow of the shower.

Furthermore, thanks to the presence of the seaweed "**Chondrus crispus**", there is a draining action as well as a delicate, natural exfoliation to eliminate impurities and smoothen the skin, preparing it for the application of the specific products themselves.



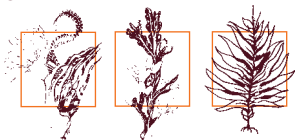
cellulitis*

FOR CELLULITIS* ACCOMPANIED BY WATER RETENTION AND HEAVY LEGS:

TARGETED SOLUTIONS

with new, "natural draining" formulas

- ✓ Lotions with a cold effect to boost microcirculation
- ✓ Creams and gels based on decongestant active ingredients such as Rusco, Centella or Caffeine.
- ✓ Lympho-draining massages that help liquid re-absorption, inhibiting the initial formation of fat deposits.



PHASE A

"Orange Peel Effect"

stage 1 and 2



To strengthen veins and capillaries

Horse chestnut

Ginkgo biloba

Sweet clover

Bilberry

Butcher's broom

To purify and drain with a lipolytic action

Brown Seaweeds:

Fucus vesiculosus

Laminaria digitata

Undaria pinnatifida

Centella asiatica

caffeine from Cola nut

PHASE A active ingredients

IN SYNERGY

Orange Peel Effect

phase A



BROWN SEAWEEDS

DRAINING GEL

Cryo effect

with brown Seaweeds of Brittany: Laminaria, Fucus e Undaria;
extracts: Centella, Horse chestnut, Sweet clover, Bilberry, Butcher's broom and Camphor;
essential oils: Grapefruit, Fennel, Tarragon, Cinnamon, Garden Savory, Lemon, Rosemary and Mint
Sea water

The brown Seaweeds of Brittany, Laminaria, Fucus and Undaria as well as the mineral salts of Sea Water rich in organic components and highly concentrated micronutrients, create a product with a high osmotic power which encourages liquid re-absorption by fighting the formation of the first fat deposits which make the body look heavy.

Thanks to the cold sensation, it decreases lymphatic stagnance and acts on venous blood return, immediately soothing the lower extremities and giving a general feeling of well-being.

For a more toned body and "drained tissues", this revolutionary gel promotes excessive fluid flow, thereby preventing unsightly cellulitis.

Thanks to the cryo effect, the use of our Draining Gel is ideal during the summer months to reduce capillary vessel dilatation from prolonged sun exposure.



INSTANT MUD

BROWN SEAWEEDS

in cream form

cooling effect

with brown Seaweeds of Brittany: Laminaria, Fucus e Undaria;
extracts: Caffeine, Cola nut, Centella, Ginkgo biloba, Horse chestnut, Sweet clover, Bilberry,
Butcher's broom and Camphor;
essential oils: Grapefruit, Fennel, Tarragon, Cinnamon, Garden Savory, Lemon, Mandarin, Rosemary and Mint

- ✓ Instantly absorbed
- ✓ Applied in a few seconds
- ✓ No need to rinse

An innovative concentration of NATURAL INGREDIENTS for a particularly fast application in a highly absorbing creamy mud.

A selection of essential oils stimulates the olfactory receptors to encourage the action of Caffeine to reshape the most crucial points of the body.

The principles of Aromacology, and the action of the brown Seaweeds of Brittany: Laminaria, Fucus and Undaria, and vegetable extracts are allies in this "shock" treatment to effectively combat the blemishes of cellulitis.



SLIMMING CREAM

BROWN SEAWEEDS

to keep the figure in shape

cooling effect

with brown Seaweeds from Brittany: Laminaria, Fucus e Undaria;
extracts: Centella, Horse chestnut, Sweet clover, Bilberry, Butcher's broom and Camphor;
essential oils: Grapefruit, Fennel, Tarragon, Cinnamon, Garden Savory, Lemon, Rosemary and Mint.

Shock formula due to the ideal concentration of natural active ingredients in a matrix of oils and vegetable esters that enhances its action:

- ✓ To drain unwanted fluids:
Centella, Horse chestnut, Sweet clover, Bilberry, Butcher's broom.
- ✓ To keep the figure in shape:
brown Seaweeds from Brittany: Laminaria, Fucus e Undaria; Caffeine, Cola nut
- ✓ To counter-act free radicals with on-going improvement of tissue elasticity:
Vitamins C and E, Olive and Grape seed oils.

A triple-action to effectively combat blemishes of cellulitis in a specially moisturising emulsion that is silky to the touch.



TARGETED SOLUTIONS

with the new, 'lipo-active' formula

- ✓ **Serums**, night treatments that work with just a slight amount of the products, thanks to the concentration of active ingredients.
- ✓ **Muds** and **creams** that work due to the **cold-hot temperature** changes that enhance fluid draining and microcirculation, hence increasing the absorption of active ingredients.
- ✓ These thermal changes give a little work out that improves blood circulation, notoriously slow in the “mattress effect”, toning down swelling and that feeling of heaviness in the legs.

They act in a way so as the active ingredients are immediately absorbed, boosted with stimulating essential oils that favour fat consumption in adipose tissue.

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cellulitis*

FOR TOUGH, DEEP CELLULITIS*:

To strengthen veins and capillaries.

To fight water retention and favor toxin elimination and lipolysis.

* COSMETIC PRODUCTS FOR THE TREATMENT OF CELLULITIS IN FLEMING'S

PHASE B

“Mattress phenomenon”



Lespedeza capitata

Butcher's broom

Sweet clover

red Seaweeds from Brittany:

Lithothamnium

Palmaria palmata (dulse)

Chondrus crispus (Irish moss)

green Seaweeds from Brittany:

Spirulina maxima

Chlorella vulgaris

Caffeine from Guaranà seed and peel

Coleus forskohlii

Black pepper



PHASE B active ingredients

IN SYNERGY

Mattress phenomenon

Phase.B



CONCENTRATED ACTIVE SERUM

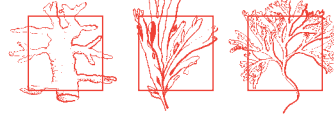
RED SEAWEEDS

night treatment

shock effect

with red Seaweeds of Brittany, Lithothamnium, Palmaria and Chondrus, extracts: Caffeine, Coleus, Guarana, Garcinia cambogia, Lespedeza, Sweet clover, Butcher's broom and Camphor, Essential oils of Cinnamon, Garden Savory, Lemon, Rosemary, Grapefruit, Fennel, Tarragon, Mandarin, Mint
Black Pepper and Sea water

This **Concentrated Active Serum**, rich in the most effective active ingredients, is especially suitable for evening application since the skin is more receptive during the night and the fat burning action is more intense, presenting the perfect opportunity to exploit the synergy of two actions in order to obtain the most effective result.



The ingredients of Aromacology as well as the red Seaweeds of Brittany, Lithothamnium, Palmaria and Chondrus, sea water rich in minerals and oligominerals and Vegetable Extracts are all allies in this specific "shock" treatment to restore circulation, fight water retention and encourage lipolysis

PEEL-OFF INTENSIVE MUD

RED SEAWEEDS

cream form

sauna effect

with red Seaweeds of Brittany, Lithothamnium, Palmaria and Chondrus, extracts: Acerola, Caffeine, Coleus, Guarana, Garcinia cambogia, Lespedeza, Sweet clover, Butcher's broom and Camphor, Essential oils of Cinnamon, Garden Savory, Lemon, Rosemary, Grapefruit, Fennel, Tarragon, Mandarin, Mint
Black Pepper and Carnitina

✓ applied in a few seconds ✓ instantly absorbed ✓ non rinse

This product focuses on the effects of a **hot and cold action**, making its use complementary to that of the **Toning Cream** prepared with active ingredients in synergy. The **Sauna effect**, through the action of the heat, encourages blood vessels to expand and to absorb active ingredients with lipolytic action and speed up fat elimination.



Combined action



These products work thanks to a hot and cold action which improves the drainage of liquids and microcirculation, helping the skin better absorb the active ingredients: this "skin workout" improves blood circulation, which is notoriously slow in mattress skin, and alleviates swelling and heavy legs.

TONING, REGENERATING

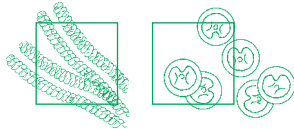
ANTIOXIDANT CREAM

CON ALGHE VERDI

ice effect

with green Seaweeds of Brittany, Spiruline and Chlorella,
extracts: Acerola, Caffeine, Coleus, Guarana, Lespedeza, Sweet clover, Butcher's broom and Camphor
essential oils of: Cinnamon, Tarragon, Fennel, Lemon, Mint, Grapefruit, Rosemary, Garden Savory

This product focuses on the effects of a hot and cold action, making its **use complementary to that of the Peel-Off Intensive Mud** prepared with active ingredients in synergy.



By lowering the temperature, the **Ice Effect** provokes blood vessel shrinkage followed by a reaction of blood vessel expansion which stimulates blood circulation and therefore slows down orange peel skin formation as well as reducing swelling and leg tiredness.

SPA TREATMENTS

OIL FOR MASSAGE

LYMPH-DRAINING

with essential oils: Grapefruit, Fennel, Tarragon, Cinnamon, Garden Savory, Lemon, Rosemary,
Mint and Black pepper; Camphor
sweet Almond and Soya oils
Vitamin E

A balanced combination of **essential oils with synergic action** in a matrix of sebum-similar vegetable esters that facilitate massage and favour active ingredient absorption.

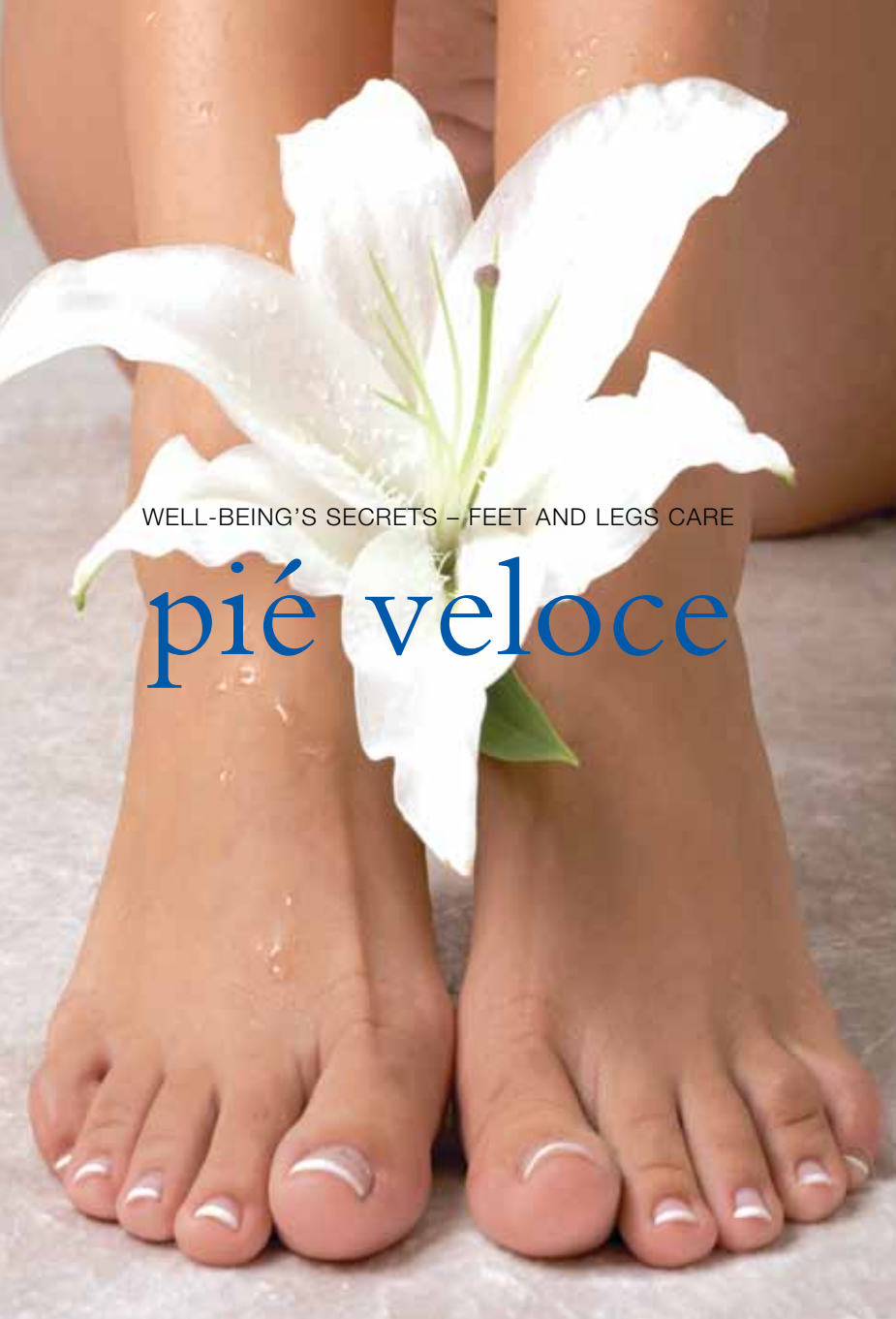
A gentle massage helps revive microcirculation and liquid re-absorption.

Essential oils keep the skin visibly smooth and toned, hindering the skin blemishes of **Cellulitis**.



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WELL-BEING'S SECRETS – FEET AND LEGS CARE

pié veloce

Swollen, aching feet with skin that becomes rough and dry due to the continuous friction of shoes.

Cracked skin that gives way to callus formation, hard patches and chilblains...and if that is not enough a feeling of heaviness, tingling, aching, unsoothed legs.

These are disturbances which appear more and more frequently in about half of Italians, especially in women. Among the main causes of these problems often due to lymphatic stagnancy and venous stasis, is being overweight, lack of movement and exercise, work that requires a sedentary lifestyle or, on the contrary, to numerous hours. Piè Veloce is an effective, natural aid in taking care of these discomforts.

HELAN HAS
CREATED A LINE
OF NATURAL
HYGIENIC
PRODUCTS FOR
THE WELLNESS OF
FEET, LEGS AND
ANKLES.

Piè Veloce



REFRESHING DEODORIZING SALTS

for tired feet

with Tea Tree essential oil

A good footbath with Refreshing Deodorizing Salts is an effective way to completely relax your feet in the evening. Our balanced formula combines oxygenated salts for thorough cleansing, a blend of essential oils and extracts to stimulate circulation; **Menthol**, **Eucalyptus** and **Camphor** for deodorizing, refreshing effects.

SMOOTH REPAIR CREAM

cracked heels, corns and calluses

Urea, sential oils of Tea Tree and Mint, Lapacho, Sweet Almond Crabwood and Neem oils, Karité butter

How Smooth Repair Cream works: the inclusion of **Urea**, which has very strong smoothing properties, favors the elimination of superficial dead skin cells, softens and improves cracks and crevices on the heels as well as skin flaking and shedding, visibly reducing calluses. Enriched with **essential oils of Tea Tree and Mint** as well as **Lapacho extract**, it fights against unpleasant odor formation while **Crabwood and Neem oils** sanitize and **sweet Almond oil** repairs the deep cracks that are hard to take care of, nourishing and regenerating the skin to make this product a real beauty treatment for soft, smooth feet.

REFRESHING DEODORIZING POWDER

dry feet

with Tea Tree essential oil

A highly absorbing powder with **Rice**, **Wheat** and **Corn starches**, enriched with the purifying and refreshing properties of **Tea Tree**, **Mint**, **Rosemary**, **Thyme** and **Sage** essential oils. The gentle deodorizing action respects the physiological needs of the skin, while absorption of excess moisture prevents skin maceration.

REFRESHING DEODORIZING MASSAGE CREAM

for rough feet

with Tea Tree essential oil, Escin and Bilberry

Dehydrated feet mean dry, rough and cracking skin, causing hard patches, corns, chilblains. The remedy is a gentle massage with Refreshing Deodorizing Massage Cream, to be done in the morning or in the evening after a footbath. It is rich in **Escin**, active constituent of **Horse Chestnut**, and **Bilberry flavonoids** to combat venous stasis and help circulation.

ANTI-FATIGUE GEL
refreshing invigorating

swollen, heavy legs

with Tea Tree essential oil, Elder, Horse Chestnut tree and Witch Hazel

The synergistic action of **Elder**, **Horse Chestnut** and **Witch Hazel** extracts helps get back a feeling of lightness and well-being once again. The high concentration in active ingredients from these plants, well-known for their effective action on the vascular system, eases all feelings of heaviness and swelling of legs and ankles from the first applications.

active ingredients

-  Tea Tree essential oil
antimycotic, deodorant and dermo-purifying Mint
-  Rosemary
-  Thyme
-  Sage
-  Horse Chestnut
Elder
-  Bilberry
- Ginkgo biloba
- Witch Hazel
- Urea





**I GIARDINI
SEGRETI**
secret gardens

- NINFEA (*Nimphaea lotus*)
- IBISCO (*Hibiscus syriacus*)
- FIOR DI VANIGLIA (*Vanilla planifolia*)
- AMARYLLIS (*Amaryllis belladonna*)
- AGAPANTHUS (*Agapanthus africanus*)
- POLVERE D'IRIS (*Iris florentina*)

Pastoral smells and sensual harmony in the wake of unusual, exotic fragrances. Dreamy landscapes to unveil, profound ethereal journeys to be taken with every breath. The unexpected glances and precious discoveries of nature that are to be admired and savoured. Mirrors of water reflected in the freshest fragrances; hot, tropical breaths hidden in the sweetness of the most captivating notes. Evocative moments from far away cultures rich in age-old traditions. To the ever-new, ongoing discovery of the mysterious relationship between man and nature.

Secret gardens

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Ninfea
(*Nymphaea lotus*)
AQUATIC
DREAMY



Hibiscus
(*Hibiscus syriacus*)
FLOWER OF
BEAMING
BEAUTY



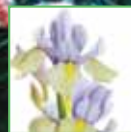
Fior di Vaniglia
(*Vanilla planifolia*)
SMOOTH,
SENSUOUS
VELVETY



Amaryllis
(*Amaryllis belladonna*)
LUMINOUS



Agapanthus
(*Agapanthus africanus*)
FLOWER OF
LOVE



Polvere d'Iris
(*Iris florentina*)
AMBASSADOR OF
GOOD NEWS

Ninfea

(Nymphaea lotus)

AQUATIC DREAMY

Ninfea, a soft, velvety flower that floats on water and was once, according to Greek myth, a splendid nymph who was transformed by the gods to become the queen of that aquatic world.

Symbol of freshness, purity, hydration.



EAU DE TOILETTE

Fresh water perfume essence

A NATURAL, SUAVE FRAGRANCE ENCOMPASSING AND RADIANT AS PURE WATER MIRRORS THE SIMPLICITY AND BEAUTY OF EVERYDAY LIFE.

A smooth, lustrous perfume. A bouquet of stimulating notes that turns into a wake of delicate yet effervescent tones.

Fruity, effervescent, slightly unripe overtones which burst in the air with the explosive power of nature to blend with floral notes.

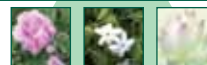
Dreamy, intense scents that unfold nicely without building up, and transform into mossy green fields in harmony with the clear, calming hints of water. All this develops into a delicate background of sensual, woody tones, of amber and musk that spring forth into a smell which is refined and personal, like a second skin.

TOP NOTE
FRESH, GREEN



*Calabria's Bergamot,
Italian Mandarin*

MIDDLE NOTE
FLORAL



*Turkish Rose, Water Lily,
Egyptian Jasmine, French
Violet, Carnation*

BASE NOTE
WOODY, MOSSY



*Indian Sandalwood,
Cedar wood Texas,
Haitian Vetiver, amber
tones, Mosses*

OLFACTORY FAMILY: GREEN, FLORAL, WOODY

The natural energy and well-being coming from this essence is obtained through the careful matching of clear scents with the exhilarating vitality of citrus fruit, the presence of which is unfailing and indispensable to adequately refresh and brighten the first breaths of this fragrance.

This exuberant vivacity blends in with a framework of soft, mellow flowers, giving off the air of Spring. A sweet, dreamy air of delicate flowers, characterized by an ethereal touch of water lilies, is the warmth of the middle tones that render it **Ninfea**.

The base notes are seductive and stimulating, where the persistency of the fragrance structure is ensured by sensual trails from vetiver roots, wet wood and damp moss which come together in an extra delicate, voluptuous accord.



SCENTED VEGETAL SOAP

with Aloe vera gel

The soap base, produced according to ancient tradition with **natural ingredients**, is enriched with **Aloe vera gel**.

An excellent, effective yet delicate formula for all skin types further enhanced by a pleasant scent that renders it the perfect solution for daily cleansing. **Aloe vera gel**, rich in polysaccharides and filming agents, is particularly useful in moisturizing, soothing and protecting even the most sensitive of skins.



REVITALIZING GEL

Bath and Shower

Body and Hair
Aloe Vera gel and
Wheat proteins

Poured generously into the bath under running water, our Revitalizing Gel becomes a soft foam that releases the revitalising scents of citrus.

However, if time is of essence, a small amount of the gel on a dampened sponge will lather lusciously for a perfect, quick shower. When applied, **Helan's Revitalizing Gel** encompasses the body in a fresh, floral scented cloud whose fragrance lingers on the skin.



GENTLE DEODORANT

Alcohol free

Aloe Vera gel and Tea Tree
essential oil

The use of a suitable deodorant spray is one of the most important daily gestures we can perform. Ideal for sensitive skin because it

- respects skin acidity
- does not affect transpiration
- Does not contain alcohol or propellant gases.

Helan's Gentle, Alcohol-free Deodorant rebalances perspiration and leaves the skin with a particularly pleasant scent.



SCENTED BODY MILK

Moisturizing, Velvety
Aloe Vera gel
Wheat germ, Jojoba and
Grape seed oils
Vitamin E

An ultra-fine emulsion that spreads easily over the skin, dissolving on its surface to provide deep moisture. Light yet nourishing thanks to the ingredients of **Wheat germ**, **Jojoba** and **Grape seeds** oils as well as **Vitamin E**, with real antioxidant properties to effectively counteract dangerous free radicals. Enriched with the exceptionally moisturizing power of **Aloe Vera gel**, it gives a truly pleasant, velvety feel to your skin, leaving it soft and silky.

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Ibisco

(Hibiscus syriacus)

FLOWER OF BEAMING BEAUTY

A delicate flower, bursting with sensuality.

Magical, mysterious and intriguing, as old as the world itself yet still new and fascinating. This scent evokes images of beauty at once, splendid as its petals, fragrant as its perfume.



EAU DE TOILETTE
Shining

*Giving a Hibiscus to your beloved means saying:
"You are always the most beautiful to me"..*

A mix of surprising vivacity with the intriguing scent of citrus that gives off a freshness to the spicy overtones, for a bolt of energy.

Bright, optimistic, effervescent notes that evolve into a complex balance of ranging floral scents, from the most classic to the most sensual, that melt into a sea of soft, overspread flowers.

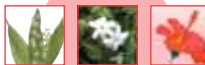
A note of overflowing beauty, a scented cloud that, from the romanticism and delicacy of flowers, moves on to the warm sensuality of wood and resins. These particularly intense, persistent smells blend into a soft, fascinating background.

TOP NOTE
FRESH, SPICY



Calabria Bergamot,
Italian Lemon,
Madagascar black Pepper,
red berry

MIDDLE NOTE
FLORAL



Lily of the Valley,
Moroccan white Jasmine
Ibisco, Hyacinth, Camation

BASE NOTE
BOISÉE, MOSSY



Indonesian Patchouli,
Haiti Vetiver,
White Moss

OLFACTORY FAMILY: FRESH, FLORAL, MOSSY

A light, fresh introduction of natural citrus essences, **Calabria Bergamot** and **Lemon**, bursting with hints of exuberant vitality spices, **Indonesian Pepper** and **red berry**.

A natural sensation made even more pleasant by the selected mix of **Moroccan white jasmine** and **Water Hyacinth** petals as well as from luscious **Hibiscus flowers** and the deep-rooted **Lily of the Valley** flower. In this combination, we have added the richness of **Indonesian Patchouli** and the intensity of **Haiti Vetiver** which come together in a sweet melody, sustained by sensual trails of **White Mosses**, blending with the skin's smell, seeping it with heat and sensuality to create a radiant and dreamy atmosphere.



INVIGORATING GEL

Hair and Body

Green tea and Ginseng Wheat proteins

An innovative cleansing formula, enriched with **Apple** extract, which is particularly soft on the skin. Selected **vegetable extract surfactants**, obtained from sugars and coconut oil, completely SLS, SLES and preservative free, make this very delicate gel especially suitable for effective skin and hair cleansing, fully respecting the skin's balance.



PERFUMED DEODORANT

Spray no-gas

Tea tree essential oil

Fresh and pleasant, it guarantees efficient deodorant action without interfering with physiological skin balances.

The dermo-purifying action of the **precious essential oils**, amongst them Tea Tree, is paired with the deodorizing action that curbs the onset of bad odours. Its enthralling fragrance leaves the pleasant scent of hibiscus on the skin, further enhancing our Perfumed Deodorant.



SCENTED BODY MILK

Refreshing-Invigorating

Green Tea and Ginseng Macadamia and Olive oils Vitamin E

The refreshing, energising actions of the **essential oils**; the invigorating effect, anti-radical effects of **Green Tea** and **Ginseng extracts** as well as **Vitamin E** together with the intangible veil left by **Corn starch** powder, make this cream an excellent companion to the Bath and Shower Gel, giving an extremely pleasant, velvety feel for smooth, silky skin.



BODY BUTTER

Anti-stress-Nourishing

Green Tea and Ginseng Shea butter and its unsaponifiable Vitamin E

Rich, precious and velvety, it conquers the skin with its pleasant texture whilst its splendid fragrance irresistibly seduces the sense of smell with stimuli that arouse vital energy.

The nutrition of **Shea butter** and its unsaponifiable part, the anti-free radical action of **Vitamin E** as well as the invigorating properties of **Green Tea** and **Ginseng** nourish and revitalise skin in need of both lipids and hydration.

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Fior di Vaniglia

(Vanilla planifolia)

SMOOTH, SENSUOUS VELVETY

Sun, vanilla, gold; the treasures of the Aztec empire have been blended together in a sun drenched fragrance, full of mystery.



EAU DE TOILETTE
Beauty water

THE AZTECH ORCHID

A soft, warm, slightly mysterious harmony, a bouquet of inebriating sensuality which fills anyone on the ever-lasting quest of unique emotions with wonderment.

An unusual combination, overflowing with intense sweetness. Its first impact is subtle, delicate, fruity; a vibrant mix of light notes that permeate with the soft floral accents of velvety petals. Yet it is the final note that renders this fragrance warm and exotic, a charming scent of sensuality and pleasure that lets one dabble in its sweet caresses and spicy penetration, strong, complex base notes that diffuse the most intriguing sensations.

TOP NOTE
CITRUS, DELICATE



Sicilian Orange
Calabrian Bergamot

MIDDLE NOTE
FLOWERY, SPICY



Lily of the Valley
Carnation, Ceylon
Cinnamon

BASE NOTE
VANILLA-FLAVOURED, MOSSY



Bourbon Vanilla
White moss Brazilian
Tonquin bean

THE OLFACTORY FAMILY: SPICY, VANILLA-FLAVOURED

An unusual combination of flowers and fruits, spices, roots and precious barks which opens this fragrance with effervescent, radiant undertones of **Bergamot** and **Orange** which reveal the triumph of **Lily of the Valley** and **red Carnation** concentrates in the overtones of the middle notes, together with the exotic smell of Ceylon **Cinnamon**.

The fragrance becomes even more precious with the velvety sigh of **Bourbon Vanilla**, sweet and suave pleasure on the skin. This then softens into a mixture of **Mosses** with the exotic touch of the **Tonquin bean**. A soft, sinuous, airy harmony, makes its unforgettable surrounding scent sweetly sensual, caressing all the harmonies of sensuality with magical smoothness.



GENTLE SCRUB CREAM

Exfoliating

for Face and Body

Olive butter and Beeswax
with blue Poppy seeds

Exfoliating cream particularly effective in removing dead skin cells, cuticles and residues. For delicate yet deep cleansing: the **blue Poppy** seeds work to free the skin from all its impurities and stimulate cellular revival. The skin, thanks to the smoothness and nourishment offered by **Olive butter** and **Beeswax**, rediscovers its splendour. A rare, pleasant texture for an "extremely pleasant" exfoliating treatment.



AROMATIC SHOWER GEL

Softener

for Hair and Body

Oat protein

A Gel with an intense fragrance that respects and softens the skin, ensuring optimal cleansing. An innovative cleansing formula, enriched with **Apple** extract, particularly delicate on the skin. Its gentle lather gives off the scent of **soft Vanilla** as well as **precious essential oils**, whilst the **Oat protein** performs an effective action on the hair.



SCENTED CREAM FOR THE BODY

Smooth and Velvety

Olive butter
Bushnut and Olive oils
Vitamin E

The particular structure of this cream, made with liquid crystals, has a very high affinity with the skin, giving it the **delightful feeling of silk**. Furthermore, the softness of **Olive butter** and the anti-free radical action of **Vitamin E** along with the smooth, encompassing scent of **Vanilla**, all make this body cream an excellent compliment to bathing: soft, gratifying, satisfying, pleasant.

SILK EFFECT LIQUID TALC

Velvety softness
for the Body

Corn starch
Bushnut and Olive oils
Vitamin E

An innovative formula which puts together the characteristic dryness of classic talcum powder with the silky pleasantness and typical moisturising qualities of a fluid cream rich in **Corn starch**. Ideal for taking care of one's body even with the burden of little time. Spread all over the body, after showering. Our liquid talc leaves an immediate sensation of dry freshness without smearing whereas the **Bushnut** and **Olive oils** enrich the skin with their silky, nourishing properties.

Preservatives free*
SLS and SLES free**



Amaryllis

(Amaryllis belladonna)

LUMINOUS

There are perfumes as fresh and sweet as the smell of a baby's skin, as earthy and green as fields. There are others that are rich and triumphant, that permeate with the infinite of incenses, ambers, and musks that sing long escapes to the senses and the soul.

CHARLES BAUDELAIRE



EAU DE TOILETTE Luminous

Stimulating for the mind, precious for the skin: pleasurable and pleasing, to love and be loved. This is **Luminous**, an explosion of citrus, a dash of effervescence, toning yet not over-powering that gives way to a crescendo of unspoken emotion...to blossom into warm notes of fragrant tones. Most personal and reserved, it is a scent that melts into white flowers with delicate, cheerful, floral notes blending among voluptuous red flowers and the delicious, subtle smell of berries. Malicious and intriguing, the final notes wrap you in a succulent sensation of pleasure and excitement.

A PRECIOUS PERFUME THAT
INFUSES THE SKIN WITH ENERGY,
TENDERNESS AND MYSTERY

TOP NOTE CITRUS



Calabrian Bergamot
Sicilian Orange,

MIDDLE NOTE FLOWERY, SUAVE, BOISÉE



Egyptian Jasmine
Comoro islands/Ylang ylang
France Violet

BASE NOTE MOUSSE, MOSSY



Siam Benzoino
White moss

THE OLFACTORY FAMILY: CITRUS, FLOWERY, MOSSY

A fragrance with sparkling citrus notes in which the lustruous, balanced transparency of natural essences of **Calabrian Bergamot** is combined with light, volatile hints of the soft floral fragrance of **Sicilian orange flowers**. These scents then blend with the shining, white bud petals of **Egyptian Jasmine**, softening the head notes.

A desire of loving and being loved bashfully comes through to blossom into a warm heart full of voluptuous femininity and elegance, timeless and immortal.

A fragrant garden: Ylang ylang **flowers from the Comoro islands** and delicate, shy **France violets** with wood notes that give life to a harmony of feelings which then fade away with an intriguing blow of **White moss**, characterizing the composition with radiant lustre.

A BLOSSOMING OF SUAVE, DISCRETE FRAGRANCES



CLEANSING CREAM

Bath and Shower

with **Brazilian Nut oil**

Thanks to the action of extra gentle cleansing agents of natural origin, this soft Cleansing Cream cleans the skin perfectly without altering the natural hydro-lipidic balance whilst nourishing and smoothing it through moisturization.

SLS, SLES and preservative free.

The vitamins and essential fatty acids of **Brazilian Nut oil** enrich this cream with their effective softening, moisturizing, protective properties.

Ideal for dry skin



SHOWER GEL

Smoothing action

with **micro-granules of Peach Kernel**

Made with extra delicate cleansing agents of plant origin, this shower gel thoroughly cleanses, respecting the skin's balance.

Formulated with **micro-granules extracted from Peach kernel**, for gentle exfoliation.

It frees the epidermis from all impurities and stimulates skin renewal, once again restoring all its natural luminosity.



ELASTICIZING NOURISHING CREAM

Skin tonic

after Bath Cream
with **Cotton seed and Brazilian Nut oils**
Çuğuçu butter

The unique combination of this rich formula and its easy absorbance, along with its unique intriguing fragrance, makes this luxuriously rich cream dense but not greasy. It is instantly absorbed into the skin, transferring all the nourishing, silky qualities of its active ingredients and essential oils which make this cream unique.



RELAXING PERFUMED OIL

Moisturizing

with **Cotton seed, sweet Almond, Rice bran and Brazilian Nut oils**

The perfect combination of Cotton seed and Brazilian Nut oils, rich in substances similar to those of the skin, increase moisturizing and regeneration, the best recipe to relax and magically eliminate tiredness and daily stress.

This product is particularly indicated for dry, sensitive skin, as well as skin with a tendency to redden.

Ideal for hydromassage.
No grease and no stains.



Agapanthus

(*Agapanthus africanus*)

FLOWER OF LOVE

A joyful start like the morning breeze,
gentle as the blossoming of flowers,
perfumed like fresh grass in the spring.



EAU DE TOILETTE Magical

This precious, young fragrance stands out for its sparkling, clean, sophisticated notes which highlight its firm, charismatic natural smell.

The fusion of energizing citrus fruits and the light scent of the marine/ozone notes is as magical as a merry dance.

The perfume is enhanced by surprisingly green hints, which reveal precious woody accents softened by the smooth fragrance of amber and woody base notes that balance and blend perfectly.

