

ROUGJ[®]+
DERMOCOSMÉTIQUES

 **haircare**

 **plador**

 **face**

 **suncare**

Technical Information

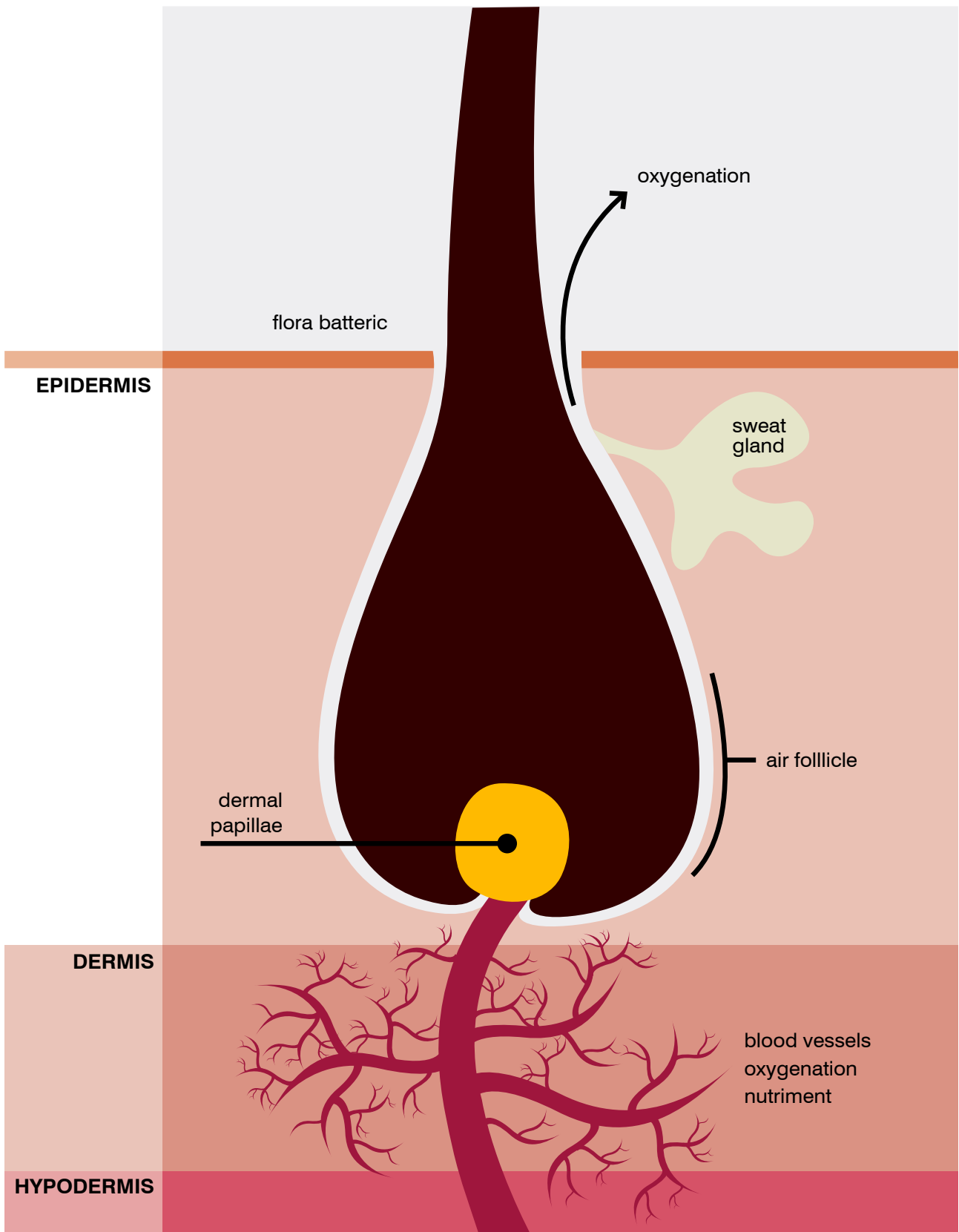
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ROUGJ[®]+
HAIRCOSMETICS

haircare

Our hair is a natural frame for our faces, straight or curly, long or short, it always play an important role in our physical appearance, to such an extent it conditions our lives and our way of being in front of others. History itself has shown over the centuries our hair has been an element to fascinate, to seduce, for both men and women. Recent psychological studies highlight examples such as how hair problems such as hairloss, can be seen as a loss of virility, of strength, of youth, of masculinity or even femininity. Our hair also plays an important role when we communicate, our team of Researchers at ROUGJ, pioneers in the kutological sector, have focused their own research on creating a line of products that assist to regulate unbalances, hair and scalp anomalies, giving our hair new vitality and beauty.



DEVELOPMENT AND STRUCTURE OF HAIR

The hair is made from a visible part called the hair shaft, whilst the the part that is hidden is called the hair bulb and is found in the hair follicle. The bulb is soft when the hair is growing, keratin is a protein that makes the hair hard and gives it colour.

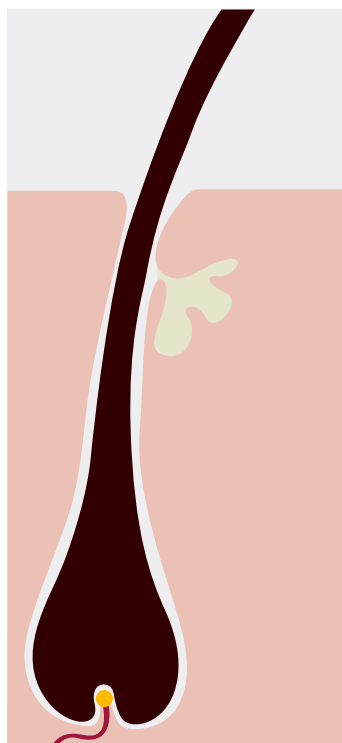
A healthy bulb is found in the shape of a match and the bulb's width is exactly twice that of the hair shaft.

When the bulb is too big (hypertrophic) or too thin (atrophic) you have an abnormal bulb.

Every hair has a life cycle (seen on the first page) where the hair is born (anagen), grows (catagen) and dies (telogen) – each person is different and this hair life cycle can last 2 to 5 years, with the hair growing approximately 1cm a month.

There are certain “at risk” months (spring and autumn) when our hair is subject to an intense turnover (about 10%). When the percentage of hair in the telogen phase reaches 15-20% there is a worrying and important hair loss abnormality.

