

The Essential Line By Floreal

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Essential Line



The Essential Line By Floreal

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Essential Etheric Oils Line



A synergy of plant etheric oils, non-synthetic and available in both hydrosoluble and liposoluble versions. Specifically applied in cosmetic treatments in combination with aromatic essences for beauty and personal care.

To be used alone or in combination with creams, masks and other products from the O&F Floreal line.

Essences are concentrated, scented mixtures of aroma compound molecules obtained from certain plants. They are formed by a combination of various substances (esters, acids, alcohol)... They can be found in some, or in a combination of, parts of plant species, which thereby carry a specific scent (flowers, fruits, bark...). They are closely linked to the life-cycle of a particular plant, as they attract insects to enable fecundation, protect plants from parasites, heal "wounds" with their unique properties, generally anti-bacterial, disinfectant and antiseptic. They are bio active and have a stimulant effect on life-supporting and immunization processes.

Etheric or volatile oils are used in many products: in the food industry, in perfumery, medicines and cosmetics.

The lipid molecules contained in the essences bind with the lipids (fats) present in the outward layer of the epidermis. Here they are rapidly absorbed and reach the dermis, the deepest layer of our skin, where the blood vessels flow. The oils therefore operate at the biological level, helping our bodies flush out unwanted substances and thus preventing the creation of blockages in our system (all that is not used, is naturally flushed out of the body).

Therapeutic Uses:

- Aromatherapy, therapeutic use for topic or systemic treatment (medical use);
- Cosmetic applications of essential oils; external use for aesthetic treatments.

Etheric oils have numerous properties precious to human beings: stimulant, heating, decongesting, cooling, deodorant, antiseptic, aromatic, etc.

Our etheric-oil-based products:

Essential Oil, Essential Hydro, Essential Epil, Dermooil all have healing properties bestowed by their special synergic formulae.

Synergies offer a number of benefits if compared to the use of a single etheric oil; the active principles act more effectively, as the mixture is more easily absorbed by the skin. Furthermore, a combination of plants ensures benefits from a number of different active principles, each with a specific property. Used in combination, these substances create new effects (positive synergy): thus, the same product can be used to treat different ailments.

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- Essential Oil, 6 synergies (green, yellow, blue, brown, purple, grey), combined with oil to be absorbed by the skin (liposoluble), with healing action. Softens the skin. Can be used alone or in combination with creams and masks, based on the esthetician's opinion and preference.
- Essential Hydro, 5 synergies (white, brown, purple, grey, blue). Hydrosoluble, to be used as massage oils for the face and body, or as bath oils in the bathtub, hot tub or shower. Uniquely fluid, they glide over the skin and completely dissolve in water. Each product has specific properties as well as a general disinfectant and deodorant effect. If used in hot baths (37°/38°C), they activate an osmosis-exchange mechanism with will optimize the effects of holistic beauty treatments.
- Essential Dermo Oil, boosts lymphatic drainage, improves blood flow and the flow of oxygen to body tissues, helping flush out excess liquids.
- Essential Lipo Oil, is a multiactive plant mixture effective in treating cellulite-related skin problems. The fat tissue retreats and skin tonicity improves.
- Essenzial Epil, a synergy developed to slow skin hair growth, alleviating possible irritating post-waxing effects. See the Floreal Method.
- Epil, enzymatic product. Effectively slows down skin hair re-growth. To be applied as hairs grow.
- Epil Milk, a detergent milk designed to remove any wax residues after waxing.



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Essential Oil



This line is composed by 6 different synergies of natural etheric oils. Liposoluble. These products have been specifically designed for skin beauty and treatment. Etheric oils, combined with a base formula which insures rapid absorption, are particularly “soft” and can be used on all skin types.

The composition was created to assist in alleviating the most common skin imperfections. Can be used alone, directly on the skin, or in synergy with other products from our various lines, as per the Floreal guidelines. Do not apply around the eyes. For external use only.