TOP NOTE
CITRUS, GREEN



Sicilian mandarin
Calabria's Bergamot
Green leaves
Indonesian pink pepper

MIDDLE NOTE
MARINE, WOODY



"Flowers" of Ozone
Patchouli
from Indonesia
Cedar wood from Virginia

BASE NOTE
WOODY



Sandalwood from India
Notes of Amber
Vetiver of Haiti

FRAGRANCE FAMILY: CITRUS, FRESH, WOODY

This fragrance takes off with an exciting, light, vibrant scent thanks to the sunny energy of **Sicilian Mandarin** and **Calabria's Bergamot** that give this perfume an effervescent, sparkle disguised by a pinch of provocative **Indonesian pink pepper**. The middle notes reveal a smooth, aquatic accord which blends in with the freshness of marine/ozone accents suggesting a feeling of lightness which evolves and is gradually transformed into the unique scents of **Cedar wood** and **Sandalwood**. This culminates into harmonious base notes where the entrancing scent of **Indonesian Patchouli** and the refined intensity of the **Vetiver of Haiti** stand out.

THE MAGIC OF A FRESH, AROMATIC, SLIGHTLY WOODY FRAGRANCE
TO INTERPRET A NEW FEMININITY.



SCENTED VEGETAL SOAP

olio di Avocado

The soap base, produced according to ancient tradition with **natural ingredients**, is enriched with **Avocado oil**.

An excellent, effective yet delicate formula for all skin types further enhanced by a pleasant scent that renders it the perfect solution for daily cleansing.

REVITALIZING PERFUMED GEL

Body and Hair

Sweet Almond proteins

The soft lather of this gel should be left on the skin not only to cleanse it, but also allow the intense, fresh perfume to fragrance the skin.

The gel is extremely gentle thanks to selected **surfactive-active agents of vegetable origin** obtained from sugars and coconut palms. It is enriched with **Apple** extract, ultra gentle on the skin, and the proteins of **sweet Almond** oil which provide a smoothing effect.

SCENTED DEODORANT

Roll-on

Tea tree oil

Helan's new Roll-on deodorant, especially delicate on the skin, does not affect skin perspiration. It is alcohol and gas free and ensures freshness for several hours.

This deodorant is enriched with essential oil extracted from the leaves of the **tea tree**. It has special purifying properties on the skin and reduces the creation of undesirable odours. Its intriguing bouquet leaves the fresh "Agapanthus" fragrance on the skin which encourages its purifying properties.

PERFUMED BODY MILK

Moisturizing Toning

Avocado, Bushnut and Argan oils

Avocado butter Vitamin E

This lotion is light yet nourishing thanks to **Avocado, Bushnut** and **Argan oils** as well as the anti-free radical action of **Vitamin E**. This easy-to-absorb body milk gives the skin a pleasant, smoothing effect. The Avocado butter, which is also rich in non-saponifiable material, increases the level of moisture and elasticity leaving skin smooth and silky. An excellent product to use after bathing: gratifying, fresh and pleasant.

BODY BUTTER

Nourishing Invigorating

Avocado oil and butter Beeswax

Vitamin E

A particularly rich product which provides absolute comfort for dehydrated, rough, dull skin after exposure to bitter Winter conditions, thanks to its unsaponifiable components, rich in tocopherols, carotenoids, phytosterols and avocadoine, as well as **Avocado** which stimulates the activity of the epidermal fibroblasts encouraging soluble collagen synthesis and consequently increasing the level of skin moisture and elasticity.



Polvere d'Iris

(Iris florentina)

IRIS, AMBASSADOR OF GOOD NEWS

The origin of Iris is lost in the nights of time. The secret of its fragrance is in the rhizome, which contains precious essential oils and aromatic substances.

After long and laborious extraction, these substances are what give Iris Powder its sweet, floral scent, similar to the Violet but enriched with a subtle, fruity note.



EAU DE TOILETTE
Impalpable

The **Iris** is the heart of the fragrance, enriched by the delicate freshness of its leaves and characterised by the strong sensuality of the bulb.

Soft and dewy **Iris petals**: a sophisticated and radiant beginning that represents the freshness of the top notes.

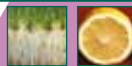
The heart of the perfume contains rich and precious notes, harmoniously associated with the refined scents of the **Iris concrete**, an alchemy that evolves into a complex balance of floral nuances that give the fragrance a burst of charm. The scent is completed and finds its persistence thanks to the blend of gentle aromatic base notes and to the soft transparency of the **Iris rhizomes**, which evoke mystery, sensuality and new emotions.

TOP NOTES
FLORAL, FRESH



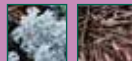
Florentine Iris, French Violet, Iranian Ferula, Mastic Tree.

MIDDLE NOTES
WOODY



Somali Incense, Texas Cedar Haitian Vetiver Haiti Moroccan Orange Blossoms.

BASE NOTES
CLEAR, POWDERY, MOSSY



White moss Madagascar Vanilla

OLFACTIVE FAMILY: FLORAL, WOODY, CHIPRE

A sophisticated, discrete perfume that is extremely feminine and shows its delicate, refined features in the rare floral top notes which burst into a precious and voluptuous floral bouquet: **Florentine Iris** and **French Violet** blend together harmoniously with green **Iranian Ferula** and **Mastic tree**. The sensual heart of the fragrance, powdery and exhilarating, develops into a soft caress thanks to the exclusive **Somali Incense**, paired with the strength of **Cedar wood** and the exotic elegance of **Haitian Vetiver**. The middle notes are completed by the unexpected freshness of the **Moroccan Orange blossom**.

Lastly, the base notes expand through the seductive and magnetic feel of **White Moss**, while sensual drops of **Madagascar Vanilla** dissolve in the embracing creaminess of velvety balms and aromatic wood scents to celebrate the sensuality of the chypre notes of the **Iris rhizomes**.

THE FRAGRANCE BECOMES ONE WITH THE SKIN, ALMOST SUBSTITUTING ITS NATURAL SCENT WITH ITS DISCRETE PRESENCE.

QUADRATINI DI SAPONE VEGETALE PROFUMATI



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SCENTED VEGETAL SOAP

with Olive oil

A simple and effective way to cleanse and smell. The soap base, produced according to ancient tradition with **natural ingredients**, is enriched with **Olive oil**. An excellent, effective yet delicate formula for all skin types further enhanced by a pleasant scent that renders it the perfect solution for daily cleansing.

SCENTED GEL SILK-EFFECT

Bath and Shower Body and Hair sweet Almond proteins

Sometimes we only have time for a quick, energizing shower and a fast liquid after-bath lotion. Other times we can indulge in a nice, hot bath followed by a gratifying massage with a rich, velvety cream. Enriched with **amino acids from sweet Almond**, it cleans deeply but delicately fully respecting the skin's balance.

CLEANSING BODY CREAM

Olive oil

Clean and nourish your skin with just one product. This mild Cleansing Cream deeply cleanses the skin thanks to delicate, natural surface-active agents which favour the skin's natural secretions without altering its balance. The vitamins and essential fatty acids from **Olive Oil** add an effective softening, moisturizing and protective action.

SCENTED DEODORANT

Roll-on Hamamelis and Tea tree oil

Formulated for very sensitive skins, **Helan's Scented Roll-on Deodorant** regulates excess perspiration while protecting the delicate underarm skin. It is enriched with **Hamamelis**, lightly astringent extract and **Tea tree** essential oil, a strong purifying agent. This Roll-on prevents bad odours and leaves a pleasant scent of Iris on the skin.

SCENTED BODY CREAM

Moisturizing Silk-Effect for the Body Honey, Pomegranate, Green tea and Red Vine, Olive and Inca Inchi oils, Karité wax Vitamins A and E

The special vegetable complex made of anti-oxidant properties and fights free radicals; **Honey** provides moisture and smoothness, **Olive Oil** nourishes the skin, and **Vitamins A and E** prevent free radical formation. All these active ingredients, together with a pleasant perfume, make this Scented Body Lotion an excellent after shower body lotion.

SOFT BODY BUTTER

Elasticizing Silk-Effect

Honey, Pomegranate, Green Tea and Red Vine, Olive oil and butter, Vitamins A and E
The combination of active ingredients helps preserve the skin's bio-mechanical properties, tone and elasticity; The special vegetable complex enhances skin repair and restructuring. The nourishing action of **Olive Oil** and **Butter**, the anti-free radical action of **Vitamins A and E** contained in this soft butter, keep skin soft, smooth and compact.

Preservatives free*
SLS and SLES free**



- I CLASSICI:
 - VIOLETTA
 - ROSA-ROSAE
 - LAVANDA

TIMELESS PERFUMES



i classici

A collection of delicate, poetic scents. The meeting of three flowers of timeless beauty, symbol of Spring gardens and various feminine traits.

violetta

Sweet happiness

Violet is a Latin word that comes from the Greek name "lone". The tale says that Giove transformed his beloved into a steer fearing Giunone's jealousy. Giove then had violet flowers grow, calling them by the name of his beloved, so they could be a delicious meal for her.



rosa-rosae

The color of feeling

Symbol of love

According to what has been passed down to us through Greek mythology, Aphrodite gave her son Eros, the gift of a rose, hence rendering this flower a symbol of love and desire. Eros, in his turn, gave the rose to Arpocrate, god of silence, to induce him into not gossiping about his mother's love affairs.

The rose has also therefore become a symbol of silence and secrecy.

lavanda

Relaxing harmony

The name lavender comes from the latin "lavare" which means "to clean" because it was largely used to perfume bathroom water.

The plant comes from Mesopotamia and the Arabs were the first to cultivate it, whereas it was the Egyptians and Chinese who developed distillation techniques to extract the essential oils from dried flowers.

It is said that Cleopatra used the essential oil of Lavender to seduce Giulius Cesare and Mark Anthony.



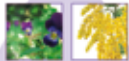
violetta

Sweet happiness

Shy Violets are the soul of this fragrance: their leaves give off a strong feeling of freshness, their blossoms a warm embrace.

EAU DE TOILETTE Delicate

TOP NOTE
GREEN, FLORAL



*Violet leaves and blossoms
Moroccan mimosa and iris
rhizome*

MIDDLE NOTE
FLORAL



*Turkish rose
Comoros ylang ylang
lily of the valley
and Egyptian jasmine*

BASE NOTE
WOODY, VANILLA



*Indian sandalwood
Heliotrope
and Madagascan vanilla*

OLFACTORY FAMILY:

GREEN, FLORAL, WOODY, VANILLA

A real bouquet; sweetly floral, sophisticated, discrete. The scent comes to a head as its inebriating yet fresh top notes take us back to times past. The fragrance extracted from soft petals and heart-shaped leaves together with the subtle notes that Iris rhizomes give off, evoke sensuality, giving this fragrance warm, sultry nuances.

In the middle notes, we find a daring yet skilfully balanced contrast: an explosion of notes, a bouquet of flowers associated with grace and love, **May rose** and **Ylang Ylang**, enhanced by voluptuous Jasmine and **Lily of the valley**, on a suave background of rich **Sandalwood**.

Lastly, a skin-deep bright, soft, sophisticated hint; an inebriating feast of **Heliotrope** flowers, lying within the soft embrace of warm **Vanilla** blossoms, to kindle feelings and emotions.

SCENTED BATH FOAM

gentle cleansing
with Macadamia oil

Enriched with **Macadamia** oil (nourishing and emollient), our scented bath foam cleanses thoroughly yet gently, respecting the balance of your skin. With the harmonious fragrance of **Violet**, it becomes a soft foam to be left to linger for a few moments on your skin, to cleanse but also let the skin absorb its warm scent.

LIQUID TALCUM delicate

Corn Starch
Cupuçu Butter, Macadamia and
Grape Seed Oils
Vitamin E

For a silky-smooth body. An extremely gentle, fresh, innovative formula created to help you take care of your body even when time is tight. It spreads smoothly on the skin, leaving you surrounded by the delicate scent of violet. Combining the dry effect of talcum powders with the pleasant, silkening, moisturising properties of a liquid emulsion rich in **Corn starch**.





rosa-rosæ

Symbol of love

THE COLOUR OF FEELINGS.

The scent of **Rose** is of our family, home, memories; our most emotional side.

It is an ancestral smell, reminding us of childhood and taking us back to different places, moods, times. The scent celebrates tenderness, romanticism and femininity, it's able to lead to thousands of emotions starting from three elements: naturalness, harmony and sensuality.

EAU DE TOILETTE Romantic

TOP NOTE
FLORAL

MIDDLE NOTE
FLORAL, SPICY

BASE NOTE
WOODY, MOSSY



OLFACTORY FAMILY: FLORAL, SPICY, WOODY, MOSSY

The main scent is a delicate and tranquil distillation provided by the subtle fragrance of **Rose**, characterized by gentle freshness. When the main fragrance starts to fade, a subtle yet distinct, lightly spiced scent permeates the senses unexpectedly.

The heart notes, with the floral fusion of **Lily of the Valley**, **Jasmine** and **Sowbread**, take the senses back to times free from the grey coat of winter dullness. This is the moment when the composition of Romantic's fragrance perfumes like a spring morning though the head notes continue to stand out.

Lily of the valley provides an unexpected scent of tenderness, whilst Jasmine and Sowbread highlight natural femininity.

The background scent does not neutralize the sensual smell of feminine skin, but instead blends it perfectly with **Rosewood** and the intense, vibrant fragrance of **White Moss**, creating a lively combination of great character which softens the end fragrance with an irresistible scent that is impossible not to love.

A FRAGRANCE THAT CELEBRATES TENDERNESS, ROMANTICISM AND FEMININITY.
SCENTED VIBRATIONS RELEASED BY A NATURAL, DELICATE MIXTURE ABLE TO BRING
ABOUT VARIOUS EMOTIONS BY PUTTING VARIOUS ELEMENTS INTO PLAY:
SIMPLICITY, HARMONY AND SENSUALITY.

TONIC WATER smoothing refreshing

face and neck
with wild Rose mellite

Clear and light, **alcohol-free**, it can be safely sprayed onto the face and body for a soft, toning effect.

The non-gas spray produces a cloud of droplets which, as soon as they come into contact with the skin, release the delicate scent of **Rose**.

It gives the skin extraordinary freshness by keeping it supple and smooth.

SCENTED FOAM BATH

soft cleansing
with wild Rose mellite
and Argan oil

This foam starts releasing its scent into the skin as soon as it comes into contact with water.

Enriched with **Wild Rose mellite** and **Argan oil** which are extremely moisturizing and softening. The foam deeply yet gently cleanses, fully respecting the skin's balance.





LIQUID TALC

Velvety Skin

wild Rose mellite
Argan and Grape seed oils
Corn starch
vitamin E

Our Rose Liquid Talc is an innovative, fresh formula that combines the dry effect of classic talc powder together with the silky, moisturizing pleasantness typically present in a smooth cream. Rich in **Corn starch**. Formulated to take care of your body even when time is of the essence. After a shower, sprayed onto the body, it gives an immediate sense of flawlessly smooth freshness, whilst the **Wild Rose** oil as well as **Argan** and **Grapeseed** oils enrich the skin with their moisturizing, nourishing actions.



SILK BODY CREAM

moisturizing nourishing

wild Rose mellite
Argan, sweet Almond and Grape seed oils, Olive butter
vitamin E

This precious Cream the ideal body treatment for a sense of pleasure like no other. The nourishment provided by **wild rose oil, Argan, sweet Almond** and **Grape seed oils** with their antioxidant properties, as well as Olive butter and **Vitamin E**, characterize the cream's regenerating capacity in restoring skin elasticity and tone as well as exceptional softness.



HEART-SHAPED VEGETABLE SOAP

SCENTED VEGETABLE SOAP

with sweet Almond oil

A romantic, very feminine, floral fragrance. Unexpectedly lively, it brings with it joy and a real spirit of Spring. The base, made according to ancient tradition with natural, organic ingredients, is enriched with **sweet Almond oil**, making this soap perfect for daily cleansing in a natural, delicate yet effective way.



Spring for the spirit.

Preservatives free*
SLS and SLES free**

I CLASSICI - ROSA-ROSAE



Lavanda

Relaxing harmony

An intense, romantic, classic perfume that evokes the genuineness of simpler times, of unpolluted, uncontaminated places full of warmth and comfort, that bring balance and instill a precious sensation of well-being

EAU DE TOILETTE

Relaxing

NOTA DI TESTA
VERDE, FLOREALE



*Fiori di Lavanda, Salvia officinale
Menta selvatica*

NOTA DI CUORE
LEGNOSA



*Legno di Rosa, Patchouli
Vetiver*

NOTA DI FONDO
VANIGLIATA



*Legno di Cedro
Vaniglia*

OLFACTORY FAMILY:
FRESH, FLORAL, WOODY, VANILLA

An aromatic bouquet permeated by a breath of freshness and characterised by a central note of Lavender blossoms; this scent unfolds with light, green undertones that settle into an inebriating essence of **Sage** and **Spearmint**.

This fragrance has a distinctive harmony: delicate yet rich in intense middle notes, where precious woods and unique nuances make up a skilful mélange of **Rosewood**, **Patchouli** and **Vetiver**.

Lastly, sensual **Cedar wood** undertones, enriched by the sultry, feminine touch of alluring **Vanilla**, engage in an endless skin-deep chase, allowing the scent to linger even longer.

PERFUMED DRESS

To enrich lingerie from the most day to day to the most precious one, to keep trousseaus lovingly safe in chests and wardrobes, our grandmothers used to enclose perfumed powders in sachets which slowly yielded their aroma and kept moths and insects away.

The **HELAN Perfumed dresses** recall these old customs and want to help us keep domestic traditions alive today, when it is not easy to find iris powder, lavender flowers, powdered oak moss, etc...

Nowadays it represents the ideal solution to make our home more scented and precious with a touch of originality which recalls, also through its look, old customs and old times which we look upon with regret. It will travel with us perfuming our suitcases and our personal belongings.





SCENTED BATH FOAM

Rebalancing and Relaxing
with sweet Almond proteins

When you have had “one of those days”, or when engagements, strain and stress drain energy and precious resources, turn your bath into a time of invigorating relaxation with Helan’s scented bath foam.

Formulated with extremely gentle cleansers from plant extracts and enriched with **sweet Almond proteins** (particularly nourishing and emollient), it cleanses thoroughly yet gently, respecting the skin’s balance.



AFTER BATH FLUID CREAM

Rebalancing and Relaxing
with Olive, Rosa mosqueta and Grape seed oils
sweet Almond proteins and Vitamin E

The richness of the formula, its powerful nourishment, easy absorption and distinctive, characteristic scent make it an ideal evening anti-stress body treatment.

The nourishing **Olive, Rosa Mosqueta** and **Grape seed oils** and **Vitamin E** (antioxidant), together with the **sweet Almond proteins** (filmogenic and skin-protective) enhance the skin’s night-time regenerating process in order to restore elasticity and tone, giving your skin unbeatable softness.



- WHITE MOSS
- BLACKBERRY AND MOSS

Mosses, musks,
lichens
Woodland fragrances
Natural pleasures

SIMPLICITY, HARMONY, WELL-BEING, SENSUALITY

S Muschi di Stefan

Ritorno al bosco

L'odore del muschio ricorda l'incenso di un bosco di pino o della brughiera.

Come tutte le tracce lasciate dall'uomo, le profumazioni al muschio e alle felci sono costituite da un sottofondo tenace e selvatico, da un brusio innumerevole di echi, di profumi e di voci contraddittorie. Come lo è lo spirito del vento in un bosco all'alba, quando "non si guarda, ma si respira". E il sole è da poco spuntato all'orizzonte.

Il muschio di quercia evoca passi che affondano nel terreno umido e di zampe che frugano e si attardano alla ricerca di tracce. Riflette, oggi, la nostalgia per i boschi, la natura che non viviamo più, se non fuggacemente, quasi furtivamente nel momento in cui in una minuscola goccia di profumo avvertiamo l'immensità della foresta, o piuttosto di una enigmatica "terra" della memoria.*

The smell of musk has been universally recognised by ancient, oriental tradition as being the fragrance of excellence, evoking irresistible links to simplicity and sensuality; to the longing for harmony both with oneself and others. HELAN's ethereal, velvety fragrances bring about distinct personalities, particular moments in life, moods; a rainbow of smell sensations and emotions dedicated to the expressive universe of the feminine.



Bianco Maschio

A wisely prepared elixir that makes the most of each flower to get the purest concentrates that evoke warm, timeless atmospheres..



Recommended for the woman who loves seduction, beauty and the joy of living.

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Two drops of seduction!

To start a new adventure by letting a caress fall upon the skin with a simple, daily gesture. The extract, in its maximum concentration, and the Eau de dew are a true pleasure for the nose and spirit, allowing utmost harmony between the heart fragrances and background notes that give life to a perfume so intense as to inebriate and be inebriated by with only two drops on the skin.

An Eau de Parfum played upon precious alchemy and unheard of combinations to bring out femininity, creating harmony between the spirit of man and that of nature.

TOP NOTE
FRUITY



Lime
Heliotropium flowers

MIDDLE NOTE
WOODY



Sandalwood, Cedar wood
white Moss

BASE NOTE
MOSSY



Mossy note
Bourbon Vaniglia

OLFACTORY FAMILY: POWDERY

GROUP: rural, woody, mossy

The bouquet:

This fragrance unfolds in the delicate, flowery notes of **Lime** and **Heliotropium** to reach its fullness thanks to the harmonious agreement of a variety of essences.

Musk permeates and develops in the heart of this perfume, opening up to a myriad of other scents to reveal the voluptuous, sensorial side of musk itself, bringing out the sensual, oriental notes of **Sandalwood** and **Bourbon Vaniglia** to create an intense, refined fragrance that encompasses and characterizes, with its powdery scents, the smell of the woman wearing it.



SCENTED VEGETABLE SOAP

Grape seed oil
The softening properties of **Grape seed oil** are preserved by the workmanship handed down by the ancient art of Italian soap making techniques.
A gesture of simple, effective cleansing to clean and perfume.

SCENTED BATH & SHOWER GEL FOR BODY AND HAIR

sweet Almond proteins
Helan's Scented Bath & Shower Gel is made with delicate surfactant agents of vegetable origin, coming from **Coconut** oil and **Sugars**. It is **SLS** and **SLES-free**, preservative-free and enriched with **sweet Almond** aminoacids to cleanse deeply yet delicately, fully respecting the skin's balance.

SCENTED DEODORANT

Up-keeping the physiological activity of perspiration while preventing the onset of undesirable odors, this scented deodorant does not irritate the skin and respects its natural acidity.

SCENTED TALC FOR THE BODY

Marula and Grape seed oils
Corn starch and Vitamin E
An extra fine emulsion that, when sprayed on the skin, pads its surface to deeply moisturize while eliminating any traces of dampness. This Scented Talc is light yet nourishing thanks to **Corn starch**, important for its splendor, as well as the presence of **Marula** and **Grape seed oils**. It also contains **Vitamin E**, real antioxidants capable of effectively counteracting dangerous free radicals, to give the skin a most pleasant, velvety effect, leaving it silky soft.

SCENTED FLUID CREAM SILKENING MOISTURIZING

Marula and Grape seed oils
Mafura butter and Karité wax, complex of vegetable amino-acids and Vitamin E
Light and pleasant, this fine emulsion combines the effectiveness of its pool of active ingredients and oils with the fresh, lightness of a fluid that is instantly absorbed into the skin. The softness of **Mafura** butter and **Karité** wax, the nourishment of **Marula** and **Grape seed** oils, as well as the antiradical actions of **Vitamin E** and silkening qualities of **vegetable amino-acids** give the skin an immediate and lasting moisturizing.

SCENTED BUTTER RICH NOURISHMENT FOR THE BODY

Marula and Grape seed oils, Karité and Mafura butters, complex of vegetable amino-acids and Vitamins C and E
The nourishment of **Marula** and **Grape seed** oils as well as **Karité** and **Mafura** butters, together with the silkening effects of **vegetable amino-acids** and the anti-free radical action of **Vitamins C** and **E**, all help skin regeneration during the night to restore elasticity and tone and give exceptional softness.



Grape seed



Marula



Mafura



Karité

Mora & Maschio



To place the heart and mind on
a sensory journey full of beauty:
a poem of our skin.



An unmistakable, unique scent
for the effervescent,
sensitive, seductive woman.

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A bouquet that smells like a garden

Just a few drops placed on the wrists, temples and ankles to calm down tension with a magical, restorative effect of wellbeing. Skilfully prepared to get the most out of each flower; bringing up the warmth of old times.

A soft, savory Eau de Parfum where
fruity fragrances harmonize with
floral tenderness to bring about
extraordinary emotions
of real naturalness.

TOP NOTE FRUITY



*Blackberries, Raspberries
wild Strawberries*

MIDDLE NOTE RURAL



*Blackcurrant leaves, wild Rose
Peach flowers, Liquorice*

BASE NOTE MOSSY



*Mossy note
white Moss
Cashmere Wood*

OLFACTORY FAMILY: POWDERY

GROUP: fruity, rural, mossy

The bouquet:

A luscious, lively scent that springs forth from the new combination of **Blackberries**, **Raspberries** and wild **Strawberries**. The heart tones of this fragrance seep into the green accents of **Blackcurrant leaves**, hiding the flowery touches of **wild Rose** and **Peach flowers**. The background aroma is enhanced by sensuality thanks to the warm notes of **Musk** and **Northern Lichens**. A hint of **Cashmere Wood** further enhances this irresistible fragrance that remains just pleasantly malicious.



SCENTED VEGETABLE SOAP

Babassu oil

The softening properties of **Babassu oil** are preserved by the workmanship handed down through the ancient art of Italian soap-making techniques.

A simple gesture to effectively cleanse and perfume the skin.



Babassu



Mango



Karité

SCENTED BATH & SHOWER GEL FOR BODY AND HAIR

Honey sugars

The detergents are of vegetable origin, made with derivatives of **Coconut oil** and **sugars**, **SLS and SLES free***, **preservative free** and further enriched by the **sugars found in Honey** for soft, bouncy hair and velvety soft skin, fully respecting the skin's balance.

SCENTED DEODORANT

Up-keeping the physiological activity of perspiration while preventing the onset of undesirable odors, this scented deodorant does not irritate the skin and respects its natural acidity.

SCENTED FLUID CREAM MOISTURIZING

Babassu oil Mango butter and Karité' wax Sugars and Vitamin E

Thanks to the softness of **Mango butter** and Karité wax, the nourishing properties of **Babassu oil** and the anti-free radical action of **Vitamin E**, it brightens the skin, moisturizing and maintaining it toned and agreeable.

SCENTED BUTTER NOURISHMENT FOR THE BODY

Babassu oil Karité' and Mango butters Sugars and Vitamins C and E

Karité and **Mango** butters together with **Babassu oil** make up an effective barrier against dryness while the **sugars** and **Vitamins C and E** bring incomparable moisturizing and anti-free radical properties.

SMALL SCENTED VEGETABLE SOAPS




Added value with a small, ceramic soap dish.





RACCONTI FIORITI

Storie di Natura in fiore



A FRESHLY BLOSSOMED GARDEN, A WOOD IN SPRING, GREEN GLIMPSES THAT SPOT AND LINE OUR MEDITERRANEAN COASTS, THE SILENT SNOW THAT BLANKETS THE COUNTRYSIDE, A FIELD OF GRAIN SPRINKLED RED WITH A THOUSAND POPPIES...NATURE'S GIFTS TO US WRAPPED IN COUNTLESS EMOTIONAL MOMENTS, DEEPLY LINING OUR MINDS WITH TRACES THAT WILL BECOME THE SOURCES OF OUR MOST PRECIOUS MEMORIES.

“**BLOSSOMED TALES**” IS A NARRATION OF BLOOM , GENERATED BY SUBLIME EMOTIONS BROUGHT OUT BY THE SCENT OF FLOWERS: NOTES COLLECTED ON A BENCH, EMBEDDED IN COLORS, SMELLS, AND EMOTIONS ATTEMPTING TO DESCRIBE, AS IN A COLLECTION OF TALES, THE PURE AND SIMPLE NAIVETÉ AND MALICIOUSNESS OF THE RICH STORIES PLANTS AND THEIR SCENTS TELL, WISELY TRANSFORMED INTO ESSENTIAL OILS, LOCKED INSIDE PRECIOUS VIALS THAT INVITE YOU TO DREAM. STORIES OF NATURE TOLD TO THOSE WHO KNOW HOW TO LISTEN TO THE MAGICAL SIDE OF THE TRUEST LIFE, CLOSEST TO THE HUMAN SOUL, RELIVING THEM THROUGH THE EXULTATION OF WAVES OF FASCINATING, FLOWERY SCENTS THAT CHARM AND INEBRIATE.

THIS NEW COLLECTION OF PRODUCTS HELPS US CAPTURE EMOTIONS FROM SCENTS TO GIVE BACK THE PLEASURE OF A MOMENT OF HAPPINESS, DEDICATED TO OURSELVES, TAKING CARE OF OUR BODIES AND RESTORING ITS SPIRIT...UNTIL WE CAN ONCE AGAIN, FINALLY, ABANDON OURSELVES TO THE INFINITE TALES THAT NATURE TELLS IN A FLOWER.





Il Fascino del Fiore

SINCE ANTIQUE TIMES, THE LANGUAGE OF FLOWERS HAS BEEN CONSIDERED A SIGN OF GOOD TIDINGS, BOUTIQUETS REPRESENTING DIGNITY, PERSEVERANCE AND UTMOST BEAUTY
IN AN INTENSE AND INEBRIATING SCENT.



EAU DE PARFUM

The Bouquet

Mysterious, reserved, sensual “**Magnolia stellata**” dabs into one’s own, olfactive personality through a complex, natural compound formed to express a most unique, original femininity.



TOP NOTE CITRUS



*Fig, bitter Orange, Grapefruit
Mandarin Orange and Calabrian Bergamot
Common Ylang Ylang*

MIDDLE NOTE FLOWERY



*Moroccan Ylang
Turkish Rose, Egyptian Jasmine
Star Anise, Magnolia, Lily of the Valley*

BASE NOTE SPICY



*Indian Tuberose
Sandalwood, Musky notes
Madagascan Vanilla*

A SEDUCTIVE BOUQUET FOR A FRAGRANCE OF CITRUS AND SPICE

The head notes are airy and stimulating with effervescent accents: a hint of citrus, **Mandarin and Bergamot**, rounded by a drop of bitter **Orange and Grapefruit** to be warmed by the flowery notes **Ylang Ylang and Zagara**, in perfect harmony.

The flowery heart of the scent emphasizes its unique, radiant bouquet that enfolds into an explosion of **Magnolia** while the opulence of **Rose** and intensity of **Jasmine** and **Lily of the Valley** slide into the airy tones of **Star Anise**....

The base of the olfactive pyramid leans on a persistent, sensual foundation that fully brings out the fragrance thanks to the delicate combination of the warm, flowery notes of **Tuberose** to then blend and leap into the woody scents of **Sandalwood** and velvety softness of **Musk**, slightly spiced by **Vanilla**..



**SCENTED HAND CREAM
VELVETY**

**Pomegranate red Grape
Grape seeds
Olive and Grape seed oils,
Olive butter**

Characterized by the most personal scent of "**Magnolia stellata**", this ultra-light, **Scented Hand Cream** quickly absorbs into the skin. Thanks to the slow release of its active ingredients, it leaves the skin soft and moisturized all day long and without being greasy.

Enriched with the invigorating actions of **Pomegranate, red Grape and Grape seed extracts**, rich in polyphenols and anthocyanosides, powerful antioxidants, as well as nourishing **Olive and Grape seed oils, Olive butter** and **Vitamin E**, this cream eases the regenerating properties of the skin to give back elasticity, tone and unbeatable softness with the added touch of a bit of elegance and uniqueness.



SCENTED DEODORANT

Tea Tree essential oil

Fresh and pleasant, this deodorant ensures effectiveness without disrupting the skin's physiological balance.

Among the precious essential oils, this product contains **Tea Tree** which combines its skin-purifying and deodorant actions to slow down body odor formation while the stimulating scent of "**Magnolia stellata**" further enhances it by leaving the skin its most original, feminine fragrance.



SCENTED BATH & SHOWER GEL
Toning Invigorating

Body and Hair

**Pomegranate red Grape
Grape seeds**

A **Gel** with an intense scent that respects and softens the skin while ensuring impeccable cleansing. A delicate foam that enriches us with its ultra-personal, inebriating scent while ensuring perfectly clean skin with gentle softening.

This **SLS, SLES* and preservative free** formula is made with vegetable based, gentle cleansers that are further enhanced by the invigorating action of **Pomegranate, red Grape and Grape seed extracts**, rich in polyphenols and anthocyanosides, marked for being intense anti-oxidants. It cleanses thoroughly yet delicately, fully respecting the skin's balance.



SCENTED CREAM
Elasticizing Firming

**Pomegranate red
Grape Grape seeds
Olive and Grape seed oils,
Karité waxes
Vitamins C and E**

Noted for the reinvigorating qualities of **Pomegranate, red Grape and Grape seed extracts**, rich in polyphenols and anthocyanosides, powerful antioxidants, fight free radicals responsible for skin aging, reinforcing the skin's micro-circulation and protecting precious elastin and collagen.

Nourishing **Olive and Grape seed oils**, also antioxidants, along with **Karité waxes and Vitamins C and E**, ease the regenerating properties of the skin to give back elasticity, tone and unbeatable softness. Ideal for dry skin types.





Il Fascino del Fiore



EAU DE PARFUM

The Bouquet

A suave, delicate bouquet to unveil the spirit with a spell-binding, fruity, flowery, spicy fragrance

TOP NOTE CITRUS FRUITY



Pear, Orange, Calabrian Bergamot, Italian Tangerine, Tasmanian Blackcurrant, Exotic fruits, Apple

MIDDLE NOTE FLOWERY



Freesia, Mock Orange, Turkish Rose, Sri Lankan Redcurrant, Indian Saffron, Egyptian Jasmine

BASE NOTE SPICY MUSKY



Indonesian Patchouli, Madagascan Vanilla, Indonesian Sandalwood, Haitian Vetiver, White musk

POWDERY, AROMATIC, FRUITY, FLOWERY, SPICY

The **top notes** are airy and provoking: the alluring freshness of a **Pear** sorbet combines with the effervescent touches of **Orange**, **Bergamot** and **Tangerine**, warmed by the original harmony of **Blackcurrant**, **Apple** and **exotic fruits**.

The **middle note**, heart of the scent, charms with its femininity: a bouquet of white flowers, a happy melody between free bunches of **Freesia** and the natural translucency of **Mock Orange**, intertwined with the refined elegance of **Turkish Rose**. Sparkling **red currant** and **Saffron** give the fragrance a charming touch of sensuality made even more precious by the delicate kiss of **Egyptian Jasmine**.

