

# beauty news

Sun protection

5 tips  
for hot days

What a  
Peeling

Peeling highlights for  
all skin requirements

Detox Treatment

Purification and  
vitalization of the skin

New

**Soft Foam Cleanser** –  
Mild cleansing foam for every skin type



# Soft Foam Cleanser

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Mild cleansing foam  
for every skin type

New

Dr. med. Christine  
**SCHRAMMEK**  
derma.cosmetics

**Soft Foam  
Cleanser**

**Essential**

Milder Reinigungsschaum  
für jeden Hauttyp

Mild cleansing foam  
for every skin type

4.1 fl. oz 120 ml e

Dr. med. Christine  
**SCHRAMMEK**

derma.cosmetics

The power of medical beauty.



## Dear customers,

Spring is here!

As soon as the sun starts appearing regularly, our mood improves and we are ready to get going with new things! This will often mean a good spring cleaning to get rid of old things and recharge our batteries.

Have you thought about providing your skin with a good spring cleaning?

In this edition of Beauty News we shall deal with the topic of "cleaning" and present to you our new favourite product!

Make a fresh start into spring with the new **Soft Foam Cleanser**! A gentle cleansing foam that works its way deep into your pores to remove dirt, make-up residues and lipid deposits. The perfect starter product for your daily cleansing routine, suitable for all skin types. You will love the fresh scent of spring!

A "spring cleaning" for the skin must always include a peeling treatment – on pages 6 and 7 you can discover the exfoliating peels offered by Dr. med. Schrammek and which one will work best for your skin type.

Once a month, you should seek professional help from an aesthetician in order to cleanse and care for your skin. Arrange an appointment with your aesthetician now and look forward to giving a little time to yourself, such as to undergo a detox treatment!

We wish you and your skin a successful start into spring!

Dr. med. Christine Schrammek-Drusio  
Dermatologist/Allergologist  
and Anti-Aging Expert

Christina Drusio  
Doctor

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New

# Foam tastic



Discover our new **Soft Foam Cleanser** for the daily cleansing experience! The light cleansing foam is as soft as milk and as efficient as a gel – cleanses deep into the pores without tightening of the skin – every day, for every skin type!

Throughout the day, dust particles, fine dust, environmental pollution and excess skin lipids accumulate on our skin. Not to forget: Our make-up. In the evening, all deposits need to be removed thoroughly from the skin. Only then, valuable care products can be absorbed by the skin. Also in the morning, the first care step should consist of a thorough cleansing. Because sebum and sweat residues as well as remnants of the night care hinder the optimal absorption of the following day care.

The new **Soft Foam Cleanser** is the perfect start for your daily care routine. Thanks to its very mild and skin-friendly surfactants, the cleanser transforms into a unique creamy, soft foam when being pumped. For a great cleansing experience in the morning and evening. Dirt particles, lipid deposits and make-up are gently but thoroughly removed. Without leaving any tight or dry skin feeling. Moisturizing ingredients such as betaine and inositol care for the skin already while cleansing. An absolute all-round talent in its softest form.

*Excited?*

Try the cleansing innovation with guarantee for refreshment!

Gentle  
and still  
effective



Best Buddy

### Herbal Care Lotion

The first step to a beautiful skin is facial cleansing. After removing deposits and dirt particles with a cleansing product, such as **Soft Foam Cleanser**, a tonic should be applied to restore the protective acid mantle. Discover our bestseller **Herbal Care Lotion**! The gentle face lotion with herbal extracts calms the skin and provides moisture.

Try the cleansing routine and look forward to a fresh and smooth skin feeling.



# What a

# Peeling

Discover our peeling highlights – individually for your skin requirements!



## The all-rounder

### Perfect Skin Peeling

The gentle mechanical peeling with lava rock particles is the effective, ecological alternative to other peeling particles and is free from micro plastics. It provides the skin with new freshness, removes any gray film from the complexion and leaves a great skin feeling.

A must-have for all beauty lovers!



## The specialist

### Enzyme Regulating Cream & Peeling

The 2 in 1 special care is cream and peeling in one product. As a peeling, it is particularly suited for sensitive skin because it gently removes dead skin flakes thanks to its enzymatic effect, without irritating the skin. For oily and blemished skin, it is perfect as day care. The enzyme effect helps to prevent the formation of skin impurities, keeps the skin soft and refines its appearance. Perfect, especially against strong impurities.

## The professional

### Super Enzyme Peeling

The reviving peeling for normal to oily skin removes hyperkeratosis due to the activity of diverse enzymes. At the same time, blood circulation is stimulated and the following deep cleansing is supported.

Enzymatic peelings have a more intensive effect but are still more gently than mechanical peelings because the skin isn't irritated during the rubbing process.



## The body expert

### Super Body Peeling

The effective peeling is the perfect basis for every body care. With the unique, effective mixture of mechanical (natural biocellulose) and enzymatic peeling, excess skin flakes and cornified cells are intensively removed. The skin becomes more receptive for following care products. The result of a regular application is a refined and smoother skin appearance.