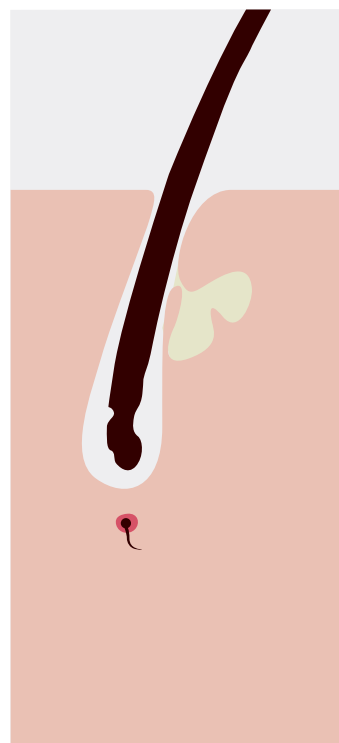
The growth of a new hair provokes the falling out of the old one, and in this developing phase the hair is naturally soft and malleable. The normal percentage of hair in the telogen phase is 6%, where the bulb lacks pigmentation and has the form of a light bulb.



ANAGEN



CATAGEN



TELOGEN



A HEALTHY BULB

Neat edges. Precise dimensions. Bulb is twice the width of the stem. Clear colour



FATTY SEBORRHEA

Excessive secretion of solid oil from the oil glands. You can see an accumulation of the oil on the bulb, suffocating it and stopping a healthy oxygenation.



OILY SEBORRHEA

Over secretion of liquid oil from the oil glands. The oil drowns the the hair to the root, encouraging hairloss.



FLUID SEBORRHEA

An over-activity of the sweat glands produces sweat in abundance. This, mixed with oil, affects the hydro-lipid balance of the scalp.



CURVED

The bulb appears poorly nourished, almost anaemic. The most common reason for this is the poor circulation of blood to the bulb.



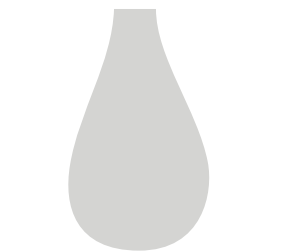
ANAEMIC AND ATROPHIED

Can be found in oily (dry and also liquid oil) hair, a more advanced stage of poor bulb nutrition.



EXCLAMATION POINT

The bulb is very very thin. This bulb is normally associated with alopecia areata.



DEAD (Telogen)

The life cycle is coming to an end. The hair bulb is close to falling out of the follicle. Appears depigmented, so paler in colour than a healthy bulb. Loses its match-like shape and looks more like a light-bulb.

For healthy hair to grow there are 3 requirements:

- **Floral bacteria** (made from physiological bacteria, sweat, oil, dying cells and other fats secreted by the skin) works as a protective layer and has the ability to self-sterilize and kill germs.
- **An appropriate oil secretion** (oil works as a natural antibiotic)
- **A proper oxygenation**, which partly comes from the blood vessels below the hair follicle and partly through the skin (scalp) itself.

Factors causing a deficiency in the floral bacteria:

- Excessive washing with shampoos that are too aggressive or too specific, ruins floral bacteria
- A dirty scalp
- A general anaesthetic
- Antibiotics
- Cortisone
- Fever
- Anti-depressants and other medicines for psychological problems
- Hormones
- Pain killers
- Anti-inflammatory pills
- Drugs

When there is an anomaly in the floral bacteria, micro-organisms, bacteria, dust and smog come into contact with the scalp and are able to inflame the oil glands. This results in an abnormal production of oil, which is deposited in the follicle and pressurizes it.

The hair that grows will be thinner (the dimension of the hair depends on the width of the follicle) and the hair will appear dehydrated and static and the scalp will seem dry. Under these conditions the hair grows in an anomalous situation and will have an ever shorter life cycle. This may eventually lead to the hair to stop growing (follicle atrophy) and can lead to follicular baldness.

SCALP ABNORMALITIES

DRY SEBORRHEA: caused by an excessive production of oil and other fats secreted by the skin. The oil solidifies in the root canal, making the hair weak and liable to fall out. Not what we usually think of as oily hair.

OILY SEBORRHEA: the oil comes out of the hair follicle and spreads out across the scalp and hair (what we normally consider as “oily hair”). This liquid type of seborrhoea, affects the hair directly, weighing it down, and makes the hair more liable to collect dirt, dust, toxins and bacteria. The oil soaks the hair to the root, making it more likely to fall out.

IMPORTANT: Seborrhoeic abnormalities are worsened by stress, and emotional, tense, nervous conditions.

Oil is the perfect breeding ground for germs and bacteria, combined with humidity it is even more optimal for their proliferation.

PHYSIOLOGICAL SEBORRHEA: the oil glands over or under produce oil.

PATHOLOGICAL SEBORRHEA: develops from various dysfunctions, including digestive problems:

Digestive problems: related directly to nutrition, the blood takes fats from the intestine and transports them to the liver, which transforms them ready to be used by the body (e.g. body temperature and energy). Anything left over is eliminated by the oil glands, a diet rich in fat and sugar (pizzas, burgers, cakes...) can

clearly increase oil secretion (DRY or OILY SEBORRHEA).

Liver failure: it is known that the self-sterilizing power (antibiotic, disinfectant) of the scalp is mostly due to the acidic fats from oil. When these acids lose their antibiotic power, due to problems with the liver, the body tries to offset the poor quality of the acids with a higher quantity.

Endocrine anomalies: (internal oil glands) hormonal imbalances of the thyroid, adrenal glands, pituitary glands and especially the sexual glands, can cause an excessive oil secretion through biochemical mechanisms (polycystic ovaries, tumours of the adrenal glands and ovaries).

Nervous and stress factors: the nervous system has a regulating action over the bloodstream, an imbalance of this system can provoke an increase in the blood flows and oil secretion and so excessive oil is produced.

DAMAGE MADE BY SEBORRHEA: excessive oil may flow into the hair follicle. The oil separates the bulb from the follicle and also limits oxygenation and nutrition as contact with the capillaries is also reduced. The opening of the hair canal appears reduced due to the oil that blocks it. New hair will grow thinner than the previous hair.

DANDRUFF

PITYSPORUM OVALIS MICETE: normalmente presente sul cuoio capelluto, costituisce il 40% della microflora batterica. Vari fattori, quali squilibri ormonali, disturbi digestivi, stress, cattiva circolazione sanguigna, insufficienza epatica possono causarne la formazione favorendo inoltre la produzione di seborrea.