The **base notes** bring forth the fullness of this fragrance, sealing it with passion thanks to the velvety touch of **Indonesian Patchouli**, slightly spiced by **Vanilla beans from Madagascar**. All this blends with the enveloping depth of **Sandalwood** and **Vetiver**, padded out by the refined presence of **white Musk**.



SCENTED LIQUID SOAP
Silkening

sweet Almond proteins

Helan's Liquid Soap, enriched by its unique, agreeable fragrance **Fiore d'Angelo**, is especially indicated for delicate, natural, daily cleansing of the skin: soft and delicate, made with cleansing agents of vegetable origin, **SLS and SLES free****, **preservative* and color free**, enriched with **sweet Almond proteins**, this **Liquid Soap** makes a light, creamy lather that fully respects the delicate, physiological balance of even the most sensitive skin.

PERFUMED CREAM
Soft silken

Ginkgo biloba
Passion flower oil
Avocado oil and butter
Karité wax, Vitamin E

An ultra fine emulsion that, spread onto the hands, blends on the surface to moisturize in depth. Light yet nourishing thanks to **Avocado** and **Passion flower oils**, **Avocado butter**, **Karité wax** and **Vitamin E**, real and true antioxidants that **counteract the action of free radicals**, the main culprits of skin aging, as well as its ultra light formula, this hand cream is quickly absorbed. Enriched with **Ginkgo biloba** extract, very rich in flavonoids, polyphenols and anthocyanosides, it gives the skin a pleasant, velvety feel leaving it silky soft but **not greasy, enhanced** by the suave, enveloping scent of enchanting **Fiore d'Angelo**. Greaseless, stainless, smudge free.

HAND SCENTED DEODORANT

Ginkgo biloba
essential Tea Tree oil

A light, **alcohol-free** deodorant solution that supports the physiological process of transpiration and fights unpleasant odors, enhanced by the suave, enveloping scent of enchanting **Mock Orange**.

Ensures confident freshness naturally as it:

- does not irritate the skin, respecting its pH
- does not influence transpiration
- does not contain alcohol or aerosols.

This **preservative free** formula is especially welcomed by even the most sensitive skin.

Helan's Scented Deodorants are no-gas spray and respect the environment.

AROMATIC BATH & SHOWER GEL
Soft Enveloping

Body and Hair
Ginkgo biloba
sweet Almond proteins

Selected, **vegetable based surface-active ingredients**, obtained from Coconut sugars and oils, make this extra delicate **Gel** ideal for gentle, not harsh, cleansing.

Thanks to the action of **Ginkgo biloba** and **sweet Almond proteins**, this product moisturizes the skin and carries out an effective tautening effect for a pleasant, silky sensation, fully upholding the skin's balances.

A **Gel** that respects and softens the skin, enriched by the suave, enveloping scent of enchanting **Fiore d'Angelo**, enhancing its action, ensuring impeccable cleansing.

This delicate product can be used **every day** for impeccable skin and hair. The **preservative* and color free** formula is also completely **SLS and SLES** free**, especially welcomed by sensitive, easily reddened skin.

PERFUMED SILKENING CREAM
Velveting

Ginkgo biloba
Passion flower oil
Avocado oil and butter
Karité wax, Vitamins C and E

This unique formula, with its very high skin compatibility, gives the skin a **sensational silky feel**.

The softness of **Avocado butter** and **Karité wax**, combined with the nourishment of **Avocado** and **Passion flower oils**, the anti free-radical actions of **Vitamins C and E** as well as the presence of **Ginkgo biloba**, ultra rich in flavonoids, polyphenols and anthocyanosides, all brought together with the suave, enveloping scent of enchanting **Fiore d'Angelo**, make this **Perfumed Cream** an excellent complement to the bath: velvety, pampering, pleasant.

Extra-fine, exceptionally soft texture, a tender caress for the body's skin.

Greaseless, stainless, smudge free.



** SLS (Sodio Lauril Sulfato) / SLES (Sodio Lauril Sulfato Etossilato) free



ORTENSIA & FICO

L'armonia dei contrasti

AN UNCOMMON COMBINATION OF TWO VERY DIFFERENT PLANTS:
 THE FIRST, ORIENTAL, LOVER OF WARM, MOIST CLIMATES AND SHADE; THE SECOND, MEDITERRANEAN, FAVORS DRY LANDS, GROWING NEAR WALLS BLAZING FROM THE SUN.



EAU DE PARFUM

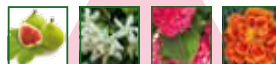
The Bouquet

TOP NOTE
FRUITY



*Fig leaves,
Davana,
Hydrangea leaves*

MIDDLE NOTE
GREEN



*Fig Jasmine,
climbing Hydrangea flowers,
Tagetes*

BASE NOTE
WOODY



*Heliotrope,
Figtree wood,
Amber*

FRUITY, GREEN, BOISÉE

From this unusual combination a new "Eau de Parfum" was born for Helan's "Racconti Fioriti", a scent that rotates around the extracts of the two main notes: an outlandish duet between the **leaves and flowers of climbing Hydrangea** and the **leaves and fruit of wild Fig**.

An unexpected couple formed for a natural, fresh, innovative fragrance that opens in the rich, fruity notes of **Marathi, Indian Davana**, to mingle with the new, fascinating sensations released by **Hydrangea leaves** and **Tagetes flowers**, balanced out by a touch of **Fig leaves**.

The heart of the scent unfolds in an original blend of green leaves and sweet fruits. A treacherous smell that lets the Mediterranean live once again, where the bright pureness of **Jasmine** is lost in fruity flicks of **Fig**, with its luscious scent softened by green.

On this whiff, the lovely **Heliotrope flower**, slightly vanilla, abandons itself in a precious, amber accord, boisée that brings about a most original, harmonious scent that is delicate yet persistent.





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**SCENTED SHOWER
SHAMPOO GEL**

stimulating
body and hair

Baobab green Tea
sweet Almond proteins

This ultra delicate formula, made with soft cleansing agents of vegetable origin, **SLS and SLES** free, preservative* and color free**, is enriched with **Baobab and green Tea** extracts to give strength and energy back to skin and hair in an on-going process of regeneration. Enhanced with highly restructuring **sweet Almond proteins**, it cleanses thoroughly yet delicately while respecting the skin's delicate balance.

The precious **essential oils contained** will perk you up and set you in the right mood to tackle a hectic day.

The ultra delicate formula can be used **every day** for perfect hair and skin every time.

**SCENTED
CREAM**

nourishing toning
for the body

Baobab green Tea
Macadamia oil Karité wax
Corn starch Vitamin E

Invigorating and light thanks to **Baobab and green Tea extracts**, essential for radiant skin, enriched with **Macadamia oil, Karité wax** and **Vitamin E**, real antioxidants able to effectively counteract damaging free radicals as well as with **Corn starch**, gives a pleasant velvety feel that leaves the skin silky soft.

A delicious moment of attention for the body that grants the skin not only its precious substance also an intriguing scent. Greaseless, stainless, smudgeless.

Especially indicated for sensitive, easily reddened skin.

**SLS (Sodio Laurilsolfato) SLES (Sodio Laureilsolfato) Free



From Nature for Helan

Nature is all around us, it envelops and nourishes us, as much a part of us as we are part of her. The frantic pace of daily life leads us to forgetting this relationship with Nature, living it absent-mindedly without appreciating its importance, beauty, essentiality...

Nature manifests itself in such grandiose ways that we cannot but observe them, giving us new sensations every time, like the emotions of a sunset, the vitality of a sea breeze, the greatness of a rose-tinted mountain range at dawn. If we pay attention to Nature's more subtle gifts, to the soft messages it whispers...then we can fully enjoy and appreciate the infinite range of sensations that come from the scent of a flower, from the waters of the

Mediterranean, from the resin of a wood of pines...embracing and inebriating us with **essential oils** that, releasing themselves, capture not only our minds but our heart and soul.

Essential oils are sensory stimulants, **the scent of plants** found in flowers, fruit, resin, bark, and roots. The oils are extracted through natural processes that are laborious and complex in order to preserve their integrity and effectiveness. Man has learned, over the centuries, how to make the most of these properties by safekeeping their characteristics.

Flowers·Roots·Fruits



Flowers *Malva*

Fruits *Agrumèe*

Light notes of flowers and fruit, spices, roots and precious woods, unusual ideas for a new series of sensual fragrances to share colors and scents...the magic of a new family of smells.

In keeping with **HELAN** tradition, even this new project draws from the age-old knowledge of herbs that propose **the most effective active** ingredients for beautiful skin, offering us precious, rare scents from essential oils that are, extraordinarily, given to us by Nature. These stimulate our sense of smell, able to influence emotions and moods.





Malva sylvestris



*Fiori
Radici
Frutti*

Malva

dolce carezza sulla pelle

A young and modern fragrance with its own, unique style that was inspired by the most noble and classic of essences. Precious smell, to celebrate the triumph of a sophisticated, sensual woman.

EAU DE PARFUM
bright beauty

TOP NOTE
FRUITY FLOWERY



*French Marigold
Peach flower
black Currant leaves
Mallow leaves*

MIDDLE NOTE
GREEN FLOWERY



*Tuberose flowers
Pittosporum flowers
Black Currant
Mallow flowers*

BASE NOTE
MUSKY WOOD



*Musky notes
Cedar of Lebanon
Ebony
Labdanum
Sandalwood
Vetiver*

OLFACTORY FAMILY: FLOWERY

GROUP: FRUITY FLOWERY, GREEN FLOWERY, MUSKY WOOD

The flowery, opening notes are of **French Marigold** and **Peach flowers** with a trace of green inspired by **Mallow leaves** and **black Currant**.

The heart notes are enchanted by white flowers, the dominant characteristic of the fragrance, which then fade into the everlasting scent of young, morning **Tuberose**. The tender, soft caresses of **Pittosporum** flowers sweeten the smell and combine with the light scent of red fruits and berries to make the fragrance creamier, softer, more enveloping. Vivacious black Currant then comes up from fair **Mallow flowers**.

The background notes sizzle in sensuality thanks to the warm accents of **Cedar of Lebanon**, **Ebony** and **Sandalwood** to slide into a **Musky embrace** where the palpable sweetness is enveloped by the rich smell of **Labdanum** and that release their noble whiff, precious and secret.

Exuberating yet balanced, this fragrance gives a touch of exquisite, sweet, elegant beauty: a close tie with the floral notes of **French Marigold** and **Peach flowers** combine with a suave in-kling of transparent, light **Mallow leaves** and **black Currant** unfold, vibrantly completing this jewel of femininity.



AROMATIC BATH & SHOWER GEL

Delicate

Lotus and Mallow flowers

An especially delicate cleansing formula made with vegetable based surface-active agents, **SLS and SLES*** free, **preservative free** and enriched with the moisturizing, emollient properties of **Lotus and Mallow flowers**. This gel also contains **Essential Minerals** to energize and strengthen the skin in its constant, continuous process of renewal. It cleanses deeply yet delicately, respecting the skin's balance fully, protecting even the driest, most dehydrated skins.



MALLOW FLOWER



LOTUS FLOWERS



SCENTED DEODORANT

Controls transpiration

with Tea Tree oil

This slightly alcoholic yet delicate solution was studied for the most sensitive skins. Enriched with the essential oil extracted from **Tea Tree leaves**, it has a particularly demopurifying action that regulates excess perspiration, protecting the delicate skin of the underarm area.



MOISTURIZING FLOWER WATER

Soothing, Aromatic Alcohol-free

Mallow flower water Complex of Essential Minerals

Limpid and light, **alcohol and preservative free**, this flower water can be sprayed onto the face and body for a delicate moisturizing, relaxing effect. Enriched with **Mallow flower water**, it is moisturizing and emollient, rich in **Essential Minerals** that give energy and strength to the continuous, constant process of skin renewal. A great way to give oneself most pleasant, slightly perfumed snuggles that keep the skin soft and smooth.



AROMATIC LIQUID TALC

Moisturizing for the body

Lotus and Mallow flowers Corn starch Olive oil Vitamin E

The perfect combination of **Lotus and Mallow flowers** extracts, **Corn starch** with its velvety effect, and **Olive oil**, rich in precious **essential oils** and substances welcomed by the skin, makes this formula a magical **anti-stress elixir**, the best to increase skin moisturize and regeneration.



VELVETY MOISTURIZING LOTION

Aromatic

Lotus and Mallow flowers Complex of Essential Minerals Aminoacids Olive oil and butter Karité butter Vitamins C and E

The moisturizing, emollient properties of **Lotus and Mallow flowers**, the strengthening, energizing action of **Essential Minerals** that help the skin in its constant, continuous process of renewal, the nourishing qualities of **Olive Oil**, softness of its butter, and anti-free radical action of **Vitamins C and E** all combine with an enveloping, soft fragrance to make this **Moisturizing Lotion** an excellent complement to the bath: pleasant and enjoyable.



Agrumée

NEW EMOTIONS FROM CLASSIC CITRUS

Effervescent citrus, budding flowers, wood and...
aquatic notes:
a sun-kissed fragrance

EAU DE PARFUM
effervescent

A young, vibrant eau de parfum... in perfect harmony between its initial punch of fizzy citrus and its milder central notes, light and flowery, teased by a transparent aquatic note.

The liveliness of the "citrus" bouquet, enriched by a touch of wood and musk, make a most singular structure of smells whose arousing scent sweetly awakens the senses.

An essence of pleasure enclosed in an instant, as the color of the sun, stimulating the mind, transmitting vitality and happiness.

TOP NOTE
CITRUS



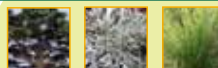
TANGERINE AND GREEN ORANGE from Italy
BERGAMOT from Calabria
GRAPEFRUIT from Africa
GREEN LEMON from Sicily
YUZU and KUMQUAT
LIME from Antilles

MIDDLE NOTE
FLOWERY MARINE



GERANIUM from Egypt
JASMINE from Egypt
ROSE from Turkey
AQUATIC NOTES

BASE NOTE
WOODY



CEDAR WOOD from Texas
WHITE MUSK
VETIVER from Haiti
AMBER notes

The bouquet
OLFACTIVE FAMILY: citrus
group: citrusy, flowery, aquatic, woody

Here are citrus notes in a natural explosion of freshness.

An effervescent opening of Mediterranean **Orange**, **Lemon** and **Bergamot** peel that become more vibrant with the addition of **Yuzu**, **Kumquat** and **Lime** for a fizzy fragrance that initially rotates around the scent of citrus to open up to a touch of exotic-spice with **Cardamom** to then mellow and slide into a flowery heart of **Jasmine** and **Rose**. The fragrance then moves slightly to **sea breeze** with aquatic notes that accent its delicacy and loveliness.

To bring out an irresistible pizzazz, this complex structure of the fragrance closes in the charming scent of **Musk** followed by the harmonious, woody smells of **Cedar** and **Haitian Vetiver**, lightened by amber undertones for a lovely, original yet modern balance that instills and celebrates sophisticated, lively sensations and emotions.



SCENTED BATH & SHOWER GEL

revitalizing
body and hair
Yuzu and Ginseng
sweet Almond proteins

Fast and practical, Helan's Scented Bath & Shower Gel transforms a simple moment of cleansing into a stimulating boost of energy. The cleansing agents used are of vegetable origin, deriving from coconut sugars and oil, **SLS and SLES** free, preservative*** and color free, enriched with stimulating, energizing **Yuzu** and **Ginseng** extracts as well silkening **sweet Almond proteins**, for soft, fluffy hair and velvety soft skin, thoroughly respecting the skin's balance.



YUZU



GINSENG



SCENTED DEODORANT

controls perspiration
Body
Yuzu and Ginseng

A delicate solution that assists the physiologic activity of perspiration and contrasts unpleasant odor formation while the exhilarating bouquet releases its effervescent, fizzy scents of **Citrus**, refined by the light, flowery notes, further enhancing its action. Non-irritating, this product does not alter perspiration and ensures long-lasting protection, keeping the skin dry and pleasantly scented the whole day.



MOISTURIZING CITRUS WATER

Cool effect
Yuzu and Ginseng
Hyaluronic acid

Effervescent and light, this extraordinary Moisturizing Citrus Water envelops you in a pleasant feeling of silky softness.

Made with exceptionally moisturizing **Hyaluronic acid** and enriched with an exclusive mix of **Yuzu and Ginseng** extracts, firming and energizing, it envelops you in a magical cloud of mist that releases its utmost personal scent, featuring the initial, airy, light notes of **Citrus**.

For some self-snuggles but also to get rid of stress, tiredness, heat... and give your skin an effervescent freshness that keeps it soft and smooth.

The utmost personal bouquet of "Agrumée" brings up a harmonious balance of smells in which the main players are the light, airy notes that open this citrusy scent, felt fully on the skin in all its fizzy freshness.



SCENTED TONING CREAM

Moisturizing
Body
Yuzu Ginseng and Pomegranate
Sunflower and Cottonseed oils
Karité wax
Corn starch
Vitamin E

The instant absorption and immediate feeling of freshness and softness on the skin are the most appreciated of this Scented Toning Cream's distinctive features, the perfect complement to a shower.

Enriched with **Yuzu, Ginseng** and Pomegranate extracts, it carries out a delicate, firming action while **Sunflower** and **Cottonseed** oils with the regenerative properties of **Vitamin E** limit dehydration and make the most of the velvety, silkening properties of the thin veil of **Cornstarch**.

melagrana del BOSFORO

The Pomegranate is a
really valuable gift
that nature gives us.



EAU DE PARFUM

cheerful

fragrance

fragrance family: spicy
group: fruity, spicy, woody, musky

Unpublished but equally enchanting sensations in perfect balance between alive and spicy scents, generated by presence of the **Cardamom** seeds and berries **Baie Rose** * and freshness **Pomegranate fruits of the Bosphorus**, give a touch of youth to the top notes.

The heart, incisive and scintillating, plays with the delicacy **flowers Melo** pervaded by the flickering fruity **Grapefruit's flowers**. Enriched with intense and mysterious notes accompanying the **root of Ginger** and that emanate from the facets crystal **tears of incense**, stimulates the taste of the discovery leaving a luminous trail of toned sensuality.

In the wake, the fragrance becomes more and more fascinating passionate and intimate blending in a veil of **musky notes** that migrate to the bottom and hot delicate **white woods** to reveal a path olfactory enveloping, evocative, original.

TOP NOTES
FRUITY, SPICY
BERRIES BAIE ROSE
CARDAMOM SEEDS
FRUITS OF POMEGRANATE
PULP FRUIT

BODY NOTE
FLORAL
APPLE TREE FLOWERS
GRAPEFRUIT FLOWERS
GINGER ROOTS
TEARS OF INCENSE

BOTTOM NOTE
WOOD, MOSS
MUSKY NOTES
VETIVER ROOT
GUAYACOWOOD
SANDALWOOD
WHITE WOODS



SCENTED VEGETABLE SOAP

Sweet Almond
and Olive oils

Produced according to ancient tradition with **natural ingredients** and enriched with **sweet Almond** and **Olive oils**, emollients and nutrients, **Scented Vegetable Soap** is able to perform an action daily cleanser, gentle and graceful, leaving the skin silky and smooth while the sparkling **Bosphorus Pomegranate** scent optimizes the kindness making a viable solution for every day.

BODY SCRUB CREAM CONCENTRATE

with seeds extracted from Pomegranate's fruit, *Centella asiatica*, *Echinacea angustifolia* butter Olive, Beeswax and **Karité wax**

A specific formula for the body, dual-action, for the benefit of a skin naturally radiant, smooth:

GENTLE SCRUB by virtue of the seeds extracted from Pomegranate's fruit, which facilitate the mechanical removal of dead cells and make the skin smoother, more receptive and ready to absorb the active ingredients more targeted.

NOURISHING AND TONING CAPILLARY

a wonderfully soft texture, the richness of **Beeswax**, **Karité butter** and **Olive oil** and receptive by virtue of the extracts of ***Centella asiatica*** and ***Echinacea angustifolia*** to strengthen and improve the microcirculation in the skin so that it can receive and facilitate absorption of oxygen and nutrients.

SCENTED BATH & SHOWER GEL

Centella asiatica, *Echinacea angustifolia* and Pomegranate **sweet Almond proteins**

Selected vegetable based surfactants, obtained from coconut palm sugars and oil, make this ultra delicate **Gel** especially indicated for non-aggressive cleansing.

Thanks to the actions of ***Centella asiatica***, ***Echinacea angustifolia***, **Pomegranate** and **sweet Almond proteins** that strengthen and improve microcirculation, preparing the skin for the best nourishment while carrying out an effective, pleasant, silky soft effect on the hair, fully respecting the skin's balance.

A **Gel** that respects and softens the skin, enriched with the effervescent, cheerful scent of **Bosphorus Pomegranate**, ensuring impeccable cleansing. The **SLS** and **SLES****free formula is also 'preservative' free and colour free, especially suitable for sensitive, easily reddened skin.

SCENTED DEODORANT roll on

essential oil of Sage
Vitamin E

The new **ROLL ON HELAN**, particularly delicate on the skin, has been formulated to prevent the formation of odors by controlling the micro-organisms responsible for the degradation of sweat.

Combines purifying action of the essential **oil of Salvia**, the antioxidant activity of while a pool of substances with **anti-enzymatic blocks the activity of enzymes** used by bacterias to degrade the components of sweat, without interfering with the natural mechanism of perspiration from the skin.

The **HELAN ROLL ON** fully respects the physiology of the skin with a minimization of odor up to 24h after the application while the sparkling bouquet **Bosphorus Pomegranate**, leaves on the skin a fresh fragrance that enhances the action.

SCENTED NOURISHING CREAM

Centella asiatica, *Echinacea angustifolia* and Pomegranate **Crambe** and Pomegranate oils **Karité wax** **Vitamins A and E**

The special features of this high-affinity formula gives the skin a **delectable silky** feel while the softness of **Karité wax** and the nourishment of **Crambe** and **Pomegranate oils** combine with the anti-free radical action of **Vitamins A and E** as well as ***Centella asiatica***, ***Echinacea angustifolia*** and **Pomegranate**, super rich in flavonoids, polyphenols and anthocyanosides linked to the effervescent bouquet of cheerful **Bosphorus Pomegranate** make this Scented Cream an excellent bath companion: velvety, delightful, pleasant.

SCENTED HAND CREAM

with enzymes extracted from Pomegranate's fruit **Crambe** and Pomegranate oils **Olive butter** and Beeswax **Vitamin E**

This cream, rich but with a light texture, evanescent, is able to effectively counteract redness and cracking with a dual action: **NOURISHING PROTECTIVE BARRIER** effect thanks to the presence of **butter Olive** and **Beeswax** that lie on the hands as a "thin protective glove" preventing direct skin contact with external agents and the properties of **Crambe** and **Pomegranate oils**, autotrophication and stimulating the skin's functions.

SOFTENING DERMOPURIFICANTE

by virtue of the **enzymes** produced from the fermentation of the **skins and seeds of Pomegranate's fruit**. The **enzymes** extracted, delicate exfoliating, remove the outer layer of dead skin cells and counteract dryness and cracking for a hand white and shining.



cuore nel cuore

LINEA MAMMA

COCCOLE PER NOVE MESI

**9 months of expecting...
an occasion to take care of yourself
before and after birth...
naturally with HELAN**

Expecting is a magical period of time in which a woman takes on a new sense of self, seeing herself in that upcoming event that will enhance the very heart of her family circle. Even a line of cosmetics can help make these nine months unforgettable, anchoring this fairy tale atmosphere in the precious memories of a characteristic scent, a soft, delicate, natural smell that perfectly fits the importance of the event.

PREGNANCY

The physiological increase of volume and weight in pregnancy hinder circulation around the hips with the consequential sense of heavy, swollen legs whereas the marked hormonal production, also typical in pregnancy, promotes water retention. This gives the skin a certain turgidity which, however, can be problematic after pregnancy with the skin has to go back within its pre-pregnancy limits.

PRESERVATIVES, PARABEN AND COLOURING FREE



In order to favor skin elasticity and encourage the restoration of tone and turgidity, careful attention must be given to the cosmetics used with regularity.

Before during and after pregnancy:

Specific creams combined with gentle massages and delicate cleansing to prevent and counteract the inconveniences typical of this undoubtedly unforgettable time in a woman's life.

Fully respecting its own formula philosophy, HELAN, as always, has placed SAFETY at the heart of its research by carrying out:

- ♥ **a careful Selection** of a restricted number of raw materials to avoid any kind of risks
- ♥ **meticulous Formulas** to harmonize the synergetic effects of active ingredients
- ♥ **scrupulous Production** to ensure product purity and stability

A complete line of products with the **most updated formulas** to prevent and reduce blemishes as well as regenerate and tone the skin all over the body, so you can live your pregnancy like a fairy tale.

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why choose HELAN

QUALITY

The **quality of HELAN** cosmetics is not haphazard improvisation but the logical consequence of a specific philosophy based on the willingness and desire to obtain the best by patiently selecting the properties of rare natural ingredients, chosen specifically for each cosmetics product with tireless care.

Herbs, flowers, roots, extracts... are continuously studied and selected to obtain natural, exclusive cosmetics that are on the cutting edge for being effective, harmless and pleasant.

NATURALNESS

All products fit the **“NATURAL PHILOSOPHY”**, that HELAN has always followed, characterized by:

Natural, organic formulas in accordance with protocols by the most accredited Boards of Organic Certification



MAXIMUM CONCENTRATION OF ACTIVE INGREDIENTS IN SYNERGY

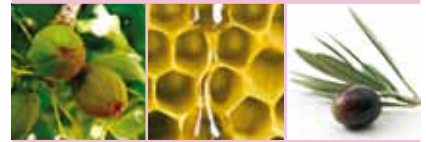
VEGETABLE OILS AND BUTTERS

extremely rich in polyphenols and anthocyanosides, very strong anti-oxidants with marked anti-free radical properties that, combined, make the most of skin repair and re generation.

- ♥ sweet Almond oil
- ♥ Argan oil



- ♥ Olive butter
- ♥ Karité butter and wax
- ♥ virgin Beeswax



VEGETABLE EXTRACTS

- ♥ **An invigorating elasticizing active complex of anti-elastase and anti-hyaluronidase active ingredients** to protect elastin and hyaluronic acid from degradation and stimulate tissue repair :

- Passion flower (aerial parts)
- Blackcurrent (leaves)
- Vitis vinifera (leaves)
- Echinacea angustifolia (roots)
- Ginkgo biloba (leaves)
- Pomegranate (fruit)
- Butcher's Broom (root)
- Pisum sativum (seed)
- Sesamum indicum (seed)



- ♥ **Moisturizing and emollient active complex** to reduce transepidermic water loss, thereby inhibiting the cause of dry skin:

- Baobab (leaves)
- Honey



- ♥ **Invigorating firming active complex** to protect collagen and elastin fibres, contributing to improved microcirculation so that the skin is able to receive more oxygen and nourishment:

- Kigelia (fruit)
- Hops (female flowers)



...AND MORE

- Aloe vera gel (leaves)
- Marigold (flowers)

- Tea Tree oil

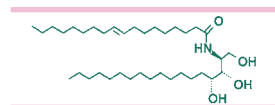
- alpha-Bisabolol
- gamma-Orizanol



HYDRATING AND PROTECTIVE ACTION

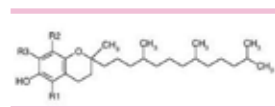
♥ Ceramides

Lipids identical to those naturally present in the skin, maintain the optimal level of hydration, improving cell cohesion so that water is locked in the superficial layers of the skin.



♥ Energising and Biostimulating Vitamins

VITAMIN E and D-PANTHENOL, with its regenerating and soothing properties
VITAMINS C and E, powerful anti-oxidant.



♥ Sun Filters

Not just to protect from irritating radiation but capable of effectively counteracting dark spot formation that tend to last even after birth.

SPECIALTIES

Exclusive Formulas, specifically designed for the skin's changes during pregnancy and after birth.





COMFORT AND WELLNESS
BEYOND FUNCTIONALITY

♥ Each and every HELAN product has been conceived, formulated and realized with the precise aim of helping the skin overcome its own weak points. The pleasant texture and easy application, delicate scent and sense of wellness are welcome extras that overlap in the natural goal of overcoming a specific problem.

♥ **Breastfeeding compatible***

♥ **Comfort and easy application with new packaging and dispensers chosen by HELAN for future mums**

**respecting scrupulous norms for hygiene*



PRODUCTS



Fresh and light ORGANIC FRAGRANCES

TREATING SKIN IN PREGNANCY

♥ For face



ANTI-DARK SPOT FACE CREAM

♥ For body



ANTI-STRETCH MARK CREAM

CARE FOR THE SKIN
AFTER BIRTH



POST-PARTUM CREAM

FOR BODY
CLEANSING



SHAMPOO SHOWER



SWEET ALMOND
AND ARGAN OIL



SOOTHING REGENERATING



INTIMATE CLEANSER



SWEET ALMOND BUTTER



ANTI-FATIGUE SPRAY



LINEA MAMMA

ANTI-DARK SPOT FACE CREAM

Very high protection

SPF 50+ (UVA)

Aloe vera gel Echinacea angustifolia
and Pomegranate, alpha-bisabolol
sweet Almond oil, Vitamin E



An expecting mother must be **especially careful about exposure to the sun**. Though the sun helps produce vitamin D, which the body has a great need for in pregnancy, the exceptional hormonal situation in these months **easily provokes persistent spots** that tend to last even after birth: the so-called mask of pregnancy chloasma faciei (melasma).

**In order to enjoy the benefits of the sun without the negative effects
one must use much common sense and specifically:**

- ♥ use **very high sun protection** with a protection index of 50+.
- ♥ **avoid exposure to the sun** in its strongest hours, between 12 and 4 pm, and pay special attention to the face: always use a hat, preferably with a large rim.

How it works:

- protects elastin and hyaluronic acid from degradation for its content in **Aloe vera gel** and **Echinacea angustifolia**, very rich in bioflavonoids, anti-elastase and anti-hyaluronidase.
- prevents sun damage thanks to **Pomegranate** extracts, **de-pigmenting and photo-protective**, as well as an **innovative filtering system** that is **effective and photo-stable**, capable of effectively counteracting dark spot formation.
- prevents the formation of free radicals and photo-ageing thanks to the **pool of antioxidants** that imitate and intensify the skin's natural defense system, **increasing its effectiveness**.

This **pleasant formula is soft and delicate on the skin with a sumptuous texture**. Non-greasy with exceptional sebum affinity:

- **water resistant** as necessary
- easy to apply and traceless
- fresh, light and pleasant to the touch

How to use it:

apply the **Anti-Dark Spot Face Cream** a half an hour before exposure to the sun (with special care) and re-apply frequently.

Avoid eye contact.

Non-sticky.



ANTI-STRETCH MARK CREAM



SHOCK TREATMENT

breast belly waist buttocks

Echinacea angustifolia Passion flower
Blackcurrant and red Grape
Pisum sativum and Sesamum indicum
sweet Almond and Argan oils
Karitè Wax, Vitamins C and E



sweet Almond and Argan oils	5,5 %
Karitè Wax	5 %
Pisum sativum e Sesamum indicum	2 %

Natural Ingredients 96%
Organic Ingredients 5,5%

Intensive, elasticizing treatment specifically formulated to:

- ♥ prevent skin slackening provoked by broken collagen and elastin fibers
- ♥ stimulate tissue repair
- ♥ firm up skin again
- ♥ lessen signs and marks

during pregnancy and the post-partum period, on **all high risk areas**: breasts, arms, belly, waist, upper thighs, buttocks

How it works:

thanks to an innovative **INVIGORATING ELASTICIZING active complex**, exclusively of vegetable origin, made up of particular plants and sweet **Almond and Argan oils** combined with **Karitè wax**, rich in essential fatty acids, that nourish and soften the skin while **Vitamins C and E**, with their strong anti-oxidant action, inhibit free radical formation.

The pool of active ingredients contained in this formula keep the **skin elastic and ready to tackle the strong tension that the skin will undergo in a few short months**.

How to use it:

apply regularly **throughout the entire pregnancy as well as the first months after birth**, massaging the area once or twice a day with light, circular motions.

Grease-free, stainless.

Echinacea angustifolia and **Passion flower** are very rich in bioflavonoids, anti-elastase and anti-hyaluronidase, which protect elastin and hyaluronic acid break down. **Blackcurrant** and **red Grape** improve microcirculation whereas **Pisum sativum** and **Sesamum indicum** recondense and restructure the skin, reinforcing and **stimulating collagen synthesis as well as the synthesis of fibronectin and glycosaminoglycans**, essential structures in the skin's foundation that increase elasticity and tone.



SWEET ALMOND AND ARGAN OIL

EMOLIENT ELASTICIZING

special for pregnancy and breastfeeding

sweet Almond and Argan oils



sweet Almond and Argan oil

99 %

Natural Ingredients 99%
Organic Ingredients 5%

Almond oil used throughout the “Linea Mamma” of products has been declared as Pharmaceutical (see pharmacopoea USP declarations)

The nourishing, protective properties of **sweet Almond oil** have been traditionally noted and made its use in various cosmetics a healthy touch for the skin of adults as well the ultra-delicate skin of little ones.

The addition of precious **Argan oil** completes the regenerative action of this formula thanks to its highly elevated unsaturated fatty acids (omega-3 and 6), important components of cell membrane constituents. There is furthermore a wealth of vitamins, fundamental for supporting skin cell development and growth.

The combination of two of the purest oils, obtained through cold pressing, helps the penetration and absorption of all the active ingredients contained in the formula as well as helping you feel good in your own skin.

How it works:

HELAN's Sweet Almond and Argan oil is utmost effective as it reconstructs the skin barrier, favoring skin elasticity and living the skin the lipids necessary to guarantee intercellular cohesion. It **increases moisture** in dry skin that tends to chap easily, for soft, firm skin. Properties whose benefits are most welcomed, overall in pregnancy.

How to use it:

a delicate massage will moderately warm HELAN's **Sweet Almond and Argan Oil**, loosening muscle tension and driving away tiredness and fatigue. Particularly light and easy to massage, this product is an ideal way of completely **rehydrating the skin naturally**. Application is suggested on the belly, breasts, waist and thighs.

