

PROMOTIONS & NEW PRODUCTS

March / April 2024

GUINOT
INSTITUT • PARIS



RELAUNCH - *NEW*

**HYDRA
SENSITIVE
CREAM**

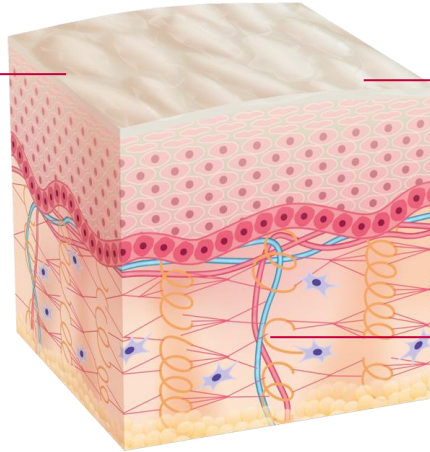
AVAILABLE: MARCH 2024



SENSITIVE SKIN

SENSITIVE SKIN IS **FRAGILE** AND **REACTIVE**, AND CAN NO LONGER PROTECT ITSELF AGAINST EXTERNAL STRESS FACTORS

Deficient skin barrier
and hydrolipidic film



The epidermis is thin and fragile,
The skin is transparent and shows
the underlying blood capillaries

The fragile blood vessel walls
help trigger cutaneous reactions
and cause redness

THE SKIN SHOWS SIGNS OF **REDNESS** AND FEELS UNCOMFORTABLE, WITH **PRICKLING AND TIGHT, PULLING SENSATIONS**

SKIN REACTIVITY FACTORS

PHYSICAL



Variations in temperature
Friction

CHEMICAL



Pollution
Unsuitable cosmetics

BIOLOGICAL & PHYSIOLOGICAL



Stress
Cigarette smoke
Alcohol
Hormonal factors

IT IS ESSENTIAL TO RESTORE THE SKIN'S BARRIER FUNCTION, ALLOWING IT TO MORE EFFECTIVELY FIGHT AGAINST EXTERNAL STRESS FACTORS

IMMEDIATE ACTION: SOOTHES AND PROTECTS



ACTICALM

Soothes the skin and protects it from external stress factors.

Protects the skin's barrier function and maintains moisture.

ATTENUATES REDNESS AND SOOTHES SENSATIONS
OF DISCOMFORT.

IMMEDIATE ACTION: RESTORES THE HYDROLIPIDIC FILM



CAMELINA AND BABASSU OILS

Help restore the hydrolipidic film on the skin's surface to strengthen its barrier function.

Preserve the skin's lipid balance by reducing dehydration.

THE SKIN IS SOFT, NOURISHED AND SOOTHED.

LONG-LASTING ACTION: REDUCES SKIN SENSITIVITY



HYDRAPROTECT

Reinforces the skin's natural defence mechanisms.

Decreases skin hyperreactivity by reducing dehydration.

THE SKIN IS SOOTHED AND LESS REACTIVE LONGER.

EFFICACY TEST

AFTER 1 APPLICATION

16.6%*

DECREASE IN REDNESS

AFTER 1 MONTH

28%**

DECREASE IN REDNESS



T0



T+1month

Subject: C.J.O.L

*Mexametric measurements. Panel of 11 subjects.

**Mexametric measurements, after one month of twice-daily application. Panel of 12 subjects.

EFFICACY TEST

RESTRUCTURED
SKIN BARRIER

44%*

DECREASE IN TRANSEPIDERMAL WATER LOSS

INCREASE IN
MOISTURISATION

47.4%**

AFTER
1 APPLICATION

48.2%***

7 HOURS AFTER
APPLICATION

54.4%***

AFTER 1 MONTH OF TWICE
DAILY APPLICATION

*Panel of 16 subjects. Tewametric measurements, after one month of twice-daily application

Panel of 12 subjects. Corneometric measurements. *Panel of 16 subjects. Corneometric measurements.

USE TEST

95%*

of women found that
**THEIR SKIN FELT SOOTHED
AND MOISTURISED**

90%*

of women found that
**THEIR SKIN FELT COMFORTABLE
AND PROTECTED**

BEAUTY RESULTS



SKIN IS SOOTHED,
COMFORT IS RESTORED.

REDNESS AND SENSATIONS
OF TIGHTNESS ARE ATTENUATED.

THE SKIN FEELS MOISTURISED,
SUPPLE AND SOFT.

RECOMMENDATIONS FOR USE

Apply to thoroughly cleansed face, morning and evening.



