



# MASK TRENDS

SUMMER 2019





# MASK TRENDS SUMMER '19

J-Beauty & K-Beauty inspired  
Detox & Deep Clean  
Overnight treatments  
New technologies

# MASK TRENDS SUMMER '19



## Traditional mask formats:

- Peel-off
- Rinse-off
- Sheet masks



## New trends to explore!

- J-Beauty & K-Beauty inspiration
- Detox & Deep-Clean
- Overnight treatments
- New technologies



# PEEL-OFF MASKS



Peel-off masks are applied in liquid gel form and left to set into a stretchy film on the skin.

While on the skin they can impart the benefits of actives within the formulation.

The 'setting' process tends to give the skin a cooling sensation as heat is drawn away from the surface of the skin.

When peeling off, the mask will often remove the top layer of dead skin cells to leave it feeling fresh and renewed.



## RINSE-OFF MASKS

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Rinse-off masks are applied in liquid, cream, paste or gel form and left on the skin for anything from a few minutes to overnight.

Some formats (including clays, for example) will set to a dry, powdery finish which then require removal with warm water and a cloth.

Others will remain 'un-cured' and can be wiped away with a damp cloth or cotton wool.



# SHEET MASKS



Sheet masks are fabric, bio-cellulose or non-woven sheets infused with actives often in a gel or serum fluid base.

They are usually left on the skin for up to 20 minutes for the serum to absorb into the skin.

After the mask is removed, the residual serum can be massaged into the skin and left on overnight or as a pre-make-up base.

The 'used' mask can then be applied to hands or other key areas of the body before discarding.

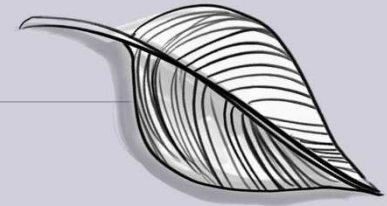




# 1. J-BEAUTY & K-BEAUTY INSPIRED

Bubble masks & other fun formats

# J-BEAUTY & K-BEAUTY INSPIRED



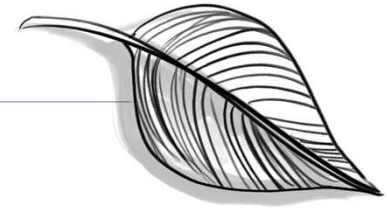
Asian influence is still huge, with Western mask products incorporating ideas from sophisticated K-Beauty regimes as well as the more pared-down and simplistic J-Beauty concepts.

- ✓ Fun & cute packaging
- ✓ Exotic ingredients
- ✓ New formats





# J-BEAUTY & K-BEAUTY INSPIRED



'LINE Friends' range and 'Beauty Clinic' range from Mediheal, Korea

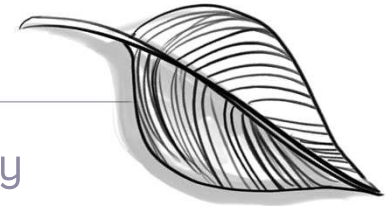
These cellulose sheet masks claim to deliver a full ampoule of serum in a single mask.

The 'LINE Friends' range have cute animal images printed onto the sheet. Each mask promises different claims (lightening, hydration, pore minimising), aimed at a young audience.

The 'Beauty Clinic' range focuses on anti-aging claims for an older audience.



# J-BEAUTY & K-BEAUTY INSPIRED



‘Blue’ face mask from LuLuLun, Japan

Effectively boosts hydration and moisture levels, is suitable for daily use, and can be found in most Japanese convenient stores.

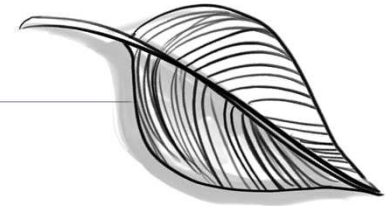
‘Princess Veil Pure White’ mask by Kose Cosmeport

5-in-1 mask that acts as a lotion, serum, moisturising milk, face cream, *and* mask.

Claims to brighten and clarify skin.



# J-BEAUTY & K-BEAUTY INSPIRED



'Quench Intense Hydration Mask' by Saturday Skin

£23.00 for 5 masks

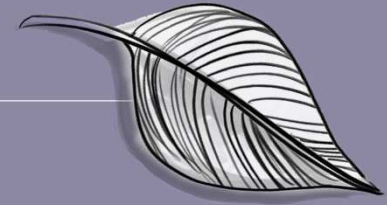
Saturday Skin is the South Korean skin saviour that promises to give you that 'start of the weekend glow' any day of the week – and this intensely hydrating sheet mask is the perfect shortcut. An ultra-light bio-cellulose mask, this adheres to your face like a second skin, fully infusing your complexion with moisture-replenishing hyaluronic acid, plus watermelon and aloe vera extracts to naturally hydrate and refresh.