*Clean the nipples and areola area thoroughly after each breastfeeding session. We suggest impacts with some gauze soaked in HELAN's Sweet Almond and Argan Oil and then gentle cleansing with a bit of **Shampoo/Shower before thoroughly rinsing**. Especially suitable for sensitive skin or in the presence of rhagades.*

Stainless, traceless, grease-free.

Can also be used in hydro-massage tubs



Products

GLUTEN FREE

SWEET ALMOND BUTTER

MOISTURIZING NOURISHING REGENERATING

for the body

Baobab Echinacea angustifolia and Honey
sweet Almond oil and butter, Karitè butter, Vitamin E



sweet Almond and Argan oils	13	%
Karitè Wax	2	%
Fito-complex of Baobab	2	%
Echinacea angustifolia and Honey	1	%
Amino acids moisturizing complex and Vitamin E	1	%

Natural Ingredients 98%
Organic Ingredients 5%

This rich, scented cream has a full-bodied, compact texture that captures the skin.

How it works:

thanks to the high percentage of **sweet Almond oil and butter** as well as **Karitè butte**r nourishes and softens the skin. The moisturizing properties of the fito-complex of **Baobab, Echinacea angustifolia, Honey and vegetable Amino acids** together with the anti-free radical action of **Vitamin E** manifest all their effectiveness in nourishing skin that is lacking lipids and moisture.

How to use it:

after the shower or bath, **apply over the whole body with a gentle massage until completely absorbed.** Optimally, start from the lower limbs, at the legs and move up with deep yet delicate motions to the thighs then belly until the chest, neck and shoulders. Do not forget to apply on arms which may also show signs of dryness.
Grease-free, stainless.

Formulas targeted at treating skin in pregnancy



ANTI-FATIGUE SPRAY

COOL EFFECT

light legs and ankles

Ginkgo biloba Horse chestnut
and Butcher's Broom



Multi-functional complexes of
Ginkgo biloba Horse chestnut
and Butcher's Broom

6 %

Natural Ingredients 97%
Organic Ingredients 5%

This innovative product, realized in a SPRAY, encompasses the advantages of immediate freshness with the protective benefits of the active ingredients contained. Tired, heavy legs are common in pregnancy and will find immediate relief with HELAN'S "cool effect" spray that comes forth when applying the product.

How it works:

Ginkgo biloba, very rich in flavonoids, polyphenols and antocyanosides, is a **strong anti-oxidant** that protects the skin, counteracting free radicals which cause skin aging. It furthermore stimulates collagen and elastin synthesis, favoring cellular exchange. Protecting blood vessels and capillaries makes their walls more elastic. As the skin has improved microcirculation it receives more oxygen and nourishment. The **synergetic combination** of the vegetable based extracts of **vasoconstrictors**, **Horse chestnut** and **Butcher's Broom**, improve microcirculation, counteracting venous stagnance and aiding circulation.

How to use it:

apply the **Spray** and **delicately massage**, starting down and going upward: this formula gives an immediate sense of relief from tiredness as well as a **pleasant sensation of refreshing relaxation**.
Non-sticky, stainless.



Products

GLUTEN FREE



POST-PARTUM CREAM MOISTURIZING FIRMING



breast belly waist buttocks

Pomegranate and Honey
Pisum sativum and Sesamum indicum
sweet Almond and Argan oils
sweet Almond butter and Karité wax, Vitamin E



sweet Almond and Argan oils	5,5 %
sweet Almond butter and Karité wax	5 %
gamma-orizanolo and Honey	2,7 %
Pomegranate multi-functional complexes	2 %
Pisum sativum and Sesamum indicum	
Vitamin E	5 %

Natural Ingredients 98%
Organic Ingredients 5,5%

The **ultra-light, fine, soft texture is soothing** and specifically indicated for the post-partum period to give back firmness and turgor reintegrating pre-pregnancy characteristics to the skin.

The accurate selection of **Fito-extracts, anti-slackening oils and butters, anti-free radical Vitamins** is the pride of **HELAN's Research and Development Laboratories**, that have realized formulas capable of overcoming the characteristic problems of pregnancy.

How it works:

the multi-functional complex of Pisum sativum and Sesamum indicum, firming-elasticizing, stimulates tissue re-generation while **Pomegranate**, for its high **polyphenol content, protects collagen and elastin fibers which help maintain tone and elasticity**.

A natural complex that is emollient and substantiating, obtained through the **purification of raw Honey**, acts on the level of the corny layer, prolonging moisture for more than 24 hours.

Argan and sweet Almond oils, Olive butter and Karité wax, rich in essential fatty acids, nourish and soften the skin whereas **Vitamin E**, a powerful anti-oxidant, inhibits free radicals.

HELAN's Post-Partum Cream helps the skin acquire tone once again, getting back to its own physiological extension without slackening.

The **marked restoration of moisture**, compactness and elasticity due to the pool of active ingredients can be seen with an improved figure, rewarding the new mom who appreciates the gradual process of getting back into shape.

How to use it:

apply daily with a light massage on the targeted areas. Easily absorbed. Grease-free, stainless. Thanks to the easy to use tube, it's fast to apply and get dressed immediately afterwards.

Warning:

do not apply on cesarean scars, can be used during breastfeeding

Formulas targeted at treating skin in pregnancy

SOOTHING REGENERATING BREAST CREAM



nipple dryness, prevents rhagades

Ceramides, Hop Kigelia and Pomegranate
sweet Almond oil and Beeswax
D-panthenol and Vitamin E



sweet Almond oil and Beeswax
D-panthenol e Vitamin E

7 %
5,5 %

Natural Ingredients 92%
Organic Ingredients 4%

To protect and take care of the nipples for stress free breastfeeding.

Breastfeeding is, from our point of view, is the natural continuation of baby's growth from an embryo in mum's belly to birth and beyond. It is therefore one of the best, if not sweetest, paths a newborn can take towards getting to know himself and his own individuality.

As an unpleasant consequence, however, sometimes breast **rhagades** appear, superficial lesions of the nipple that can develop to be deep and painful.

How it works:

to soothe and counteract this unpleasantness **HELAN** has studied and formulated this **Soothing Regenerating Breast Cream** for all mums, a unique, innovative formula rich in **Natural Active Ingredients**.

Nourish the skin helping it become stronger, counteract the dryness that precedes the formation of painful lesions **before and during breastfeeding**, improving trophism of the breast areola.

This Soothing Regenerating Breast Cream is a formula rich in **Natural Active Ingredients**:

- **Ceramides**, skin lipids identical to those naturally present in the skin, **maintain the optimal level of hydration**;
- **TONING and FIRMING active complex** of **Hops, Kigelia and Pomegranate** to protect collagen and elastin fibers and improve in microcirculation, thereby allows the skin to receive more oxygen and nourishment;
- **sweet Almond oil and Beeswax** effectively reconstruct the skin's barrier, favoring elasticity;
- **D-Panthenol**, with its regenerating and soothing properties, and **Vitamin E**, powerful anti-oxidant, counteract free radicals.

How to use it:

carefully mind cleansing the nipple and area around the areola before and after each breastfeeding session. Apply impacts with a gauze soaked in **HELAN'S sweet Almond and Argan Oils**.

Warning:

Before breastfeeding remove all traces of cream with a bit of Delicate Shampoo/Shower rinsed thoroughly afterwards.

Cleanse the body delicately while fully respecting the skin and hair's physiology.

Faithful to its philosophy of natural cosmetics, **HELAN** has always formulated its products according to criteria such as sebum affinity, optimal skin compatibility, hypoallergenicity and eudermic effectiveness, thereby making formulas that contain vegetable based surfactants (sugar substances extracted from sugar cane, beet root, etc combined with the fatty acids of coconut), completely **avoiding the use of detergents such as SLS (Sodium Lauryl Sulfate) and SLES** (Sodium Laureth Sulfate).**

The **advantages** of these natural cleansers are evident and important both for the skin as well as ecologically:

- ♥ Delicate action on skin and hair.
- ♥ Maximum effectiveness of active ingredients.
- ♥ Buona detergenza anche con acque dure e salmastre.
- ♥ Optimal cleansing.
- ♥ Possible frequent use.
- ♥ Biodegradable and Eco-compatible.



SHAMPOO / SHOWER DELICATE CLEANSER



special for pregnancy and breastfeeding
body and hair

Marigold Ginkgo biloba and Butcher's Broom
sweet Almond proteins



Multi-functional complexes
Marigold Ginkgo biloba and Butcher's Broom 5,5%

Natural Ingredients 97%
Organic Ingredients 5%

With a pH that respects the skin, **SLS and SLES** free, preservative* and color free**, made with vegetable based surfactants that cleanse most delicately, preserving the skin and hair's integrity, respecting physiological balance and regenerating the hair fiber.

How it works:

enriched with the restructuring properties of **sweet Almond protein**, as well as extracts of **Marigold, Ginkgo biloba and Butcher's Broom**. Soothing and vasoconstrictive, these aid circulation.

Delicate and free of irritants, with its proteic-glucidic structure, this formula effectively removes impurities while not eliminating sebum, amino acids or proteins from the skin.

How to use it:

pour a small amount in the palm of your hand and spread it gently over the whole body.

The delicate action of this **Shampoo/Shower formula** makes it especially suitable for frequent use. It leaves face and body perfectly clean and moisturized, hair silky soft.

Perfect after a stream of cold water on tired legs.

Does not irritate or burn the eyes.



Products

GLUTEN FREE



INTIMATE CLEANSER



slightly basic pH
thrush prevention

Marigold and Tea Tree oil



Calendula and Tea Tree oil

5 %

Natural Ingredients 97%
Organic Ingredients 5%

Intimate female hygiene is an essential element of importance in the well being of a woman. It therefore requires maximum attention in choosing the most delicate products targeted at cleansing this specific area and **respecting the body's pH**.

It is fundamental that the cosmetics used in this most delicate area work without altering the body's balance.

In order to prevent the kind of situations that favour the settlement of these irritating factors, **HELAN** has studied a unique, innovative formula for all mums, an **Intimate Cleanser with a slightly basic pH**.

How it works:

HELAN's Intimate Cleanser contains the targeted action of sweet **surfactant agents of vegetable origin**. **SLS and SLES** free, preservative* and color free**, in order to not alter the delicate balance of microorganisms normally present in the genital area, and **Marigold** extract, with its emollient and soothing properties. **This formula creates a particularly unpleasant environment** for *Candida albicans* because it is lightly alkaline due to the slight change in pH, thereby inhibiting proliferation. Itching as well as inflammation are prevented thanks to the natural bacterial static properties of **Tea Tree oil**.

How to use it:

HELAN's Intimate Cleanser, with its slightly basic pH, delicately removes excess secretions while fully protecting the body's physiological bacterial flora.

Apply directly morning and night or whenever needed. Rinse gently with warm water.

Also highly indicated after the pool/gym.



WHAT IS THE CANDIDIASIS

Candidiasis, generally means an infection caused by *Candida albicans*, a fungus normally present in the mouth, vagina and gastrointestinal tract which, under certain favourable conditions such as a lowering of immune system defenses or normal, protective flora, can flourish.

Various agents can provoke inflammation in male and female genitalia. *Candida albicans* is just one of these and surely the most frequent.

La Natura per le Pelli più Delicate



LINEA BIMBI

TESTATA IN CLINICA DERMATOLOGICA

COMPLY WITH PROTOCOL REGULATIONS



ICEA (Institute for Ethic and Environmental Certification)



L'efficacia nelle erbe

FORMULATED WITH RAW MATERIALS WITH NATURAL ORIGINS

- Vegetable Extracts derived from certified Organic Farming
- Distilled water, from certified Organic Farming
- Oils and butters from oil-seeds and fruits derived from certified Organic Farming
- Natural essential oils
- Emulsifiers and detergents of vegetal origin peg-free, SLS and SLES-free*
- With natural preservatives
- Free from ingredients of animal origin
- Free from artificial colorings or aromas
- Free from petrolatum, mineral oils or lanoline
- OGM-free

*PEG (polyethylene Glicole),
SLS (Sodium Lauryl Sul fate),
SLES (Sodium Laureth Sul fate)

La Natura per le Pelli più Delicate



LINEA BIMBI

TESTATA IN CLINICA DERMATOLOGICA



A baby's skin, especially in the first year of life, has different histological and physiological features than that of adult skin:

- ✓ **the horny layer** is thinner
- ✓ in the **basal layer of the skin**, cells that produce melanin are in lower quantity with consequent lower natural protection from the action of UV rays;
- ✓ **the deeper skin layer** is more sensitive, with smaller, more immature collagen and elastic fibers;
- ✓ the **sebaceous glands** are poorly active (the skin is odorless) and will remain like that until puberty;
- ✓ **baby skin** is richer in water (about 75%) and hence more permeable;
- ✓ The pH is slightly less acidic than that of adult's.

It's essential to **choose the most suitable cosmetic products, studied and geared to the particular characteristics of children's skin** and hair that are completely different from the adults ones, and that:

- ✓ guarantee absolute harmlessness
- ✓ cleanse effectively yet gently
- ✓ is made **SLS/SLES****, **paraben**, **phenoxyethanol** and **colorings free**
- ✓ tested and grant to reduce the risk of heavy metals allergy



Nickel, Cromo...tested°



All cosmetics of Helan "LINEA BIMBI" are clinically and dermatologically tested.

CLEANSING WITH
OR WITHOUT WATER



LIQUID SOAP



NATURAL COMPOSTABLE
CLEANSING
BIO WET WIPES



FLUID CLEANSING CREAM

BATH TIME



TOTAL SHAMPOO BATH



SOFT CONDITIONER



PAN DI MAIS
SOAP FREE



PERFUMED RICE STARCH

SKIN CARE



SOFTENING PROTECTIVE OIL



SOOTHING PROTECTIVE PASTE



SOOTHING RED-RELIEF PASTE



SOFTENING CREAM



SILKY LIQUID TALK

FOR HER / HIS
BEAUTY



EAU DE TOILETTE



LINEA BIMBI

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HELAN has formulated and developed a range of natural products for the hygiene and beauty of **baby's extremely sensitive skin**, choosing a specific series of natural, biological raw materials, rich in the most suitable active ingredients.



active ingredients

IN SYNERGY

ORGANIC OILS AND BUTTERS Emollient and Nourishing

These oils are ideal in enriching the lipid phase of infant skin to restore the homey layer's humidity barrier and thus facilitate normal skin functions.



Almond oil



Macadamia oil



Olive oil



Shea Butter



active ingredients

IN SYNERGY

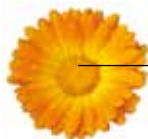
ORGANIC EXTRACTS

Soothing and calming properties



Aloe Vera juice

Corn starch



Marigold flowers

Camomile flowers



Camomile distilled water

ACQUA LUIGIA FOR HER/HIS BEAUTY



ACQUA LUIGIA Alcohol-free

Camomile distilled water

REFRESHING, DELICATE AND FINE SCENT TO COMPLETE THE HYGIENE OF YOUR BABY WHILE PLEASANTLY STIMULATING THE SENSE OF SMELL.

Its bouquet has been specifically formulated for a baby's cologne. It's alcohol-free and its use of fragrances, which are particularly suitable for delicate skins, well combines with the soothing action typical of **Camomile distilled water**.

Essences extracted from the **Sicilian Orange, flowers of Bitter Orange, Camomile, Geranium and Lavander, Rosewood** (bois de Rose), enhanced by **Tunisian Rosemary, Clary Sage** and **Petitgrain Paraguay** and by the **Litsea cubeba's fruits**, for a pleasant citrus and aromatic note.



LIQUID SOAP SOFT CLEANSER FOR THE MOST SENSITIVE SKINS

Marigold and Camomile flowers extracts

The **HELAN Linea Bimbi's Liquid Soap**, provided with its pump, is particularly suitable for a soft daily cleansing of the skin.

Very light and tender, enriched with softening and soothing **Marigold** and **Camomile flowers extracts**, and formulated with vegetable cleansing agents, **SLS and SLES**, parabens, phenoxyethanol and colorings free**, it generates a very light, soft and creamy foam, maintaining the delicate physiological balance of the most sensitive skins.



LINEA BIMBI FOR CLEANSING



NATURAL COMPOSTABLE* CLEANSING BIO WET WIPES

PERFUME FREE
FOR MOST RED AND SENSITIVE SKIN

Marigold and Camomile flowers extracts

These fresh, natural wet wipes are **alcohol and perfume free**, the best choice for specially delicate cleansing. **Marigold** and **Camomile flowers extracts**, with their softening and soothing actions, are suitable for a baby's particularly "fragile" skin which is prone to frequent irritation, chaps and rashes.

HELAN's Cleansing Bio Wet Wipes offer effective detergent action while ensuring absolute safety and delicateness for your baby's skin. They leave the skin clean, dry, as well as pleasantly soft and moisturized.

They are made of **100% Organic Cotton*** cultivated with modern, biodynamic techniques using only natural resources, without any pesticides, synthetic fertilizers or GMOs

✦ **Organic Cotton** is grown with modern biodynamic techniques using only natural resources, without any pesticides, synthetic fertilizers or GMOs.



FLUID CLEANSING CREAM

Marigold and Camomile flowers extracts
sweet Almond and Marigold oils

Baby skin is sensitive and delicate. It requires gentle products that are soapfree so as not to deplete the skin's protective, hydrolipidic film.

HELAN's Cleansing Cream has soothing and calming properties thanks to a concentration of plant extracts such as **Marigold** and **Camomile flowers extracts**. It also moisturizes and nourishes skin thanks to **Marigold** and **sweet Almond** oils extracts that delicately cleanse baby skin without altering its natural hydrolipidic balance, especially when skin is red or irritated and water is not recommended.

No need to rinse.



LINEA BIMBI



BATH TIME



TOTAL SHAMPOO BATH

DELICATE CLEANSING
for face, body and hair

Marigold and Camomile flowers extracts
sweet Almond proteins

UNDOUBTEDLY, A CLEANSING PRODUCT FOR THE BABY'S SKIN HAS TO BE GENTLE, NON AGGRESSIVE AND IT MUST NOT PRODUCE IRRITATING EFFECTS. THIS MEANS THAT, ASIDE FROM A SLIGHTLY ACID PH (PHYSIOLOGICAL), THE STRUCTURE MUST NOT REMOVE THE SKIN'S SEBUM, AMINO ACID AND PROTEIN.

Instead of shampoo and bath foam, HELAN preferred a single product for face, body and hair, made from surface-active agents of vegetable origin: sugary substances combined with fatty acids from Coconut palm.

This extremely gentle cleanser, SLS and SLES**, paraben, phenoxyethanol and colorings free, is enriched with sweet Almond proteins, Marigold and Camomile flowers extracts.

It allows impurities to be removed without altering the delicate structure of newborn hair and skin.

Does not irritate or sting the eyes.

SOFT CONDITIONER

ideal for fine, thin and curly hair
rebel hair difficult to comb

Jojoba oil
sweet Almond proteins
Vitamin E

Soft Conditioner is very light and delicate, formulated with special raw ingredients to disentangle children's thin, fine or curly hair, to limit static hair and increase brightness, leaving it soft, manageable and easy to comb.

HELAN's **Soft Conditioner** has an acidic pH and makes use of a variety of active ingredients that obtain these results, including **Jojoba oil**, which is specifically lubricating and reconstructive and **sweet Almond proteins**, nourishing and strengthening, ideal for children's very delicate hair.

Note: we suggest the following **gentle hair care guidelines** to prevent hair stress:

- wash the hair with warm water, avoiding high temperatures
- choose a brush or comb with care, avoiding those without rounded teeth as they tend to damage the hair
- ease combing damp hair by applying this Soft Conditioner
- do not use very hot temperature settings for the hair dryer or keep it too close to the hair;
- do not pull the hair with hair clasps, clips or elastics that may be too tight and hence weaken and break the hair.

PAN DI MAIS

SOAP FREE

Corn starch
sweet Almond and Olive oils

HELAN's "Corn Bar" is a cleanser and it doesn't contain soap or colorings.

Enriched with **Corn starch** this bar cleanses and softens the delicate skin of babies and children.



PERFUMED RICE STARCH

Absorbing Velvety Smooth

Rice and Corn starch
Aloe vera juice

Bushnut and Olive oils

Starch is the main component of **Rice** seed and when it is ground very finely, has a pleasant, refreshing, softening effect on the skin.

Especially soft and soothing, this product avoids maceration of the inguinal folds in newborns, keeping these critical areas dry and preventing redness and irritation. Special ingredients such as **Aloe vera juice**, **Olive** and **Bushnut oils** make this product especially moisturizing for silky smooth skin. The delicate perfume of our "Acqua Luigia" provides a pleasant sensation of freshness and cleanliness.



061 BC 012



061 BC 013



061 BC 014



061 BC 015

BATH TIME

LINEA BIMBI



SKIN CARE



COTTON FLOCK

THE BATHROBE
FOR BABY'S BATHTIME

This precious bathrobe, specifically created to cuddle your baby during the magic of bathtime, is made of the soft, gentle absorbing fibres from **cotton seeds**.



SOFTENING PROTECTIVE OIL

Ideal for massage

Marigold, Carrot, Sunflower, Bushnut
sweet Almond, Olive
Soya and Grape seed oils



SOOTHING PROTECTIVE PASTE

Aloe vera juice
Marigold flowers extracts
sweet Almond oil and Beeswax
Vitamin E

IT'S IDEAL FOR MASSAGING A NEW-BORN'S BODY: PERFECT FOR MOMENTS OF CUDDLES, WELL-BEING AND GREAT INTIMACY BETWEEN THE MOTHER AND HER BABY.

This blend of **vegetable oils**, similar to the skin's lipid structure, dissolves and delicately removes skin secretions without damaging the skin. It is especially useful in the nappy area, where constant wetness can often cause nappy rash.

The product has a high skin affinity texture and leaves a long-lasting protective layer that respects the physiology of the skin.

WHEN A NEWBORN'S SKIN IS IN CONTACT WITH A NAPPY, IT OFTEN BECOMES WET AND IS SUBJECTED TO REDNESS AND IRRITATION. THIS CAN BE AVOIDED BY CORRECTLY CLEANING THE SKIN WITH SPECIFICALLY RESEARCHED PRODUCTS.

HELAN's Soothing Protective Paste has been specifically formulated and made to efficiently block wetness and irritating substances and to protect your baby's skin in the delicate nappy area.

Enriched with **sweet Almond oil** and **Beeswax** it's softening and lubricating. It contains **Aloe vera juice** and **Marigold flowers extracts** which make it soothing and calming. This makes a hydrating action which covers and protects and is specifically aimed to avoid rashes, irritations and chapping in the groin folds of skin.



061 BC 016



061 BC 017



SOOTHING RED-RELIEF PASTE

specific for irritated and sensitive skin

Panthenol, Zinc Oxide
Marigold and Camomile flowers extracts
sweet Almond oil and Beeswax
Vitamins A and E

This formula was specifically realized to prevent and counteract the causes of rash and irritation in the delicate nappy area. It contains **Panthenol**, **Zinc oxide**, **Marigold** and **Camomile flowers extracts** with their soothing, regenerative properties and is enriched with softening, lubricating, protective **organic sweet Almond oil** and **Beeswax** as well as comforting **Vitamins A** and **E**. **HELAN's Soothing Red-Relief Paste** is effective and particularly suitable to offer relief to the baby's skin.

SOFTENING CREAM

MOISTURIZING REFRESHING
for face and body

Aloe vera juice
Camomile flowers extracts
sweet Almond and Grape seed oils
Kariè butter and Beeswax
Vitamins A and E

Fresh and velvety, this soft lotion combines the highly nourishing ability of **sweet Almond** and **Grape seed oils**, **Kariè butter** and **Beeswax**, rich in essential fatty acids, the regenerating action of **Vitamins A** and **E**, and the delicate soothing, emollient properties of **Aloe Vera juice**, and **Camomile flowers extract**, to provide moisture and softness. This special formula makes this the ideal product for children.



SILKY LIQUID TALC

for the pleasure of a massage

Marigold and Camomile flowers extracts
sweet Almond and Olive oils
Vitamin E

This extremely gentle, fresh, innovative formula combines both the characteristic dry feature of traditional talcum powder and the silky, moisturizing pleasantness of a fluid cream.

This **Liquid Talc** helps maintain the delicate, natural balance of baby skin thanks to the softness and nourishing properties of its active ingredients which include **sweet Almond** and **Olive oils**, rich in moisturizing and restructuring agents, and **Marigold** and **Camomile flowers extracts** which have a calming, decongestant effect. The **Liquid Talc** has also been conceived to be used for massaging the baby, a moment of great intimacy between mother and child, a moment of joy and cuddles. The talc glides easily over the baby's body to soften the skin leaving a sense of silky freshness and its gentle fragrance

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TRAVEL SET





Fully respecting its own formula philosophy, HELAN relies on the beneficial properties of plants and oils, traditionally used in popular medicine and in the antique art of herbal knowledge

What they are

Head lice are small parasites found on the human scalp, a natural habitat for their development.

They nourish themselves on the blood they suck after having made a tiny bite. If these parasites are distanced from the skin, they cannot survive more than two or three days.

Head lice live around three weeks, in which time the female lays roughly three hundred eggs (nits) that stick to the hair via a liquid substance that is emitted during ovulation: this serum, along with the bites, **provoke itching** and an irritable sensation in those infested.

Head lice, though not generally dangerous, are surely not welcome and since anyone can become victim, **prevention is essential**. This can be accomplished by creating an unfavorable environment to lice settlement. When infestation has occurred, however, **scrupulous disinfection and cleansing must be carried out**.



How to recognize head lice

Head lice are yellow-gray in color with six small legs in the head area.

The **nits** are very, very tiny, elongated ovals of a whitish to beige color, **easily distinguishable from dandruff** with a bit of care.

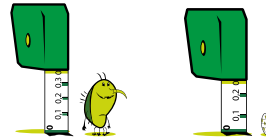
Head lice can attach to the entire scalp, concentrating on the neck area as well as the area behind the ears.



occhio al pidocchio

Heed Head lice

that aid in fighting head lice in both the preventive stage and the removal stage in which attached lice and nit removal must be carried out.



How you get head lice

Head lice are easily transmitted from child to child due to their close vicinity and contact during play. An increase in head lice generally takes place in the winter since egg transmission can also occur through clothing. If one member of the family has been infected with head lice, the entire family must be treated in order to prevent further transmission.

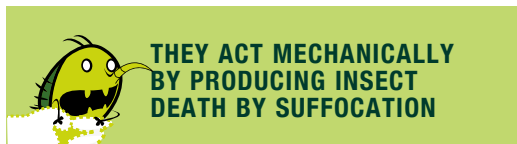
Ok, ok, "I give up!"



Head lice intervention

Proper cleansing with appropriate cosmetic products that create a harsh environment for head lice as well as **the mechanical action of removing** the parasites and nits themselves with a fine-toothed comb, are necessary, effective treatments for these most unpleasant infestations.



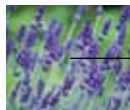


**THEY ACT MECHANICALLY
BY PRODUCING INSECT
DEATH BY SUFFOCATION**



Grapefruit seeds

extract and essential oil



Lavender flowers

essential oil

this essential oils, rich in terpenene-4-olo, carry out a repellent action regarding head lice.



Amargo bark

extract

the mainly prophylactic action of this plant as an insecticide is in agreement with the mechanical action that shows the **inhibition of chitin formation, essential for egg or nit adherence on the hair.**

active ingredients

IN SYNEGY



**THEIR REPELLENT ACTION
REGARDING HEAD LICE**

creates a harsh environment for insects settlement by limiting the possibility of transmission.

They can be used without any risks.



Crabwood oil

extract and essential oil

the Amazonian populations use this oil for its insect repellency due to the elevated percentage of terpenoid derivatives which suppress the insect's impulse to bit and suck blood.



Neem oil

essential oil

the activity of Neem oil is imputable at **azadirachtin**, the main active ingredient found in its leaves and seeds. **This limonoide** impairs lice maturation, development and reproduction.

HELAN's Heed Head lice line, without paraben and phenoxyethanol, is made up of a broad range of products, **with the most up-to-date formulas**, with the subtle **scent of Lavender and Grapefruit**, appealing to the smell of little ones as well as adults.



To remove head lice and nits, Helan provides the fine-toothed, metal comb with rounded tips, gentle on baby's skin.



PREVENTIVE LOTION
no-gas spray

OIL INTENSIVE TREATMENT
no-gas spray

FOR DAILY, PREVENTIVE USE

Grapefruit seeds
Lavender flowers
Amargo bark

The formula with their active ingredients **Grapefruit seeds, Lavender flowers and Amargo bark** create a harsh environment for head lice and nit settlement by limiting the possibility of transmission.

Helan's Preventive Lotion comes with a **no-gas spout** that distributes the product evenly on the hair, protecting it from aggression.

RESOLUTION

Lavender flowers, Grapefruit seeds,
Crabwood and Neem oils, sweet Almond oil

A mix of precious, ultra-delicate vegetable oils, that are especially indicated for the most sensitive of skin types, is combined with **Nerolidols, Lavender flowers, Crabwood and Neem oils**, active ingredients particularly effective against parasites, are extremely harsh on the parasite's respiratory system. The formula is equally effective on nits, thereby inhibiting the life-cycle of reproduction and development.

The **Oil** as a **Spray** favors the even distribution of the product on the hair and scalp, while the fine mist eases oil penetration as well as insect suffocation. Thanks to its mechanical action, the Oil inhibits nit attachment so that they slip away and can be more easily exported using the fine-toothed comb provided.

The delicate, natural formula respects the hair and scalp's physiology.



The pleasant scent of rose and apple **Nerolidols, Lavender flowers and Grapefruit** makes the lotion agreeable for the user whereas it proves repellent for the undesired head lice, thereby limiting the possibility of transmission.

Grapefruit seeds



Lavender flowers



Amargo bark



Lavender flowers



Grapefruit seeds



Crabwood oil



Neem oil





SPECIFIC SHAMPOO
for frequent use

double acting
prevention and removal

Grapefruit seeds, Lavender flowers
Amargo bark

HELAN's **Specific Shampoo**, SLS and SLES** free, preservative* and color free, is a pleasant, effective, ideal head lice cosmetic treatment.

Enriched with **Grapefruit seeds**, **Lavender flowers** and **Amargo bark**, this **Shampoo** is double acting: it has a **preventive action** by creating a harsh environment for head lice and nit settlement, and is also insect **repellent** since it proves repellant for the undesired head lice thereby inhibiting their reproduction.

The **delicate formula**, conceived for **frequent use**, cleanses deeply, leaving the hair fluffy, soft and easy to comb.
orthodermic pH

Grapefruit seeds



Lavender flowers



Amargo bark



HOW TO USE THEM

PREVENTIVE LOTION

◆ Apply **HELAN's Preventive Spray Lotion** daily, evenly on the scalp and dry hair, especially **around the neck and behind the ears**.

Do not rinse and allow to air dry



The use of HELAN's Spray Lotion is suggested as a method of prevention during peak periods of head lice occurrence, such as the beginning of school or when there is an outbreak in areas where people gather.

OIL INTENSIVE TREATMENT

◆ **Check** the entire family's dry hair, piece by piece, to see if there are any head lice.

Cover the shoulders or use a cape before **Oil** application.



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◆ **Spray the Oil** onto dry hair carefully, being sure to dampen it thoroughly, concentrating on the neck area and behind the ears where head lice most frequently nest.

Massage well and leave on for at least 15 minutes.

◆ **Wash** hair with the **Specific Shampoo** specifically formulated to remove the **Oil** previously applied along with the head lice and nits as well as create a harsh environment for the parasites.

Rinse and repeat.



◆ **Remove** the head lice and nits with the **fine-toothed comb** provided by starting at the scalp and going to the hair ends, cleaning the comb with a wad of cotton each time to avoid re-infestation.

Check hair daily and **repeat** treatment after a few days **to be sure all the nits have been removed and there is no chance that any others will hatch and start the process again.**

SPECIFIC SHAMPOO



◆ **Preventive use:** apply the **Specific Shampoo** to wet hair, concentrating on the neck area and behind the ears where head lice most often nest. Leave on for a few minutes so as to create a harsh environment for head lice and nit attachment. Rinse and repeat.

After the second application, rinse the hair thoroughly.

Shampoo every 3 or 4 days during peak infestation.



Always focusing on innovation and research, Helan has studied a Line of fragrances for kid's rooms with innovative products that are both useful and decorative. These products can be placed in a wardrobe, closet or dresser drawers in order to enrich the place of childhood growth with a unique fragrance that can be also sprayed into the air or onto furniture fabric (curtains, carpets...) or can be diffused through natural rattan sticks, encompassing a kid's world in positive, pleasant sensations and memories.

La mia cameretta

ROOM FRAGRANCES

The room of dreams.
Sweet dreams on star-filled
nights, day-dreaming on
imaginary journeys.

Day and night alternate in our children's rooms, accompanying them in journeys of discovery, in growing, in resting.

A child's room is a warm and welcoming place right from the first days of life, rich in comfort and security, a safe and protective nest they can rely on, where perception exploration may begin and abound.

This is where the first moments of contact with the world, with objects and people take place.

How much energy and care goes into creating that world around our children, into room furnishings, trying to surround them with fresh, relaxing colours and soft, comforting objects. How much attention and care goes into a child, into wellness and carefree happiness.

Hence we consider their environment, embracing them with a delicate fragrance chosen specifically upon aromacology criteria to stimulate our little ones with positive sensations; of simplicity, serenity and creative spirit.

The Fragrance.

A slight scent of talc in a fragrance dedicated to children, obtained by the careful mixing of powdery and Mediterranean smells, such as Bergamot from Calabria, Moroccan orange-blossoms, Tunisian neroli, French violets, Rose petals, white Musk and Vanilla.



SCENTED RATTAN STICKS

Natural, untreated rattan sticks are immersed in HELAN's "La mia cameretta" fragrance, allowing the sweet scents of this line to be diffused.

The fragrance is lightly and continuously released through the slow absorption of the liquid by the sticks.

ROOM FRAGRANCE SPRAY

The scent of HELAN's spray "La mia cameretta" can be directly sprayed into the air using its convenient diffuser for an immediate, intense effect or onto furniture fabric (curtains, carpets) for prolonged fragrance release.

The Room fragrance spray can also be used inside wardrobes and closets as well as in drawers (naturally not directly on clothing itself) or absorbed onto items used for air fresheners such as handkerchieves, cotton balls, sachets...





men's line

Active, dynamic, minded men involved in intense rhythms;
lovers of nature, free time, sport.
Men who take care of themselves.