- **Essential Oil purple:** revitalizing, stimulates blood flow, enhances skin elasticity. Tones up and eases tension in skin and tissues.
Active principles: essential oils of lavender, eucalyptus, rosemary, peppermint, carrot oil, jojoba oil.
- **Essential Oil brown:** facilitates drainage of surface liquids. Improves the condition of thickened, porous skin.
Active principles: essential oil of marjoram, lemon balm, Bourbon geranium, carrot oil.
- **Essential Oil blue:** purifying, protective. Especially helpful for couperose-prone complexions and skin damaged by external factors.
Active principles: essential oil of Scots pine, cypress, lemon balm, chamomile, jojoba oil, calendula oil, propolis.
- **Essential Oil gray:** a basic relaxant, eases tension and improves general well-being, anti-stress oil.
Active principles: essential oils of Petitgrain, basil, valerian, chamomile, lemon balm, calendula oil.
- **Essential Oil yellow:** cleansing, calming, anti-inflammatory. Helps to balance the sebaceous glands in impure, acne-prone oily skin.
Active principles: essential oils of juniper, cajeput, rosemary, sage, lavender, propolis, calendula oil, jojoba oil, carrot oil.
- **Essential Oil green:** lends new shine to the skin, astringent. Acts by lightening dark patches on the skin, shrinks pores.
Active principles: essential oils of sage, peppermint, valerian, camphor, clove, jojoba oil.



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Essential Hydro



A synergy of hydrosoluble etheric oils.

5 specific combinations effectively contrasting all kinds of skin imperfection.

Their action is not limited to the skin: dissolved in hot water (37°/38°C), they act on the entire body through an invaluable osmosis effect.

They can be used as massage oils, alone or in combination with other products, as per the Floreal method, or as bath oils, dissolved in the bath tub, hot tub or under the shower. Can also be used with electric blankets. Do not use these oils in the sauna or steam bath as their essential properties, enhanced by the heat, may irritate the eyes.

■ **Essential Hydro - purple:** toning, revitalizing, improves blood flow, strengthening. Tones up and strengthens tissues.

Active principles: essential oils of rosemary, sage, peppermint.

■ **Essential Hydro - blue:** purifying, it protects the blood vessels. For skins presenting a general tendency towards episodes of reddening due to external factors. Strengthens the capillaries.

Active principles: essential oils of cypress, pine, sage.

■ **Essential Hydro - white:** lends new elasticity to the skin, tones body shapes, has heating properties, works on fat deposits. Acts against general and local pollutants. Recommended for treating oily skin and cellulite.

Active principles: essential oils of satureja (savory), cajeput, lemon.

■ **Essential Hydro - brown:** decongestant, balances surface liquids in the epidermis. Recommended for treating spent, porous tissues, evens out the complexion.

Active principles: essential oils of lavender, satureja (savory), chamomile.

■ **Essential Hydro - grey:** relaxing, for tired, nervous people with tense, stressed skin. Anti-stress oil.

Active principles: essential oil of Petitgrain, lemon balm, valerian, basil.



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Massage Oil

■ Essential Dermo Oil

A massage oil for porous, oxidized, spent complexions. Boasts a strong “filtering” effect, flushes out local or diffuse stagnation.

Can be applied in all treatments, wherever it is necessary to remove impurities and pollutants, particularly in areas presenting cellulite or fat deposits.

Active principles: triglycerides, almond kernel oil, essential oils of marjoram, sweet orange, nutmeg, saffron, juniper, Scots pine.

■ Essential Lipo Oil

Massage oil for cellulite-prone skins. Eases hand movements over the skin during massage sessions, making even treatment of edematous and painful cellulite enjoyable.

It is a multifunctional product, enhancing the action of the essential oils it is combined with.

Active principles: sweet almond oil, jojoba oil, wheat germ oil.



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Essential Epil

A post-depilation product to be applied after waxing.
These products effectively slow down and contrast skin hair growth after waxing.
Thanks to a slightly numbing effect which essential oils can have on skin, they alleviate pain and redness, refresh and disinfect, preventing rashes and softly removing any wax residues.

■ Essential Epil

A specific synergy designed to alleviate the irritating feeling which may arise after waxing.
Slows hair growth.

Active principles: essential oils of sage, peppermint, camphor, clove, valerian, chamomile and eucalyptus.

■ Epil Enzima

A synergy of 3 plant extracts whose combined action hinders hair growth. The amino acids contained in the extracts (proline) hinder the keratinization process and therefore slow down the hairs' typical spiraling shape development.