Regular peelings should be part of the care routine. They remove the skin from dead skin flakes, excess sebum and impurities and make it more receptive to following care products. After a peeling, the skin feels soft and smooth and has a rosy complexion due to the increased blood circulation. The basis for a beautiful, radiant and clear skin.

Exclusively offered by  
**GREEN PEEL®**  
certified aestheticians

## The exclusive

### GREEN PEEL® Fresh Up

The natural peeling with WOW effect! With GREEN PEEL® Fresh Up, the skin gains a unique freshness kick and the ultimate glow. A combination of selected herbs and a special massage technique are the secret behind the glowing complexion. The herbs intensively remove dead skin cells from the skin while stimulating the skin metabolism and cell regeneration at the same time.

In addition to Fresh Up, GREEN PEEL® provides effective solutions for face and body with the variations Energy and Classic – for every skin type, for every age: From pre- and anti-aging to treating loss of elasticity and impure or sun-damaged skin.



Dr. med. Christine  
**SCHRAMMEK**  
**GREEN PEEL®** 



# Sun protection

This essential **5** things should be followed, when enjoying the sun.



## 1. Do not go outside without UV protection

We all know how harmful UV rays are to the skin. Accelerating skin aging and the formation of wrinkles are just two examples of the damage that can be caused by unprotected sunbathing. Do your skin a favour and protect it using products containing SPF. **Please note:** an adult will need 40 ml of sunscreen for their whole body – that's about 6 tablespoons!

## 2. Drink enough water

On hot days, we sweat a lot and lose water. In order to ensure that our bodies are provided with sufficient fluids, the recommended 2 litres of water a day will no longer be sufficient. In warmer temperatures, experts recommend drinking more than 3 litres of water a day. They recommend drinking tap/mineral water and unsweetened tea. **Tip:** Homemade fruit and vegetable smoothies will also give you an extra dose of vitamins.



## 3. Avoid the full midday-sun

Around midday, when the sun is at its highest point, UV rays are at their strongest and can quickly cause damaging sunburn to the skin. Try to stay out of the midday sun and keep in the shade with a cool drink and sun protection on your skin.

## 4. Care for a slight & healthy slowdown

On hot summer days, we often need ways to cool down. Even without a swimming pool nearby, there are many quick ways to feel refreshed: soak a hand towel in cold water, wring it out and lay it on your neck. This will cool the body down in a gradual and healthy way and leave you feeling refreshed – even without taking a shower.



## 5. Eat light food

On hot days, we usually do not have such a great appetite and tend to avoid hearty meals. This way, we are doing something good for our bodies without realizing it, since the body has to work harder on hot days. As such, you will be better off snacking on fresh fruit or a crisp salad. This way, you'll be replenishing valuable vitamins and minerals that are lost through perspiration.





# What happens, when sun rays reach the skin?

The skin has two key mechanisms for protecting against UV rays. One is the colour pigment melanin, which is formed by pigment cells and is responsible for the tanning of the skin. The melanin surrounds the nucleus of the cells, thereby protecting our valuable genetic information, so that tanning is the skin's way of protecting itself! In addition, our skin develops the so-called light callosity. When UV rays come into contact with the skin, cell division is accelerated in the basal cell layer, meaning that more cells migrate to the surface of the skin so that the cornified layer, or stratum corneum, becomes thicker. This thickening of the stratum corneum, which enhances the skin's own protective measures, is referred to as light callosity.

In principle: the paler your skin, the more SPF you need. The SPF tells you the degree to which the skin's natural protection mechanisms will be extended

Start into a carefree, perfectly protected summer with our sun care highlights!



## Our sun care highlights

### Sensiderm Sun Cream | Intensive UV protection cream for sensitive skin SPF 50+

The perfect companion for sensitive skin! Thanks to very high UVA & UVB protection (SPF 50+) and no use of fragrances, Sensiderm Sun Cream protects especially sensitive skin reliably and sustainably. It is rapidly absorbed and leaves no sticky skin feeling.

### Solar+ Protect Fluid | Intensive UV protection concept SPF 50+

With the innovative Solar+ Protect Fluid, every care product can become sun care! The light fluid with SPF 50+ is easily applied as an "on top product" above the usual care. This way, you decide for yourself when you would like to use sun care, without burdening the skin with permanent UV filters. Solar+ Protect Fluid is suitable for every skin type.

### Optimum Protection Cream | Multi-active protection and care cream SPF 20

The multi-functional care cream offers protection against damaging environmental influences and stress factors. Besides effective UVA and UVB filters, it calms and regenerates the skin and prevents inflammations and redness. Optimum Protection Cream is suitable for every skin type.

Tip

Find your perfect sun care on our website  
[www.schrammek.com/derma-cosmetics/sun-care](http://www.schrammek.com/derma-cosmetics/sun-care)

# Detox Treatment

## Purification and vitalization of your skin

Spring is here! It is time to intensively remove environmental burdens from the skin and to get it back on track. Free radicals can stress our skin, bring it out of balance, can cause irritations and can lead to premature skin aging. That is why it is important to regularly strengthen the immune system of the skin and provide it with new energy. The detox treatment supports the skin not only with purification, but also with vitalization.