A lightweight and cloud-like, **fragrance-free** texture for improved tolerance.

PACKAGING AND PRICING

Retail - Ref. 0527585 - 50ml tube (in a box)..... salon: \$68 RRP \$136

Tester - Ref. 0640585..... salon: \$54.40

Sample - Ref. 0684585 - 3ml tube..... salon: \$6.75 pk x 6pcs

Salon - Ref.0443805 - 100ml tube..... salon: \$70

Display promotional period only..... salon: \$88

MERCHANDISING



	SOOTHING	SOOTHING	SOOTHING	SOOTHING
	HYDRA SENSITIVE Cream	PROTECTION REPARATRICE Cream	RED LOGIC Cream	PUR CONFORT Cream SPF 15
TARGETS	 <p>Sensitive skin that "cannot tolerate anything anymore"</p>	 <p>The protective shield that treats fragile skin</p>	 <p>Pink and reactive skin with diffuse redness</p>	 <p>Sensitive skin</p>
ACTIONS & BEAUTY RESULTS	<p>Soothing and Protective Cream</p> <ul style="list-style-type: none"> - Soothes feelings of hypersensitivity and discomfort - Protects the skin. - Strengthens the skin's natural defences. - Restores the skin barrier - Provides the skin with long-lasting hydration. 	<p>Protective Shield Cream</p> <ul style="list-style-type: none"> - Defends the skin against external stress factors. - Soothes feelings of discomfort. - Restores skin comfort and suppleness 	<p>Redness Correction Cream</p> <ul style="list-style-type: none"> - Minimises redness through its light green colour - Soothes feelings of heat and discomfort. - Evens out the complexion and restores the skin's natural radiance 	<p>Soothing Protective Cream</p> <ul style="list-style-type: none"> - Protects the skin from external stress factors. - Reinforces the skin from the inside out UV Protection
KEY INGREDIENT	Acticalm	Omega 6	Veinoderm	Dermaline
TEXTURE	Light and airy Cream Fragrance-free	Cream	Cream	Cream

OLD VS NEW FORMULA

CRÈME HYDRA SENSITIVE

Repairing and protecting cream

RESULTS

- Soothes skin redness and irritations
- Helps reinforce the skin's natural defences
- Brings comfort and well-being to the skin

KEY ACTIVE INGREDIENTS AND EFFECTS

- Lymphokline® (Epaline, Alpha Bisabolol and Meristem extract): soothes.
- Vitamin E: anti-free radical and antioxidant.

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THE SKIN IS SOFT, NOURISHED AND SOOTHED.

LONG-LASTING ACTION: REDUCES SKIN SENSITIVITY



HYDRAPROTECT

- Reinforces the skin's natural defence mechanisms.
- Decreases skin hyperreactivity by reducing dehydration.

THE SKIN IS SOOTHED AND LESS REACTIVE LONGER.

PRESCRIPTION

"I recommend HYDRA SENSITIVE Cream, which soothes sensations of discomfort and irritation, while boosting the skin's natural defence mechanisms"

SALON TREATMENT

HYDRADERMIE
PERSONALISED BEAUTY CARE TREATMENT BY SKIN TYPE
MACHINE TREATMENT METHOD

SKINCARE PRODUCTS



HYDRA SENSITIVE SERUM
DESENSITISING SERUM



HYDRA SENSITIVE CREAM
SOOTHING CREAM



HYDRA SENSITIVE MASK
INSTANT SOOTHING MASK

SALES TOOLS



DISPLAY UNIT

FR/EN 0680585



SALES LEAFLET

Digital version

CRÈME HYDRA SENSITIVE

Crème Apaisante Globale - Visage

RÉSULTATS BEAUTÉ

- Peau calme, hydratée
- Le rougeur et les démangeaisons sont atténués
- La peau est hydratée, souple et douce

TESTÉ PAR
DÉPILÉES

ACTES CLÉS ET ACTIONS

- **ACTIFCALM** : apaise la peau et la protège des agressions extérieures. Protège la fonction barrière de la peau et maintient l'hydratation. Réduit les rougeurs et les sensations d'inconfort.
- **MOLES DE CAMELINA ET DE BARASSU** : adient à l'émulsion le film hydrophobe de la surface de la peau pour une fonction barrière renforcée. Prévention l'agitation (gratifier, colorer, en brûlant ou déshydratation). La peau est adoucie et douce, et hydratée.
- **HYDROPROTECT** : renforce les mécanismes naturels de défense de la peau. Stimule l'hydratation de la peau, en limitant sa déshydratation. La peau est durablement apaisée et mieux soignée.