Ask us about our super-hydrating skincare active  
- AcquaBio from Chemyunion



# 'SPLASH MASK' FROM ELEMENTIS

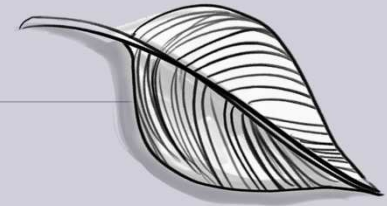


Experience an ancient Korean ritual with this splash mask. Dilute in water and splash your face, patting for 20 seconds, to moisturize and revitalize the skin.

MEADOWESTOLIDE® has been proven to improve the moisture barrier of the skin and offer hydration.

Phase	Ingredient	Supplier	%w/w
A	Deionized Water		84.30
	1, 3-Propanediol	Alfa Aesar	4.00
B	PEG-40 Hydrogenated Castor Oil (Tagat CH40)	Evonik	4.00
	Meadowfoam Estolide (MEADOWESTOLIDE®)	Elementis	0.50
C	Glycerin (and) Aqua (and) Terminalia Ferdinandia Fruit Extract (and) Podocarpus Elatus Fruit Extract (and) Pleiogynium Timoriense Fruit Extract (Wildplum Harvest AF)	Lucas Meyer	5.00
	Butylene Glycol (and) Water (and) Aronia Arbutifolia Extract (Chokeberry Extract BG PF SF)	Active Concepts	1.00
	Dehydroacetic Acid (and) Benzyl Alcohol (Geogard 221)	Lonza	1.00
	Fragrance (Cherry Blossom)	Spinnrad	0.10
D	Lactic Acid		To pH 3.4
E	FD&C Blue No 1 (1% Solution of Suncroma C39-6393 in Water)	Sun Chemical	0.10

# JUST FOR FUN!



Targeted at the pre-teen and teen market, with cool new formats, exciting colours & cute packaging.



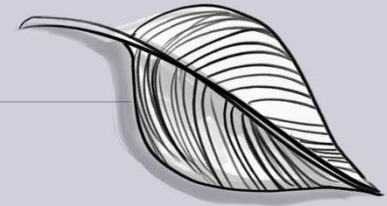
# BUBBLE MASKS

Bubble masks are increasingly popular as a quirky and fun concept and promise oxygenating and deep pore cleansing benefits.

Oxygen from our skin and in the air react with perfluorocarbons in the mask formulation, which causes the oxygen to convert into a gas and produce bubbles.

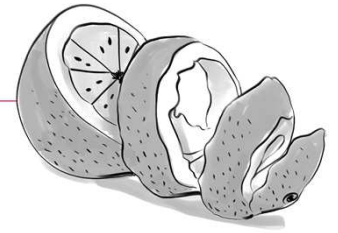
Bubble masks often also contain purifying and deep cleansing ingredients such as charcoal.

Available as sheet format or as a gel.



# BUBBLE MASKS

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‘Blackhead O<sub>2</sub> Bubble Pore Mask’ by Caolion, Korea  
£24

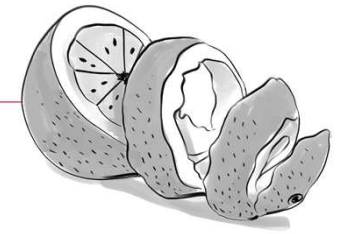
The first Korean brand to promise that their products do not contain colour, fragrance or alcohol.

A potent blend of active charcoal and oxygen, this mask foams cleverly to thoroughly cleanse pores, absorbing trapped dirt, blackheads and whiteheads.

Exfoliating and hydrating – to maintain your skin’s delicate moisture balance – this will leave your complexion bright and smooth as well as clear.



# BUBBLE MASKS



‘Tako Pore Bubble Pore Mask’ by TonyMoly  
£24

The powerful blend of marine plant extracts, black mud, and charcoal in addition to the gentle exfoliation from the masks' bubble effect easily extracts pore-clogging skin impurities to reveal a more clarified complexion!

## TAKO PORE KEY INGREDIENTS

### Marine Root-Up Complex Pore care and skin-soothing



Dead Sea Salt



Taurine



Black Peat Water



Mud





Charcoal  
Extract

## TONYMOLY

### Tako Pore Bubble Pore Pack


- Capacity :65g
- Skin type : All Skin type



**Product Description**

Smooth mud and plenty of bubbles effectively clean pores. Natural mud and peat water absorbs and cleanses sebum. Dead Sea salt and sea water ingredients clean the pores, Taurine helps effectively treat pores.

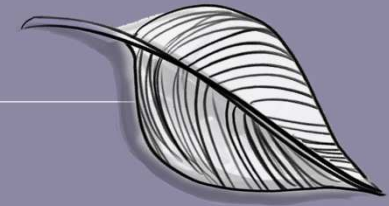
**How to use**



After cleansing, remove the water and apply an appropriate amount to the entire face except around the eyes.  
After 3 ~ 5 minutes, wash with warm water



# 'PURE BUBBLE MASK' FROM RESPHARMA



Fun and effective bubble mask with beautiful silky texture.

Contains ResPlanta<sup>®</sup> Phyto Safflower to deliver hydration and emolliency benefits and Moripure<sup>®</sup> Sericin, a highly sustainable silk protein with beautiful texturising properties.