*Helan's men's line, to
transform the morning
routine into a ritual of
well-being...and beauty.*

A real culture of male hygiene has slowly come up over recent years.

But what special features must beauty treatments dedicated to men have?

Beyond an immediate effect, these products must be non-greasy and leave no traces of stickiness on the skin (something men hate) and also be particularly soothing (putting up with razor burn is no longer among virility tests for "real men"), and overall easy to use.

Despite the fact that men's skin is tougher than women's, shaving, smoke, sun and smog put it to the test. Hence, even men's skin requires daily care for at least two main reasons:

- increased sebum production that normally renders the skin more oily and subject to black heads.
- more rapid water loss which causes rough, dry skin

Furthermore, the stress of shaving, worsens any irritation that might already be present.

In order to protect male skin, a few essentials are:

- ✓ **Anti-stress shaving** with **soaps** and **shaving creams** that help the action of razor;
- ✓ **Creams** and **serums** for the face that smoothen wrinkles;
- ✓and a **personal, scented touch** that is unique to the man wearing it, defining his presence with just a whiff.



Elmo
Ulmus campestris

Strength, resistance to the climate adversity, wide longevity, but also elegance and stateliness... The Elm is a big and important tree rich in herbal properties and charged in symbology.

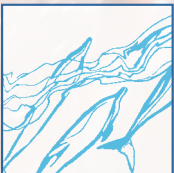
HELAN's Elm is the symbol of a concrete man, who is able to appreciate the genuineness, aware of his own balance, confident of his choices.



Vetiver & Rum
Fragranze di Mare

A fragrance that leads to energy and the joy of living to gradually give way to spicy hints and exotic tones that let the imagination take flight. This cologne brings out charm, eventually leaving a smooth trail of warm, sensual scents.

Smells of wood that recall the richness of a life intensely lived, full of charm. Everything is still to be discovered in the bouquet of "**Vetiver&Rum**" which gives strength and persistence to it perfume and seductive masculinity to the man wearing it.



*emozione
blu*
FRESCHENZA E VITALITA'

A dive into the inebriating vitality of the ocean. Origin of life, dominated by air, water, sun, wind, waves... riches for all but property of no one.

Aquatic accords, seabreezes that dissipate rapidly into the air, essences with astonishing properties to dive into for a feeling of wellness.



ayentos
ENERGIA
NATURALE

... from the winds that pick up scents from nature along the way: green fragrances, smells of citrus and undergrowth up to the most persistent, spicy notes.... and takes them to the skies.



To transform the morning routine into a ritual of well-being... and beauty.

In the last past years it has been harden a real man's hygiene culture. More and more careful to their image, men overcome the innate shyness and give way to the discreet charm of the personalized treatment adopting a new lifestyle who combines the pleasure to take care about themselves to the desire of improving their look.



Eau de Toilette

olfactive family:
fresh, aromatic, fougère

An initial, bright and bubbly note of Mediterranean citrus: **Bergamot, Lemon** and **Tangerine** blends with the delicateness of **Petitgrain** and the flowery climax of **Clary Sage**, giving the fragrance a fresh, dynamic prelude to the balance accomplished in the heart of this exciting scent.

The vibrant onset mellows into the soothing smell of **Elemi** galvanized by a dash of **Black Pepper** and **Ginger Root** with a touch of **Bourbon Geranium** leaves to balance out on the wake of **white Fir**.

The intense, persistent background of fougère is further refined by the smell of **Patchouli, Haitian Vetiver** and **Sandalwood**, rounded out by the soft, amber notes for an unmistakable, distinct smell.



OLFACTIVE
FAMILY

TOP NOTE
FRESH
PETITGRAIN
BERGAMOT
LEMON
TANGERINE
CLARY SAGE

MIDDLE NOTE
AROMATIC
Elemi
BLACK PEPPER
GINGER ROOT
BOURBON GERANIUM
WHITE FIR

BASE NOTE
FOUGERE
AMBER NOTES
SANDALWOOD
PATCHOULY
VETIVER

FACE shaving and after shave

BODY SKIN CARE



SHAVING FOAM RICH AND CREAMY

for a perfect shave

Centella asiatica and red Vine
Cotton oil

This especially rich, creamy **SHAVING FOAM**, is made with **Cotton oil**, nourishing and emollient, to soften facial hair and ease the shaving as the razor glides delicately across the skin without irritating and while giving the skin moisture for an impeccable, burr free shave.

The extracts of **Centella asiatica** and **red Vine**, excellent healing actions, soothe scrapes and diminish reddening for effective relief, even for the most sensitive skin.

AFTER SHAVE BALM MOISTURIZING ANTI-AGE PRECIOUS CREAM

alcohol free

triple action Hyaluronic Acid
Glycosaminoglycans
Baobab leaves and Honey
Cotton and Crambe Oils
Vitamins A and E

An aftershave lotion that is light yet ultra-effective, **completely alcohol free**, that helps soothe the male skin irritated after this daily rite.

It vanishes every trace of burning and encourages **optimal skin hydration both** on the surface and deep down, effectively counteracting dryness and flaking, prelude to premature wrinkle and expression sign formation.

AFTER SHAVE LOTION PLEASANTLY FIZZY FRESH

Centella asiatica and red Vine

Enriched with the exclusive mix of precious **Centella asiatica** and **red Vine** extracts, it optimizes skin repair and restructuring whereas the scent recalls the harmonious balance of blasts of vitality felt all over the skin.

SCENTED SHAMPOO SHOWER GEL INVIGORATING

body and hair

Centella asiatica and red Vine
sweet Almond proteins

In the morning, to start the day off at its best, awakening the senses and livening the spirit with an instant, reinvigorating boost; in the evening or after a workout, it is a pleasant, one-step product to delicately cleanse body and hair, wrapping up the duties of the day with a moment of relaxation.

Select vegetable based surfactants, obtained through sugars and Coconut oils, **completely SLS and SLES free**** and color free, make this ultra delicate gel especially suitable to effectively cleanse the skin and hair while fully respecting their balance.

Enriched with **Centella asiatica** and **red Vine** extracts as well as silkening **sweet Almond proteins**, it carries out a delicate, toning action.

Light foam to keep on the skin for a bit, not only to cleanse but to let the intense, fresh scent cling.
A magical moment to delight the skin.

SCENTED DEODORANT ROLL ON

alcohol free

essential oil of Sage
Vitamin E

Sweat, when it has just come forth, is odorless. However, when it comes into contact with enzymes and bacteria, it is degraded and altered, giving off volatile, unpleasant smelling substances.

This formula unites the skin-purifying action of essential **oil of Sage** with the antioxidant activity of a **Vitamin E**. Furthermore, a pool of anti-enzymatic substances block the enzymes used by bacteria to break down sweat without altering the normal flora.

HELAN's ROLL-ON completely respects the skin's balance with a reduction of sweat odor that lasts up to **24 hours after application**. The appealing scent enriches the skin with its fresh fragrance.

It does not affect transpiration; it does not contain alcohol or volatile gases.



EAU DE TOILETTE

The smells from antique spice-commerce are the main players in this “Eau de Toilette”, bringing out imagination and back memories of old ships on mysterious, Caribbean islands.

New emotions that give birth to mysterious, sensual paths, fascinating for a man of character, perfectly suited for his decisive personality.

TOP NOTE
WOODY, CITRUS

MIDDLE NOTE
FLORAL, SPICY

BASE NOTE
WOODY, SENSUAL



*Ivory Coast lemon
Orange blossom
Haitian Vetiver
Whiffs of Rum*

*Bourbon Geranium, Mimosa
Lavender, Nutmeg
Cloves black Pepper*

*Indonesian Patchouly
Haitian Vetiver
Oak Moss*

OLFACTORY FAMILY: CITRUS, SPICY, WOODY

A complete bouquet that shows its effervescent, citrus freshness in the vitalizing energy of **Ivory Coast Lemon**. This smell then blends with delicate but sophisticated **Orange flowers** to unveil precious woody, amber-scents, rich in exotic Vetiver from Haiti and the particular mist of **distilled Rum**.

Still spicy but sweetened by the subtle, flowery tones of **Bourbon Geranium**, delicate **Mimosa** and tender **Lavender** that diffuse transparency and lightness to become the heart's active participants. **Nutmeg, Clove** and **black Pepper**, wrap you in charm with their intensity, making this fragrance strong with a smell that is impossible to confuse.

All this changes in the base notes where new, sophisticated hints of wood bring tenacious sensuality, where the seductive scent of **Indonesian patchouly** emerges with warm, persistent notes to blend with the intensity brought forth by **Vetiver from Haiti** and the soft, brightness of **Oak moss**.

A glance in the mirror, a hand passing over the face, a daily ritual.
That's shaving time.



SHAVING FOAM

FOR SENSITIVE SKIN

St. John's wort, Butcher's Broom, α -Bisabolol
Jojoba and sweet Almond oils
Vitamin E

The softening and nourishing properties of **Jojoba** and **sweet Almond oils** make this **Shaving Foam** very rich and creamy. It gives the skin moisture, softens facial hair and helps the razor glide softly over the skin without causing irritation; for a perfect shave.

The **St. Jones Wort** and **Butcher's Broom** extracts and **α -Bisabolol** from **Camomile** reduce chapping and redness, offering relief even to the most sensitive skins.



AFTER SHAVE BALM alcohol free

St. John's Wort and
Butcher's broom

Our after shave balm is absolutely alcohol free, to help ease the irritation caused by shaving. The softness of this fresh, hydrating emulsion is particularly suitable for delicate, sensitive skin. The special, light texture transports the active ingredients in a flash, softening and soothing the skin to take care of razor burn immediately while leaving the perfumed scent of Vetiver & Rum, that pleasantly lasts all day long. Easily applied, this balm hydrates the skin and immediately gets rid of any burning sensation. Non greasy and easily absorbed



AFTERSHAVE LOTION

St. John's Wort and
Butcher's broom

A classic after shave lotion, lightly alcoholic, that finishes off your shave with toned skin. It develops the aroma of "Vetiver & Rum" eau de toilette in a light scent that lingers nonetheless.





NATURAL SOAP

sweet Almond oil

Raw materials and ancient soapmaking techniques are alive once more in this natural soap which is perfect not only for daily cleansing but also for soft, scented skin.



BATH AND SHOWER GEL

for body and hair

sweet Almond proteins

This formula contains selected vegetable detergent substances, enriched with **proteins extracted from sweet Almond**, putting together shampoo and shower bath into one product.

Its use is a must for those people who, besides being very active in sport, attribute special importance to the hygiene of the body and the beauty of the hair.

A fragrant perfume, with a warm, sensual aroma, encircles the whole person with a feeling of well being that pleasantly lasts throughout the whole day.

SCENTED DEODORANT

Spray no-gas

The **Perfumed Deodorant by Helan** uses vegetable substances that prevent the onset of strong odours without altering perspiration and respecting the physiology of sweating.

It assures natural, reassuring freshness for the following reasons:

- it does not alter secretion production;
- it doesn't alter the bacterial flora;
- it is gas-free and respects the environment.

Enhanced with the dermopurifying action of **essential oils of Thyme, Nutmeg, Geranium, Mimosa, Lavender** and **Petitgrain** whereas the entrancing fragrance of its bouquet brings out warm, sensual tones that further enhance the action of our scented deodorant.



active ingredients

IN SYNERGY



St. Jones wort

Rusco

sweet Almond and Jojoba oils

emozione blu

FRESHNESS AND VITALITY

A foamy new bouquet to light up the imagination and joy of living.

Effervescent citrus, blooming flowers, smells of wood but overall the green tones of aquatic scents, of sea breezes; a fragrance that smells like nature and sun! A light yet energetic fragrance of freshness and vitality perfect for the start of a new adventure.



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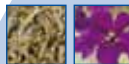
SEAWATER EAU DE TOILETTE

TOP NOTE
FRESH, SPARKLING



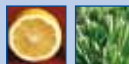
*Bergamot of Calabria, Sicilian Lemon
Florida Grapefruit
Eucalyptus of Corsica*

MIDDLE NOTE
FLORAL, MARINE



*France Algae note, Sea breeze
Egyptian Jasmine
Violet of France*

BASE NOTE
WOODY



*Texan Cedar
Haitian Vetiver
White Moss*

OLFACTORY FAMILY: FRESH, SPARKLING, MARINE

The freshness in this bouquet: is brought out by the tang of citrus: **Bergamot of Calabria** and **Sicilian lemon** refresh instantly, like an iced drink, before transforming into the sparkling, exciting nuances of **Florida Grapefruit** and **Eucalyptus of Corsica**. But then comes the idea of a breeze wafting from the **Ionian algae** to bring the mind back to deep seas, to its breezes and smells.

A light, airy whiff with marine middle notes. Clear aquatic hints harmonize with the flowers of **Egyptian Jasmine**. The heart of the fragrance is slightly softened by Pre-Alpine **Violet**. Lastly, the aroma of wood from **Texan Cedar** and of **Vetiver from Haiti** prevail along with those unique, musky notes that blend with the scent of the skin, drenching it in warm sensuality.

emozione
blu

FACE shaving and after shave



SHAVING FOAM ALCOHOL- FREE

FOR SENSITIVE SKIN

α-Bisabolol
Aloe vera gel, Camomile
Vitamin E

Extraordinarily rich and creamy, this Shaving Foam softens facial hair and helps the razor glide softly over the skin without causing irritation, to get a perfect shave.

Thanks to **α-Bisabolol, Camomile and Aloe vera gel extracts** this product has a gentle action ideal for sensitive skin with tendency to redness.



ALCOHOL- FREE AFTER SHAVE BALM

SOOTHING, MOISTURIZING FOR SENSITIVE SKIN

Olive and Grape seed oils
Ginkgo biloba, Ginseng and
bioflavonoids from Grape seeds
Vitamins A and E

This **Aftershave Balm** is soft and delicate. When applied to the face it absorbs into the skin, transferring all the efficacy of its active ingredients, regenerating as they act in synergy to brighten and freshen the skin.

This product is enriched with **UV sun filters** which fight premature aging of the skin.

A fine balm, lightly self-tanning, that gives you a healthy look, reducing bags and dark circles under the eyes whilst its crisp smell helps you face the day with a boost of energy.

AFTERSHAVE LOTION INVIGORATING ENERGIZING

Ginkgo biloba and Ginseng

Surprisingly fresh and delicately alcoholic, this is the **classic aftershave** that gives vitality and energy to the skin, enriching it with an exclusive mix of precious, invigorating, energising **Ginkgo biloba** and **Ginseng** extracts.

The very fresh, lively fragrance helps you face the day's hectic pace.

Shaving may cause redness and irritation on even the toughest skins.

Aftershave is a cosmetic par excellence because it helps soothe men's skin and restore the skin's softness for a pleasant feeling of wellbeing.

GINGKO BILOBA



GINSENG



ALOE VERA





OLIVA



GRAPE SEEDS

SCENTED GEL EFFERVESCENT SPARKLING

for body and hair

Ginkgo biloba and Ginseng
sweet Almond proteins

Formulated with delicate vegetable based detergents, **Ginkgo biloba** and **Ginseng**, precious toning and stimulating extracts, as well as **sweet Almond proteins**, this gel combines shampoo, bath and shower in one unique product for personal hygiene and haircare.

Its soft foam releases invigorating, toning sea fragrances which bring to mind sun and sea, leaving you tingling and refreshed.

REFRESHING DEODORANT

in cream
LONG-LASTING
essential oils

An innovative, soft formula, suitable for him, perfect for her!

The essential oils of **Thyme**, **Mimosa**, **Lavender** and **Petitgrain** purify the skin and combine with a deodorant action which regulates excess perspiration and protects the delicate skin of the armpit.

The sparkling bouquet brings up the sea and lasts all day long.

WATER ON THE SKIN REFRESHING MOISTURIZER

for the body

Ginkgo biloba and Ginseng

Chase away the heat, tiredness, stress ... and enjoy the sheer pleasure of these special aromas.

This extraordinary water refreshes your body while evoking the sea, creating an atmosphere of pleasure and a gratifying sensation of silky softness.

Sprayed on after showering, it nourishes the skin with an exclusive blend of precious toning and energizing extracts.

If **kept in the fridge** and then sprayed over the whole body, its perfume will quench your thirst and ... leave your skin tingling.





Vital, constant energy... that is the life line of this fragrance; an immediate perception of strength, ripe youth, effervescence, vivacious freshness that prelude slightly spicy, vibrant green notes.



EAU DE TOILETTE

The bouquet embodies its sensual essence in flowery, spicy heart tones... a decisive mix, enhanced by smells of wood and roots that bring out the strong personality of this fragrance that bursts with heightened masculinity. A harmonious balance of smells in which the main players are the boisée, light, citrus top notes that are lightly felt all over the skin, to live this sensation of absolute freshness to the fullest.

Ayentos, a decisive way of being

TOP NOTE CITRUS



*Bergamot of Calabria, Sicilian lemon
Basil leaves
Tunisian Rosemary
Egyptian cumin, wildflower*

MIDDLE NOTE GREEN, BOISÉE



*Black pepper
Violet of France
Watermelon, cedar wood*

BASE NOTE BOISÉE, AMBER SCENTS



*Amber scents
Sequoia roots
Mosses*

OLFACTORY FAMILY: CITRUS, GREEN, BOISÉE

The light, tonic, bubbly top notes come from the crisp aroma of the citrus fruits among which **Calabria's Bergamot** stands out, enhanced by **Sicilian lemon**. Then **Basil leaves** blend with wild flowers to disclose a characteristic green note.

The middle notes reveal the scents gradually from the sweetness of **Watermelon**, adding concealed, slightly aquatic tones, to the more evolved, harmonious sensuality of spicy notes: seductive **Black pepper** blends in with the **Egyptian Cumin** as well as with the fresh herbal fragrance of Tunisian **Rosemary** to produce an intriguing cocktail full of extraordinary energy.

The base notes of this fragrance release the woody aroma of trees: robust **Sequoia roots** together with the lightness of musk on a woody and undoubtedly male **Vetiver** base, create a balanced, invigorating yet absolutely fresh mix.

active ingredients



Aloe vera gel

Burdock

Ceylon Cinnamon

Ivy

Hamamelis

Mellilotus

Corn starch

Tea tree
essential oil

sweet Almond proteins

Karité butter

Argan and Inca Inchi oils

Vitamin A and E

ayentos

VISO shaving and after shave



SHAVING FOAM

FOR SENSITIVE SKIN

Aloe vera gel and α -Bisabolol
Argan and Inca Inchi oils
Vitamin E

A rich, creamy **Shaving Foam** to soften the facial hair and help the razor glide softly over the skin without causing irritation.

Enriched with the softening, nourishing properties of **Argan** and **Inca Inchi oils** and **Vitamin E** for a perfect shave.

The **Aloe vera gel** and **α -Bisabolol** from **Camomile** reduce chapping and redness, offering relief from razor burn to even the most sensitive of skins.

AFTER SHAVE BALM

ALCOHOL-FREE

Soothing, Invigorating

FOR SENSITIVE SKIN

Aloe vera gel, Hamamelis
and Liquorice
Argan and Inca Inchi oils
Vitamins A and E

The soft, gentle, alcoholfree after shave balm is absorbed into the skin transferring its effective active ingredients are based on:

- an active plant complex of:
Aloe vera gel Hamamelis leaves 18- β -glycyrrhetic acid⁺,
- **Argan and Inca Inchi oils**,
- **vitamins A and E**, excellent against the aging process.

AFTER SHAVE LOTION

balancing stimulating

Cooling Effect

Burdock, Ceylon Cinnamon
and Hamamelis

Stimulating and lightly alcoholic, this is a classic aftershave which completes your daily shaving routine with a pleasant sensation of freshness.

Enriched with the synergetic vegetable complex of **Burdock, Ceylon Cinnamon** and **Hamamelis**, it has a delicate, astringent, purifying action which helps balance impure skins.

Its special freshness gives a sense of comfort and wellbeing, while the energyrearing "**Ayentos**" bouquet awakens the spirit to face the new day with a positive attitude.

18- β -glycyrrhetic⁺

acid active principle of
Liquorice, which helps
preserve the natural skin
defences.





**ORGANIC VEGETABLE
PERFUMED SOAP**

Inca Inchi oil

A simple and effective way to cleanse and perfume your skin.

The base, made according to ancient tradition with **natural organic ingredients** and enriched with **Inca Inchi oil**, makes this soap perfect for cleansing skin daily in a natural, delicate, effective way.

Extracted from a Peruvian plant, **Inca Inchi** oil properties are enclosed in its high content of polyunsaturated fatty acids, which are essential in preventing loss of skin tone, dehydration and wrinkles.



**SHAMPOO & SHOWER
SCENTED GEL**

Purifying Stimulating

BODY AND HAIR

Hamamelis
sweet Almond proteins

In the morning to encourage waking up and give an immediate, invigorating boost; in the evening or at the gym after a workout for a pleasant end to a stressful day with a relaxing moment in the convenience of one product to wash both body and hair. The vegetable based cleansing agents are enriched with **Hamamelis** extract, which has a gentle, firming, purifying action rebalancing the skin, and with **sweet Almond proteins** to make hair soft and voluminous as well as smooth and soften skin respecting its balance.



**SCENTED
DEODORANT
ROLL-ON**

Long lasting

**Burdock, Ceylon Cinnamon and
Hamamelis
Tea tree oil**

Helan's Roll-on, specially formulated for very sensitive skin, regulates excess perspiration while protecting the delicate skin of the underarm area.

Featuring an innovative, easy-apply formula, this deodorant is specially indicated for dynamic, sporty people who want a deodorizing effect that lasts all day.

This roll-on is enriched with extracts and essential oils which have a purifying action. The pleasant green, citrus scent of the "**Ayentos**" bouquet, gives the formula an excellent deodorizing effect, leaving you fresh and scented for hours and hours.



BEAUTY IN THE HAIR

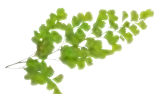
CAPELVENERE

(*Adiantum capillus veneris*)

CAPELVENERE

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The use of inappropriate cosmetic products can damage the delicate balance of the hair fibre, robbing it of health and strength, so as its lacking in natural shine.



Helan's Research and Development Laboratories have therefore targeted a complete range of products for clean, beautiful hair with innovative, effective yet delicate formulas that bring all the necessary cosmetic products for hair and scalp treatments to the consumer, fully respecting their natural characteristics and features.

That's why using the utmost delicate surfactant agents is essential in maximizing the concept of **natural cleansing** as well as the **pleasure of using** products whose rich lather encompasses the senses.

To reach these goals, our new line of hair products was formulated with special characteristics:

- ✓ natural bases from the start: **starch, proteins, sugars** (wheat, corn, maize, potato, sugar cane), **Coconut palm**;
- ✓ substances that **do not** contain Laurylsulfate or its derivatives (SLS and SLES**);
- ✓ **free** from ethylene oxide (NOT ethoxylate surfactant agents), dioxane, ethanolamine (MEA, DEA, TEA) and their derivatives;
- ✓ **free** from substances that could irritate or harm the scalp;
- ✓ **free** from excessively scouring substances as they take away the hair's natural defenses causing scalp dryness, lifeless hair and abnormal sebum production;
- ✓ slightly acidic pH;
- ✓ excellent toxicologic profile;
- ✓ utmost eco-compatibility to not damage the environment.

Strong, shiny, healthy hair can be defined as **normal**.











The balance between moisture and sebum production is what gives **normal hair** this definition, whereas other, congenital factors or aggressive external conditions may determine those characteristics found in weak, dry hair that lacks moisture. This hair type is not only weak and dull but also hard to comb and manage.

Greasy hair appears oily and lifeless, weighed down by excessive sebum production.

That's why **Helan** has created this **Innovative Program**; simple, fast and extremely effective for each hair type and problem related to the hair and scalp. Each formula in our Innovative Program is highly specific, thanks to the action of particular active ingredients geared towards the individual needs of the hair.

THE VARIOUS HAIR TYPES IN THE PROGRAM



 blonde and light hair tones	 colour treated, permed or highlighted hair
 dark hair	 dry, fragile hair that is worn out
 oily or greasy hair with dandruff	 wavy or curly hair that is unmanageable and tends to frizz
 hair with dandruff and flaking	 fragile hair subject to thinning and loss
 thin hair with split ends	 hair gel for all types of hair styles and sets

to which is added

INNOVATIVE PROGRAM

to improve and rebalance hair

Frequent washes

base cleansing



CHAMOMILE AND WELD SHAMPOO
for light hair tones



BLACK WALNUT AND CHINA SHAMPOO
for dark hair

specific cleansing



NETTLE, IVY AND WATERCRESS SHAMPOO
for oily or greasy hair with dandruff



CONIFER WOOD AND BARK SHAMPOO
for hair with dandruff and flaking

body and shine

fine, thin hair with split ends, flat, lifeless hair that is difficult to comb



BODY BUILDING CREAM-SHAMPOO



VOLUMIZING HAIR CONDITIONER



VOLUMIZING HAIR FOAM

protective, restructuring

capelli trattati con mèches, decolorati o tinti, permanenti



RESTRUCTURING, RE-ACIDIFYING CREAM-SHAMPOO
Long-lasting colour treatment



RESTRUCTURING CREAM-HAIR CONDITIONER
Long-lasting colour treatment
Anti-dryness, Anti-tangle



JOJOBA & BABASSU RESTRUCTURING FLUID
Precious for Split Ends Punte

nourishing, regenerative

dry, fragile hair that is worn out



JOJOBA & BABASSU REGENERATING OIL MASK



REGENERATING CREAM-SHAMPOO



REGENERATING MASK
Nourishing Regenerative

fixing and modelling program

for all types of hair styles and sets, from the most classic to the most daring

SERENOA AND PANTHENOL HAIR GEL

moisturizing and modelling Anti-Frizz

wavy or curly hair that is unmanageable and tends to frizz hair



MODELLING CREAM-SHAMPOO



MOISTURIZING MASK DISENTANGLE



NOURISHING, ULTRA-SHINY WAX



anti-hair loss

fragile hair subject to thinning and loss



REVITALIZING SHAMPOO WITH 5 MINERALS



REVITALIZING LOTION WITH 3 VITAMINS AND 5 MINERALS Intense Treatment



REVITALIZING LOTION WITH 3 VITAMINS AND 5 MINERALS Intense Treatment

CAPELVENERE

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plus for men

plus for women



CHAMOMILE AND WELD SHAMPOO

MAIDENHAIR EXTRACT

for blonde and light hair tones
frequent washes

For ultra delicate cleansing and effective protection.

The extract obtained from **Chamomile heads and flowers** combined with **Weld flowers extract** carries out a lightening action on the hair that makes natural blonde, light toned, dyed or high lighted hair brighter while giving brown hair golden hues. **Wheat** and **sweet Almond proteins**, with their highly restructuring properties, give hair a better look, making it softer and silkier.

active ingredients

IN SYNERGY



Chamomile



Weld



Wheat proteins



sweet Almond

Base cleansing

BLACK WALNUT AND CHINA SHAMPOO

MAIDENHAIR EXTRACT

for dark hair
frequent washes

For ultra delicate cleansing and effective protection.

Black Walnut Hull and **Leaf extracts** combined with the slightly astringent quality of **China bark** make this shampoo especially indicated for dark hair, giving it maximum shine while the highly restructuring properties in **Wheat proteins** make hair softer and silkier.

Two ultra-light products whose delicate, vegetable base **free from SLS, SLES****, **preservatives*** and **coloring**, maintains the hair's integrity, making it suitable for every day use; for perfect hair every time. These shampoos nourish and strengthen the hair, leaving it soft, bouncy and full of life. They repair damage caused by towel drying too roughly, by using the hair dryer or brushing. The soft, rich foam is pleasant to use and rinses away with ease.

active ingredients

IN SYNERGY



Walnut



China



Wheat proteins



active ingredients

IN SYNERGY



Nettle



Ivy



Watercress



Lemon



Wheat proteins

Vitamins H, B₃, B₆
and Panthenol

active ingredients

IN SYNERGY



Conifer wood
and bark
essential oils:
obtained by distilling:



Fir



Pine



Larch

These essential oils
prevent the bacterial growth causing
the irritation

NETTLE, IVY AND WATERCRESS SHAMPOO

MAIDENHAIR EXTRACT

for oily or greasy hair with dandruff

Renormalizing Sebum Balancing

There may be too much sebum production in the hair if it dirties quickly and is once again oily and heavy after just a couple of days without washing.

Though this condition may depend on diet, hormones or hereditary factors it is often aggravated by the use of harsh shampoos that stimulate the glands to overwork.

The use of **Nettle**, **Ivy** and **Watercress Shampoo** is particularly helpful in these situations to cleanse the hair delicately without harming the scalp and supply renormalizing, sebum balancing substances.

A perfect cleanser for the dermis, delicate yet effective, **free from SLS, SLES****, **preservatives*** and **coloring**.

Specific cleansing

CONIFER WOOD AND BARK SHAMPOO

MAIDENHAIR EXTRACT

for hair with dandruff and flaking

Soothing and Anti-sebum producing actions

Dandruff is made up of tiny white scales formed due to accelerated cellular exchange in the scalp as well as sebaceous gland hyperactivity.

Slight amounts of **Pityrosporum ovalis** is usually present in the dandruff area which is believed to be responsible for the inflammatory reaction of the skin that causes a further **increase in cellular proliferation** as well as an **alteration in pH**.

Conifer wood and **bark Shampoo** takes care of the problem well with effective yet **delicate** action from its natural cleansing base, **free from SLS, SLES****, **preservatives*** and **coloring**, associated with a pool of **essential oils obtained by distilling Fir, Pine, Larch wood** and **bark** which is slightly astringent, whereas the anti-dandruff activity is strictly linked to the synergetic action of undecilenic acid condensed with an **essential amino-acid, Glycine**. The natural lipophilic (undecilenic acid)/hydrophilic (glycine) nature of this compound allows it to penetrate deeply and **re-acidify** the scalp, making it unsuitable for the bacterial growth that causes the inflammation and consequent flaking.



Fine, thin hair with split ends Flat, lifeless hair that is difficult to comb

Fine hair, even if constitutionally healthy, has fewer defences against aggressions, tending to break easily and form split ends.

20% less thickness than normal hair structure makes this hair type extremely fragile and decisively more delicate.

Atmospheric conditions such as humidity may make this kind of hair heavy while the drying effects of the sun noticeably damage it further

To make the most of thin hair, specific products must be used, aimed at enhancing keratin scale compactness, bringing lifeless hair back to vitality with softness and body, making hair stronger and fuller.

BODY AND SHINE PROGRAM



Used for thousands of years in traditional African medicine thanks to the high content of active ingredients obtained by Baobab's leaves, fruits and seeds.



Baobab (*Adansonia digitata*, fruit, seed, leaves)

Rich in soothing waxes, it gives more cohesion to hair shaft's cells, with repairing and protective action against UV rays and revitalizing action on fragile and lifeless hair. It resists oxidation and doesn't become rank.



Jojoba oil (*Simmondsia chinensis*, seed)

These proteins are conditioning agents, able to go deep into hair shaft linking to keratin and making hair stronger, shiny and bulky. With nourishing and soothing properties they reduce skin and eyes irritation due to surfactants, protect hair improving elasticity and volume.



Wheat proteins

to make hair stronger and fuller.

RESULTS
Compactness Resistance Body

active ingredients
IN SYNERGY

BODY BUILDING CREAM SHAMPOO

MAIDENHAIR EXTRACT

Baobab, Jojoba oil and Wheat proteins

The slightly acidic pH in this shampoo helps it cleanse with utmost care, guaranteeing progressive hair stem cell compactness while making the hair extremely light and fluffy. Enriched with moisturizing **Baobab** extract as well as the restructuring properties found in **Jojoba** oil and Wheat protein, HELAN'S Body Building Cream Shampoo, **free from SLS, SLES****, **preservatives*** and **coloring**, strengthens split ends, enhances resistance and builds up volume and body, so the hair is easy to comb and full of shine.



VOLUMIZING HAIR CONDITIONER

MAIDENHAIR EXTRACT

Baobab and Jojoba oil

One of the main benefits of an after-shampoo conditioner is to disentangle the hair and prevent knotting, making the hair soft and easy to comb as well as giving it volume and bounce without heaviness.

HELAN's Conditioner, with an acidic pH, makes use of a variety of active ingredients to obtain these results. **Baobab** extract, which is especially moisturizing, is among these active ingredients as well as **Jojoba oil**, which is specifically lubricating and reconstructive, create an all round, complete product.

The application of this **beauty mask** favours the cohesion of the hair shaft's cells, ensuring progressive restructuring that makes **hair perfectly combable, soft and shiny with volume and bounce.**



VOLUMIZING HAIR FOAM

MAIDENHAIR EXTRACT

Baobab, Jojoba oil and Panthenol

Fine, thin hair that tends to break easily or form split ends will benefit from this **Volumizing Foam** right from the first application.

Enriched with moisturizing **Baobab** extracts, reinforcing **Panthenol** and the lubricating features of **Jojoba oil** that lightly wraps each hair strand, protect from external agents (such as smog and sun), making hair stronger, fuller and easy to comb. For light yet effective hold and maximum shine.

How to use it: can be used every day on dry or wet hair to give hair volume and added protection. Place a **small amount** on the ends of dry hair to "touch up" the hair style or on damp hair after shampooing, using the fingertips to shape hair while drying with a hairdryer.



Colour treated, Permed or highlighted hair

Hair colouring products are usually aggressive due to the initial, de-colouring phase which is very harsh. In this phase, the **hair's natural acidity is altered, weakening the protective, hydrolipid film.** A cosmetic line dealing with colour treated hair must pay special attention to the specific needs of this hair type. Products with ample use of active ingredients must guarantee colour treated hair **maximum protection** and therefore be able to **highly restructure and strengthen.**

- **HELAN'S** products offer Protection against harsh agents, using naturally delicate substances that respect the physiological hair structure and the film that keeps it protected from external conditions. These products also help treated hair keep its colour longer by utilizing appropriate sun filters to protect against the fading and discoloration caused by UV rays.

- An equally important quality of a good hair product line is its **Restructuring qualities.** Products that guarantee keratin scale compactness of the hair cuticle, hence preserving hair stem health with subsequent shine, elasticity and hair volume.



PROTECTIVE, RESTRUCTURING PROGRAM

It is able to help hair re-establish its proper pH. It also keeps away any alkaline residues and increases cuticle compactness, giving hair fullness and shine.



Grapefruit extract (*Citrus paradisi*, seed)

Wasabi, also known as Japanese horseradish, is used in a natural enzymic complex for protecting coloured, permed and natural hair from fading due to UV sun rays.