After two treatments, hair growth diminishes by 37%.

Active principles: extracts from the fruit of *Serenoa serrulata*, *Epilobium roseum*, *Curcubita pepo* samen.

■ Epil Detergent Milk

Use to remove any wax residue.

■ Epil Wax

Professional liposoluble wax, recommended for low temperature waxing.
Produced with natural resin.



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ACTIVE PRINCIPLES

■ **Serenoa Serrulata**

A standard palm tree, also known as 'scrub' palm. Native to the US South Atlantic coast. The fruit is traditionally used for its diuretic properties, as a tonic and against respiratory ailments.

■ **Epilobium Roseum**

Commonly known as Rose Bay, it is a shrub about 1.2 meters tall. Astringent and purifying.

■ **Cucurbita Pepo**

A native of Mexico. The seeds contained in its orange fruits are traditionally used to hydrate and soften. Its properties, combined with an amino acid found in **Epilobium Roseum**, praline, help contrast hair growth by blocking the production of spiraling keratin. A second growth-slowing factor was found in the antiandrogen properties of the plant extract, which enhance the action of **Epilobium Roseum**; also rich in tannins, it hinders testosterone production.

■ **Juniper** (essential oil)

This etheric oil is ideal, due to its antirheumatic properties, to treat pains related to arthritis and rheumatism. In cosmetics, it is mainly employed in the formulation of astringent tonics (for oily skin) and cleansing creams, to purify the skin and contrast excess sebum production and acne.

■ **Chamomile** (essential oil) - **Camomilla Matricaria**

The essential oil is obtained through the distillation of the chamomile flower. Chamomile extract is helpful to treat all menstrual problems and irregularities, as well as vaginitis, vaginal inflammation, and ailments linked to menopause. Soothing to the mind as well as to cramps, high fevers, colics and ear pain in children. Calming and toning.

■ **Lavender** (essential oil)

The essential oil is obtained through the distillation of lavender flowers. Antibacterial and anti-inflammatory, its use is recommended in case of viral disease of the respiratory tracts, the digestive system (viral diarrhea and colics, enteritis, worms and intestinal parasites), the mouth (gingivitis, abscesses), and of the skin (cuts, burns, pimples, erythema, infections). A good skin deodorant as well as room scent, is it used in cosmetics for all skin and hair types.

■ **Clove** (essential oil)

Employed in phytotherapy as antiseptic, analgesic and topic sedative, often by dentists. As a popular home remedy, a clove was chewed or stuck close to a tooth cavity to assuage pain. It is an anti-bacterial and antispasmodic. In the kitchen it is used as a spice - stimulates the digestion and is also used to produce liqueurs. In perfumery it is traditionally used to make aromatic pomanders with oranges and lemons.

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■ **Calendula** (essential oil)

Can be extracted from all parts of the plant (except the roots) but mainly from the flowers. Calendula oil should always be available as a home remedy as it can be used to treat all sorts of skin problems: rashes, sunburn or frostbite, reddening, bruises, cuts, and so on.

As a beauty treatment it helps prevent the formation of wrinkles.

■ **Carrot Oil**

Contains active principles with estrogen-like characters, particularly beta-carotene, which, as all vegetable estrogens, resembles female hormones. This property is testified by the folk use of carrots to stimulate lactation in new mothers. It stimulates glands. Beta-carotene (vitamin A) is fundamental to healthy growth and to repair damaged body tissues. It helps keep the skin healthy, light and soft, protects the lung, throat, nose and mouth mucosa, thereby reducing the risk of infection, protects from polluting agents (anti-oxidant, against free radicals). Contrasts hemeralopy and low sight, is required to keep eyesight in good condition, also has a role in the growth of bones and teeth.

■ **Wheat Germ Oil**

Obtained by cold pressing wheat germ. Contains natural vitamin E elements. Rich in natural vitamin E as well as in vitamins A, C, D, B1, B2, B3, B5, B6, B12, E, PABA, phosphate, iron, calcium, magnesium, lecithin and polyunsaturated fatty acids (vitamin F), carotenoids, sulfur, zinc, copper, manganese, selenium, molybdenum. Contains octacosanol, known to improve body resilience and influence muscle glycogens.