Commercial Name	Supplier	INCI Name (US)	%	Activity
<b>Phase A</b>				
MORIPURE <sup>®</sup> SERICIN	RES PHARMA INNOVATIVE INGREDIENTS	Glycerin, Aqua (Water), Sericin	5.00	Rebooting sustainable sericin
RESPLANTA <sup>®</sup> PHYTO SAFFLOWER	RES PHARMA INNOVATIVE INGREDIENTS	Safflower Seed Oil, Polyglyceryl-4 Esters	1.00	COSMOS RSPO water soluble oil
		Butylene Glycol	5.00	Humectant
		Phenoxyethanol, Ethylhexylglycerin	1.10	Preservative
<b>Phase B</b>				
FFCSP-PC	JUNGBUNZAUER International AG	Xanthan Gum	2.00	Rheological Additive
		Kaolin	2.00	Rheological Additive
<b>Phase C</b>				
		Aqua, Cocamidopropyl Betaine	6.00	Amphoteric Surfactant
RESASSOL <sup>®</sup> APOSTROPHIE	RES PHARMA INNOVATIVE INGREDIENTS	Caprylyl/Capryl Glucoside, Aqua, Polyglyceryl-10 Laurate, Babassu Oil, Polyglyceryl-4 Esters, Citric Acid	5.00	COSMOS essence of solubilization
		Parfum	0.15	Fragrance
<b>Phase D</b>				
		Aqua (Water)	69.75	Solvent
<b>Phase E</b>				
FIFLOW <sup>®</sup> BB 61	THE INNVATION COMPANY	Perfluorohexane, Perfluorodecalin, Perfluoropropane	3.00	Emollient

# GLITTER MASKS



Glitter masks incorporate actives into a peel-off or wash-off mask, with added sparkle!



## SERIOUS SKINCARE, NOW IN GLITTER!

With mega-targeted ingredients like **TEAOXI<sup>®</sup> Licorice** and **Marshmallow Leaf** to help make skin look and feel firmer.

GET SPARKLY

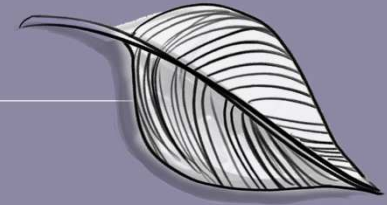
**#GLITTERMASK IS THE ULTIMATE  
PRE-MAKEUP TREATMENT.**

Same sexy **GRAVITYMUD<sup>™</sup> FIRMING  
TREATMENT** benefits, now in **glitter!**

**FIRM. LIFT. TIGHT. TONE.  
SEXY CONTOURS.**



# 'UNDER THE SEA' GLITTER MASK FROM ELEMENTIS

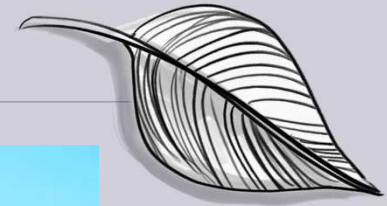


Apply this blue glitter mask to your face. Let it dry, and peel off to reveal beautifully clean and soft skin.

BENTONE HYDROCLAY™ 2000 increases the viscosity, and adds thixotropic flow, for easy application, while suspending the glitter. Hectorite also helps to cleanse the skin by removing dirt and debris.

Phase	Ingredient	Supplier	%w/w
A	Deionized Water		63.80
	Polyvinyl Alcohol (Selvol Uitalux FA)	Sekisui Specialty Chemicals	10.00
B	Glycerin		10.00
	Hectorite (BENTONE HYDROCLAY™ 2000)	Elementis	2.00
C	Meadowfoam Estolide (MEADOWESTOLIDE®)	Elementis	0.50
D	Ethanol SD-40B		10.00
	Dehydroacetic Acid (and) Benzyl Alcohol (Geogard 221)	Lonza	1.00
	Water (and) Propylene Glycol (and) Algea (Algea Extract)	Dragonspice	0.50
	Fragrance (Sea Breeze)	Spinnrad	0.20
E	Synthetic Fluorophlogopite (Sunshine Blazing Blue)	Sun Chemical	1.00
	Rayon (and) Glycerin (and) Water (and) Urea (and) Styrene/Acrylates Copolymer (and) Carbon Black (Bioglitter Sky Blue 015 Hex)	Bio-Glitter	1.00

## 'FOODIE' MASKS



Foodie trends influence all sectors of cosmetics, and masks are no exception!

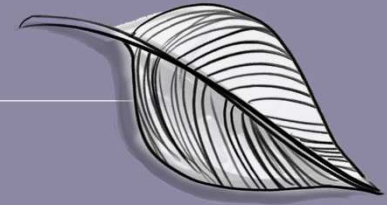
Foodie textures such as yoghurts, puddings & smoothies lend themselves to rinse-off mask formulations.

'Superfoods' which are popular thanks to the 'clean living' movement are often incorporated both for specific active claims as well as their healthy image.

- ✓ Foodie textures & fragrances
- ✓ 'Superfood' claims
- ✓ Healthy lifestyle image



# 'BLUEBERRY YOGHURT MASK' FROM ELEMENTIS



Almost good enough to eat! Smear this blueberry yoghurt on your face, let it work its magic, hydrating and caring for your skin.

