



ASIAN RITUAL OF YOUTH

The Asian ritual of youth is a multi-stage skin care routine which, when used consistently, significantly improves the condition of the skin and guarantees youthful looks. The full ritual comprises the famous ten steps and can be completed in ten minutes. It is a perfect occasion for every woman to carve out some time for herself in today's hectic world.

Not all ten steps are to be performed every day, some parts of the ritual, like applying an exfoliant or a mask, are done two or three times a week. It is crucial to experiment and listen carefully to your body. This will permit you to adjust the ritual to best meet the unique needs of your skin.

One of the basic principles of Asian skin care is using cosmetics one over another, layer upon layer. Because of this, they are all characterised by light, speedily absorbed consistencies. Their fundamental role is to deeply moisturise the skin, hence almost every preparation used in the ritual has strong hydrating properties. The second most important feature of these cosmetic is their powerful anti-ageing and anti-wrinkle effect.

Step 1

CLEANSING AND MAKE-UP REMOVAL COMBINED WITH MOISTURISING – the key step which guarantees that the skin will take full advantage of every cosmetic that comes next. According to the ritual, first use a cotton pad to remove make-up and impurities from the skin, then use water to thoroughly wash the face. Combine this step with a gentle massage. Rice Milk Lotion, make-up removal / eye and face wash – cleanses, removes make-up, detoxifies.

Step 2

INTENSE MOISTURISING – the heart of the Asian skin care ritual. This step replenishes water supplies in the skin, making it soft and permitting active ingredients delivered in subsequent stages to penetrate it better and to act more effectively. Day&Night Serum – deeply moisturises, detoxifies, and reduces wrinkles.

Step 3

ANTI-WRINKLE SKIN CARE – combines a thorough moisturising effect with anti-wrinkle active ingredients carefully matched to the age of the skin. This step also strengthens the skin's protective barrier and counteracts the negative influence of external factors. Day&Night Creams for 45+, 55+, and 65+ skin – effectively reduce wrinkles and moisturise the skin.

Step 4

CARE OF THE SKIN AROUND EYES – women in Asia believe that eyes reveal age and the condition of the skin. Puffy eyes, with dark circles, make the face appear older. For this reason, one step is dedicated entirely to the skin around them. Use a cream created for this particular area, and gently pat it into the skin around the eye, so as not to stretch it. This form of application additionally improves microcirculation and supple the skin. Under Eye and Eyelid Cream – reduces wrinkles and lightens under-eye circles.

Step 5

COMPLEMENTARY TREATMENTS – Asian women apply them 1-3 times a week. These treatments include, among others, face masks and exfoliants, and they aim at enhancing the effect of everyday cosmetics. Mask – intensely moisturises and reduces wrinkles.



AZJAtica

An innovative cosmetic line drawing from the Asian approach to the art of skin care. The line bases on well-tried active ingredients of Asian provenience. Perfecta ASIatica cosmetics are characterised by modern, light consistencies and can be applied layer upon layer to perform the full Asian ritual of youth.

PERFECTA ASIATICA RICE MILK LOTION MAKE-UP REMOVAL / EYE & FACE WASH Cleansing, Moisturising, Detox

Velvety cleansing milk which can be used to remove make-up and as a face wash, created basing on the Asian ritual of youth. Perfect for all ages and all skin types.

CENTELLA ASIATICA activates fibroblasts to produce collagen and elastin, reduces wrinkles, and rejuvenates. Stimulates the synthesis of hyaluronic acid, helping to increase levels of moisture in the skin.

WHITE RICE eliminates signs of tiredness, improves microcirculation, and blocks the activity of free radicals to protect collagen and elastin in the skin.

CERAMIDES are a component of the intercellular cementing substance. They regulate levels of moisture and oil in the skin, at the same time supporting its protective and barrier properties.

Two methods of application:

1. Saturate a cotton pad with the milk and use gentle, circular motion to remove make-up and clean the face. Repeat until the pad remains clean. Does not require rinsing. Leaves no greasy, sticky layer on the skin.
2. Apply a small amount of the milk to damp skin. Massage gently, using circular motion. Rinse with tepid water.



PERFECTA ASIATICA DAY & NIGHT SERUM Moisturising, Detox, Wrinkle reduction

Innovative "serum to water" consistency and a highly effective formulation developed basing on the Asian ritual of youth. Detoxifies the skin and provides an instant sensation of intense moisturising and lightness. Recommended for skin in need of wrinkle reduction. Complements the function of a face cream.

CENTELLA ASIATICA activates fibroblasts to produce collagen and elastin, reduces wrinkles, and rejuvenates. Stimulates the synthesis of hyaluronic acid, helping to increase levels of moisture in the skin.

RED ALGA has strong anti-ageing properties and energises skin cells. Produces a protective "second skin" effect, defending the skin against dehydration caused by impurities and pollution.

GINSENG has powerful regenerative and revitalising properties. Supports renewal processes in the skin and helps to rejuvenate it.