■ **Jojoba Oil**

Thanks to the unique physical and chemical properties of its fatty components, it is employed in various fields. As a therapeutic remedy it is used in pharmaceutical emulsions, to protect, nourish, soften and elasticize the skin. Mainly though, it is to be found in skin care cosmetics. Jojoba oil, added to a cream, protects the skin and is often used to prevent skin aging and wrinkles.

The unique nature of its fatty components has a double effect: on the one side it is quickly and deeply absorbed into the skin, while on the other it creates a protective film over the epidermis. The oil's stable molecules also form a shield against UV rays.

■ **Lemon** (essential oil)

Obtained by pressing lemon rinds. Activates and strengthens natural defenses and the immune system, stimulates the production of white and red blood cells. This property, combined with its anti-septic action, makes it a good treatment to prevent and heal contagious diseases, particularly those related to the "cocci" pathogenic group. Also used against viruses, for example to treat the flu and the common cold.

In the realm of hygiene and cosmetics, this aromatic essence is used as a disinfectant and deodorant. Balances oily skin and lightens spent complexions.

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■ **Lemon Balm** (essential oil)

Obtained from the lemon-scented white flowers of this herb. A tonic to the digestive system, it stimulates digestion and reduces smooth muscle cramps. It is also beneficial to the female genital system, toning up the uterus and calming menstrual pains. Acts on the nervous system, calming anxiety, uneasiness, irritability and dark moods. Can be used to contrast panic attacks and is generally useful to keep the skin and body in good shape.

■ **Rosemary** (essential oil)

Obtained from the leaves and tips of rosemary bushes. The tips are detached half-way through the season and let dry in the sun for 8 days. A very good stimulant. Strongly effective on the nervous system. Useful during convalescence, to regain lost energies. During times of intense intellectual effort, can be used as an aid to memory and concentration. In cosmetics, it is often found as a component of astringent and detergent skin tonics, with good result in anti-hair-loss treatments and against dandruff.

■ **Sage** (essential oil)

Obtained from new growth and leaves picked between the months of May and July. Useful to balance excess sweating, has yielded good result in treating chronic rheumatisms and lung diseases, as well as in speeding up convalescence after debilitating periods of illness. Useful in puberty as well as during menopause. In cosmetics is used for mouth hygiene and to prevent tooth and gum diseases. If applied to the scalp and massaged, it makes hair shinier. Has disinfectant properties, in particular against dermatophytes (mycosis).

■ **Valerian** (essential oil)

Obtained from the low organs of the plant. Green-blue in color. Has a strong calming effect and is very useful in all - and we mean all - cases of strong psychic tension, mental fatigue, nervous breakdown. Also useful, due to its tension-easing properties, for women during menopause and in pregnancy. Calms any highly charged or stressful situation and helps regain self-control. Slows the heartbeat in moments of nervous tension.

■ **Propolis** (essential oil)

A resinous substance surrounding pollen, created by bees after the first part of their digestion.

In nature it is a "construction" material, binding and holding the hive's various parts together. It has hygienic properties as it bars the way to germs and acts as an antibacterial, with similar characteristics to sulfamidics. During the World Wars, propolis was diluted in alcohol to be used as a disinfectant. Has anti-radical properties, being strongly composed by flavonoids (organic polyphenolic compounds, many of which are plant pigments) which, together with vitamins C and E, which it also contains, make it a good antioxidant.

■ **Camphor** (essential oil)

The wood of the camphor tree is used for distillation. Applied topically, it is heating and anti-septic.