DRY DANDRUFF: at first, the pitysporum ovalis affects just the surface of the scalp and breaks off the external cells, it then gets in between the cells and penetrates even more deeply.

OILY DANDRUFF: Over time, feeding itself with the fats from the skin, this microscopic fungus reaches up to 74% of the floral bacteria, it can enter and spread through the hair follicles and oil glands, encouraging an over-production of oil.

The hair becomes ever more fine, more fragile and less rooted into the scalp. A person suffering with dandruff, whether oily or dry, has a tendency to relapse.

SEBORROIC DERMATITIS

Pitysporum ovalis is able to turn oil produced by the scalp into acidic fats, which, when in contact with the air, oxidise and irritate the scalp, causing inflammation of the scalp and this is called seborrhoeic dermatitis. The scalp appears reddened (this reddening can even reach 1cm outside of the hairline and can be especially visible after washing the hair) and the dandruff flakes are stuck to the scalp and of a yellowish tone. It may also be visible on the face; between the eyebrows, and on the nose and neck. Dermatitis is often genetic.

PITYSPORUM OVALIS HAS REACHED 83% OF THE MICRO-FLORA AND CAUSES SEVERE ITCHING. Any treatment must be carried out for a 3 month minimum as the problem has become quite serious at this stage.

PSYCHOSOMATIC DERMATITIS

Concentration of dandruff flakes at the neck, close to the ears, often in the eyebrows, on the chin, around the nose, on the sternum and on the shoulder blades. Seborrhoeic dermatitis can improve in the summer months (it is thought this is due to the increased levels of UV light and its disinfecting action). It gets worse in spring and comes back in the winter.

DO NOT EVER SAY DERMATITIS AS IT IS A MEDICAL TERM.

ALOPECIA

Hairloss must be considered abnormal when it is excessive or when normal regrowth is lacking (hair growth must be of the same quantity and same thickness to be considered normal). Alopecia is not baldness, but abnormal hairloss or growth.

SEBORROIC ALOPECIA: tends towards the scarring of the follicle, no re-growth. Hairloss due to the excessive discharge of oil. The areas affected tend to be the top and front of the scalp where the majority of the oil glands lie. There are chemical reasons for the development of seborrhoeic alopecia. When the glands over-produce oil, it has a hair-removing effect. This phenomenon is especially due to the presence of squalene, a substance that forms part of the oil. Seborrhoeic alopecia starts in adults (after 35 years of age). The hair that remains can be maintained and it is possible to stimulate a modest increase in regrowth where hair still exists.

ANDROGENETIC ALOPECIA: irreversible and hereditary, determined by the male hormones (androgens) and the intervention of a genetic factor (usually you inherit the gene from your mother, who can even be a healthy “carrier” and not suffer from alopecia, if she doesn’t suffer she transfers to just the son, if she does suffer both daughters and sons would suffer). It can affect men and women alike. The same zones are usually affected (front and top of scalp), as this is where most of the hormone receptors also lie. Approximately one third of the follicles will cease indefinitely. The sides and back are usually saved from hairloss, as there are no hormone receptors. Androgenetic alopecia is characterised by a gradual transformation of the hair into “fur” and starts at around 18 years of age. If we analyse some of the hair bulbs under the microscope we would find an increased percentage of hair in the telogen phase (approximately 20%). Women are often left with a small fringe and a thinning of the hair on the crown of the head. This type of alopecia (unlike the seborrhoeic alopecia) ends around 35 years of age. Women can suffer from post-menopausal alopecia, due also to hormonal changes.

ALOPECIA DUE TO ABNORMALITIES IN THE ENDOCRINE SYSTEM: causes scarring of the hair follicles. The glands that can be affected are the: thyroid, adrenal glands, pituitary gland, and above all the sexual glands, responsible for the androgenetic alopecia.

STRESS ALOPECIA: stressful events can include family conflict, tension and physical or mental exhaustion, and last but certainly not least – the stress of becoming bald. The life cycle of the hair gets shorter, the hair passes from the anagen phase (birth) to the telogen phase (death) in an accelerated manner. One can also suffer from circulation problems when stressed (shock can stop blood reaching the capillaries). You may see a knot in the hair under the microscope – a sign of shock to the hair.

DANDRUFF ALOPECIA: the dandruff flakes that are breaking off, collect around the base of the hair shaft and form a sort of “cap” that blocks the new hair from emerging. In this condition you see a similar anomalous hair growth as in the case of seborrhoeic alopecia.

ALOPECIA FROM SERIOUS ILLNESS: diabetes, leukaemia, severe anaemia.

ALOPECIA FROM MISCELLANEOUS SOURCES: extreme fever, pills that thin the blood, anti-thyroid medication, appetite suppressants (anorectics), anabolic steroids, surgery, poor diet, suspension of taking the contraceptive pill with high oestrogen levels.

ALOPECIA FROM VITAMIN IMBALANCES: (too much or too little vitamin intake).

ALOPECIA AREATA: normally caused by reactions of the nervous system, hormonal imbalances, localized infections. The hair can grow back in a matter of months or years. If client was born with the patches it is unlikely they will ever grow back, but we will focus on maintaining what hair they have left.

CORRECT HYGIENIC HABITS

Frequency of shampooing: at least once every 3 days (twice a week).

How to use the shampoo: apply a generous amount of the shampoo to a damp scalp and hair. Massage moving the scalp for 2/3 minutes. Rinse, repeat if necessary (especially in the case of oily scalps).

How to use the treatments: after having shampooed and rinsed the hair and scalp thoroughly, blot the hair dry with a towel. Use a comb to help yourself make a parting. Apply 5ml of the treatment (using the measurement guide along the side of the tube) to the scalp and blot the scalp with your fingers to stop the treatment from running. Massage the scalp for a couple of minutes. **DO NOT RINSE.** Dry the hair with a hair-dryer on a lukewarm setting. In some cases the treatment can also be applied the night before you wash your hair (all treatments that do not have red text), and are done so with a prolonged massage.

Avoid: Using the shower-head directly on the top of the head, if washing your hair in the shower it is best to lean over so the water comes in contact with the base of the neck and flows forward, as it will help circulation.

In the case of hairloss, dandruff or oily hair, dry the hair with a lukewarm hairdryer setting but **DO NOT LEAVE THE HAIR DAMP.** Dry the hair accurately and thoroughly.

The treatments for hairloss, given their stimulating action to improve circulation, **SHOULD NOT BE ALLOWED TO RUN FROM THE SCALP.** This can cause reddening.