**BENTONE® LUXE WN** creates a yoghurt texture as the sole emulsifier in this beautifully light, moisture rich mask.

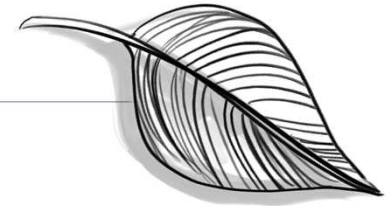
**MEADOWESTOLIDE®** improves the moisture barrier and helps lock in moisture.

**FANCOR® MEADOWFOAM SEED OIL** provides rich emolliency without greasiness.

Phase	Ingredient	Supplier	%w/w
A	Caprylic/Capric Triglyceride (and) Stearalkonium Hectorite (and) Polyglyceryl-3 Diisostearate (and) Polyglyceryl-3 Polyricinoleate ( <b>BENTONE® LUXE WN</b> )	Elementis	10.00
	Caprylic/Capric Triglyceride (Palmer 3575)	KLK Oleo	6.60
	Glycine Soja (Soybean) Oil		3.00
	Limnanthes Alba (Meadowfoam) Seed Oil ( <b>FANCOR® MEADOWFOAM SEED OIL</b> )	Elementis	2.00
	Meadowfoam Estolide ( <b>MEADOWESTOLIDE®</b> )	Elementis	1.00
	Triethylcitrate (and) Glyceryl Caprylate (and) Benzoic Acid (Verstatil TGB)	Evonik	1.00
	Fragrance (Red Currant)	Spinnrad	0.40
B	Deionized Water		70.00
	Glycerin		3.00
	CI 60730 (1% Solution C46-A222 Ext D&C Violet 2 in Water)	Sun Chemical	1.00
	Aqua (and) Yoghurt Extract (and) EDTA (20070 ACB Yoghurt Extract)	Active Concepts	1.00
	Sodium Chloride		0.50
	Glycerin (and) Water (and) Vaccinium Angustifolium (Blueberry) Fruit Extract (Blueberry Extract in Glycerin-3447GL)	Bio-Botanica	0.50

# JELLY MASKS

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'Watermelon Glow Sleeping Mask' by Glow Recipe

£40.00

A luxuriously 'bouncy', lightweight, gel-like sleeping mask (that can also be used as a ten-minute mask in daylight hours) this pillow-proof formula stars watermelon extract, to soothe irritated and inflamed skin with luscious, skin-restoring vitamins, antioxidants and amino acids.

Also features hydrating hyaluronic acid and exfoliating, pore-refining alpha-hydroxy acids that get to work while you slumber.

*Nylon Korea's Beauty Hit List 2018: Best Face Mask*

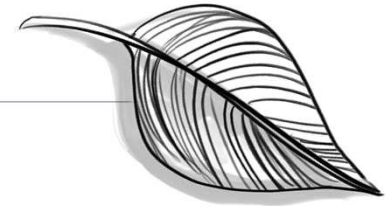
*Women's Health Beauty Awards 2018: Best Face Mask*



Ask us about our ultra high-purity glycolic acid - Glyacid 70 HP



# JELLY MASKS



'HydraLife Glow Better Fresh Jelly Mask' by DIOR

£47.50

Skin reviving jelly mask which melts onto the skin.

Contains citrus fruit extracts to gently peel the dead skin cells away and apricot kernel particles to mechanically scrub the skin surface.

Water-rich gel texture revives the skin for instant freshness.

Ask us about Rheoluxe® 811 for unique jelly mask textures



**Dior**  
HYDRA  
**LIFE**

THE NATURE-INFUSED MASK FOR NATURALLY BEAUTIFUL SKIN

IN **3 MINUTES**  
SKIN IS:

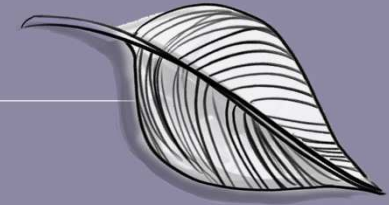
**91% NATURALLY GLOWY\***

**97% SMOOTHER\***

**94% CLEARER\***

\*After application, blind use test, 64 Chinese women.

# 'VERY BERRY JELLY MASK' FROM ELEMENTIS



This hydrating mask transforms from liquid to jelly.  
Smooth it on, roll it off!  
RHEOLUXE® 811 makes it happen!