Wasabi japonica

Rich in fatty acid and tocopherols, they are particularly indicated for dry, de-coloured fragile hair that is worn out. They make it soft, silky, manageable and easy to comb



Babassu oil (*Orbignya oleifera*, seed)



Marula oil (*Sclerocarya birrea*, seed)



Jojoba oil (*Simmondsia chinensis*, seed)

They are rich in fatty acid and also oxidative processes resistant. They are particularly moisturizing, protective and restructuring and make hair soft, shiny and silky.



Mafura (*Trichilia emetica*, seed)



Cupuaçu (*Teobroma grandiflorum*, seed) butters

These proteins are conditioning agents, able to go deep into hair shaft linking to keratin and making hair stronger, shiny and bulky. With nourishing and soothing properties they reduce skin and eyes irritation due to surfactants, protect hair improving elasticity and volume.



Wheat and sweet Almonds proteins

RESULTS:
Cohesion Colour

active ingredients
IN SYNERGY

RESTRUCTURING, RE-ACIDIFYING CREAM SHAMPOO

LONG LASTING COLOUR TREATMENT

MAIDENHAIR EXTRACT

Grapefruit extract

Anti-fading Complex of Wasabi Japonica

This shampoo's innovative formula, **free from SLS, SLES**, preservatives* and colorings**, is **especially delicate** on the hair so as not to weaken the hair fibre or alter the scale compactness that surrounds the hair cuticle, thus helping the hair keep its long lasting colour after shampoo.

Thanks to the natural acidity present in **Grapefruit** extract, it is able to help hair re-establish its proper pH. It also keeps away any alkaline residues and increases cuticle compactness, giving hair fullness and shine. A specific complex obtained from **Wasabi japonica** protects colour and prevents discolouring, keeping hair natural and full of shine. **Wheat** and **sweet Almond** proteins bring the hair back to life, each strengthening the hair, making it softer and silkier.

RESTRUCTURING CREAM-HAIR CONDITIONER Anti-dryness, Anti-tangle

LONG LASTING COLOUR TREATMENT

MAIDENHAIR EXTRACT

Grapefruit extract, Anti-fading complex from Wasabi japonica, Babassu and Marula oils, Mafura and Cupuaçu butters, Vitamins B₅ and E

Thanks to the natural acidity present in **Grapefruit** extract, it is able to help hair re-establish its proper pH. It also keeps away any alkaline residues and increases cuticle compactness, giving hair fullness and shine.

A specific complex obtained from **Wasabi japonica** protects colour and prevents discolouring, keeping hair natural and full of shine. The regenerating and nourishing properties of **Babassu** and **Marula** oils as well as **Cupuaçu** and **Mafura** butters together with the repairing action of **Vitamins B₅** and **E**, bring the most maltreated and damaged "building blocks" of hair back to life.

JOJOBA
&
BABASSU

FLUID

RESTRUCTURING ACTION

LONG LASTING COLOUR TREATMENT

MAIDENHAIR EXTRACT

Essential for **soft, strong, shiny hair**, this **Restructuring Fluid** gives back vitality, strengthening the hair fibre in a short time. **Dry, fragile hair or hair that has been treated** will benefit right from the first application. The coating ability of emollient **Jojoba** and **Babassu** oils wraps every strand of hair in a light veil that acts like a sheath over split ends, increasing volume and giving consistency back to the hair right at the roots.



ALSO INDICATED FOR
dry, brittle,
damaged hair



Dry, fragile hair that is worn out

Despite having a resistant, elastic structure, hair may sometimes weaken and break easily. Having a resistant, elastic structure.

This problem pertains overall to **dry hair** due to the scarce production of sebum as well as harsh external aggressions, saltiness and wind, that cause alterations in the hair fibre, weakening the structure itself. Furthermore, dry hair can be damaged by harsh products, excessive brushing as well as overuse of the hair dryer or iron for styling. Delicate, **highly nourishing, regenerative treatments** are needed to make up for what is lacking in this type of hair, acting on the hair to bring back life, softness and strength without weighing it down.

NUTRIENT REGENERATING PROGRAM



Rich in fatty acid and tocopherols, it's a balsamic oil particularly indicated for dry, de-coloured fragile hair that is worn out. It makes it soft, silky, manageable and easy to comb



Babassu oil (*Orbignya oleifera*, seed)

Rich in soothing waxes, it gives more cohesion to hair shaft's cells, with repairing and protective action against UV rays and revitalizing action on fragile and lifeless hair. It resists oxidation and doesn't become rancid.



Jojoba oil (*Simmondsia chinensis*, seed)

It integrates the fatty part of the hydro-lipid film on the skin, ensuring moisture and protection from aggressive outside conditions without leaving a greasy residue.



Murumuru butter (*Astrocaryum murumuru*, seed)



Wheat proteins

RESULTS:
Softness Strength Structure

active ingredients
IN SYNERGY

JOJOBA & BABASSU OIL REGENERATING MASK

MAIDENHAIR EXTRACT

Jojoba and Babassu oils and Murumuru butter

Rinse hair with warm water so as to open up the hair scales well, then apply the **Regenerating Mask** over the hair and scalp evenly with the help of a comb. Cover the hair with transparent plastic wrap and leave on for some time, massaging the head from time to time with circular movements. Rinse thoroughly with warm water and then proceed to shampooing.

The high concentration of nourishing, reinforcing active ingredients that **Babassu, Jojoba** oils and **Murumuru butter** contain make this mask particularly effective in rebalancing sebum production and closing the scales on the hair fibre as well as restructuring the often dried out hair shaft.

A rich oil, full of precious components, to be applied before shampooing for soft, bouncy hair.

REGENERATING CREAM SHAMPOO

MAIDENHAIR EXTRACT

Babassu oil and Wheat protein

Gentleness is of utmost importance when treating dry hair that breaks easily: **HELAN's Regenerating Cream Shampoo, free from SLS, SLES**, preservatives* and colorings**, cleanses very delicately while rebalancing sebum production and reinforcing the hair structure. Enriched with **Babassu oil** and **Wheat protein**, which is highly restructuring, nourish and soften the hair fibre.

REGENERATING MASK

MAIDENHAIR EXTRACT

Babassu oil and Murumuru butter

This mask has a very pleasant, creamy texture that blends into dry, split hair that needs highly nourishing action with an immediate, regenerative effect. **HELAN's Regenerative Mask** makes hair manageable and easy to comb, bringing it new vitality, strength and limitless, silky softness.

The high concentration of nourishing, reinforcing active ingredients that **Babassu oil** and **Murumuru butter** contain make this mask particularly effective in rebalancing sebum production and closing the scales on the hair fibre as well as restructuring the often dried out hair shaft.

Regular use of this product will help to counteract the effects of dryness and fragility present in the hair, encouraging a notable increase in hair fullness and shine.





Wavy or Curly Hair that is unmanageable and tends to frizz Hair that is difficult to handle, especially for neat styles

Frizziness may appear not only in **curly hair** but in **wavy or straight hair** as well, though to a lesser extent, in that it involves the specific hair structure and uneven distribution of its protective film.

This non-uniformity makes the scales on the hair shaft **react to humidity** by swelling up here and there, twisting and curling the hair even further, creating the characteristic **frizzy look**.

HELAN's new treatment program is the path to follow in order to bring softness back to **frizzy hair** and make it more manageable and easier to comb as well as counteract the effect of humidity on **curly wavy or straight hair**.

The active ingredients of this program must have high performance features and be able to carry out the actions of:

- **Moisturizing**, to make the hair scales more compact, re-establish the hydrolipid film and block the penetration of humidity;
- **Emollient and Softening**, to bring out the hair's natural beauty, enhance silkiness and shine.



MOISTURIZING AND MODELLING PROGRAM anti-frizz

Rich in fatty acid, vitamins, and phytosterols it has a strong restructuring action and it gives dry and worn out hair softness and shine.



brasilian Nut oil (*Bertholletia excelsa*, seed)

It has a strong moisturizing and disentangle action; it's able to restructure hair shaft sealing cuticle's damages.



Mango butter (*Mangifera indica*, seed)



Karité (*Butyrospermum parkii*, semi)

Moringa seed extract effectively protects hair from pollution, UV radiations and in the meantime it is able to strengthen hair promoting its reparation, favouring cuticles cohesion and giving it nourishment, elasticity and moisturizing.



Moringa proteins (*Moringa oleifera*, seed)

RESULTS:
Well-defined curl, manageable hair that is easy to comb

active ingredients
IN SYNERGY

MODELLING CREAM SHAMPOO

ANTI-STATIC

MAIDENHAIR EXTRACT

Mango butter and Wheat proteins

Hair washing must be gentle, aimed at solving the problems of this hair type. The hair scales of curly or wavy hair have a spiral structure and hence open easily, letting hair dry out and giving way to frizz.

The extremely delicate formula of this shampoo, free from **SLS, SLES****, **preservatives*** and **colorings**, is enriched with the moisturizing and nourishing properties of **Mango butter** as well as the protective and conditioning proteins extracted from **Wheat**. They act on the hair cortex, closing the scales and revitalizing the hair fibre, making it more elastic, soft and easy to comb.

MOISTURIZING MASK Disentangle

ANTI-STATIC

MAIDENHAIR EXTRACT

Brazil Nut oil, Mango butter

A particularly rich yet light mask that repairs the hair, coating it in an elastic film that protects the hair shaft.

This product brings hair back to life, giving it strength and shine without weighing it down.

Brazil Nut oil and **Mango butter** highly enrich this formula, softening and strengthening the hair structure, allowing it to straighten out easily for a smooth, anti-frizz effect.

The **Moisturizing Mask** makes hair more manageable and easy to comb, leaving curls perfectly defined and structured with the right amount of fullness.

NOURISHING WAX ULTRA-SHINY

MAIDENHAIR EXTRACT

Karité wax and butter, Mango butter

Moringa proteins

A special product that reconstructs the damaged areas of the hair, closing hair scales and recreating a sealed sheath along the length of the hair, **straightening frizzy hair instantaneously**. The Nourishing, Ultra-Shiny Wax does not weigh hair down and makes setting styles easier and longer lasting.

The **Karité wax and butter** and **Mango butter** nourish curls deeply and have a barrier effect against humidity, keeping hair soft and bouncy.

The proteins extracted from **Moringa** seeds protect the hair from external stresses, softening curls to make them more manageable and more well defined.

HELAN's Nourishing, Ultra-Shiny Wax enhances and intensifies the hair's shine and shapes it without stiffness.



VOLUME AND FRIZZ
UNDER CONTROL





Fragile hair subject to thinning and loss

Hair growth is not continuous but alternates between periods when it is active or at rest.

Normal hair loss, from 50 to 100 strands of hair every day and even more in Autumn, occurs once the hair has reached the end of its life cycle. It is then replaced by hair growth at the same rate. If, however, this loss were to increase or, moreover, reveal the first signs of thinning, the problem should be tackled by using the most suitable treatment products.

The **causes** of increased hair loss or thinning

- may be transient, linked to periods of fatigue or stress, extreme or unchecked dieting, ect.
- hormonal variations, as may occur in women after childbirth or menopause with a decrease in estrogen production.
- decreased cellular activity that occurs with aging, as well as the action of free radicals that halts hair growth, resulting in thinning.



ANTI-HAIR LOSS PREVENTION PROGRAM

rich in phenols, alcoloids and particularly in Capsicina, this extract is obtained through a process of bio-fermentation by macerating **Red Chilly Pepper** with *Saccharomyces cerevisiae* (yeast). Its warming action uniquely stimulates the thermosensitive nerve endings, supplying heat and hence blood flow from surrounding tissues. This process favours hair follicle oxygenation and nourishment, offering the beneficial effects of full hair development and growth.



Red Chilly Pepper (*Capsicum annum*, berry)



Kudzu (*Pueraria Lobata*, root)

these extracts are rich in isoflavones and their glucosidic derivatives, with estrogen-like action to protect from hormone imbalance, responsible for hair thinning



Hop (*Humulus Lupulus*, bloom)



Moringa (*Moringa oleifera*, seed)

These proteins are conditioning agents, able to go deep into hair shaft linking to keratin and making hair stronger, shiny and bulky. With nourishing and soothing properties they reduce skin and eyes irritation due to surfactants, protect hair improving elasticity and volume.



Wheat proteins and Yeast

to efficiently tackle this problem.

RESULTS:
Vitality Growth

COMPLEX OF ESSENTIAL MINERALS

A **Complex of Essential Minerals** obtained through live cell suspension of *Saccharomyces cerevisiae* (yeast) placed in a proper culture medium via bio-fermentation. Minerals play a key role in important metabolic processes, they are essential for their anti-oxidant actions, keratinization and tissue oxygenation to improve hair follicle nourishment.

Essential Minerals



Copper (Cu)

In particular, is extremely important for healthy hair since it is responsible for sulfurous bridge formation that contributes to hair growth, beyond also being present in numerous enzymes and proteins.



Iron (Fe)

Is part of numerous enzymatic processes involved in oxygen use inside cells, thereby carrying out an essential role in the microcirculation of the skin.



Magnesium (Mg)

Participates in protein synthesis and is an important co-factor, especially in women, of many enzymatic reactions that occur in the body



Silicon (Si)

Is an essential element in bone and connective tissue development (mucopolysaccharides, collagen, elastin).



Zinc (Zn)

Is an extremely important anti-oxidant present in almost every cell of the body, working as an activator for the enzymes involved in protein metabolism. These substances joined in harmony are most useful for hair vitality, rendering this lotion an excellent treatment for fragile, weakened hair.

active ingredients

IN SYNERGY

VITAMINS



D-Panthenol (Vitamin B5)

Together with the other B vitamins, it cooperates in keratin's synthesis, favouring hair development and long-lasting colour, preventing white hair formation.



Nicotinamide (Vitamin PP)

Favours blood supply, hence aiding in the penetration of all substances.



Biotin (Vitamin H)

Cooperates in fatty acid formation, facilitates aminoacids and carbohydrates' metabolism and promotes keratin's synthesis reinforcing the hair shaft at the root, helping prevent hair loss.



REVITALIZING SHAMPOO WITH 5 MINERALS

MAIDENHAIR EXTRACT

Wheat proteins and Yeast

Periods of fatigue, stress and physical strain can weaken the hair, causing thinning. The application of nourishing products to reinvigorate the hair and help it grow back strong and healthy are most useful at these times.

Wheat protein, with its peptides and amino-acids, combined with a balanced concentration of **mineral salts**, are the best nourishment for strong, beautiful hair.

Whereas the action of **bio-fermento**, obtained by **red chilly pepper** maceration working with a yeast (*Saccaromyces cerevisiae*), noticeably increases microcirculation, nourishing the hair follicle.

The delicate action of the natural cleansing base, free from **SLS, SLES****, **preservatives*** and **colorings**, gently washes the hair while preserving hair shaft integrity, respecting its physiological balance and revitalizing the fibre itself.



REVITALIZING LOTION WITH 3 VITAMINS AND 5 MINERALS

man plus

MAIDENHAIR EXTRACT

Chilly Pepper and Yeast

Complex of Essential Minerals Cu, Mg, Fe, Si e Zn
Vitamins B₅, H and PP

REVITALIZING LOTION WITH 3 VITAMINS AND 5 MINERALS

woman plus

MAIDENHAIR EXTRACT

Chilly Pepper and Yeast

Kudzu, Hop and Moringa

Complex of Essential Minerals Cu, Mg, Fe, Si e Zn
Vitamins B₅, H and PP

A particular phyto-complex enriches this lotion: extracts from **Kudzu** root, **Hop** bloom and from **Moringa** seed, rich in phytoestrogens, improve a harmonious hair growth and development.



Red Chilly pepper

These lotions contain three Vitamins: **D-Panthenol Nicotinamide** and **Biotin**, to bring essential nourishment to the hair. The action of **Vitamins** has been noticeably enhanced by the synergetic combination of a bio-ferment that comes from **Red Chilly Pepper** maceration with yeast (*Saccharomyces cerevisiae*), for a marked increase in microcirculation; whereas **Mineral Salts**, essential in numerous biological processes such as enzyme reactions at the heart of vitamin assimilation, improve hair follicle nourishment.



Kudzu



Hop



Moringa

ESPECIALLY FORMULATED FOR WOMEN'S HAIR

FOR EXTERNAL USE ONLY
Warning: avoid eye contact.
Should this occur, rinse well with water immediately.



For all types of hair styles and sets,
 from the most classic to the most daring

Personality, creativity, imagination...all are expressed in numerous ways from clothing to hair style, communicating moods and feelings. Let's not give up "sculpting" our most personal hair style for fear of "suffocating" the hair or not letting it breathe breathing because **HELAN's** strong hold gel not only respects the hair and scalp but also nourishes and strengthens with **Serenoa** and **D-Panthenol**.

CAPELVENERE

FIXING AND MODELLING PROGRAM

HAIR GEL SERENOA AND PANTHENOL

MAIDENHAIR EXTRACT

Fissaggio forte per tutto il giorno
 capelli sani e brillanti

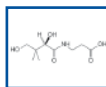


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Active ingredients in synergy:



Serenoa repens



Panthenol

This **Hair Gel** brings out the hair's natural shine and allows it to be sculpted, set and fixed all day according to your styling needs and desires. Enriched with **Serenoa**, whose natural properties inhibit the action of the alpha-5 reductase enzyme, act as a sebum regulator, and the restructuring properties of **Panthenol**, **HELAN's firm hold Hair Gel** respects the natural condition of hair, protecting it from dryness.

The rich texture of this gel loosens up and becomes more fluid in the hands, allowing its fixing agents to work instantaneously when applied to the hair, creating a perfect hold that is still most pleasant to the touch.



Place a **small amount** of gel into the palms and warm the product by rubbing the hands together vigorously.



Apply evenly on dry or wet hair and proceed to shape with the hands or a comb. Use the palms of the hands for a straight, smooth look.



In order to get ultra-shapely effects, pull pieces of hair up using the fingertips.

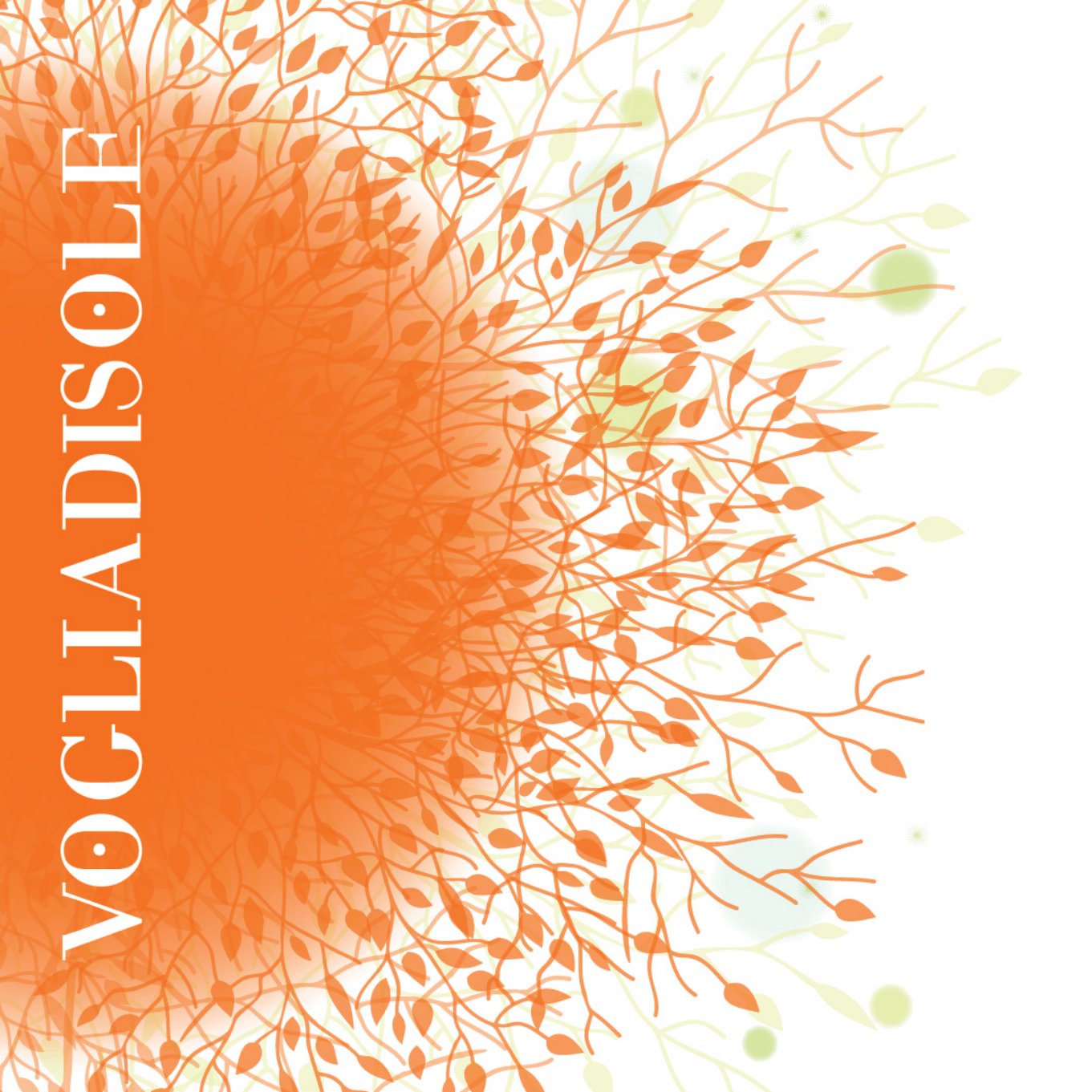


COLORINGS FREE

For an added touch, use a hair dryer to accentuate the styling and shaping.

Let yourself go with any hairstyle you wish, creating a daring, modern, fun look since a simple, delicate wash will then be enough to remove even the slightest traces of the product, leaving the hair easy to comb and natural whenever wanted.

VOGLIADISOLE



A LONG LASTING BENEFITS SUN CARE LINE BEFORE - DURING - AFTER THE SUN EXPOSURE

- FREE from PETROLATUM, MINERAL OILS AND LANOLINS
- parabens e colorings FREE
- SLS and SLES** FREE
- 3-BENZOPHENONE FREE
- PHYSICAL FILTERS WITHOUT 'NANO' TECHNOLOGY

BEFORE



**INTENSE
SELF-TANNING
SPRAY 360°**

DURING

50+^{SPF} UVA

VERY HIGH PROTECTION



**SUN COLORED
STICK**



**ANTI-WRINKLES
SUN CREAM**



**SPRAY SUNTAN
MILK**

30^{SPF} UVA

HIGH PROTECTION



**ANTI-WRINKLES
SUN CREAM**



**UNTAN MILK
MOISTURIZING
VELVETING**

20^{SPF} UVA / **15^{SPF}** UVA

MEDIUM PROTECTION

10^{SPF} UVA / **6^{SPF}** UVA

LOW PROTECTION

WITHOUT FILTERS



**SUN CREAM
TANNING**



**SUNTAN MILK
MOISTURIZING
VELVETING**



**SUN CREAM
TANNING**



**SUNTAN MILK
MOISTURIZING
VELVETING**



**MOISTURIZING WATER
TANNING ANTI-SALT
with HYALURONIC ACID**

AFTER SUN EXPOSURE

BODY & HAIR

FACE & BODY



**AFTER SUN
SHOWER & SHAMPOO
ANTI-SALT**



**BALM CREAM
ANTI-SALT
ANTI-DRY ANTI-KNOTS**



**AFTER SUN
CREAM
triple action
HYALURONIC ACID**



**AFTER SUN MILK
MOISTURIZING
with HYALURONIC ACID**

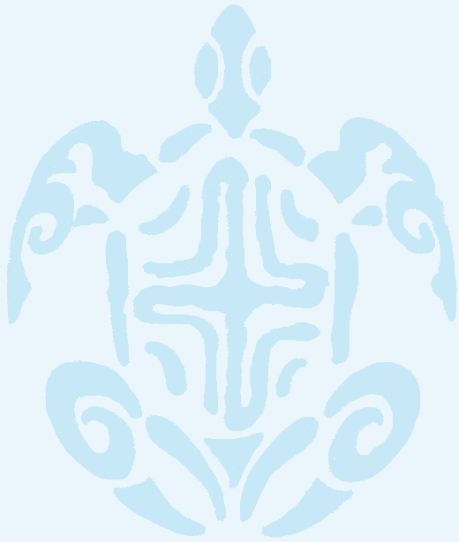
monoï de tahiti



An original product of the Polynesian Archipelago, **Monoï de Tahiti** is a high quality product with Controlled Designation of **Origin guaranteeing** its provenance and a preparation method respectful of the most genuine local traditions.

Monoï de Tahiti it is the main constituent of a new range of products by Helan to be used in the sun or simply for daily care, formulated to protect and nourish skin and hair.

- FREE from PETROLATUM, MINERAL OILS AND LANOLINS
- parabens e colorings FREE
- SLS and SLES** FREE
- 3-BENZOPHENONE FREE
- PHYSICAL FILTERS WITHOUT 'NANO' TECHNOLOGY



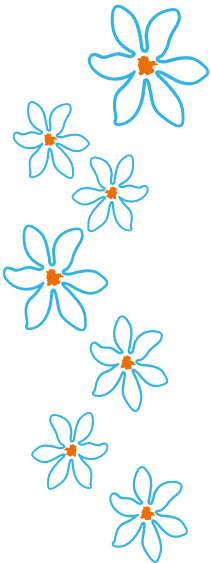
To get the best of beauty from the sun

Monoï means "scented oil" in Polynesian and is the result of the successful combination of two typical island products of the islands: **Coconut** (*Cocos nucifera*) and the **Tiare flower** (*Gardenia Tahitensis*).

The coconut flesh dried in the hot tropical sun is then processed to obtain a precious oil with well-known softening, smoothing and protective properties. Tiare flowers, symbol of Tahiti and typical adornment of local women, are soaked in this oil to enrich it with the warm, intoxicating fragrance of *Gardenia*.

Monoï de Tahiti is a typical taste of Polynesian culture handed down from ancient times, traditionally used for **beauty and perfuming the skin and hair**.

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Face and body skincare

TO PROTECT DURING SUN EXPOSURE

SUN CREAM

face neck décolleté

VERY HIGH PROTECTION

SPF 50+ (UVA)

Water Resistant

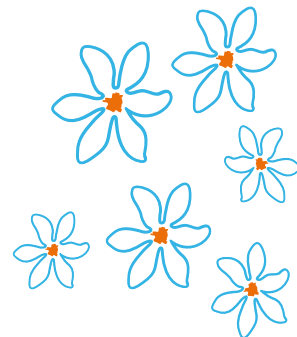
Monoï de Tahiti
Rice bran oil
Vitamin E

HELAN's SPF 50+ Protective Sun Cream, enriched with **Rice bran oil** and **Vitamin E**, this formula is especially indicated to prevent skin reddening and irritation while the unique **Monoï de Tahiti** gives the product its exclusive, pleasant scent. Combined with its smoothening, protective, softening properties, it adds agreeability to effectiveness.



Face and body skincare

TO PROTECT DURING SUN EXPOSURE



SOOTHING SUNTANNING MILK

HIGH PROTECTION

SPF 30 (UVA)

Water Resistant

Monoï de Tahiti
Rice Bran oil
Vitamin E

This fluid emulsion, enriched with **pure Monoï**; can guarantee **high protection from sun rays** and allows a **progressive tan in perfect safety** to develop a particularly pleasant colour, also on very fair and **sensitive skin** that tans with difficulty.



SOOTHING SUNTANNING MILK

MEDIUM PROTECTION

SPF 15 (UVA)

Monoï de Tahiti
Rice Bran oil
Vitamin E

This fluid emulsion, enriched with **pure Monoï**; is **suitable for chestnut or fair skin that tans easily** and allows an intense tan of a particularly pleasant colour keeping the skin soft and silky.



SOOTHING SUNTANNING MILK

LOW PROTECTION

SPF 6 (UVA)

Monoï de Tahiti
Rice Bran oil
Vitamin E

A fluid emulsion for the body enriched with **pure Monoï**; allows an **intense tan** of a particularly pleasant colour and keeps the skin soft and silky.

MONOÏ de TAHITI

Face and body

TO INTENSIFY THE TAN



SOFTENING
SUNTAN OIL

Spray

LOW PROTECTION

SPF 6 (UVA)

Monoï de Tahiti
Coconut and Sesame oils

Rich in **pure Monoï**, this is the ideal product to keep your body tan at the top while preventing dryness caused by the sun, wind and sea salt.

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INTENSIVE TANNING BODY BUTTER TAN INTENSIFIER

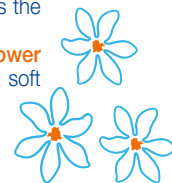
LOW PROTECTION

SPF 6 (UVA)

face and body

Monoï de Tahiti
Rice bran oil, Shea and Beeswax butter
Monk's pepper, Vitamin E

Formulated with **UVB and UVA filters**, this soft anti-wrinkle butter is ideal to use after the first days of sun exposure. Face the first days of sun exposure with one of the **HELAN** sun lotions which best suits your skin type and the intensity of sun exposure. The use of the butter on the face and the body encourages the natural process of pigmentation intensifying tanning for maximum effect. Its texture, enriched with the sweet and exciting fragrance of **Tiaré flower** enhances the pleasure of applying the body butter on your skin leaving it soft and smooth.





Face and body

CLEANSE AFTER SUN EXPOSURE



SMOOTHING SCRUB

for the body

Monoi de Tahiti
Coconut fibers

An exfoliating gel, perfect for getting rid of superficial dead cells, that evens out skin coloring and contrasts unsightly dark spot formation.

Enriched by **extracted Coconut Fibers** encourages cell turn-over **without removing skin color** as it works on superficial dead cells which are responsible for dull, discolored skin and favoures a nice, natural, even tan.



SCENTED GEL

Soft Cleansing
bath and shower
face, body and hair

Monoi de Tahiti

Formulated with selected vegetable based cleansing agents and enriched with the softening, nourishing properties of **pure Monoi**.

A clean body and beautiful hair with a single, effective product.

Face and body

NOURISHMENT AND COOLING AFTER SUN EXPOSURE



SCENTED BODY FLUID CREAM

Dopobagno Duposole

Monoï de Tahiti
Aloe vera juice
sweet Almond oils

A fresh, pleasant lotion that will nourish the skin after a bath and is quickly absorbed without a trace of greasiness.

Enriched with the soothing, softening properties of **Aloe Vera juice**, **pure Monoï**, repairs the damages of sun and wind and leaves the skin pleasantly soft and silky.



SCENTED DEODORANT WATER ALCOHOL FREE

Monoï de Tahiti
Aloe vera juice

A clear, lightweight fragrance that can be used all over your body; **alcohol-free** and safe to use in the sun. A real treat that will leave your skin refreshed, supple and smooth. Its no-gas spray releases a soft mist that will diffuse the pleasant scent of **Monoï** upon contact with the skin.



The Sun on your Hair

monoï de tahiti

BASIC STEPS TO FOLLOW

For soft, healthy, shiny hair even in Summer

There are two main step to follow for healthy hair:

PROTECTION

during sun exposure, use specific hair products which screen out sun radiation and coat your hair with a thin sheath.

NOURISHMENT AND REPAIR

after sun exposure, use regenerating hair treatments to repair the any damage caused by the sun and sea salt. These products will give shine, softness and vitality back to hair.

YOUR HAIR IS MOSTLY DAMAGED WHEN YOU ARE ON HOLIDAY:

- ✿ Sun radiation and wind reduce hair moisture content resulting in an extremely drying effect on the hair fibre.
- ✿ Long water exposure lifts up the scales that protect each single hair strand, allowing sun radiation to penetrate more deeply as a consequence.
- ✿ Exposure to sun radiation also modifies the pigments which define hair colour, making hair look dull. Furthermore, it encourages the development of free radicals which favour premature aging of the hair's structure.
- ✿ Sea salt and pool chlorine damage the thin film which protects the scalp and hair, making hair colour fade and become drier and drier, weaker and stringier.

active ingredients

IN SYNERGY



Monoï de Tahiti



Brazilian Nut Tree (*Bertholletia excelsa* seed)

the biggest tree of the rain forest from which a yellow oil, rich in fatty acids and vitamins, is extracted from its fruit. Extremely light on hair.



Cupuacu Butter (*Theobroma grandiflorum* seed)

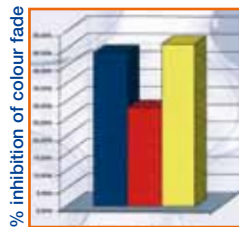
less known, although rich in nourishing ingredients.



Anti-fade complex from **Wasabi japonica**

Wasabi, also known as Japanese horseradish, is used in a natural enzymic complex enriched with SOD (Superoxide Dismutase) and Melanine for protecting coloured, permed and natural hair from fading due to UV sun rays.

inhibition of colour fade



Colour Protection



Il sole nei Capelli

TO PROTECT DURING SUN EXPOSURE



HAIR OIL TREATMENT PROTECTIVE FILTERING *Spray*

NOURISHING
Anti-dryness Anti-tangle

LOW PROTECTION

SPF 6 (UVA)

Monoï de Tahiti
Vitamin E

- ✓ For dry and frizzy hair
- ✓ For bleached or coloured hair
- ✓ For hair exposed to sun, sea salt

At the end of the day, it is very important to wash the hair carefully in order to eliminate salt, chlorine, sand and any deposits from the protective products used during the day.

A proper barrier which screens damaging sun radiations by coating hair with an **invisible protective film**, non-greasy, which stops the excessive contact with sea salt and chlorine and prevents hair tangling.

Thanks to the **Monoï de Tahiti**, the **Vitamin E** and the free antiradicals, this oil has an effective conditioning and nourishing action on dry, knackered, frizzy, permed and coloured hair.

It contains **sun filters** for screening UV A and B radiations and **protects shine and intensity of the hair colour** without making hair become dull.



The Sun on your Hair

TO THWART HAIR COLOUR FADING

COLOUR PROTECTION TREATMENT Anti-dryness Anti-tangle

- ✓ For dry hair
- ✓ For bleached or coloured hair,
- ✓ For hair exposed to sun, Sea salt and pool chemicals

AFTER SUN SHAMPOO CONDITIONER

Monoï de Tahiti
Wasabi japonica

The innovative formula of this **After Sun Shampoo** is **SLS, SLES** and preservatives* free** and is particularly gentle in order to prevent from impoverishing the hair fibre. A specific complex for colour protection, obtained from **Wasabi japonica**, aims at stopping the “colour fading” and ensuring that your hair remains shining and natural.