In the case of hairloss, massage the scalp with a soft hairbrush moving away from the base of the neck towards the top of the head, leaning over so to improve circulation to the head.

UNIVERSAL SHAMPOO 125ml

FUNCTION — an exclusive cosmetic “cleansing” formula, allows for a deep cleaning of the scalp and hair. Eliminates impurities in a delicate but effective manner, reducing any annoying sensation of itching. Suitable as the first step in a cleansing treatment for all abnormalities of the scalp.

HOW TO USE — apply a generous amount of the shampoo to a damp scalp and hair, massage with the fingertips for approximately one minute. Rinse thoroughly with lukewarm water. Repeat if necessary. It is advised to use this shampoo twice weekly.

ACTIVE INGREDIENTS

- **MELALEUCA LEUCADENRON (CAJEPUT)** anti-dandruff.
- **LEMON** hygienic, refreshing, fragrant, enriched with vitamins, anti-inflammatory, antiseptic, healing, purifying, deodorizing.
- **THYME** antiseptic, purifying, fragrant, energizing.
- **LAVANDER** energizing, disinfectant, healing, refreshing, antiseptic, mild, purifying.
- **MAUVE** soothing, anti-inflammatory, stringent, cleansing, purifying.
- **HOPS** anaesthetic, anti-itching, antibacterial, soothing, purifying.

THIS IS THE ONLY PRODUCT WE CAN ADVISE FOR PREGNANT WOMEN.

5 main benefits:

Anti-fungal
Anti-inflammatory
Anti-bacterial
Anti-irritant
Anti-dandruff



OIL SHOCK INTENSIVE TREATMENT

FUNCTION — the ROUGJ laboratory has formulated this cosmetic treatment for intensive cleansing for use on the scalp, specifically for OILY SCALPS. It cleans excessive oil secretion, without affecting the hydro-lipid layer of the skin.

HOW TO USE — apply 5ml of the treatment to the scalp, blot with the fingertips and massage for a couple of minutes with a circular motion, moving the scalp. DO NOT RINSE. Dry with a warm hairdryer. We advise to use the treatment twice a week.

ACTIVE INGREDIENTS

- **KIGELIA AFRICANA** the fruits of this plant contain natural steroid saponins, always useful in fighting excess oil, even in the case of increased oil secretion caused by hormonal factors.
- **YLANG-YLANG and essential oils of GERANIUM** have an oil normalizing and deodorizing action.
- **TEA TREE OIL** strong antibacterial power.



DANDRUFF SHOCK (also for irritated and reddened scalps) INTENSIVE TREATMENT

FUNCTION — the researchers in the ROUGJ laboratory have formulated this intensive cosmetic treatment for use on the scalp, specifically for those suffering with dandruff (and even for those with reddened and irritated scalps).

HOW TO USE — apply 5ml of the treatment to the scalp, blot with the fingertips and massage for a couple of minutes with a circular motion moving the scalp. DO NOT RINSE. Dry with a warm hairdryer. We advise to use the treatment twice a week.

ADVICE — Ideal for DRY DANDRUFF and PSORIASIS.

ACTIVE INGREDIENTS

- **CAJEPUT** has a strong anti-fungal and antiseptic action, fights against the formation of dandruff.
- **BENZOIN** antiseptic and purifying action.
- **JOJOBA** a protective action, softens the scalp for those with dry dandruff, antibacterial.
- **VITAMIN E** anti-oxidant, especially helpful in cases of dandruff combined with itching.



DANDRUFF OILY HAIR INTENSIVE TREATMENT

FUNCTION — the researchers in the ROUGJ laboratory have formulated this intensive cosmetic treatment for use on the scalp, specifically for those suffering with dandruff, oil, redness and itching.

HOW TO USE — apply 5ml of the treatment to the scalp, blot with the fingertips and massage for a couple of minutes with a circular motion moving the scalp. DO NOT RINSE. Dry with a warm hairdryer. We advise to use the treatment twice a week.

ACTIVE INGREDIENTS

- **PIROCTONOLAMINE** an excellent anti-dandruff agent with strong anti-fungal properties. These properties reduce irritation of the scalp and flaking of the skin, and also control the skin's oil secretion.
- **TEA TREE OIL** an Australian tree with a strong natural antibacterial action, also has anti-inflammatory and anti-dandruff properties. Actively fighting against the *pityrosporum ovale* (doesn't allow the fungus to proliferate). Plays an important role when the dandruff becomes a clinical condition (dermatitis).
- **MENTHYL LACTATE** soothing action, refreshing.



ACTIVE INGREDIENTS

- **BENZYL NICOTINATE** active ingredients are better absorbed thanks to its vasodilation properties.
- **TRICOGEN VEG[®] A TRICOGENIC COMPLEX OF BOTANICAL AND BIOTECHNOLOGICAL SUBSTANCES** rich in botanical ingredients selected for their reviving properties. The presence of Sulpho-Peptides and Gingseng stimulate oxygenation and the activity and development of the cells that produce keratin in the hair bulb. Extract of Burdock works in synergy with the other active ingredients to revive and reinforce the scalp. Amino Acids and Vitamin B Complex improve oxygenation at the epidermal level.
- **GLYCOLIC EXTRACT OF SERENOA REPENS (Saw Palmetto), HOPS AND PYGEUM AFRICANUM** plants that contain oestrogen compounds able to encourage the physiological regrowth of the hair.
- **GLYCOLIC EXTRACT OF GINGER** applied to the scalp it has vasodilation properties that help to activate the capillary micro-circulation, encouraging the absorption of the active principles.
- **VITAMIN E** acts against the skin's ageing, noted for its antioxidant properties and for fighting free radicals.



HAIRLOSS OILY HAIR INTENSIVE TREATMENT

FUNCTION — benefiting from state of the art scientific technology, the researchers in the “Hairactive” Division of the Rougj laboratory have formulated this intensive cosmetic treatment Hairloss Oily Hair, specifically for both the prevention of hairloss and the stimulation of the physiological growth of the hair, for those suffering with Oily Scalps. The vials have a double function: oil-normalizing and anti-hairloss, and contain the active ingredient phyto-oestrogen which helps to stimulate the physiological growth of the hair, even in the case of hairloss due to hormonal problems.