Phase	Ingredient	Supplier	%w/w
A	Deionized Water		85.70
	Steareth-100/PEG-138/HDI Copolymer (RHEOLUXE® 811)	Elementis	4.00
	CI 16035 (SunCroma FD&C Red 40 in Water)	Sun Chemical	0.20
B	Propylene Glycol	VWR	3.00
	Decyl Glucoside (Plantacare 2000 UP)	BASF	1.50
	Sodium Hylauronate (1% Hyacare in Water)	Evonik	1.00
	Glycerin (and) Lycium Barbarum (Goji Berry) Extract	Bio-Botanica	1.00
	Ascophyllum Nodosm Extract (and) Asparagopsis Armata Extract (Aldavine 5x)	Lucas Meyer	1.00
	Potassium Sorbate (and) Sodium Benzoate (and) Benzyl Alcohol (and) Water (Sharonmix 703)	SLI Chemical	1.00
C	PEG-40 Hydrogenated Castor Oil (Tagat CH40)	Evonik	1.00
	Fragrance (Cherry Blossom)	Spinnrad	0.40
D	Citric Acid		TMS

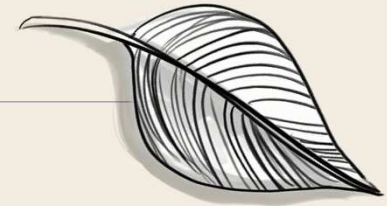


## 2. DETOX & DEEP CLEAN

Pore-refining, exfoliating & detoxing concepts



# DETOX & DEEP CLEAN MASKS



The 'Dirt Beauty' trend is inspired by nature, with products utilising the benefits of clays, ashes, charcoal, seaweed and more.

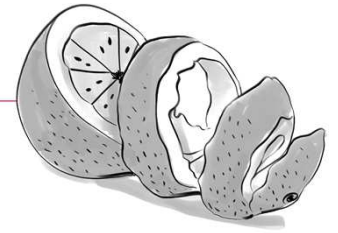
Mineral-based and earthy ingredients are a popular choice to draw out impurities from the skin.

Exfoliating action helps to remove dead skin cells and cleanse the pores. This can be achieved by mechanical exfoliation from scrub particles as well as from actives such as glycolic acid and other AHAs.

These masks are also used to target 'break-outs' and other specific skin needs.



## DEEP CLEAN / DETOX MASKS



‘Ultramoor Mud Mask by Omorovicza

£68

Delivers multiple age-defying benefits and works to lift and define facial contours. It’s rich in nourishing Hungarian moor mud, alongside calcium and magnesium compounds – proven to accelerate healing. Natural acids then detoxify and cleanse to leave your complexion clear, bright and visibly lifted.

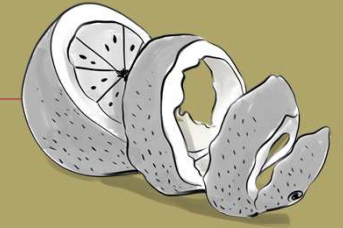
*“This detoxifying mask is the ultimate weapon against the signs of ageing”*  
VANITY FAIR



Ask us about our Hectorite and Bentone Hydroclay range



# 'PEEL-OFF CHARCOAL MASK' FROM ELEMENTIS



Experience the combination of charcoal and purifying clay in this peel-off face mask.

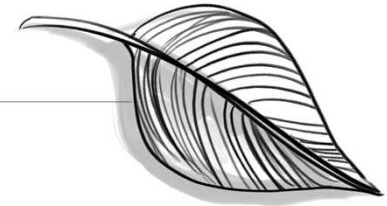
Apply and wait for 15 minutes.

Peel off and be amazed at the clarity of your skin!

Bentone Hydroclay™1100 gives purifying properties, and also improves the application.

Phase	Ingredient	Supplier	%w/w
A	Deionized Water		60.80
	Polyvinyl Alcohol (Selvol Uitalux FA)	Sekisui	8.00
	Disodium EDTA (Edeta BD)	BASF	0.20
B	SD Alcohol 40B 200		10.00
	Phenoxyethanol (and) Benzoic Acid (and) Dehydroacetic Acid (Sharonmix 700)	SLI Chemical	1.00
	Hydrolyzed Hyaluronic Acid (1% Hyacare 50 in Water)	Evonik	1.00
	Tocopheryl Acetate		1.00
C	Activated Charcoal		5.00
D	Glycerin		10.00
	Magnesium Aluminum Silicate (BENTONE HYDROCLAY™ 1100)	Elementis	3.00

# DETOX & DEEP CLEAN MASKS



'Kaolin Mask' by The Inkey List

£4.99

Perfect for treating your skin to a weekly clarifying 'deep clean', THE INKEY LIST's Kaolin Mask is a beautifully gentle white clay mask that effectively absorbs excess oils and removes toxins from the surface of the skin.

Clay draws out and removes impurities and toxins from the surface of your skin, while also absorbing excess oils and unclogging pores.

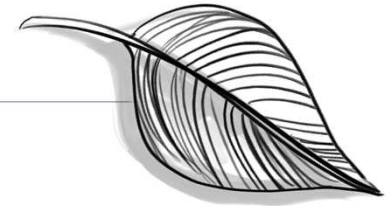
Packed with natural botanical extracts.



Ask us about our extensive range of extracts from GreenLine Botanicals



# DETOX & DEEP CLEAN MASKS



‘GLOW Glycolic Boost Mask’ by Pixi

£10

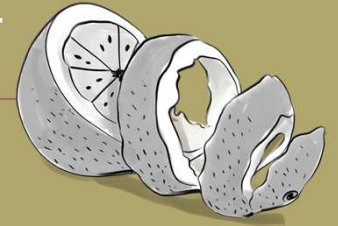
Promises to instantly brighten and hydrate skin. Delivering a gorgeous cooling effect on application, this mask is steeped in good-for-skin ingredients that will brighten and hydrate in just 15 minutes.