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ACTIVE PRINCIPLES

- **Eucalyptus** (essential oil)
Obtained from the leaves of the mature eucalyptus tree. Extremely relevant to the pharmaceutical sector as a balsamic, expectorant, anti-bacterial and anti-parasite agent. In cosmetics it is used for its deodorant and toning properties.
- **Peppermint** (essential oil)
Obtained from flowering plants. Tonic, digestive, and mildly analgesic, effective against menstrual pains. Locally applied, it releases menthol, which anesthetizes and refreshes skin and mucosal tissues. Important as an anti-septic.
- **Thyme** (essential oil)
Obtained from the flowering bud-tips. Widely used for its aromatic and stimulant properties. Strongly anti-septic, anti-bacterial, anti-fungal and balsamic. In cosmetics, thyme is used to purify facial skin. Stimulates surface blood microcirculation.
- **Sweet Almond Oil**
Extracted by pressing ripe almond kernels. The oil is a characteristic shade of yellow, and sweet to the taste. Traditionally known and used in cosmetics for its elasticizing, calming and softening properties. Well tolerated by all skin types, including children's skin. Protective, it softens and tones up tissues, and is recommended against stretch marks.
- **Cypress** (essential oil)
Obtained from the distillation of cypress cones, or more properly cypress nuts. Used to contrast blood circulation and vascular ailments. A vasoconstrictor, it protects the capillaries. The essence is antispasmodic, anti-septic and antitranspirant.
- **Scots Pine** (essential oil)
To extract the essence, pine needles undergo a steam distillation process. Mainly, Scots pine extract is used to treat respiratory problems, due to its balsamic and antiseptic properties. To the skin it is a stimulant and tonic.
- **Cajeput** (essential oil)
A native tree in the Philippines, in Malaysia and in the Malaccan Islands. The essence is collected through steam distillation of leaves and buds. Recommended as an anti-septic, expectorant and to treat some respiratory problems, such as the symptoms of a cold. Externally, it is used during massages and to treat dermatitis (psoriasis, acne, open wounds) and insect bites. Often employed in the production of perfumes and soaps.
- **Basil** (essential oil)
Obtained from the steam distillation of the leaves. The essence is used to relieve hypotension. Digestive and, if used in the correct dosage, calming and soporific. Recommended as a treatment against psychophysical stress.

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- **Satureja** (essential oil)
Both the flowering tips and the whole plant can be used. The essence is a tonic, a diuretic and a generic stimulant. Popular tradition attributes aphrodisiac properties to satureja.
- **Sweet Orange** (essential oil)
Obtained from orange leaves and flowers. Orange flowers can be used to treat anxiety. Good for calming both children and the elderly. Can be applied to sensitive and dehydrated skin.
- **Nutmeg** (essential oil)
A tropical plant, native to Java, the Antilles, India and Sumatra. The essence is obtained through steam distillation of the nut. A generic, broad-spectrum common antiseptic and an intestinal antiseptic as well. Stimulating to the digestion. A good generic stimulant, awakens the circulation and the mind alike.
- **Tryglicerides**
Glycerol extracts (glycerin is a viscous and color-less, sweet-tasting liquid which is used in cosmetics only if 99% plant origin). These are the main components of oils and fat, rich in highly nutritional substances which provide energy to the body.

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Expression

TREATMENT WITH ESSENTIAL LINE

- Cleanse the face and neck with **Expression lifting milk for normal skin**.
- Deeply cleanse with the peeling cream.
- Apply **Brown Essenzial Oil (harmonizing)**, to the sides and base of the neck (starting from the ear lobes). Perform a draining massage.
- Apply Essential Oil Gray (relaxing) to the face and neck.
- Balance ph values by applying the **Expression lifting tonic**.
- Treat the forehead-nose-neck areas with **Expression tonic, to stimulate oxygenization**, massage with short, light movements, avoiding area around the eyes.
- Carefully apply **Expression pearls** in areas marked by expression lines, including around the eyes.
- Apply **Expression cream** to the parts mentioned above and around the eyes together with 4/5 drops of **Green Essential Oil (astringent)** and finish off the treatment with a thorough toning and relaxing massage (see Floreal method).



Expression

MAINTENANCE TREATMENT WITH ESSENTIAL LINE



- Daily apply the **Expression milk and tonic**.
- Apply **Expression pearls** and massage them in expression lines, and finally apply **Expression cream** with 3/4 drops of **Purple Oil (toning)**.

To achieve the desired result on expression lines, the recommended products should be applied regularly.