HOW TO USE — wash the hair with Rougj Shampoo, rinse thoroughly with lukewarm water and towel dry. Apply 5ml of the product to the scalp. **DO NOT RINSE** (if needed the product can be applied to a dry scalp but after washing is optimal). Massage the scalp with a circular motion (do not rub). After application the hair does not become oily or heavy. **APPLY 5ML OF THE PRODUCT TWICE WEEKLY.** It is advised to follow the 3 month course twice a year. **SLIGHT REDNESS OF THE TREATED AREA IS CONSIDERED NORMAL.**

ACTIVE INGREDIENTS

- **SERENOA REPENS (Saw Palmetto), PYGEUM AFRICANUM** plants that contain oestrogen compounds able to encourage the physiological regrowth of the hair.
- **GINGER, BENZYL NICOTINATE and METHYL NICOTINATE** have vasodilation properties, so when applied to the skin they activate the capillary circulation, encouraging the absorption of the active ingredients.
- **HELICHRYSUM ITALICUM** deodorizing action, oil normalizing and skin purifying.
- **ESSENTIAL OILS OF LEMON AND CITRON** antiseptic, skin purifying.
- **ESSENTIAL OILS OF SAGE** deodorizing action, toning and skin purifying.



FALL SHOCK. INTENSIVE TREATMENT

FUNCTION — the researchers of the Rouj laboratory have formulated this intensive cosmetic treatment Fall Shock Extra Forte to assist in the prevention of hairloss and stimulate the physiological growth of the hair. The treatment has been enriched with active ingredients that have been selected for their ability to enliven and oxygenate, and consequently improve the vital activities of the bulb and scalp.

The treatment has been enriched with Phyto-Derivatives, Vitamins, Amino Acids and significant concentration of Marine Glycogen to enhance the toning effect of the formula.

HOW TO USE — wash the hair with Rouj Shampoo, rinse thoroughly with lukewarm water and towel dry. Apply 5ml of the product to the scalp. **DO NOT RINSE** (if needed the product can be applied to a dry scalp but after washing is optimal). Massage the scalp with a circular motion (do not rub). **APPLY 5ML OF THE PRODUCT TWICE WEEKLY.**

It is advised to follow the 3 month course twice a year. **SLIGHT REDNESS OF THE TREATED AREA IS CONSIDERED NORMAL.**

This treatment comes in packs of both 1 month and 3 month courses (the latter is more effective as it works with the life cycle of the hair).

USE AND ADVICE — recent studies have demonstrated that OESTROGEN stimulates the physiological growth of the hair and assists the generation of new hair. It is known that women tend to have more hair than men, they lose less and it is difficult for women to become completely bald.

Furthermore, in cases of hairloss or weakening of the hair, there is often a hormonal factor at play.

In the light of these studies, it would not be presumptuous to say that the Fall Shock treatment, made from phyto-oestrogens, is at the forefront of the tricolological market in the Pharmacy.

WARNINGS — Suitable for **SEBORRHOEIC DERMATITIS.**

FALL SHOCK TREATMENT IS ADVISABLE FOR:

- THOSE WITH THIN AND WEAK HAIR
- THOSE SUFFERING WITH HAIRLOSS
- THOSE WHO HAVE ONLY MODEST HAIR GROWTH OR PRODUCTION

The Fall Shock treatment contains 3 active ingredients that have vasodilation powers, these not only improve micro-circulation but also allow for a better absorption of the active ingredients.

It is advised to apply 5ml of the treatment twice a week to a damp and clean scalp (after washing) without rinsing. Massage the scalp with the product for several minutes. The treatment should be continued for **AT LEAST 3 months.**



HAIRLOSS DANDRUFF INTENSIVE TREATMENT

FUNCTION — benefiting from state of the art scientific technology, the researchers in the “Hairactive” Division of the Rougj laboratory have formulated this intensive cosmetic treatment Hairloss Dandruff, specifically for both the prevention of hairloss and the stimulation of the physiological growth of the hair for those suffering with Dandruff. The vials have a double function: removing dandruff and anti-hairloss, and contain the active ingredient phyto-oestrogen, which helps to stimulate the physiological growth of the hair, even in the case of hairloss due to hormonal problems.

HOW TO USE — wash the hair with Rougj Shampoo, rinse thoroughly with lukewarm water and towel dry. Apply 5ml of the product to the scalp. **DO NOT RINSE** (if needed the product can be applied to a dry scalp but after washing is optimal). Massage the scalp with a circular motion (do not rub). After application the hair does not become oily or heavy, in fact the aesthetic appearance of the hair is also maintained. **APPLY 5ML OF THE PRODUCT TWICE WEEKLY**. It is advised to follow the 3 month course twice a year. **SLIGHT REDNESS OF THE TREATED AREA IS CONSIDERED NORMAL**.

ACTIVE INGREDIENTS

- **TEA TREE OIL** obtained from an Australian tree, with healing, anti-inflammatory, antiseptic and anti-dandruff properties. A strong natural antibacterial, and can play an important role even when dandruff becomes a clinical condition (dermatitis).
- **SERENOA REPENS (Saw Palmetto), HOPS and PYGEUM AFRICANUM** plants that contain oestrogen compounds able to encourage the physiological regrowth of the hair.
- **GINGER, BENZYL NICOTINATE and METHYL NICOTINATE** have vasodilation properties, so when applied to the skin they activate the capillary circulation encouraging the absorption of the active ingredients.



ROUGJ[®]
P L A D O R

plador

Myths of beauty and luxury; Gold, Platinum and Diamonds have always symbolized and exalted wealth and beauty. These elements have always beautified women not only through Jewellery, but also as active ingredients for high-quality and exclusive cosmetics. The latest fashion trends evidence the femme-fatale; beautiful and seductive, and the best way to make a woman thus, is by using cosmetics enriched with these noble elements. Plador Serums and Creams guarantee effective beauty performances, protective and sensuous, reinforcing the skin's defences, restoring tone and slowing the signs of time, all wrapped up in a melting and velvety texture.

La Crème De Jour PLATINE

FUNCTION — a regenerating cream designed to have a strong affinity with your own skin, with a texture that is rich, but never oily or heavy. From the first application your natural beauty is renewed and the skin glows with a new lightness. Wrinkles and expression lines start to disappear thanks to the action of the colloidal platinum in combination with natural oils and plant extracts. After every single application the skin conserves in its memory the results already obtained, allowing the skin to re-find lost tone.

HOW TO USE — apply the cream in the morning with a delicate massage to the face, neck and décolleté. The cream has been formulated in a way that it is an ideal base for make-up. It is especially suitable for delicate and sensitive skin. Combines exceptionally with l'Extrait Platine serum drops.