Glycolic acid gently exfoliates and brightens skin while antioxidant-rich ginseng provides deep hydration, retexturizes, evens skin tone, visibly diminishes fine lines and wrinkles as well as improving skins firmness.

Ask us about our ultra high-purity glycolic acid



# 'OILY SKIN FACIAL MASK' FROM BERG & SCHMIDT



This 2-in-1 facial mask delivers pore-refining and cell renewal results thanks to GlyAcid 70 HP.

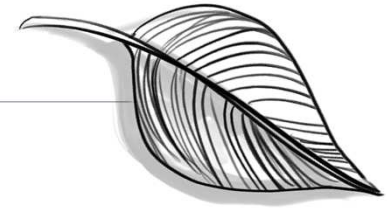
BergaSom Soy 50 and BergaCare SB give a luxurious feel and appearance.

BergaCare FG 5 makes the mask feel light on the skin, while BergaMuls ET1 provides a silky feeling.

Phase	Product	INCI Name	% (w/w)
A	Demin. Water	Aqua	Up to 100
	Glycerin 99.5%	Glycerin	6.0
	Xanthan Gum	Xanthan Gum	0.5
B	BergaCare SB <sup>1</sup>	Butyrospermum Parkii Butter	2.0
	BergaBest MCT 60/40 <sup>1</sup>	Caprylid/Capric Triglyceride	4.0
	BergaCare FG 5 <sup>1</sup>	Ethylhexyl Palmitate (and) Ethylhexyl Stearate (and) Hydrogenated Olive Oil Unsaponifiables (and) Caprylid/Capric Triglyceride	4.0
	BergaMuls ET 1 <sup>1</sup>	β-Glucan (and) Pectin	3.0
	Behenyl Alcohol	Behenyl Alcohol	4.0
	Bergazid C1499 <sup>1</sup>	Myristic Acid	2.0
C	BergaSom Soy 50 <sup>1</sup>	Lecithin	0.2
	Glycerin 99.5%	Glycerin	10.0
D	Kaolin	Kaolin	10.0
E	GlyAcid® 70 HP <sup>2</sup>	Glycolic Acid (and) water	Adjust pH ~4
	Preservative / Fragrance	-	q.s.

## DEEP CLEAN / DETOX MASKS

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'Liquid Gold Smoothing and Perfecting Mask' by Alpha-H

£48.00

This fast-acting, multi-tasking weekly treatment is designed to give a boost to all skin types particularly dull looking skin, by clarifying, exfoliating and brightening.

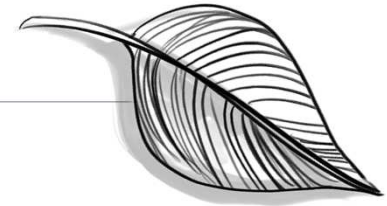
This luxurious mask is enriched with Lavender Oil, Rose Oil, Wheatgerm Oil, Macademia Seed Oil and Pure Manuka Honey to deeply nourish and hydrate, along with 15% Glycolic Acid (derived from Sugar Cane) to gently exfoliate the skin cell leaving it radiant and with a beautiful glowing, refined and balanced texture.





## DETOX & DEEP CLEAN MASKS

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### Rescue Mask' by Eve Lom

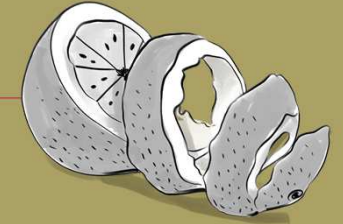
£35.00

This hard working mask helps to purge your skin of impurities and restore harmony. Eve Lom's clay-based Rescue Mask contains Camphor to unclog pores and decongest; Almond oil to tackle hyper-pigmentation and Honey to smooth and condition. Your skin's equivalent to a knight in shining armour, this mask will tackle its trio of wicked avengers: blemishes, redness and puffiness.



Ask us about our Hectorite and Bentone Hydroclay range

# 'DETOX MASK' FROM BERG & SCHMIDT



Clarifying facial mask for refined skin texture.

BergaScrub 400 exfoliates the skin in a gentle way and removes dirt and environmental pollution particles efficiently.

BergaCareFG5 and BergaCare SB provide a caring skin-feel.