NOURISHMENT AND REPAIR AFTER SUN EXPOSURE

AFTER SUN DETANGLING CONDITIONER

Monoï de Tahiti
Brazilian nut oil, Cupuaçu Butter
Wasabi japonica
Vitamin E

AFTER SUN MASK NOURISHING AND RESTRUCTURING

Monoï de Tahiti
Brazilian nut oil, Cupuaçu Butter
Wasabi japonica
Vitamins B₅ and E

If hair is long and tends to tangle after swimming, therefore making combing difficult, **HELAN's Detangling Conditioner** and **Restructuring Mask** is the ideal product to use after every shampoo.

From its first application, you notice its effects on your hair that **immediately looks soft and shiny**.

Brazilian Nut oil
Cupuaçu Butter
Wasabi japonica



The Sun on your Hair



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- ✓ To eliminate frizz and calm rebellious curls
- ✓ For dull dry stringy hair

VOLUMIZING RESTRUCTURING SERUM

Anti dryness - Anti tangle

Monoï de Tahiti

Dry and stringy hair, easily breakable and with split ends, benefits from the properties of the **Monoï de Tahiti** oil from the first application. This oil has a nourishing, shining and lubricating action that is essential for the beauty of your hair.

The **Restructuring Serum**, coating the stem of every single hair with a thin layer, like a very small sheath which joins together split ends, increases hair volume and has a very important protective action against atmospheric agents such as sun, wind and humidity.



Make-up under the Sun

TO HIGHLIGHT THE NATURAL COLOR OF YOUR TAN



EVENS OUT COLOR
AND CORRECTS IMPERFECTIONS

BB CREAM LIGHT AND MOISTURIZING



MEDIUM PROTECTION

SPF 15 (UVA)

Hyaluronic Acid, Jojoba and sweet Almond oils
Karité butter

Natural inspiration and minerals for this light emulsion for the face that blends **perfectly with the skin for an even, blemish free complexion**.

HELAN's Blemish Balm Cream is the perfect combination of make-up and skin treatment, for an effective all-in-one product with a myriad of actions.

The texture and quick absorption leave an even, natural looking colour for non-shiny, smooth, elastic, velvety skin. The formula is enhanced with precious vegetable oils that delight the senses with their special features: a light, dry touch for a pleasant feeling of firmness and turgor without being weighed down. **Hyaluronic Acid**, well noted for its moisturizing qualities, brings out the most of the oils' actions, makes this a real unique, one of a kind cream.

An ultra-light, evanescent consistency gives the gift of beauty, for a natural, even complexion that is bright yet void of unsightly shine.



MITI



ATA

IN TWO DELICATE TONES
EASILY MODULABLE

COMPACT COLORED CREAM TANNING

VERY HIGH PROTECTION


SPF 50+ (UVA)


Monoï de Tahiti
Jojoba oil, Karité butter
Corn starch, Vitamins A and E

This creamy yet non greasy, compact formula blends into the skin perfectly and covers up any small blemishes for a lovely, even complexion that gives the face a most pleasant, smooth finish.

The presence of sun filters allows **SPF 50+**, ideal to prevent sun damage and reduce the risks of premature aging of the skin, protecting the skin's beauty and tone.

Ultra soft and silky, this triple-action formula is:

 **light make-up** but with a noticeable **"natural-looking tan"**, even without lengthy sun exposure;

 **graded coverage**, perfect to give the skin an even, golden color;

 **easily blendable** for ultra brightness.

Just right for a touch of color for the most glamorous skin.



TIKI



MAITAI

IN TWO WARM SHADES
FOR A NATURAL LOOKING TAN.

Dal Tropico Dei Desideri



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eau de toilette



Baby and children's skin and the sun's rays:

The **skin of babies and children** is young and defenceless, surely higher at risk than that of an adult's, which is why it is essential to be **very careful about exposing them to the sun**, choosing the early morning hours or late afternoon when UV rays are not as strong.

Furthermore, it is essential that they be **protected with sun filters targeted just for them**.

In other words, "yes" to children on the beach, but with proper protection. It must not be forgotten that even a slight sunburn in the first years of life stays imprinted in the deep layers of the skin like a "scar", ever ready to present itself again should further sun over-exposure occur.

The protection of baby and children's skin is particularly important due to the extremely scarce presence of melanin, dark pigment that defends the skin from UVB and is the basis of a "tan".

SUN PRODUCTS FOR BABIES MUST THEREFORE BE VERY HIGHLY PROTECTIVE





HELAN'S GUARANTEES

The **DERMATOLOGICAL TESTS**, of course as well as the safety tests on the products, are evaluated by clinical dermatological exams who grant the suitability and that are effected with the opportune checks to reduce the risk of heavy metals allergies.



HELAN's Laboratories have considered worthwhile to formulate the line **without source of gluten's** raw materials in order not to interfere with the possible intolerances, allergies or metabolism deficit.

- **FREE from PETROLATUM, MINERAL OILS AND LANOLINS**
- **parabens e colorings FREE**
- **SLS and SLES** FREE**
- **3-BENZOPHENONE FREE**

- **PHYSICAL FILTERS WITHOUT 'NANO' TECHNOLOGY**

All above is of primary importance in the children's hygiene and skin care products evaluation and it becomes indispensable in consideration of sun-care products for whom it's necessary to size up also the sun filter.

Therefore in this context it must evaluate not only the affinity product/skin but also it must size up the protection level that the product can offer and the sun filter photo-stability.

A COMPLETE RANGE OF PRODUCTS FOR ALL BABY AND CHILD NEEDS:

Baby sun care products must be chosen with utmost attention and care, considering the child's age, skin type (eye, hair and skin colour) as well as the skin's reactions during any other holidays previously taken.



VERY HIGH, HIGH, MEDIUM PROTECTION UV-B AND UV-A

The complete line for an effective babies' skin protection during and after sun exposure.

- Optimum protection factor
- Water resistant
- Easy to apply

active ingredients
IN SYNERGY



Aloe Vera juice



Marigold flowers



Camomile flowers



Jojoba oil



sweet Almond oil



Olive oil

VERY HIGH
PROTECTION

SPF 50+ UVA

HIGH
PROTECTION

SPF 30 UVA

MEDIUM
PROTECTION

SPF 25 UVA



SUN STICK



SUN CARE
CREAM



SUN MILK
SPRAY



SUN CARE MILK



SUN CARE CREAM



SUN MILK
SPRAY

PRODUCTS

AFTERSUN



AFTER SUN SHAMPOO



AFTERSUN MILK



Very High **SPF 50+** UVA Protection

FOR THE FIRST DAYS OF SUN EXPOSURE



SUN STICK

**VERY HIGH PROTECTION SPF 50+
Water Resistant**

*Aloe vera juice
sweet Almond oil*

A light formula, enriched with **Aloe vera juice** and **sweet Almond oil**, with a soft and creamy texture. Easy to apply with high resistance to water, this product effectively and naturally protects children's delicate skin from sunburn and irritation.

A must for the lips, nose, ears and shoulders, this stick offers optimal protection to the most delicate body parts from the reverberation of the sea as well as the intense sun of the high mountains.



SUN CARE CREAM

**VERY HIGH PROTECTION SPF 50+
Water Resistant**

*Aloe Vera juice and Marigold flowers
Sweet almond oil
Vitamin E*

EFFICIENTLY PROTECTS YOUR CHILDREN'S DELICATE SKIN FROM SUNBURN IN THE MOST NATURAL WAY.

Enriched by extracts of **Marigold flowers**, **Aloe vera juice**, **sweet Almond oil** and **Vitamin E**, it's particularly recommended for very fair and sensitive skins to prevent cases of skin intolerance, irritation and redness.

The **creamy consistency** and the balanced combination of sun filters can guarantee:

- **water resistance**
- very high protection from UVA and UVB rays, particularly on very fair and sensitive skin.



SUN MILK SPRAY

VERY HIGH PROTECTION SPF 50+

Marigold flowers

SPF 50+ Sun Milk, thanks to an **innovative filtering system**, is effective and photo-insensitive, efficiently protecting baby's most delicate skin from sunburn and rashes naturally.

The Sun Milk can be easily sprayed onto all parts of the body in all positions, so it can be applied evenly even in those "hard to reach" areas, for complete protection and safe, gradual getting used to the sun.

Light, fresh and pleasant to the touch. No traces of white residue.



SOLE BIMBI

High **SPF 30** (UVA) Protection



Medium **SPF 25** (UVA) Protection



SUN CARE MILK

PROTECTION HIGH SPF 30
Water Resistant



*Aloe Vera juice and Marigold flowers
Olive oil
Vitamin E*

Enriched by extracts of **Marigold flowers, Aloe vera juice, sweet Almond oil** and **Vitamin E**, it's particularly recommended for very fair and sensitive skins to prevent cases of skin intolerance, irritation and redness.

The **fluid consistency** and the balanced combination of sun filters can guarantee:

- **water resistance**
 - high protection from UVA and UVB rays.
- This product helps the skin's gradual adaptation to the sun.



SUN CARE CREAM

MEDIUM PROTECTION SPF 25
Water Resistant



*Aloe Vera juice
Marigold flowers
sweet Almond oil
Vitamin E*

Enriched by extracts of **Marigold flowers, Aloe vera juice, sweet Almond oil** and **Vitamin E**, it's particularly recommended to prevent redness skin.

The **creamy consistency** and the balanced combination of sun filters can guarantee:

- **water resistance**
- medium protection from UVA and UVB rays.

This product helps the skin's gradual adaptation to the sun.



SUNTAN MILK SPRAY

MEDIUM PROTECTION SPF 25



*Aloe Vera juice and Marigold flowers
Olive oil
Vitamin E*

Enriched by extracts of **Marigold, Aloe Vera juice, Olive oil** and **Vitamin E**, it is particularly recommended in preventing skin irritation and redness.

The **Suntan Milk spray** helps the skin's gradual adaptation to the sun without harmful effects on the ozone layer, simply using air as propellant.

Non flammable.

EFFICIENTLY PROTECTS YOUR CHILDREN'S DELICATE SKIN FROM SUNBURN IN THE MOST NATURAL WAY.



Aftersun

Children's thin skin, delicate and defenseless, is surely more at risk than adult's, which is why it is essential to be extremely careful when exposing them to the sun. At the end of the day, it is also important to use cleansing products that **can eliminate salt, chlorine and sand** as well as residues from the protective products used during the day.



AFTER SUN SHAMPOO AND SHOWER GEL

REMOVES SALT CHLORINE AND SAND
face body and hair

*Aloe Vera juice and Marigold flowers
sweet Almond proteins*

The innovative formula of this **AFTER SUN SHAMPOO and SHOWER GEL** is **SLS and SLES** free, preservative*** and colour free, specifically studied for skin exposed to the sun and made with vegetable based surfactants which cleanse delicately and preserve the skin and hair's integrity, respecting its physiologic balance and revitalizing its fibres.

Enriched with **sweet Almond proteins**, particularly restructuring, as well as extracts taken from **Aloe vera juice** and **Marigold flowers**, rich in mucilage, it carries out a soothing-moisturizing action to bring back softness for healthy skin and hair.

Delicate and free of irritating agents with its proteic-glucidic structure, this formula effectively removes impurities while not eliminating sebum, aminoacids or proteins, for exceptionally soft skin and hair.



AFTERSUN MILK

REFRESHING AND SOOTHING

*Aloe Vera juice
Marigold and Camomile flowers
Jojoba and Olive oils
Vitamin E*

THIS SOFT, LIGHT AND VELVETY MILK LEAVES CHILDREN'S SKIN WITH A PLEASANT FEELING OF FRESHNESS.

Extracts taken from **Aloe vera juice**, **Camomile** and **Marigold flowers**, rich in mucilage, **Jojoba** and **Olive oils** and **Vitamin E** have a hydrating and calming action, particularly pleasant after exposure to the sun.





Children's skin is sensitive and delicate, requiring good common sense and proper protection. This is the only way the sun can become a Summer friend.

1. **Never expose directly in the sun.** Children under 6 months of age should be kept in the shade or covered by sunhats and light clothing (best in natural materials).
2. **Say NO to the hottest hours of the day.** The best time to be in the sun is **early morning until 10 and late afternoon after 4pm.** Be careful of the rays reflected in the sand, on the snow and off the water as well as those only partially filtered, such as under a sun umbrella or overcast skies. Clouds don't stop ultraviolet rays.
3. **Always protect children's eyes with lenses that shield UV rays to avoid acute or chronic damage to sight.**
4. **Always choose a product efficient in protecting against both UVB and UVA rays.**
5. **Use creams for the face and sun milks for the body. Use very high/high protection** for very young children with physical filters that repel all kinds of solar radiation with a **barrier effect.**



SUGGESTIONS FOR THE CORRECT USE OF HELAN'S SUN CARE PRODUCTS FOR CHILDREN

6. Apply the product evenly, in a **generous amount before going out in the sun**, being careful to cover the whole body well, including the areas of the ears, chin and neck, back of the legs, feet, and allowing the sun filter to be distributed everywhere and hence perform its protective actions.
7. **Apply the product up until the last day of sun exposure.**
8. **Frequent re-application of sun care is essential, especially after swimming, in order to maintain the original level of protection.**
9. **Apply an aftersun product to rehydrate and tone down redness at the end of the day.**
10. **Remember that protecting a child with a sun care product, even with very high protection, does not mean that he or she can stay in the sun all day long.**



VOGLIADISOLE

MONOÏ  de TAHITI

La Natura per la Pelle più Delicata

SOLE BIMBI
TESTATO IN CLINICA DERMATOLOGICA

The action of our products is guaranteed by:

- the photo-stability of sun filters
- determination of the SPF according to European standards COLIPA*/CTFA/JCIA/SA for UVBs
- UVA determination according to the PPD (Prolonged Pigment Darkening) method
- determination of water resistance.

*COLIPA = Comité de Liaison des Associations Européennes de l'Industrie de la Parfumerie, des Produits Cosmétiques et de Toilette.

The most natural protection:
effective against insects, delicate on the skin

Also suitable for children

**zanz
HELAN**

Citronella & Crabwood

A complete line that does not contain any propellants or ammonia

The sweet-smelling substances of plants normally attract insects which, flying from one flower to another, ensure pollination and hence reproduction. Some plants, on the contrary, keep certain types of "annoying" insects away because they produce essential oils which are unpleasant for them.



An accurate selection of aromatic plants has allowed Helan to create

**zanz
HELAN**

an original line of products to avoid the most annoying aggressions, in particular those of mosquitoes which are particularly virulent in Summer.

Used as a method of prevention they reduce the risk of insect contact and, applied after a bite, they soothe irritation.

COMPLEX OF ESSENTIAL OILS that are anti-insect and insect repellent



Citronella (*Cymbopogon citratus*)



Melissa (*Melissa officinalis*)



Geranium (*Pelargonium graveolens*)



Holy Basil (*Ocimum sanctus*)



Atlas Cedar (*Cedrus Atlantica*)



Rosewood (*Aniba rosaeodora*)



Lavender (*Lavandula angustifolia*)



Lemon (*Citrus limon*)



Eucalyptus (*Eucalyptus globulus*)

active ingredients

IN SYNERGY



Crabwood oil (*Carapa guyanensis*)



Neem oil (*Azadirachta indica*)



Aloe vera gel (*Aloe vera*)



Marigold flowers (*Calendula officinalis*)



Camomile heads (*Matricaria recutita*)

due to the high amounts of furan-terpenoids they contain, they are able to keep hematophagous insects away, especially mosquitoes (for example culex, aldes or anopheles mosquitoes), by removing their impulse to bite and suck blood the first oil and the by inhibiting their growth the second.

effective in easing the itching caused by mosquito bites and soothing irritation.

Essential oil of Citronella and oils of **Crabwood** and **Neem** are all at the base of the ZANZHELAN line



Essential oil
of Citronella

The essential oil of **Citronella** is obtained by the distillation in water or steam current of the fresh or partially dried airy parts of the **Cymbopogon nardus**.

This perennial plant is native to Sri Lanka but also largely spread in the Far East; it can reach up to and over 1.5 metres and over. It is mainly a cultivated plant, but also grows spontaneously.

The main compound of the essential oil is the citral (about 50%). The remaining components change in abundance depending by the region of origin and include basically citronellal, geraniol, linalool.

Between the various properties of the plant oil of considerable importance the essential oil's activity against *Anopheles arabiensis*, a mosquito who acts as malaria's vector.



Essential oil
of Crabwood

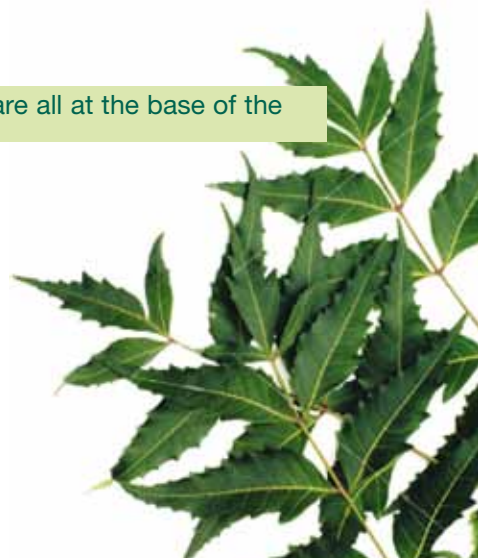
Crabwood- *Carapa guyanensis* grows spontaneously in the Amazonian forest and its oil can be extracted by either hot or cold pressure, without any solvents.

The traditional extraction method is very primitive in which seeds are collected from rivers where they end up after having fallen from the trees.

The Indians in the rain forests usually stack the nuts in the open and allow them to ferment, so that the shells crack open easily and the oil sluices out spontaneously from the pulp. The nuts are then squished in a press to extract the oil.

This oil has been used as a natural fuel by the Amazonian populations: they use it to light their lamps and to repel the attacks of hematophagous insects (mainly mosquitoes).

The natives also use this oil for muscular inflammations and skin treatments, but it is overall utilized against insects' stings.



Oil of Neem

This oil is extracted from ***Azadirachta***, a tree of the tropical and sub-tropical zone, native of Bangladesh, India and Myanmar and actually spread all over tropical Asia as well as regions in Africa.

The Sanskrit name of this plant is "Arishta", meaning "remedy for every illness", while in East Africa it is known as "tree of the 40", indicating that it is a remedy for 40 different illnesses. This plant has been known in India for more than 2000 years for the versatility of its medicinal properties, and is one of the main components of Ayurveda. Besides its therapeutic properties, it is an important source of natural products for agricultural use, such as insecticides and pesticides.

This oil keeps the insects away, since it is responsible for causing a very negative reaction on their hormonal production and, therefore, on their growth.

Products

on the skin

before



ECOLOGICAL SPRAY

natural protection
suitable for children's skin

This spray, enriched with **Crabwood oil** and essential oils of **Citronella, Geranium, Holy Basil, Atlas Cedar, Rosewood, Lavender, Lemon** and **Eucaliptus**, as well as particularly moisturizing and softening active ingredients, such as **Aloe vera gel**, moisturizes and refreshes also the very delicate skin of children.

How to use it: spray thoroughly on the skin, any time the need arises, avoiding the most delicate zones, such as eyes, mouth and mucosae, so that a "defence barrier" against annoying insects is formed on the skin.

On face and neck apply the product with a flock of cotton, without spraying.
Not greasy, it does not stain and leaves no traces.

ROLL- ON GEL

DAY AND NIGHT
natural protection

The formula of this characteristic gel is alcohol and ammonia-free specifically against the most common kinds of mosquitoes, effective day and night.

Enriched with

- essential oils of **Holy Basil, Atlas Cedar, Citronella, Eucalyptus, Geranium, Lavender, Lemon and Rosewood.**
- **Crabwood and Neem oils** which, due to the high amounts of furanoterpenoids they contain, are able to **keep hematophagous insects away**, especially mosquitoes **by removing their impulse to bite and suck blood** the first oil and **by inhibiting their growth** the second
- especially emollient and moisturizing active ingredients, as **Aloe vera gel** and **extracts of Marigold flowers and Camomile heads**, effective in relieving the itching and soothing the irritation caused by mosquito bites.

This formula offers utmost delicate, agreeable protection even to **the most sensitive skin, such as children's skin.**
Pleasant to use, leaves skin feeling fresh and moisturized.

PROPELLANTS AND AMMONIA FREE

ALCOHOL AND AMMONIA FREE

on the skin

after

To soothe the itch caused by mosquito stings:



Wax of Barley seeds



Aloe vera gel

are effective because they alleviate irritations



ZANZHELAN

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STICK ROLL-ON

after sting
also suitable for children

The stick is enriched with a complex of essential oils and particularly moisturizing and softening active ingredients; it soothes the irritation and the itch characteristic of the insects stings.

This particular formula, **alcohol and ammonia free**, includes:

- **Aloe vera gel**, moisturizing and refreshing to protect the most delicate and sensitive skins.
- **wax of Barley seeds**, soothing and restitutive, particularly suitable to protect more reactive skins.
- **essential oils of Holy Basil, Atlas Cedar, Citronella, Eucalyptus, Geranium, Lavender, Lemon and Rosewood.**
- **Crabwood and Neem oils.**

How to use it: apply directly on the insects sting for an immediate relief.

SCENTED STICKS

day and night protection
the most natural environmental defence

The sweet-smelling substances of plants normally attract the insects which, flying from one flower to another, ensure the pollination and therefore the reproduction. Some plants, on the contrary, keep certain types of "annoying" insects off because they produce essential oils which are unpleasant for them.

An accurate selection of aromatic plants has allowed **HELAN** to create an original line of products to avoid the most annoying aggressions, which are particularly virulent in summer.

The **oils of Crabwood** and **Neem**, the **essential oil of Citronella** are the main ingredients of the formulas for their particular properties.

ALCHOL AND AMMONIA FREE

AMMONIA FREE



spicy citrus



green fig



pomegranate

i profumi della casa

*i profumi
della casa*



vanilla pepper



white musk



apple cinnamon

6

scents to shape our moods and create harmony
with the spaces in which we live

welcome

Open the door home atmosphere welcomes us

open the door to this innovative box and step in the poetic images of nature that are shaped by the evocative scents.

Nature gives us the great gift of a kaleidoscope of fragrances, smells that come from and live in the environment around us, defining it with their scents.

We can recognize infinite varieties of plants, flowers, fruits and resins that influence our way of being, our moods. Capturing an essence in order to enrich our houses and homes, to scent the spaces of our lives, requires not only great ability but also passion and deep botanical knowledge which becomes the noble art of fragrance - making. Research, innovation and the wholesome love of tradition are the tell-tale signs that complete HELAN's Home Fragrances.

THIS LINE OF HELAN PRODUCTS IS DEDICATED TO THOSE WHO LOVE TO DECORATE AND ENRICH THE HOME IN A NEW, ORIGINAL WAY, WITH PRODUCTS THAT BRING OUT PLEASANT SCENTS FOR EVERY PLACE IN THE HOUSE.



open the door



agrumi speziati

Embracing bouquet

Joyful, effervescent, full of promises.

Festive, lively citrus: a bursting beginning of **Sicilian Orange** and **Lemon**, Tangerine and **Grapefruit** is enriched with the exotic wisps captured in **Cinnamon from the Netherlands** and **Clove** that come together, step by step, with the warm, amber scents of **Madagascan Vanilla**.



Madagascan
Clove



Star Anise



Black Currant



Coconut



Vanilla



Brazilian Tonka
Beans

Orange, Lemon, Tangerine and Grapefruit to give yourself the gift of a touch of exuberance and good cheer; **Cinnamon** to introduce the warmer scents of exotic spices in a refined fusion that captures and envelops the senses and spirit.

A unique essence, invigorating and exhilarating, sweetly nestled to keep you in good spirits, keeping away tension and fatigue.

A burst of energy to keep stress and tension at bay.



fico verde

Flowery-Green bouquet

A sweet, colorful melody intertwined with the fruity, aromatic rhythms of **Wild Fig** nectar.



Jasmine



Cactus flowers



French Marigold



Amber Notes



Cedar wood

A fragrance that at once uncovers and safe-keeps the vitality and strength of the Mediterranean, that unfolds as an olfactive explosion of revitalizing green, that reveals all its abundance as it releases a rainbow of sun-kissed, woody scents.



melograno

Fruity-Woody bouquet

Symbol of longevity, fertility and plenty. Lively and rich, this fragrance bursts into the fruity notes of **Pomegranate** to leave room to a tender heart of **Apple Flowers** and **Heliotrope** with a touch of **Rose Berries**.



Apple Flowers



Heliotrope
Flowers



Rose Berries



Musky Notes



Vetiver



Vanilla

The enveloping end notes of musk blend this scent with the energizing, woody smell of **Vetiver** and the refined, familiar scent of **Vanilla**. Hidden, mysterious beauty that bursts in warm, bright shades of color. The fragrance therein enclosed, as if protected from the outside of the fruit, is released gradually, letting itself go bit by bit like a filter of love: to exhilarate, marvel, move and nestle us in the delicate magic of smell.



vaniglia pepe

Warm-Oriental-Spicy bouquet

The sweet, soave scent of **Bourbon Vanilla** harmonizes with the punch of **black Pepper** and the exotic touches of **Nutmeg and Benzoin Siam**. A rich, sensual bouquet that is brought out in the warm, inebriating scents of balsamic resins. The virile scent of **Atlantic Cedar** contrasts with enveloping **Oak, Haitian Vetiver** and aromatic **Patchouli from Giava**, overflowing with intense sweetness. An unusual combination of exhilarating, oriental scents to let yourself go, to be transported by the spell-binding smell of sensuality and pleasure, to savour the sweet, softness of this penetrating fragrance.



Patchouli
from Giava



Amber



Haitian Vetiver



White Musk

To share harmony and joy, to stimulate the senses, to boost imagination and intuition, to bring up hidden images, stories, events and always to induce a sense of wellness, wholeness and satisfaction: a wonderful way of letting go of daily stress and opening up new adventures.



muschio bianco

Musky-Powdery bouquet

A discrete scent, delicate yet of great character and energy that instills the air with an almost palpable smell of its sincerity.



Wild Violet



Lily of the Valley



Iris rhizome



Sandalwood



Vanilla



Musky Notes

Musky notes beat at the heart of this fragrance to develop into an explosion of a myriad of scents that unveil its luscious nature while delicate hints of flowers, sweetly ambered, reveal the harmonious relationship between Iris, gentle **Lily of the Valley, White Rose** and **Violet**.

A delightful balance of bright, dreamy, intense feelings that resonate in the smell of the air itself as it does in the moods of those living in it.



mela cannella

Spicy-Fruity bouquet

A snappy, exhilarating spell of spicy smell, characterized by the softness of tart-sweet **Apple Sauce** that mingles with the vibrance of **Ceylon Cinnamon**.



Cinnamon leaves



Nutmeg



Clove



Cedar wood



Cinnamon Peel



Vanilla

The fragrance broadens, enriched with the sparkling, swaddling scent of **Madagascan Allspice, Nutmeg, Clove**, and magical, mysterious **Cumin** in an explosion of colorful spices and fruit that stupefy us with the smells they emanate. East and West, colors and flavors, scents of sensations, all share in this effervescent fragrance.



Sparkly-Citrus-Embracing



Flowery-Green



Fruity-Woody



Warm-Oriental-Spicy



Musky-Powdery



Spicy-Fruity



Products

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SCENTED room STICKS

The **Scented Sticks** help us giving our house character through a distinguishably personal fragrance. The pleasant bouquet fills the air around us permeating the home with a sense of tranquillity that makes us enjoy more the time spent recovering our physical and mental strength within the four walls. How to use it: soak at least three rattan sticks in the fragrance oil; to increase the fragrance intensity add more and turn them round from time to time.

Rattan sticks naturally diffuse fragrances and match the natural qualities of the product.



Room fragrances spray no gas

Let's **spray this pleasant fragrance in every corner of the room** so we can fully enjoy the hours spent at home. The whole house will be permeated in the bright sweetness of the chosen bouquet and this will help us to clear our mind following a genuinely natural perfume trail. A few drops are sufficient for scent diffusers of any kind and to refresh your pot-pourri.



i profumi
della casa
*i profumi
della casa*

notes



New Natural Make - up



205

I COLORI DI
HELAN



Hand in hand with its formulation philosophy, HELAN, as always, has placed **ASSURANCE** at the heart of its research by carrying out.

Assurance Program

Careful selection of a limited number of raw materials: the most effective, natural and safest,
Rigorous formulation to harmonize the synergetic effects of the active ingredients,
Scrupulous production to guarantee product purity and stability which offer the highest quality while fully respecting the criteria of:

- ✿ **skin tolerability** as verified by dermatological tests carried out at the most accredited University Clinics without any animal testing whatsoever;
- ✿ **absence of ingredients with animal origin** to respect our weaker, 4-legged friends;
- ✿ **absence of petroleum, mineral oils and their derivatives** which can create an occlusive film;
- ✿ **absence of lanolin and its derivatives** which can be highly irritating to the skin;
- ✿ **absence of preservatives*** in almost the entirety of products, always **paraben free**. In some very rare cases Potassium Sorbate or other preservatives may be used as allowed by all **Organic Certification Protocols**.

All products are **Nickel, Chrome, Cobalt...tested°** to reduce the risk of heavy metal allergies.

(as according to European Law n. 94/27/CE°)

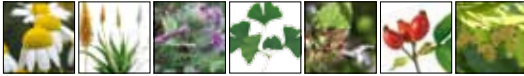


Maximum Concentration of Vegetable-Based Active Ingredients

HELAN's Make-up is also made respecting company guidelines with substances suggested by **age-old herbalistic know-how** according to the final function of each cosmetic product:

☞ Vegetable extracts:

- ☞ **α-Bisabolol**, active ingredient of **Chamomile**, soothing
- ☞ **Aloe vera gel**, moisturizing, soothing
- ☞ **Burdock**, dermo-purifying, astringent
- ☞ **Ginkgo biloba**, energizing, revitalizing
- ☞ **Melissa**, soothing
- ☞ **Dog Rose**, anti-wrinkle, anti-free radical
- ☞ **Linden**, calming, soothing



☞ Vegetable oils and butters::

- ☞ **Argan** and **Avocado** oils, anti-wrinkle
- ☞ **Sunflower** and **Jobba** oils, emollient, protective
- ☞ **Sweet Almond** and **Olive oils**, emollient, helps elasticity
- ☞ **Sesame oil**, nourishing, protective
- ☞ **Karité** butter, dermo-protective, softening properties that render it especially moisturizing
- ☞ **Beeswax and Vegetable waxes**, nourishing



Anti-Wrinkle, Moisturizing, Protective Actions

- ☞ **Hyaluronic Acid**, essential to limit moisture loss through the skin and prevent dehydration.
- ☞ **Vitamins A and B5 (D-Panthenol)**, revitalizing, essential to defend the tissues from aging.
- ☞ **Vitamins C and E**, inhibit free radicals and have a strong anti-oxidizing action.
- ☞ Insertion of high percentages of **microventilated particles** to realize extremely light formulas that allow the skin to breathe optimally:

Wheat starch, absorbs shine, silken and offers a matte finish

Corn starch, smoothens



- ☞ **Sun Filters**, not just to protect from irritating radiation but overall to reduce the risk of premature skin aging.



Natural Philosophy

NATURAL MINERAL DYES

All products correspond to our idea of **NATURAL PHILOSOPHY**, which **Helan** has always pursued **in the name of its philosophy of transparency**, characterized by:

the insertion of **NATURAL MINERAL DYES**:

mineral dyes: Iron oxides: CI 77499, 77491, 77492
Mica: CI 77019
Manganese violet: CI 77742
Ultramarines: CI 77007
Prussia Blue (Ferric ferrocyanide): CI 77510

texturized mineral dyes: Bismuth oxychloride: CI 77163

mineral sun filters: Titanium dioxide: CI 77891

With this selection, **Helan** has brushed up the most antique traditions of using color when minerals were the only ingredients used in the realization of decorative beauty products!



The inclusion of **NATURAL MINERAL PIGMENTS** has several important advantages:

- ✓ **Protection against UVA and UVB rays** by creating, with a physical action, a barrier on the skin and thus reduce the risk of photoaging of the skin.
- ✓ The same barrier, helping to block the epidermal moisture dispersion, effectively maintains the **hydration of dry skin**, leaving them soft and fluffy..
- ✓ Reflecting the light give the **face a brighter look**.
- ✓ They are **well tolerated** by **sensitive skin**, **sensitive and easy to redness and allergies** since, because of the presence of inorganic minerals, do not favor the growth of bacteria and limit the possibility of the occurrence of irritation.
- ✓ They are a beauty tool particularly suitable **for combination or oily skin** for the absorption qualities of excess sebum, with particular **anti-shine effect**.
- ✓ They have the advantage of being **non-comedogenic**.
They are **not occlusive**, so do not clog the skin pores allowing the skin to breathe freely.
- ✓ They give the skin **looking as natural as possible** while avoiding the “masking effect”.
- ✓ Have the ability to be **water resistant** remaining on the skin throughout the day.
- ✓ You can **combine several functions in a single cosmetic product** such as, for example, foundation protection (sunscreen) anti-shine (silica and kaolin, absorbent), smoothing.
- ✓ The choice of these natural pigments, from the highest purity, **lets get down to the heavy metal content**.





NATURAL MINERAL DYES in the new line "I COLORI DI HELAN"

This decision was a challenge for the **technical skills** and **imagination of our Laboratory Research** team who were able to come up with a broad enough reference range of the latest, enthralling colors to realize

8 color references in the **EYE AREA**



all 25 references in the **FACE AREA**



3 for **LIPS AREA**



A range of 36 references, obtained through the use of special purification and micro-ionization processes of natural mineral dyes, for those who choose



A very strict selection of ORGANIC DYES



has been carried out, choosing among those allowed according to International Norms and **excluding Chrome salts**.

All the products in the **EYE AREA** have been formulated with natural mineral dyes and only **2** organic ones. **LIP** products, as well, have been realized with almost all natural mineral dyes and only **4** organic.

MAKE-UP LINE WITH ORGANIC FORMULATIONS

HELAN's Research Laboratories have been focusing on the evolution of its own formulas for many years with a scientific zeal that fears no limits, working towards the realization of organic cosmetics. In virtue of being **Natural Cosmetic pioneers** in organic evolution as well as innovative skills in terms of quality, sensory pleasantness in use and image creativity, today we are able to present a new range of make-up products, of which **18** proudly **BIO**.