ADVICE — Suitable for all skin types, especially for those with sensitive or delicate skin.

ACTIVE INGREDIENTS

- **COLLOIDAL PLATINUM 3** micron particle size suspended in silicon: the purpose and action of this ingredient is to fight against ageing. Stimulates the natural defence of the skin to protect it from photochemicals and pollutants.
- **PERILLA OIL** is obtained from the seeds of perennial herbs of the genus Perilla, which originate from Japan. This oil is very rich in Omega-3 fatty acids, which have a soothing, anti-allergy, palliative and anti-inflammatory action. The oil is very effective in the treatment of dry and sensitive skin. Alpha-linolenic Acid is one of the vegetable oils most rich in Omega-3 and is heavily present in Perilla oil. It is key in the regeneration and maintenance of intra-cell barriers, increasing and reinforcing the natural defences of the skin. Alpha-linolenic Acid has a preventative action against the absorption of free radicals, contributing to a progressive improvement of the skin's elasticity. These active ingredients enable the skin to retain hydration from within, rendering the skin softer and more elastic.
- **WATERY SOLUTION OF SACCARIDE ISOMERATE A** plant-derived sugar mixture which is similar to the mixture of carbohydrates found in the skin. It attaches itself to the skin's keratin where it helps support water adhesion, thus ensuring that the skin is optimally hydrated. An active ingredient that encourages the regulation of the skin's moisture levels.
- **TRYPEPTIDE** a type of peptide which stimulates the synthesis of connective collagen fibres. Collagen is a major component of the extracellular matrix that supports most tissues and gives cells structure from the outside. The skin's ageing process brings about changes to the cellular matrix of the skin. The consequences are multiple, such as the increase in fragility of the skin and the formation of wrinkles. This innovative peptide mimics our own body's mechanism to produce collagen through the body's normal physiological process.
- **UBIQUINONE 50 (Co-enzyme Q10), mixed with VITAMIN E ACETATE** dissolved in SQUALENE (from vegetable origin): the synergy of these precious substances reinforces our natural defence mechanisms against the damaging effects of free radicals, especially against the oxidation of the skin's lipid layer. Co-enzyme Q10 is an active ingredient which is highly effective in anti-age treatments.



La Crème De Nuit **OR**

FUNCTION — a fluid and velvety cream, made from colloidal Gold, designed to have a strong affinity with your own skin, with a texture that is rich, but never oily or heavy. This natural affinity allows the skin to benefit from the power of the precious active ingredients, wrapping your skin up in comfort. The cream's regenerative, restructuring and anti-age properties are outstanding. Our in-depth research into the active ingredients has rendered this formula especially suitable for skin that is very demanding and in need of restructuring, suitable for those who have lost the hydro-lipid balance of the skin. Beneficial substances, such as Co-enzyme Q10 and Vitamin E, make this formula an invaluable support in the fight against free-radicals and the oxidation of the lipid layer. The presence of Argan Oil gives the cream an increased penetrative power, and enhances the restructuring and anti-age actions. The micro-particles of colloidal gold, diffused through silicon oil, boost the anti-radical action of the cream and bestow upon the skin greater luminosity and tone.

HOW TO USE — apply the cream in the evening with a delicate massage to the face, neck and décolleté. Combines exceptionally with L' Extrait Platine serum drops.

ADVICE — suitable for all skin types, especially for those with sensitive or delicate skin.

ACTIVE INGREDIENTS

- **COLLOIDAL GOLD 3 micron particle size suspended in silicon** the ability of Rougj to suspend colloidal gold in silicon allows us to benefit from this precious metal in the cosmetic field, it is a true and effective active ingredient. Gold's regenerative and anti-radical action also has a toning effect on the skin and improves our natural glow.
- **MARINE COLLAGEN** has a hydrating, restructuring, protective, palliative and anti-wrinkle action.
- **ARGAN OIL** produced from the kernels of the Argan tree, valued for its proven nutritive, regenerative and protective properties for the skin. It is also known as liquid GOLD. The oil contains vital fatty acids which give it a wonderful affinity with the skin's natural oils, therefore greatly improving the hydro-lipid film of the skin.
- **LINOLEIC ACID (A COMPOUND OF VITAMIN F)** this fatty acid plays an important role in the preservation of the cellular structure. The high concentration of tocopherols (Vitamin E) give the oil excellent anti-oxidant and anti-radical properties.
- **TRYPEPTIDE** a type of peptide which stimulates the synthesis of connective collagen fibres. Collagen is a major component of the extracellular matrix that supports most tissues and gives cells structure from the outside. The skin's ageing process brings about changes to the cellular matrix of the skin. The consequences are multiple, such as the increase in fragility of the skin and the formation of wrinkles. This innovative peptide mimics our own body's mechanism to produce collagen through the body's normal physiological process.
- **UBIQUINONE 50 (Co-enzyme Q10), mixed with VITAMIN E ACETATE dissolved in SQUALENE (from vegetable origin)** the synergy of these precious substances reinforces our natural defence mechanisms against the damaging effects of free radicals, especially against the oxidation of the skin's lipid layer.



L'Extrait PLATINE ultra concentré

FUNCTION — a concentrated extract in drop form, made from colloidal Platinum, Marine Collagen and Algae Extract (Nannochloropsis). The drops, for daily use, have a lifting effect on the face, neck and décolleté. They encourage the synthesis of collagen and intervene in the biochemical processes to prevent the oxidation of the skin, therefore blocking the production of free-radicals.

HOW TO USE — apply L'Extrait morning and night with a delicate massage to the face, neck and décolleté. This concentrated extract is effective alone, or can be combined in perfect synergy with the PLADOR Crème de Jour and Crème de Nuit. In the latter case, apply L'Extrait as a serum below the creams.

ADVICE — suitable for all skin types, especially for those with sensitive or delicate skin.