Phase	Product	INCI Name	% (w/w)
A	Demin. Water	Aqua	Up to 100
	Glycerin (99.5 %)	Glycerin	8.0
	EDTA	Tetrasodium EDTA	0.1
	Hydroxyethylcellulose	Hydroxyethylcellulose	0.2
	Xanthan Gum	Xanthan Gum	0.5
B	Cetearyl Alcohol	Cetearyl Alcohol	3.0
	<b>BergaCare GS 40</b> <sup>1</sup>	<b>Glyceryl Stearate</b>	3.0
	<b>BergaCare SB</b> <sup>1</sup>	<b>Butyrospermum Parkii (Shea) Butter</b>	3.0
	<b>BergaCare FG 5</b> <sup>1</sup>	<b>Ethylhexyl Palmitate (and) Ethylhexyl Stearate (and) Hydrogenated Olive Oil Unsaponifiables (and) Caprylic/Capric Triglyceride</b>	5.0
	<b>Sternoil HCO</b> <sup>1</sup>	<b>Hydrogenated Castor Oil</b>	0.2
	Glyceryl Stearate Citrate	Glyceryl Stearate Citrate	0.5
C	Kaolin	Kaolin	15.0
	Colour	Colour	Up to you
D	Ethanol	Alcohol Denat	6.0
E	<b>BergaScrub 400</b> <sup>1</sup>	<b>Hydrogenated Castor Oil</b>	2.5
F	Preservative/Fragrance	-	q.s.

### 3. OVERNIGHT TREATMENTS

Nourishing & hydrating while you sleep



# OVERNIGHT TREATMENTS



Overnight masks allow slow and gentle treatment over a prolonged period, allowing actives to do their thing while you sleep.

They often contain super-hydrating ingredients and/or nourishing oils to feed the skin.

Wake up to vibrant moisturized skin, perfectly rested overnight

## Water Sleeping Mask

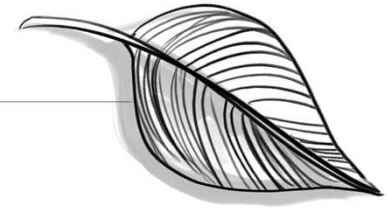
An Intensive Moisture Sleep Mask that purifies with Sleeptox™ through the night, to leave the skin clear and revitalized the next morning, as if the skin too, had a good night's sleep.

- **Sleeptox™**  
Restores and repairs the skin damages caused by various external aggressors during the day.
- **Moisture Wrap™**  
Acts like a porous moisture film that locks-in moisture through the night.
- **Sleepscent™**  
Induce deep sleep and relaxes body and mind.



# OVERNIGHT TREATMENTS

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'Nourishing Sleep Mask' from Pixi

£18.00

An indulgent overnight treatment, Pixi's Nourishing Sleep Mask creates a lightweight yet nutritive veil between skin and the dehydrating effects of the environment – locking in precious moisture while deflecting skin-ageing free radicals.

Enriched with hyaluronic acid – to attract and retain up to 1000x its molecular weight in water – this exhibits a 'plumping' effect, while a cocktail of fruit and flowers oils works to soothe, strengthen and kick-start repair.

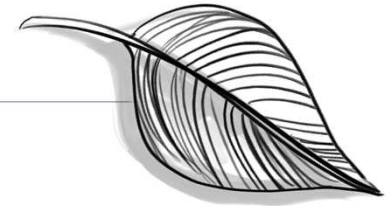


Ask us about our hyaluronic acid for superior hydration



# OVERNIGHT TREATMENTS

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'Overnight Bronze & Glow Mask by Charlotte Tilbury

£38.00

Applied after cleansing and left to work its magic overnight (you can build it up over three nights depending on how intense you want the colour to be), the natural tanning pigments let you wake up to an even, flawless finish of streak-free tan.



#GLOWMO



# OVERNIGHT TREATMENTS

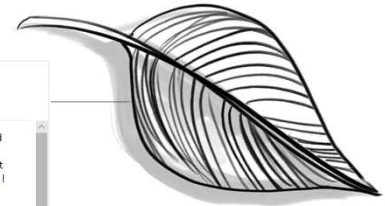
## 'Jet Lag Mask by Summer Fridays

£42

Perfect for stressed-out skin and ideal for post-plane complexions, the vegan formula drenches skin with a nourishing mix of vitamins, ceramides, antioxidants and gently exfoliating extracts, which work together to soothe and hydrate skin, plumping away the look of fine lines and wrinkles to leave things *uber-dewy*.

The brand's fabulous founders also love to use the mask as a hydrating primer or an overnight treatment for more intensive effects.

Ask us about our wide range of exotic and unusual botanical oils from PureSource



*New Beauty Magazine 2019: Best Hydrating Mask  
Blink Beauty 2018: Best Classic Face Mask*



# 'GOLD OVERNIGHT MASK' FROM ALCHEMY



Facial overnight mask with bamboo charcoal and 24K gold.

Sucrathix VX thickens the water phase and gives structure to the formulation.

Phase	Trade Name	INCI name	% w/w	Supplier
A	<b>Sucrathix VX</b>	<b>Microcrystalline Cellulose, Cellulose Gum, Xanthan Gum</b>	<b>3.00</b>	<b>Alchemy Ingredients</b>
A	Glycerin	Glycerin	4.00	-
A	PrincipHyal Cube <sup>3</sup> ®	Sodium Hyaluronate	0.25	ROELMI.HPC
A	Water	Aqua	89.74	-
B	Ecophysalis	Glycerin, Physalis Angulata Extract	1.00	Chemyunion
C	Charcopowder	Charcoal	1.00	DAITO KASEI
C	Gold 834 Powder 7	Gold	0.02	Gold Cosmetica
C	Euxyl® PE9010	Phenoxyethanol, Ethylhexylglycerin	0.80	Schülke & Mayr GmbH
C	Fragrance "Velvet"	Fragrance	0.20	-

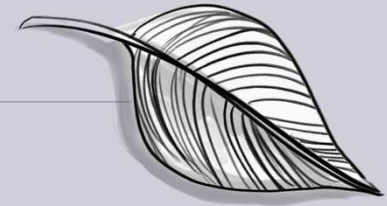


# 4. NEW TECHNOLOGIES

Try something new!