UTILISATION

- Appliquer matin et soir sur l'ensemble du visage parfaitement propre.



Vente : Tube 60 ml - Bouteil : Tube 60 ml - Caisse : Tube 100 ml

SOINS APAISEMENT DOUCEUR

E-TRAINING FILE

CREME HYDRA SENSITIVE - OFFERS

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Offer 1 – Crème Hydra Sensitive

\$478

41% FREE

6 x Crème Hydra Sensitive

1 x Professional Crème Hydra Sensitive

RECEIVE FREE 169.40

- ✓ 1 x tester
- ✓ 1 x Display
- ✓ 24 x samples



Offer 2 – Crème Hydra Sensitive

\$272

20% FREE

4 x Crème Hydra Sensitive

RECEIVE FREE

- ✓ 1 x tester



Offer 3 – Crème Hydra Sensitive

\$204

10% FREE

3 x Crème Hydra Sensitive

RECEIVE FREE

- ✓ 18 x samples



MOTHER'S DAY
GIFT IDEAS
SPOIL YOUR MUM



MOTHER'S DAY

– SET 1 = Longue Vie + Anti-wrinkle mask

INCLUDES:

1. NEW Longue Vie + Anti-Wrinkle Mask 50ml

Retail size tube

2. Serum Longue Vie Décolleté 50ml

Retail size tube

3. Longue Vie Hand 30ml

Travel size tube

Salon: ~~————~~ **\$146**

RRP: ~~————~~ **\$292**

SAVE 10%

Salon: **\$131.40**

RRP: **\$262.80**



MOTHER'S DAY

– SET 2 = Bioxygene Radiance

INCLUDES:

1. Bioxygene Cream 50ml

Retail size jar

2. Bioxygene Mask 20ml

Travel size tube

2. Mousse Bioxygene 45ml

Travel size bottle/pump

Salon: ~~————~~ **\$123.60**

RRP: ~~————~~ **\$247.20**

SAVE 10%

Salon: **\$111**

RRP: **\$222**



MOTHER'S DAY

– SET 3 = Traveler set

INCLUDES:

1. Lait Hydra Beaute 100ml
Travel size bottle

2. Lotion Hydra Beaute 100ml
Travel size bottle

3. Crème Hydrazone TP 15ml
Travel size tube

PLUS, FREE Transparent cosmetic case



Salon: ~~_____~~ \$46.95

RRP: ~~_____~~ \$93.90

SAVE 10%

Salon: \$42.25

RRP: \$84.50

*** Minimum purchase x 2 sets**



GUINOT *Limited Edition* 300ml Body Care

GUINOT
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Douche Soin Hydrazone 300ml; **salon \$29.50, RRP \$59**



OFFER \$88.50
Purchase 3 Douche Soin Hydrazone 300ml, \$88.50
Receive Free
3 GWP – Gel Jambes Legeres 30ml
Free value \$60

=



TREATMENT SET OFFER
AGE SUMMUM
SUMMER REVIVER –
*Revitalise your skin
with Collagen & Vitamin C*





TREATMENT SET OFFER

Purchase

\$1,026

2 x AGE SUMMUM Treatment sets - \$305 each

2 x Crème Age Summum (retail) - \$208 each

FREE

= 1 x tester of Crème AGE SUMMUM \$166.40

= 1 x Professional NEW Hydra Fraicheur Cleansing Gel \$37.50

= 1 FREE Poster (611661) \$35

= 18 x samples AGE Summum \$25.20

= 2 x Terry wash mit red \$10

= 2 x vanity case \$40



Value FREE \$314.10 (30%)

TERMS AND CONDITIONS

Hamaya International P/L
Distributor of Guinot Skincare Australia
Unit F/255 Rawson Street Auburn
1300 811 024
ABN 67 154 784 219

GUINOT
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PLEASE place your orders on the wholesaler platform @ www.guinot.com.

Promotions are valid while stocks last. Promotional period runs from 1st March 2024 until 30th April 2024. *No further discount applies.

Payment terms are 30 days unless otherwise stated. Any promotional items marked short expiry cannot be returned under any circumstances.

All prices Incl. GST.

NOTE: Promotional & Discounted items are not included as part of the FOC tester in every \$1,000 spent. *Promotions are calculated separately to your regular retail and professional orders.

* If stock of advertised promotional *free of charge* becomes sold out, Hamaya reserve the right to supply alternate product at similar value.

* Returns cannot be applied for change of mind once it has left Hamaya for delivery.


hamaya