### The treatment

The purifying and stimulating detox treatment is perfectly suitable for pale and tired skin. The activating and warming **Natural Warming Fluid** intensively stimulates the metabolism and ensures that ingredients of following care products are better absorbed. This way, the following **Energy Power Ampoule** can optimally supply the skin with antioxidants and helps to strengthen its defense. **Black Clearing Mask** binds damaging substances and purifies the skin. Through the following massage with **Vitalizing Oil Concentrate**, cell regeneration is stimulated and the skin vitalized. The result is a visibly fresh and radiant skin!

### Treatment duration

approx. 70 minutes

### Treatment procedure

Cleansing – Peeling – Stimulation of metabolism – Ingredient Concentrate – Mask – Facial Massage – Final Care



#### Care recommendation:

The basis of every well-groomed skin is cleansing. The new, gentle and effective Soft Foam Cleanser thoroughly removes make-up, lipid deposits and dirt particles from the skin. Moisturizing ingredients care for the skin already while cleansing. For a soft, delicate skin feeling.

#### TIP

Use **Black Clearing Mask** 1–2 times per month as a detox mask to intensively cleanse the skin.

## BEAUTY Düsseldorf

At the end of March, it was time again for the Beauty exhibition in Düsseldorf, Germany. We would like to thank all our visitors for a fantastic exhibition weekend with a great feedback about our new Body Science series. A completely successful weekend.



## BEAUTY FORUM Leipzig

The next chance to meet our team live is just around the corner.

We are looking forward to welcome you on **18<sup>th</sup> and 19<sup>th</sup> May 2019** at the **BEAUTY FORUM in Leipzig** in **hall 2 at booth D26**. A great prize competition, product news and attractive order conditions are waiting for you!

Save the date



Hall 2 | Booth D26



## Mother's Day on 12<sup>th</sup> May

With the Dr. med. Christine Schrammek present vouchers, your customers can give their dearest ones a special feel-good-moment and a short time-out from everyday life on Mother's Day.

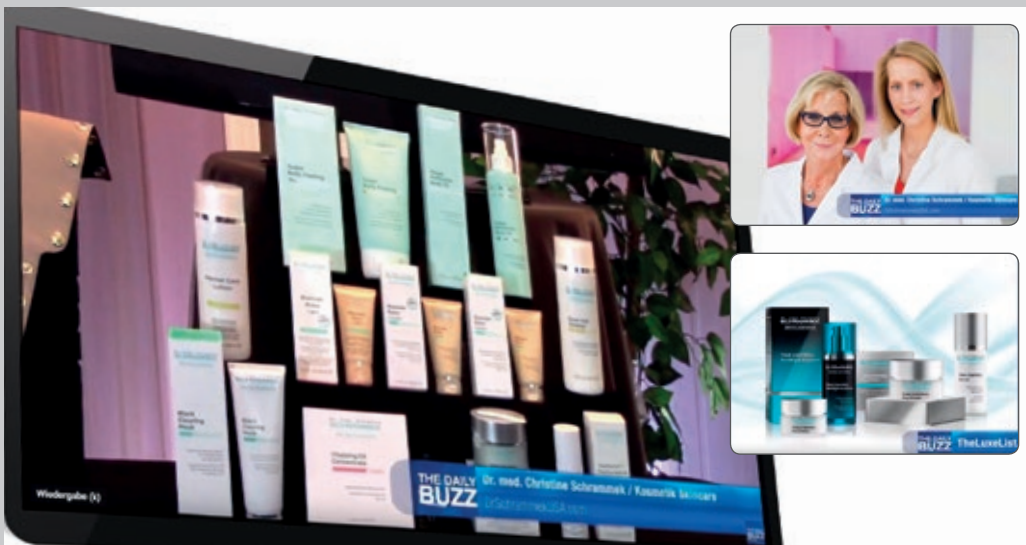


## Social Media – Use the potential!

Do you know celebrities, influencers or VIPs who visit your institute to get a treatment? A posting or a short story, in which they are mentioned, strengthens your publicity and brings you potential new customers. On the one hand, you promote your service and your institute – on the other hand, our brand. Contact us, if you have a concrete idea or plan a cooperation, we will be happy to assist!

## Dr. med. Schrammek in the USA morning show "The Daily Buzz"

A special highlight of the last few weeks was a small report about our brand and the derma.cosmetics care products in the American TV morning show "The Daily Buzz".



# Gloria 2019 ♡



This year, the German cosmetics prize "GLORIA" has been awarded for the sixth time. The Oscar of the cosmetics industry honours remarkable beauticians who stood out from their work last year.

As a sponsor of GLORIA, Dr. med. Christine Schrammek Kosmetik enjoyed the wonderful gala evening with part of the team in Düsseldorf and



2019

*congratulates all winners!*



Dr. med. Christine Schrammek Kosmetik GmbH & Co. KG

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