# LED MASKS



## LED SKIN MASK

7 COLORS FOR HOME USE

- Improve complexion
- Anti-Aging skin
- Remove color spots
- Tightening skin
- Activate collagen

### Red light(650-730nm)

Will stimulate the production of collagen. Collagen is an essential protein used to repair damaged tissue and to replace old tissue. best for fine lines, and will also help to reduce large pores.

### Blue light(430-450nm)

Bacteria in acne contain porphyrins; the blue light is able to kill porphyrins due to the high affinity with this wave length. The blue light furthermore has calming action which is very effective for hypersensitivity.

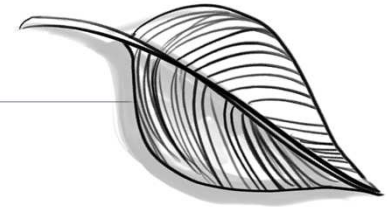
### Green light(525-550nm)

The balance of the green light can balance color pigment, reduce fine lines, nutrient aging skin, speed up the healing process of the wound, and lighten the scars.

SKIN LED MASK

# LED MASKS

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'Visibly Clear Light Therapy Acne Mask' by Neutrogena

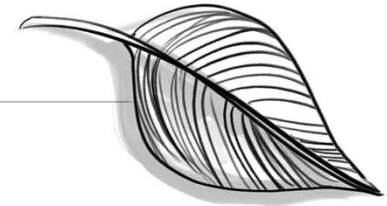
£59.99

LED mask for at-home use.

On the inside of the mask, blue lights kill acne-causing bacteria while red lights reduce inflammation.



# SMART MASKS



'UFO Smart Mask Treatment' by Foreo

£249.00

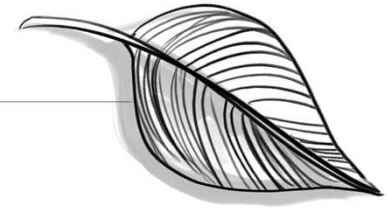
FOREO's Smart Mask system uses mini sheet masks, developed exclusively in Korea .

Place the sheet mask into your UFO, then the mask is activated and enhanced by customised treatments:

- T-sonic pulsations (vibrations) to improve the absorption of active ingredients;
- Age-defying, collagen-stimulating red light
- Bacteria-busting and blood circulation-boosting blue light;
- Brightening green light;
- Thermotherapy to help ingredients to penetrate deeper in skin:
- Cryotherapy (cooling) to tighten pores, simultaneously lifting and firming the skin.



# DRY SHEET MASKS



'Instant Magic Facial Dry Sheet Mask' by  
Charlotte Tilbury

£18.00

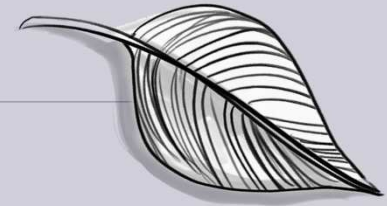
Within just 15 minutes the miraculous dry sheet infuses dulled, depleted skin with its revitalising cocktail – lessening fine lines, smoothing, lifting, tightening and hydrating for up to eight hours!

A skin care revelation, this innovative treatment is 'intelligent' – identifying your complexion's needs to quickly address specific skin concerns, while the bio-mimetic delivery systems prolongs the beautifying benefits.

Unlike traditional 'wet' formulas, this mask can be re-used up to three times.



## 2-PHASE 'MIX-IT-YOURSELF' MASKS



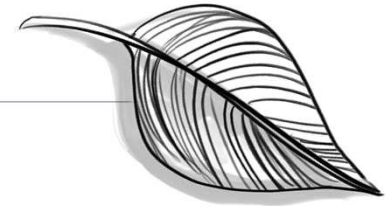
Mix-it-yourself masks are sold as two or more phases to be mixed in order to activate the formulation ready for use.

Often supplied as a powder part and fluid/gel part (or serum to add to a sheet mask) which can be easily mixed at home in the packaging or a 'shaker'.

Some will set to a peel-off mask with a rubberised texture, whereas others are rinse-off format.



# 2-PHASE 'MIX-IT-YOURSELF' MASKS



'Arctic Hydration Rubberising Mask' by Skyn, Iceland

£30.00 for 3 masks

A transformative vitamin C rich peel-off mask that supercharges stressed and depleted skin with an instant dose of deep hydration while locking in potent natural actives plus vital nutrients to replenish and reenergize in minutes.





TO REQUEST SAMPLES,  
PRICING OR TECHNICAL  
INFO PLEASE CONTACT:

[personalcare@alfa-chemicals.co.uk](mailto:personalcare@alfa-chemicals.co.uk)

01344 397755