ACTIVE INGREDIENTS

- **COLLOIDAL PLATINUM 3** micron particle size suspended in silicon the purpose and action of this ingredient is to fight against ageing. Stimulates the natural defence of the skin to protect it from photo-chemicals and pollutants.
- **MARINE COLLAGEN** has a hydrating, restructuring, protective, palliative and anti-wrinkle action.
- **MICROALGAE (NANNOCHLOROPSIS) COMBINED WITH A MIXTURE OF POLYSACCHARIDES** an active ingredient with a firming effect thanks to a presence of a specific type of algae. It has an immediate tightening effect, and then goes on to firm and regenerate the skin in the longer term. The main components are polysaccharides, amino acids, Vitamin E and Vitamin C (a highly effective anti-oxidant) and Vitamin B12.
- **ARGAN OIL** produced from the kernels of the Argan tree, valued for its proven nutritive, regenerative and protective properties for the skin. It is also known as liquid GOLD. The oil contains vital fatty acids which give it a great affinity with the skin's natural oils, improving the hydro-lipid film of the skin.
- **LINOLEIC ACID (A COMPOUND OF VITAMIN F)** this fatty acid plays an important role in the preservation of the cellular structure. The high concentration of tocopherols (Vitamin E) give the oil excellent anti-oxidant and anti-radical properties.
- **PERILLA OIL** obtained from the seeds of perennial herbs of the genus Perilla, which originate from Japan. This oil is rich in Omega-3 fatty acids, which have a soothing, anti-allergy, palliative and anti-inflammatory action. The oil is very effective in the treatment of dry and sensitive skin. Alpha-linolenic Acid is one of the vegetable oils most rich in Omega-3 and heavily present in Perilla oil. It is key in the regeneration and maintenance of intra-cell barriers, increasing and reinforcing the natural defences of the skin. Alpha-linolenic Acid has a preventative action against the absorption of free radicals, contributing to a progressive improvement of the skin's elasticity. These active ingredients enable the skin to retain hydration from within, rendering the skin softer and more elastic.
- **TRYPEPTIDE** a type of peptide which stimulates the synthesis of connective collagen fibres. Collagen is a major component of the extracellular matrix that supports most tissues and gives cells structure from the outside. The skin's ageing process brings about changes to the cellular matrix of the skin. The consequences are multiple, such as the increase in fragility of the skin and the formation of wrinkles. This innovative peptide mimics our own body's mechanism to produce collagen through the body's normal physiological process.



Masque De Beauté DIAMANTS

FUNCTION — an innovative product made from sophisticated active ingredients; diamond powder, peptides, lecithin, Jojoba oil and Shea butter. The synergy between these ingredients enable the Masque de Beauté to restore and maintain the hydro-lipid balance of the skin. This is not a cleansing mask, but a mask designed to regenerate and restore the skin, complementing any beauty program. Peptides regenerate the elastic fibres and collagen, whilst diamond powder, other than offering deep hydration, bestows upon the skin an instant smoothness, increasing the luminosity and splendour of the skin. The diamond powder has a strong rebalancing power on the skin (absorbs excess oil like a sponge) and provides energy to the body's own tissues, thus stimulating circulation. After every application the skin is profoundly regenerated, renewed and nourished (lecithin). Wrinkles and expression lines are diminished and the skin is ready to absorb the benefits of your daily skincare regime. The combination of this mask with the PLADOR anti-age creams intensifies the positive effects on the skin, and is advised for an exceptional result.

HOW TO USE — apply the product uniformly across the area to be treated (face, neck and décolleté) and leave to rest for 10 minutes avoiding the delicate eye area. Then rinse with tepid water and pat the face dry.

ADVICE — suitable for all skin types, especially beneficial for skin lacking vitality, tone and that has lost the hydro-lipid balance and thus protective layer.

ACTIVE INGREDIENTS

- **DIAMONDS** present in a very subtle powder, which acts in synergy with the other active ingredients. Has a strong rebalancing action and oxygenates the skin's fibres, stimulating micro-circulation.
- **PEPTIDES** encourage the synthesis of collagen and reorganise the collagen fibres making them more uniform in thickness. Peptides also help to organise the fibres in a regular manner, in order to give them greater cohesion. Protect the natural collagen from ageing.
- **LIMNANTHES** a herbaceous plant commonly known as meadowfoams, with white flowers that when cultivated look like a carpet of foam. The oil extracted from the seeds of the flowers deeply hydrates the skin, giving the skin a toned and youthful appearance. It has an emollient and soothing action, which is particularly beneficial for sensitive skin.
- **SHEA BUTTER** extracted from the fruit of the shea tree, which grows mainly in tropical areas of Africa and is cultivated in Sudan and Brazil. Has hydrating, nourishing and emollient properties.
- **JOJOBA OIL** has a great affinity with the skin, stimulates the production of elastin and collagen. A palliative, protective and anti-oxidant action.
- **LECITHIN** protective and nourishing action.