18 Organic Formulations

that follow the protocols of the most accredited Organic Certification Boards.

EYE TREATMENT:

- 1 Kajal Eye Pencil
- 2 Eyeliner Pencils
- 2 Baked Shadows (8 colours)
- 1 Mascara



LIP TREATMENT:


- 3 Natural Organic Lipsticks



FACE TREATMENT:

- 1 Concealer
- 3 Compact Powders
- 2 Compact blushes
- 2 Indian Bronzing Powders
- 1 All Over





HELAN's new Make-up line represents the perfect synthesis of **Nature, Safety, Functionality, Pleasantness in use and Satisfaction in results**, becoming a point of reference for **formula innovation**.

The **New Make-up line** is concrete, down-to-earth dedication to wellness and the research of the most effective, natural, organic active ingredients, where possible, to add all the richness we can get from nature to our make-up for delicate, effective, hypoallergenic products, perfectly suited for

- ✿ the most sensitive, delicate skin types, those which redden and irritate easily
- ✿ dry and dehydrated skin
- ✿ mixed and oily skin

The new Make-up

is developed, as usual, in three areas:



ALL FORMULAS ARE COMPLETELY COMPATIBLE WITH HOMEOPATHIC PRINCIPLES.



Make-up Advices



In order to obtain a perfect and long-lasting make-up, here you will find a list of advices that every woman can take and adapt, depending on her personal needs and characteristics.

Eyes



1. outline your lids with the eye pencil;
2. apply eye shadows and carefully blend;
3. apply the eyeliner;
4. apply the mascara;
5. shape eyebrows with a brush.

Lips



1. outline your lips with the lip liner;
2. apply the lipsticks;
3. apply the lip gloss.

Face



1. apply your usual moisturizing cream or a serum;
2. apply the concealer;
3. apply the coloured cream or the foundation;
4. gently dub powder to obtain a matt effect;
5. apply blush, compact indian bronzing powder or all-over.



Eye treatment



It is said that the eyes are the mirror of the soul, and it is true, a glance suffices to express the way you feel, to communicate emotions and feelings.

So, why not highlight your eyes making them a perfectly striking point of charm?

It is quite easy with a complete make-up executed with the greatest care for detail. Thanks to eye shadows, eye pencils, eyeliners, your eyes could become wider and expressive, adding intensity to your colour, volumizing your eyelashes, giving your gaze irresistible charm.

In short, it is certainly worth to make-up your eyes with special care. But be careful with paperebral tissues, they are extremely sensitive and it is important to apply high- quality products.

Helan, grants a stunning effect make-up, but **above all safe**, suitable even for the most sensitive eyes.

 Eyeliner Pencil ♦
 Kajal Eye Pencil ♦
Eye Pencil Duo ♦
Eyebrow Pencil ♦
Eye-liner ♦
 Mascara ♦
 Baked Shadows ♦



EYELINER PENCIL



perfect definition

*sweet Almond and Sesame oils
Vitamin E*

This eye liner pencil can be used for basic contouring and shading making it a perfect tool for a long-lasting makeup.

Vitamin E and fine vegetable oils and waxes soothe and soften your eyelids.

Our organic formula is ideal for sensitive eyes or contact wearers.

How to use it: product of medium-soft texture to be applied in thin strokes along the edge of your eyelid, close to lashes..

Paraben free

- ✓ Defines and enhances eye shape.
- ✓ Adds depth to your gaze.
- ✓ Creates an intriguing shadow effect.

KAJAL EYE PENCIL



intense look

*sweet Almond and Sesame oils
Vitamin E*

When you wish to make the most of your eyes, turn to Kajal's eyeliner to line, highlight, darken or intensify your look.

Soft and velvety, intense and bright black, this eyeliner allows for high precision, enhancing the natural shape of your eyes and adding depth.

Vitamin E as well as precious vegetable oils and waxes soften and soothe the eyelids.

Our organic formula is ideal for sensitive eyes or contact wearers.

How to use it:: to avoid smudging during the day, apply an ultra-fine line on the inner edge of the lower eyelid.

This will accentuate the color of light eyes and give depth to dark ones. The rubber end may be used to smudge and shade the pencil for shadowing.

Paraben free



81K24

Castagna



81K25

Blu oltremare

215



82K5

Peuplier noir

**82K1**

Opaline

Grigio antracite

**82K3**Avio
Blu notte**82K2**

Giada

Verde muschio

**82K4**Glicine
Viola

EYE PENCIL DUO

double tip

all-in-one matching eye shadow and liner

Vitamin E

Eye shadows in the latest colours,

Eye pencils darker to intensify your glance by playing with shades and subtlety, colour and light.

A practical, nice idea for carefully detailed, complete make-up to colour the eyelids and outline the eyes.

Ultra delicate, hypoallergenic formula that is compatible with even the most sensitive, easily reddened eyes.

How to use it: the simplest eye make-up tip is using a light shade of eye-shadow on most of the lid with a darker colour following the outline of the eye and widening at the outer-corners. The lighter shadow brightens the lid area and should be applied before the darker one, then both can be shaded with a brush.

Eye liner can be applied by making a series of very fine dashes on the eyelid, close to the lashes, evening them out using a precision brush or pen..

Paraben free

- For faster, complete eye make-up
- More and more emphasis to eyes
 - Added harmony and allure

chromatic effects

Eye pencils and eye shadows colors can hand out amazing chromatic effects:

- ✓ Chestnut brown-green eyes, make up in violet, become more and more green; in black and silver become the darkest.
- ✓ Grey-green eyes are set off by the honey, amber tone.
- ✓ Blue and green eyes are set off by the bronze warm tone; with the green they increase the blue component.
- ✓ Chestnut brown eyes make up with green-bronze tone turn to green.
- ✓ Dark eyes find their maxim intensity with a clear make up after they have been framed with the dark eye pencil.

EYEBROW PENCIL

high definition

Eye brows are an essential facial feature because they help give symmetry, add expression to your look and define eye shape; yet often they are not given due consideration.

Helan's eyebrow pencil is ideal for defining the shape of your eyebrows, remodelling them by filling in any thin or sparse areas.

How to use it: product of medium-hard texture to be applied in thin strokes following the natural shape and curve of your eyebrow. Shade in to blend with natural contour.

Use the shaping comb to tidy up particularly long or bushy eyebrows

Paraben free

**82KS**

Cacao

EYE-LINER

high definition

Linden and Melissa

An extremely black, bright eye-liner that traces decisive, precise lines that last all day long. This liquid formula goes on smoothly, is fast-drying and easy to apply, leaving a generous amount of color from the first touch without any traces of smudging.

Thanks to the **moistening and gelifying agents** that pigment sticks to, trapped in a fluid mixture, the formula glides on eyelids smoothly and evenly with an intense, bright color. Special **filming agents** ensure fast, smudge-free drying while the **absence of preservatives** contribute to the well-being of sensitive eyes.

How to use it: the felt tip, lining pen is ultra-fine and supple, designed for easy application and perfect, long-lasting results.

After having applied eye-shadow, draw a very fine line just above the lashes starting from the inside corner of the eye and gliding the felt-tip pen towards the outer edge. Applying greater pressure to the lining pen while moving it outwards will add emphasis and give the impression of width to the eyes. Eye-liner application is facilitated by keeping the eyelid half-closed and pulling it slightly with the index finger of the left hand, for example, while painting an upward, outward stroke with the right, and so forth.

Shake before use and close carefully right afterwards.

Preservatives free

Active Ingredients in Eye treatment

- ☞ **Melissa**, soothing
- ☞ **Linden**, calming, soothing
- ☞ **Sweet Almond and Sesame oils**, emollient,
- ☞ **D-Panthenol**, revitalizing
- ☞ **Vitamin E**, anti-oxidizing action

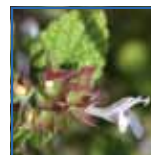


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82KE

Nero assoluto





Mascara

Even if fashion and make-up undergo continuous changes, this small bottle still remains **one of the most useful and indispensable cosmetic**.

Mascara makes your eyes intensive and expressive with long, thick and well separated lashes. That's why every woman looks for its ideal mascara which provides depth and intensity to her gaze.

According to market research studies **the qualities of a valid mascara** are the following:

- ✓ Easy application
- ✓ Perfectly separated lashes
- ✓ Increase in their length
- ✓ It rapidly dries
- ✓ It provides lasting colour

Do not forget its **curling and thick effect** and the perfect coat left on lashes, that keeps them smoothed and repaired.
Easy to remove, it also must not provide eye irritation.



MASCARA

extra length curl and volume

sweet Almond oil
Karité butter

To separate lashes, even the finest, enhancing colour and thickness for an intense look, bringing out the beauty of the eyes.

Soft and creamy thanks to Beeswax, perfectly balanced with vegetable waxes, sweet Almond oil and Karité butter, emollient and nourishing this mascara envelops the lashes, shaping and intensifying their natural colour.

The new applicator allows for exceptionally even coverage, giving the lashes spectacular length for a thick, full-bodied look without unsightly clumping and globs.

Black is the color that offers the best results in making both eyes and lashes stand out.

Suitable for contact-users and the most delicate, sensitive eyes.

Use: moisten the hollow, fiber-brush applicator and glide it onto the eyelashes, rolling it between thumb and index finger. The special applicator separates lashes one by one while applying the product evenly from base to tip. Apply repeatedly until the desired volume has been achieved.

Shake the bottle before use and close carefully afterwards



●
82KM
Nero

219



Baked Shadows

BAKED SHADOWS



wet & dry

A palette of complete products that make the most of eyes thanks to its combination of captivating contrasts. Helan's new **Bio Baked Shadows**, made with a selected mix of micronized minerals, have an intensely shiny effect and high color rendering, with a light, dry finish that is weightless to the eyelids. This special formula contains extremely light oils that help it go on easily, geared towards a smooth flow in application and hold. The final effect is like that obtained with a powder but with the added ease of a compact.

Eight new, natural hues, yet intense to rollick in a skillful game of contrasts with colors that range from shades of soft pinks to a gamut of blues and grays, making color the main player in the realization of whatever effects you choose. Light and brightness are emphasized and brought out to the max

Use: the velvety, **wet & dry** textures can be used as follows: **wet** to highlight the pearly effect of the color to appear shinier and more metallic, **dry** for a natural, more transparent color that gives a bright, more satin-like finish.

Easy to use and blend without staining, these eye shadows have an excellent, long-lasting quality, especially in the wet application.

Paraben free



The application of this new technology (baked) allows for compact, even, easily applied powders to be achieved with the brightest colors.

82O1 QUARTETTO 1



Rosa chiaro



Oro



Bronzo



Grigio ardesia

82O2 QUARTETTO 2



Grigio perla



Pervinca



Blu



Malva

Eye treatment

Lips treatment:



Sexy, naïve, sulky or smiling

our mouth is one of the most striking feature of our face and an extraordinary point of charm. It must be emphasize with a flawless make up that enhances its beauty. Moreover, the right combination of the lip liner and the lipstick make possible to camouflage tiny defects.

How to make up your lips:

- 1) Define your lip outline first with a lip liner slightly darker than lipstick.
- 2) Apply the lipstick along the lip outline
- 3) Carefully blot your lips with a tissue to remove colour in excess.
- 4) To obtain a more rich colour effect that last, apply the lip liner of the same colour of the lipstick all over your lips and then your lipstick.

If you have:

THICK LIPS

- 1) Do not outline the lips along the lip line and avoid to use too bright colours (they tend to enhance volume effect).
- 2) Apply the lipstick slightly inside the lip line and shade off by patting;.
- 3) Prefer dark and matt colours (bordeaux or brown)

THIN LIPS

- 1) Outline the lip along the lip line. Do not apply the lipstick until the corners of your mouth (it enhances the lip outline).
- 2) Avoid to use dark colours.
- 3) Prefer colours like coral or pink cyclamen

SMALL LIPS

- 1) Define your lip outline with the lip liner trying to draw it bigger but be careful to keep it natural.
- 2) Prefer bright colours, lip gloss and gloss shine

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- Lip Pencil ♦
- Moisturizing Lipstick ♦
- Organic Lipstick ♦
- Matte Lipstick ♦
- Moisturizing Lipglos ♦
- Moisturizing Glitter Gloss ♦
- Shining Gloss ♦





82M1

Rosa del deserto



82M2

Ruggine



82M3

Porpora

🌿 Active Ingredients in Lips treatment:

- 🌿 **Hyaluronic acid**, moisturizing
- 🌿 **Argan, Sunflower, Jojoba** and **Sesame oils**, emollient
- 🌿 **Shea butter** and **Beeswax**, nourishing
- 🌿 **Vitamin E**, anti-oxidizing action



LIP PENCIL

perfect definition

Vitamin E

Enriched with **Vitamin E** and special **nourishing waxes**, Helan pencil was purposely designed to emphasize and colour lips with extreme ease and keep them soft and moisturized.

How to use it: apply pencil along the edges of your lips, then **fill in and blend evenly using a brush**.

Applying the lipstick at this stage will make it last longer.

The colour of the lip pencil should be a shade darker than your lipstick.

Paraben free

Indispensable

- ✓ for giving your lips a perfect outline
- ✓ enhancing them with colour
- ✓ for flawless, long-lasting make up.

Lipsticks and Lip Gloss

Among the wide range of cosmetics available on the market, the lipstick is probably the most popular, the one a woman can't do without, which emphasizes lips at their best.

The qualities of a valid lipstick are:

- ✓ Easy application;
- ✓ Good taste
- ✓ A smooth creamy and lightweight texture;
- ✓ Smooth and long-lasting colour

MOISTURIZING LIPSTICK

GLUTEN FREE

Radiant Look

*Beeswax,
Vitamins C and E,
UV Sun Filters*

A versatile lipstick that puts together soft, rich textures and extra-shiny colour. This exclusive formula is the combination of ingredients specially selected for comfort and shine: vegetable oils that emphasize colour brightness and allow for smooth application as well as add moisture for soft, radiant lips always.

*A balanced mix of waxes allows our **Moisturizing Lipstick** to glide on easily and comfortably so that the colour slides onto the lips in a thin veil that lasts and lasts for a bright, sure finish.*

Nature and color in one product.

Preservatives free



82RL1

Rosa dorato

82RL2

Rosa antico

82RL3

Rosa perlato

82RL4

Rame

82RL5

Rosa corallo

82RL6

Rosa geranio



82RL7

Malva



82RL8

Anemone



82RL9

Fucsia



82RL10

Prugna



82RL11

Uva



82RL12

Rosso tiziano



Lips treatment

Lipsticks



82RB1

Rosa di bosco



82RB2

Albicocca



82RB3

Castagna



NATURAL ORGANIC LIPSTICK



Argan, Sunflower, Jojoba and Sesame oils

Shea butter, Beeswax

Vitamin E,

UV sun filters

100% natural

*New technology in formula production has overcome problems related to the realization of **completely organic cosmetic products** in which the raw materials used are able to give the same extras as traditional ones:*

- pleasant use
- easy application
- high performance

Helan's NATURAL, ORGANIC LIPSTICK was thus born with a soft, creamy texture for maximum comfort.

*Enriched with a **balanced complex of organic waxes and oils**, it ensures a moist, flexible finish that covers and shines like a paste while the **Shea butter** makes the product extra soft and easy to apply.*

Preservatives free



82RM1

Rosa pastello



82RM2

Melanzana



82RM3

Avana



MATTE LIPSTICK

extra comfort

Vitamin E,

UV Sun Filters

*This rich, generous stick wraps the lips in an ultra-fine, comfortable film for a satin finish. The paste itself is highly precise and easy to apply so **lips appear full and plump with an intense, shiny colour that lasts and lasts.***

Lips, draped in this "sophisticated" lipstick, are always impeccable.

***How to use it:** outline lips with a lip pencil for a more enhanced look, choosing a darker shade than the lipstick, then apply evenly to avoid unsightly build-up at the corners of the mouth.*

Preservative free



Lips treatment

Lipsticks and Lip Gloss

MOISTURIZING LIPSTICK

GLUTEN FREE

radiant look

Hyaluronic acid

Vitamin E,

UV sun filters

This creamy, comfortable gloss colours and brightens the lips, wrapping them in a soft, adhesive cloud.

*The formula is enriched with **micro-spheres of Hyaluronic acid**, responsible for the degree of skin moisture and firmness, adds a rare shine that stays on perfectly with even, compact colour.*

How to use it: after outlining the lips with a neutral-coloured pencil, apply **Helan's Moisturizing Lip Gloss** for a luminous, yet natural and lasting glow.

*Can be used alone to enhance the natural shape of the lips or over lipstick for extra shine. This will provide a glossy finish and **fuller-looking lips**.*

Never complete coverage.

Preservatives free



82L1

Fior di pesco

82L2

Mora

82L3

Mandarino

MOISTURIZING GLITTER GLOSS

GLUTEN FREE

Vitamin E,

UV Sun Filters

Exceptional, iridescent glosses that play with colour and its various hues for spectacular, sparkling lips.

*Thanks to its creamy texture and new, innovative formula rich in microcrystalline particles of pigment that capture and reflect light in all possible directions, this **Glitter lip gloss** gives your lips a radiant finish and sparkling glow.*

*Enriched with a complex of gelling oils and sun filters that protect the lips from the harmful rays of the sun, these glosses glide on soft and smooth as silk for **fuller, more luscious lips** application after application.*

Delicate yet resistant.

How to use it: the glide-on mouth of the tube allows for even, precise application of the amount according to the degree of desired light and shine.

Preservatives free



82GG1

Caki

82GG2

Corbezzolo

82GG3

Fragola

82GG4

Lampona

225

Lips treatment

Shining Gloss

GLUTEN FREE

SHINING GLOSS **SPF 6**

luscious look

Vitamin E
sun filters

*A spectacular shine, transparent for a mirror-effect, with a range of refined shades.
A soft, comfortable texture that gives a voluminous, luscious look and super shine with record resistance, leaving the lips moisturized.
The color crystals give full color that lasts and intense shine for full, well-defined, luscious lips.*

How to use it: apply using the provided, high definition applicator until the desired look has been achieved.

Preservatives free



82GS1

Camelia



82GS2

Mirtillo



82GS3

Ciliegia



82GS4

Ribes

Lips treatment

Face treatment



For a silky skin

Every woman desires to have a luminous and smooth skin with a perfect make-up.

There's a wide range of products, concealers, foundations, powders especially conceived to enhance the skin natural finish and even conceal small imperfections.

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- Matte Finish Concealer Stick* ♦
- Smoothing Liquid Concealer* ♦
- Moisturizing Coloured Cream* ♦
- Re-Balancing Foundation* ♦
- Anti-Wrinkle Moisturizing* ♦
- Compact Foundation*
- Brightening Fluid* ♦
- Compact Powder* ♦
- Compact Blush* ♦
- Compact Indian Bronzing Powder*
- All Over* ♦
- Terra Cotta* ♦



Concealers

This cosmetic is not always necessary, but it becomes useful to minimize red areas, or help to conceal dark circles or camouflage other skin imperfections (blemishes, pimples etc.).



82CT1
Sabbia

MATTE FINISH CONCEALER STICK

***α -Bisabolol, Wheat and Corn starches
Jojoba oil, Shea butter and vegetable waxes
Vitamins A and E,
UV sun filters***

Soft, spreadable and more practical to apply in stick form.

*This neutral colored concealer, prepared using mineral and vegetable ingredients, fully respects the skin's functions and offers complete color coverage, noticeable right from the very first application. Rich in **Wheat and Corn starches**, it provides natural, optimal coverage of dark circles under the eyes, tones down redness and conceals small facial blemishes (marks and spots).*

*Thanks to vegetable oils, butters and waxes it moisturises and nourishes the area around the eye contour while **Vitamins A and E** ensure and anti-oxidant action.*

It gives a matte finish without hiding the natural radiance of your skin.

***How to use it:** apply a small amount of product, where needed, right after moisturizing. Using the fingertips, dab gently to blend. Fix and blot shine with a light dusting of face powder.*

Preservative free

SMOOTHENING LIQUID CONCEALER

renewed radiance

***Jojoba and sweet Almond oils
Karitè butter
UV sun filter***



*A soft, creamy feeling texture that slides on effortlessly for a natural looking, powder-kissed finish, and that corrects dark circles and imperfections. Enhanced with vegetable oils that bring nourishment and elasticity, it helps improve skin moisture. The innovative complex of natural active ingredients targets the delicate eye area: slight wrinkles and dry skin, puffiness and **dark circles**.*

***How to use it:** to be applied in a small quantity where needed, right after moisturizing. The **provided brush applicator** is designed for extreme precision in covering every slight imperfection of the skin.*

Paraben free



82CL1
Duna

Face treatment

Coloured Creams and Foundation

Avantgrade in the Research, HELAN propose several different formulations that allow the skin to freely breathe without clog the pore and to assure a pigment uniform distribution.

Rich in the most precious functional raw materials and with specific texture and properties, they arise to satisfy each specific skin type needs to obtain a **uniform and more natural make up**.

The most correct tonality is the more skin tone similar!



MOISTURIZING COLOURED CREAMS

natural and silky texture



RE-BALANCING FOUNDATION

texture
light and soft
easy to apply
for oily or mixed skin types



ANTI-WRINKLE MOISTURIZING FOUNDATION

texture
creamy and comfortable
easy to apply
for mature skin types



COMPACT FOUNDATION

texture
creamy and pleasant to the touch
light sensation on the skin
natural tan color
for all skin types, including the most sensitive



BRIGHTENING FLUID

texture
enticing and velvety
sensorial touch to brighten
and make the most of temples,
cheeks and eye-lids

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Coloured Creams and Foundation



82CC1

Orzo



82CC2

Grano

MOISTURIZING COLOURED CREAM

SPF 20

natural look

**Aloe vera gel, Hyaluronic acid,
Vitamin E,
UV filters**

This **transparent formula** evens out colour and gives the skin a light, weightless sensation, **for totally natural make-up**.

A fresh, light emulsion that moisturizes dry areas and absorbs shine in oily areas, able to smoothen the skin and conceal blemishes thanks to its special, optical pigments that reflect and control light.

Rich in moisturizing substances, **Aloe vera gel, Hyaluronic acid**, it has a special, restorative action and light coverage that makes the most of the skin's natural complexion, leaving it glowing.

Paraben free



82FO1

Miele



82FO2

Mandorla



82FO3

Caramello

RE-BALANCING FOUNDATION

SPF 15

silk effect

**Burdock, Vitamin E,
UV sun filters**

A light, fluid foundation that stands out by brightening the skin, leaving it silky and moisturized with perfect coverage.

Enriched with **UV sun filters** to protect from radiation as well as special pigments that work in synergy to make the most of color, gives the skin a bright, flawless finish.

Light colors for **mixed or oily skin types** that go on smoothly and evenly. .

Paraben free

Face treatment

Coloured Creams and Foundation

ANTI-WRINKLE MOISTURIZING FOUNDATION

SPF 15

lifting effect

Hyaluronic acid,
sweet Almond and Olive oils,
Vitamins C and E
UV sun filters

*This soft, fluid foundation, quite faint and extremely comfortable, is a new, moisturizing treatment rich in **Hyaluronic acid and vegetable oils** studied specifically to nourish and protect **mature skin**.*

*The **natural pigments** in this product give the skin an even tone without weighing it down. It also **minimizes wrinkles** thanks to the soft focus effect of the powders used which capture, diffuse and amplify light, thereby fading blemishes visually to bring all the benefits of a beauty treatment to the face.*

This formula, enriched with restorative substances, makes the most of cell cohesion, thus improving skin elasticity, tone and compactness for a firm, wrinkle-free effect.

*Enriched with **sun filters that protect against UV radiation** and certain, dull pigments, the skin is left radiant and spotless, preventing skin aging.*

The velvety texture sinks into the skin during application to ensure even coverage and an impeccable, natural finish.

Paraben free

Method of use: both foundations and colouring creams must be sparingly applied with the fingertips to the: forehead, nose, cheeks, and chin. They must be lightly massaged into the skin, working from the middle outwards, paying particular attention to the hairline, ears and the neck.

Its excellent full-coverage keeps your skin perfectly smooth, providing a shimmery make-up stay that will stay on all day long.

🌿 Active Ingredients of Coloured Creams and Foundation:

- 🌿 **Aloe vera gel**, moisturizing soothing
- 🌿 **Burdock**, dermo-purifying
- 🌿 **Hyaluronic acid**, moisturizer
- 🌿 **Sweet Almond and Olive oils**, emollient
- 🌿 **Vitamin C and E**, anti-oxidizing action



82FH1
Miglio



82FH2
Raina



82FH3
Farro

Face treatment

Coloured Creams and Foundation



COMPACT FOUNDATION

SPF 50+

color creation

α -Bisabolol,
Vitamins ACE,
UV sun filters

The brightness e of a fluid foundation combined with the velvety, matt effect of a powder.

A soft, silky texture that is weightless on the skin yet exceptionally creamy and velvety to the touch, for golden color to the face in a flash.

Multi-reflecting powders and Vitamins ACE come together to enhance the effectiveness of this treatment with a colour effect, for make up that covers, yet is natural.

The high sun protection factor, SPF 50+, contrasts the actions of UV rays and protects the skin from the damaging effects of free radicals, leaving the skin radiant and spot free.

How to use it: perfect for a quick touch-up. Apply with the **latex sponge provided in the compact case: dry**, for a natural, delicate matte look or **damp**, for more intense, visible coverage. *The optimal coverage of this foundation smoothens the skin evenly, ensuring a radiant, flawless finish.*

Paraben free

BRIGHTENING FLUID

radiant look

Vitamin E
UV filters

This Brightening Fluid gives a most pleasant, radiant glow to the skin thanks to the properties contained in the mineral pigments that reflect light with great intensity, thereby creating a game of subtle hues.

The extremely light texture becomes fluid when applied, blending pleasantly into the skin for a soft, velvety sensation.

Ideal for adding small touches of light in target areas, such as the temples, cheeks and lips.

How to use it: to be applied in small quantities, where needed or desired, after moisturizing. *The provided brush applicator is designed for extreme precision in covering the slightest imperfection, leaving the skin radiant and smooth.*

Paraben free



82FC1

Biscotto

82FC2

Nocciola

82FC3

Cannella



8211

Perla luminosa



8212

Bronzo dorato

Face treatment

92% mineral powders
3,5% vegetable ingredients
92+ 3,5= 95,5% natural ingredients



COMPACT POWDER
texture
silky, bright and natural
sets make-up without shine



COMPACT BLUSH
texture
soft and stays-on
to brighten cheeks



COMPACT INDIAN BRONZING POWDER
texture
compact, bare, bright and transparent
extraordinarily natural
clings to the skin, long-lasting



ALL OVER
texture
natural and innovative
stays on, can be shaded
with a natural effect beyond compare

Compacts

They enter the scene following the foundation application!

Thanks to multi-porous ingredients, **Helan's Compact Powder** is feathery soft, guaranteeing an impeccable, shine-free finish.

COMPACT POWDER



velvety skin

**Ginkgo biloba, micro-ventilated Wheat starch powder
Jojoba, sweet Almond and Olive oils, Beeswax
Vitamins A and E,
UV filters**

Light and transparent, rich in moisturizing and smoothing ingredients, it achieves a matte effect and gives the skin an impeccable velvety look.

*This **organic formula** contains the softening, silkening properties of **Wheat starch** as well as the emollient ones of **Jojoba, sweet Almond and Olive oils**, making it creamy to touch and soft to apply.*

*The **natural, non-treated mineral pigments** ensure coverage and give the skin radiance.*

How to use it: using the **velvet powder puff**, gently dab a small quantity of powder over your face, beginning from the neck and moving upwards towards the forehead, ideally after having applied foundation or straight after day cream, when foundation isn't used.

Preservative free



82CP1

Naturale



82CP2

luta



82CP3

Ecrù

Face treatment

COMPACT BLUSH



hint of colour

Ginkgo biloba

micro-ventilated Wheat starch powder

Jojoba, sweet Almond and Olive oils, Beeswax,

Vitamins A and E,

UV filters

Soft, light, sheer formula that stays on, shapes the face and brightens the cheeks with a touch of natural colour.

This **organic formula** contains the softening, silkening properties of **Wheat starch** as well as the emollient ones of **Jojoba, sweet Almond and Olive oils**, making it creamy to touch and soft to apply. The natural, **non-treated mineral pigments** ensure coverage and give the skin radiance.

For perfect looking, long-lasting make up.

How to use it: blush follows the general make-up rule that to look good it's better not to overdo it. Therefore, when choosing a colour shade, always refer to your natural skin tone and remember to apply the product with the **soft brush** that comes with the compact.

Blush should be applied using the brush in circular motion, starting from the temples and blending down towards the cheeks.

For a face-shaping effect, insist on the **cheekbones area**.

A gentle sweep should suffice for the day, while a more intense finish is permitted for evening wear.

Preservative free



82F1

Onice rosa



82F2

Corniola

Colours: two shades,
a delicate, pinker one for
daring (perfect for light skin)
a darker one to enhance
the shape of the cheeks

🌿 Active Ingredients of Compacts

- 🌿 **Ginkgo biloba**, energizing, revitalizing
- 🌿 **Dog Rose**, anti-wrinkle
- 🌿 **Wheat starch**, silky
- 🌿 **Jojoba, sweet Almond and Olive oils**, emollient
- 🌿 **Beeswax**, nourishing
- 🌿 **Vitamins A C E**, revitalizing, anti-oxidizing action



Compacts

COMPACT INDIAN BRONZING POWDER



natural tan effect

*Ginkgo biloba, Dog rose, micro-ventilated Wheat starch powder
Jojoba and Sunflower oils, Beeswax,
Vitamins A and E,
UV sun filters*

Compact, light, shimmering and amazingly natural, Helan's Indian Bronzing Powder is ideal for giving that golden glow that is usually achieved only after hours and hours in the sun.

This organic formula contains the softening, silkening properties of Wheat starch as well as the emollient ones of Jojoba and Sunflower oils, making it creamy to touch and soft to apply. The natural, non-treated mineral pigments ensure coverage and give the skin radiance.

A light, long lasting powder that stays on; characteristics that go along with the richness of our active ingredients to give your skin beautiful colour and keep it moisturized.

HELAN offers two different, extending Summer shades that allow each woman to make the most of her skin tone, leaving it silky and velvety soft.

How to use it: for a natural sun-tanned look, dust the bronzing powder onto the face after your daily moisturizing cream or foundation. Brush in circular motions, repeating the application until the desired depth of colour has been achieved.

For the most natural, even effect, repeat the process using just a bit of the product at a time until the desired depth of colour has been achieved.

Preservative free



82T1

Faggio



82T2

Noce



ALL OVER

Multi-purpose make up for face, eyes and lips

*Ginkgo biloba, Dog Rose,
micro-ventilated Wheat starch powder,
Jojoba and Sunflower oils, Beeswax,
Vitamins A and E,
UV sun filters*

A technologically innovative cosmetic product with a velvety soft, cream-powder consistency, exceptionally airy and smooth, that glides on with ease and blends perfectly into the skin.

*This **organic formula** contains the softening, silkening properties of **Wheat starch** as well as the emollient ones of **Jojoba and Sunflower oils** making it creamy to touch and soft to apply. The **natural, non-treated mineral pigments** ensure coverage and give the skin radiance.*

*Ultra-fine, round, golden particles encourage an **incomparable natural effect** that bring out colour.*

Just one product to add vivid, intense colour to face, eyes and lips.

***How to use it:** apply all over the face, **preferably with a brush**, using quick, circular movements. For the most natural, even effect, repeat the process using just a bit of the product at a time until the desired depth of colour has been achieved.*

This extremely versatile formula can also be applied with a fine, damp brush to double-up as an eyeliner and/or lip pencil.

Preservative free



82A

Acacia



Compacts



82TC1
Frassino



82TC2
Rovere

TERRA COTTA

wet & dry

micro-ventilated Corn starch powder

Helan's Terra Cotta gives the skin a natural, transparent finish with an extremely light texture that feels like velvet.

A real touch of softness for a totally natural, spontaneous, fresh and radiant look, perfect day and night.

***How to use it:** for a natural sun-tanned look, **dust the Terra Cotta** onto the face after your daily moisturizing cream or foundation. Brush in circular motions, repeating the application until the desired depth of colour has been achieved.*

For the most natural, even effect, repeat the process using just a bit of the product at a time until the desired depth of colour has been achieved.

Paraben free



Mais

The application of this new technology (baked) allows for compact, even, easily applied powders to be achieved with the brightest colors.

SET OF BRUSHES

HELAN's new line of make up is enhanced and completed with a collection of professional level accessories to ensure precise, even application and continuity in shading without smudging or carelessness.

The **brush set contains 5 brushes** to be used according to various product textures to be applied to specific areas of the face. Each brush is unique, created with the best materials for:

- 1 Practical, easily managed linear and circular strokes
- 2 Perfect lipstick application as well as final look for eye-shadow.
- 3 Mineral shadows, powders, foundations, all over ... ideal for the application of any product, compact or not, allowing for various shading and suffusion.
- 4 Double applicator for eyebrows: the teeth help separate and shape while the other side brushes. A must for those with thick eyebrows who love keeping them natural.
- 5 Sponge applicator to ensure long-lasting eye shadow to the lids and reduce waste.



PENCIL SHARPENER

Double use, for eyeliner and shadows.

SMALL SECRETS FOR PERFECT TIPS:

The products in make up pencils tend to get mushy or melt in Summer or when kept in the heat, so be sure to keep them in a cool place. The best way of achieving a perfect tip is by putting the pencil in the freezer a few minutes before sharpening for ideal consistency.



•Eye Pencil Duo
•Eyeliner Pencils
•Lip Pencils

GIFT BOXES



gift boxes



Give the gift of nature!
Helan has studied gift boxes specifically decorated and designed for each product line to top off your gift with the most appropriate gift box. Precious boxes, ribbons and adornments make your gift welcome and personalized.

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Nature caught in Laboratory

Elaborated by expert hands with the support of the most modern technologies
to be offer at the service of beauty and wellness




L'efficacia nelle erbe



Helan Cosmesi di Laboratorio s.r.l.

Via G. Adamoli 515 - 16165 Genova - Italy - Tel. +39.010.830.711 - Fax +39.010.830.71.90

cosmeticonaturali@helan.it - www.helan.it

You can find us on Facebook  and Instagram 