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Expression Lifting

TREATMENT WITH ESSENTIAL LINE

- Cleanse the face, neck and décolletage with the **Expression lifting milk for normal skin**.
- Perform deep cleansing with the peeling cream.
- Balance skin ph values with the **Expression lifting tonic**.
- Vaporize for a few minutes over the face, neck and décolletage.
- Apply the **Expression lifting elixir A** on all the areas to be treated, carefully massaging it in.
- Lather the same areas with a generous layer of **Expression lifting cream** (for natural-looking results) with 5/6 drops of **Purple Essential Oil (toning)**. Perform an oxygenizing and skin-toning massage (Floreal method).
- Cover the treated parts for 5/6 minutes in transparent film, taking care to allow the skin to breathe.
- Apply **Expression lifting elixir B** and model the contour of face and neck.
- Apply 10/12 drops of **Essential Oil Purple toning**, massaging around the face, neck and décolletage contours. Rub the **Expression lifting tonic** over the same areas, using cotton or gauze disks, then model and cover for 10/15 minutes in transparent film (see the Floreal method).
- Finish off the treatment with a mixture of **Expression lifting cream** (for a natural result) with a few drops of **Expression lifting elixir A** and **elixir B**.



Expression Lifting

TREATMENT
WITH ESSENTIAL LINE



- Daily cleansing with **lifting Expression facial milk and tonic**.
- Apply **lifting Expression elixir A** and **elixir B** morning and evening, in combination with the **lifting Expression cream** (for natural-looking results) and with 3/4 drops of **Purple Essential Oil (toning)**.

Note: For sensitive skin, use **Norouge milk and tonic**.



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Norouge Line

TREATMENT WITH ESSENTIAL LINE

- Apply the peeling cream, scrubbing delicately. Leave on for 5 minutes. Remove with a damp sponge.
- Cleanse with **Norouge milk for sensitive skin**.
- Next, apply **Expression lifting tonic** to remove residual impurities and balance ph values.
- Apply 5/6 drops of **Yellow Essential Oil** (anti-inflammatory) to the entire face, massaging very delicately.
- Apply 1 or 2 **Norouge pearls** to the face and neck, concentrating on reddened areas or areas with couperouse. Leave on for 5 minutes.
- Apply a compress of **Norouge tonic for sensitive skin** to the face and neck. Leave on for 7 - 10 minutes.
- Lather the face with 5/6 drops of **Blue Essential Oil (purifying)**, delicately massaging.
- Finish off the session with a **Norouge protective mask**. Leave on for 10-12 minutes, then remove with water. Finally, delicately apply **Norouge soothing cream** with 3/4 drops of **Grey Essential Oil (relaxing)**.



Norouge Line

TREATMENT
WITH ESSENTIAL LINE



- Daily cleaning with the Norouge facial milk and tonic.
- Apply
Apply Norouge pearls in the areas concerned by couperose and finally Norouge cream with 5/6 drops of Blue Essential Oil (purifying).



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Raffermissant Line

TREATMENT WITH ESSENTIAL LINE

- The first treatment (and successive ones, at the aesthetician's discretion) must begin with an application of peeling cream.
- Apply the **Oxygenation-stimulating tonic** to the skin, using the special brush provided.
- Apply **Raffermissant toning cream** with 15/20 drops of **Purple Essential Oil (toning)**.
- Use the Floreal method, which enhances blood flow and acts as a general stimulant.
- Continue with a revitalizing muscle massage with the **Raffermissant toning serum**.
- Apply the **Raffermissant leg gel**.
In case of varicose veins, also add some drops of use **Blue Essential Hydro Blu (purifying)**.
- Wrap the leg, from the foot to the groin area, in gauze soaked in **Raffermissant tonic**. Can also be extended to the midriff. Leave on for 15 minutes. Finish off the massage with **Purple Essential Hydro (toning)**.
In case of varicose veins, use use **Blue Essential Hydro Blu (purifying)** instead and proceed in the same way.

Note: Gauze can be dampened with water before treatment. In summer it is advised to keep the product in a cooler or fridge to maintain its refreshing and revitalizing properties.

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Raffermissant Line

TREATMENT WITH
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- Apply the **Raffermissant toning serum** after the shower, concentrating the massage in problem areas (midriff, under the armpits, inside part of the arms), then apply the **Raffermissant toning cream** with 15/20 drops of **Purple Essential Oil (toning)**, massaging in slow circles.



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