Capacity: 400 ml
EAN Code: 5900525052711
DAX Code: 010212811



Capacity: 15 ml
EAN Code: 5900525052704
DAX Code: 010212810

PERFECTA ASIATICA DAY & NIGHT CREAM 45+ Wrinkle reduction, Detox

Outstanding "cream to water" consistency and a velvety formulation developed basing on the Asian ritual of youth. Provides an instant sensation of moisturising and smoothness. Recommended for skin in need of wrinkle reduction. Perfect as a make-up base, increases make-up durability.

CENTELLA ASIATICA activates fibroblasts to produce collagen and elastin, reduces wrinkles, and rejuvenates. Stimulates the synthesis of hyaluronic acid, helping to increase levels of moisture in the skin.

MATCHA is a special type of Japanese green tea – the tea of youth. Exceptionally rich in antioxidants which counteract free radicals and slow down ageing processes in the skin. Protects the skin against the influence of polluted air (antipollution), at the same time stimulating microcirculation and detoxification of skin cells (detox).

BIOFERMENTS a complex of five minerals obtained in the process of yeast fermentation. Has a moisturising and energising effect on the skin and strengthens its protective barrier.



PERFECTA ASIATICA DAY & NIGHT CREAM 55+ Skin lift, Firming

Unique "cream to oil" consistency and a velvety formulation developed basing on the Asian ritual of youth. Provides an instant sensation of moisturised, lifted skin. Recommended for skin in need of improvement in tension and reduction of wrinkles. Perfect as a make-up base, increases make-up durability.

CENTELLA ASIATICA activates fibroblasts to produce collagen and elastin, reduces wrinkles, and rejuvenates. Stimulates the synthesis of hyaluronic acid, helping to increase levels of moisture in the skin.

RICE PEPTIDES have outstanding rejuvenating properties, preventing skin laxity and photoageing. They stimulate regeneration of collagen and elastin fibres in the skin and improve microcirculation.

SPIRULINA a blue-green alga rich in proteins, amino acids, vitamins, and minerals. Wonderfully nourishes and cares for the skin.



Capacity: 50 ml
EAN Code: 5900525052582
DAX Code: 010212806



Capacity: 50 ml
EAN Code: 5900525052674
DAX Code: 010212807

PERFECTA ASIATICA DAY & NIGHT CREAM 65+ Powerful wrinkle reduction

Unique "cream to oil" consistency and a velvety formulation developed basing on the Asian ritual of youth. Provides an instant sensation of nourished and moisturised skin. Recommended for skin in need of very effective reduction of wrinkles. Perfect as a make-up base, increases make-up durability.

CENTELLA ASIATICA activates fibroblasts to produce collagen and elastin, reduces wrinkles, and rejuvenates. Stimulates the synthesis of hyaluronic acid, helping to increase levels of moisture in the skin.

GINSENG has a powerful regenerative and revitalising effect. Supports renewal processes in the skin and helps to rejuvenate it.

NORI SEAWEED supplies the skin with nourishing ingredients, such as amino acids and mineral salts, at the same time creating a protective layer which prevents skin dehydration.



Capacity: 50 ml
EAN Code: 5900525052681
DAX Code: 010212808

PERFECTA ASIATICA DAY & NIGHT UNDER EYE AND EYELID CREAM Reduction of wrinkles and dark circles

Unique "cream to oil" consistency and a velvety formulation developed basing on the Asian ritual of youth. Provides an instant sensation of moisturised and illuminated skin. Recommended for the delicate skin around the eyes, to reduce wrinkles and eliminate dark circles. Perfect as a make-up base, increases make-up durability.

CENTELLA ASIATICA activates fibroblasts to produce collagen and elastin, reduces wrinkles, and rejuvenates. Stimulates the synthesis of hyaluronic acid, helping to increase levels of moisture in the skin.

SILK reduces signs of tiredness, including under-eye bags and circles. Improves skin tension and skin tone.

VITAMIN C increases firmness and elasticity, brightens the skin, and eliminates symptoms of tiredness and stress.



Capacity: 15 ml
EAN Code: 5900525052698
DAX Code: 010212809

PERFECTA ASIATICA MASK FOR FACE, NECK, AND DÉCOLLETAGE Intense moisturising, Wrinkle reduction

Innovative "cream to oil" consistency and a velvety formulation developed basing on the Asian ritual of youth. Provides an instant sensation of intense moisturising and nourishment. Recommended for skin in need of regeneration and reduction of wrinkles.

CENTELLA ASIATICA activates fibroblasts to produce collagen and elastin, reduces wrinkles, and rejuvenates. Stimulates the synthesis of hyaluronic acid, helping to increase levels of moisture in the skin.

GINSENG has a powerful regenerative and revitalising effect. Supports renewal processes in the skin and helps to rejuvenate it.

CERAMIDES are a component of the intercellular cementing substance. They regulate levels of moisture and oil in the skin, at the same time supporting its protective and barrier properties.



Capacity: 8 ml
EAN Code: 5900525052834
DAX Code: 010212823

FOR FURTHER DETAILS, PLEASE CONTACT OUR EXPORT TEAM:
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