ROUGJ[®]+
DERMOCOSMÉTIQUES

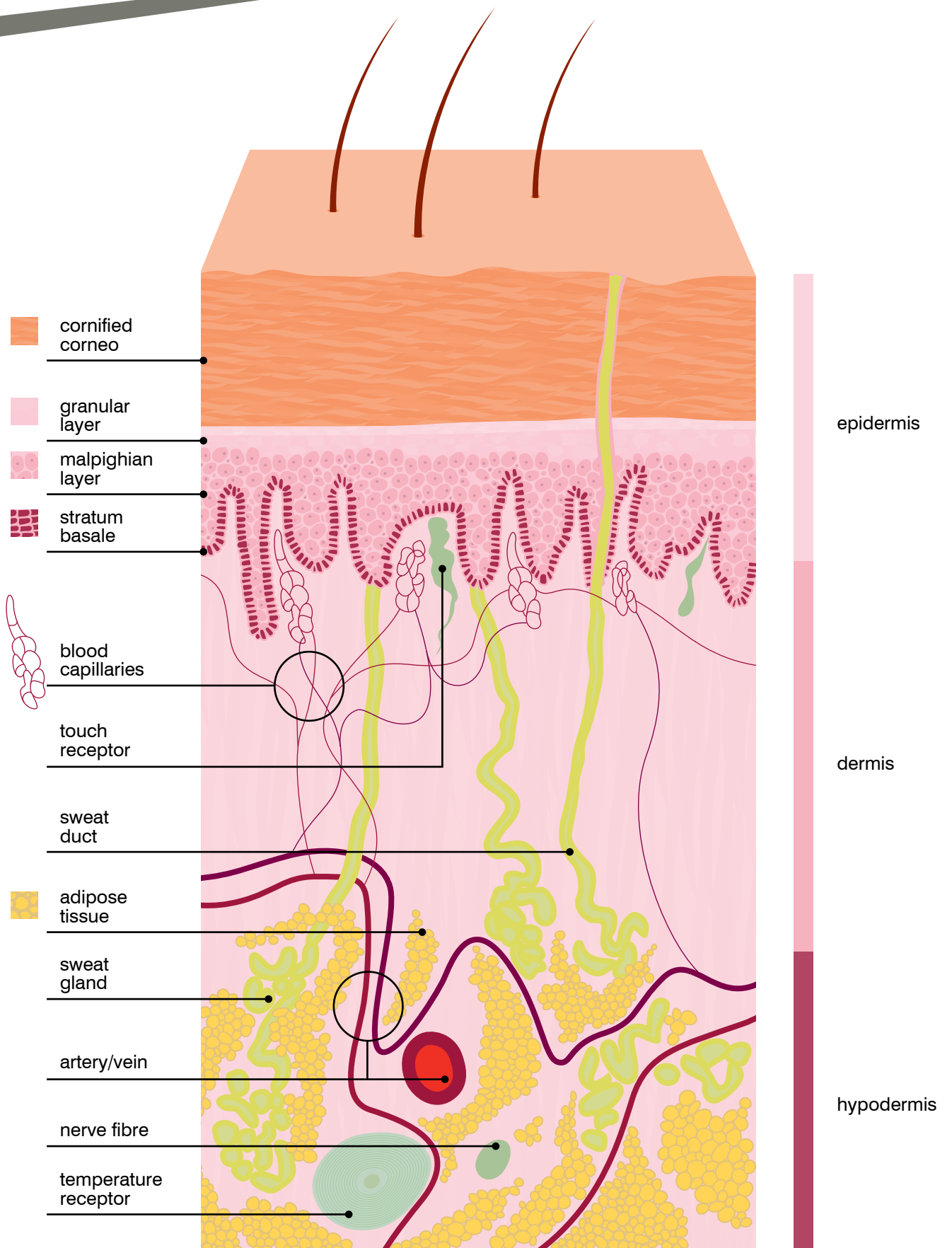
face

This chapter is crucial for your knowledge of the firm and the Rougj products. Rougj is a market leader in cosmetic products for Pharmacies. It was founded in 1987, and since then we have developed a client base of over 5,000 points of sale in Italy alone, and over 4,000 in the rest of Europe. Rougj prides itself on being one of the few European cosmetic houses to have their own laboratory and that undertakes research, development of new formulas, production and packaging. Since 2007 Rougj has been UNI EN ISO 9001 certified.

All Rougj products are hypo-allergenic, have a great natural affinity with the skin, are clinically and dermatologically tested, are tested for metal tolerances (Nickel, Cobalt, Chromium), are not tested on animals and are developed in collaboration with some of the best Universities in Italy. All active ingredients contained in these Rougj products are from natural sources. The creams for the face all have sun filters.

In some of the creams the sun filters are physical (made from natural vegetable oils that are considered as natural sun filters, and are therefore not formally declared, or they contain zinc oxide which is also a sun filter). In some of the creams the sun filters are chemical (and are therefore declared, for example SPF).

The entire Rougj product range does not contain nickel and are made to meet the most advanced of European standards. The machinery used to produce the products is made from stainless steel. The water used in the formulas is de-mineralized and de-ionized.



THE SKIN

The skin, like a fine dress, adorns the body, but it is also a true living organ, connected to various internal functions of our bodies, of vital and considerable importance. It is a multi-functional organ: for breathing (the skin's respiration), for secretion (in the skin there are small oil glands), for the regulation of the body temperature, for sweating (the presence of sweat glands), for sensory powers (the sensation of touch), of absorption (more of oily and volatile substances than for watery solutions). The skin's structure is perfect, but requires a great deal of care and attention to remain as undamaged as it can throughout the course of its life.

The epidermis, which is the outer part of the skin, isn't dry or oily. A series of oily and watery substances, from the oil and sweat glands, as well as the decay of the epidermis' cells, determine its condition. This mix of substances (sweat, oil, hydration factors of the skin) is called the hydro-lipid layer, and combines to form a sort of emulsion that extends over the superficial cornified layer and the hairs, keeping them soft.

Internal, external and environmental factors can change qualitatively or quantitatively the 'normal' hydro-lipid balance, thus provoking skin conditions that are to different extents out of the norm. It is known that the hormonal balance influences oil secretion: an excessive quantity of male hormones encourage higher oil production, which in turn can flow through the follicles across the epidermis to make the skin more oily and shiny. If this oil has a tendency to remain in the follicle, it could attract germs and thus form blackheads, even leading to acne.

When, however, the production of oil is scarce, the skin is less able to defend itself and, especially in humid or windy conditions, can lead to water loss and skin dehydration. Even too much washing, or too aggressive skin treatments, wearing away the skin's hydro-lipid layer, can deprive the skin of its defences. This results in dry skin, deficient in oil and water, that doesn't produce enough oil.

However, the biggest changes concern the skin's derma. Ageing manifests itself in the fragmentation of elastin: the collagen fibres crumble and the biochemical processes that provoke the reduction in the capacity to retain water take over. This then leads to a loss of tone, and a reduction of the skin's firmness: loss of water is fatal for the skin.

The external elements that can weigh upon this process even more heavily are the sun and pollution. To maintain a healthy and young skin, for as long as possible, it is necessary, above all, to clean the skin properly. Cleansers should be lipo-soluble (can dissolve fats) and water-soluble (can be removed with water). The cleanser's role is to liberate the pores from make up, smog, dust and dead cells. You then should have a day cream to hydrate and protect the skin. It should, in fact, form a light film over the skin avoiding excessive perspiration and at the same time defending the skin from stress, dust, smog and make-up. The night cream, finally, has the function of firming the skin and rendering it smooth and firm. Cosmetic products should always be 'functional': the active ingredients should always have a means of being transported to the skin (through an affinity with the skin or with oils), because, as we have seen, they need to arrive at the derma to be able to resolve the epidermis' problems.

MIXED SKIN

Typical in young people. A normal cornified layer, sometimes dehydrated on the lateral areas (cheekbones, cheeks, eye area) and a somewhat shiny and greasy T-zone (forehead, nose and chin). It is a skin type that is destined to become either normal or dry. Important for this type of skin is the cleaning, morning and night, with a lipo-soluble and water-soluble product. Cosmetic products should be hydrating, lightly anti-acne, purifying and oil normalizing.

DRY SKIN

Generally thin, with a tendency to flake, sensitive to atmospheric agents. The causes of this reside with the scarce production of "waterproof" oils, it is incapable of retaining water. With age, the quantity of oil tends to diminish in all skin types: in the case of normal skin we need to intervene with specific products with the aim of prevention, in the case of dry skin it is therefore even more important and we look to intervene with a curative aim, looking to rein in, by as much as possible, the ageing process.

SENSITIVE OR COUPEROSE SKIN

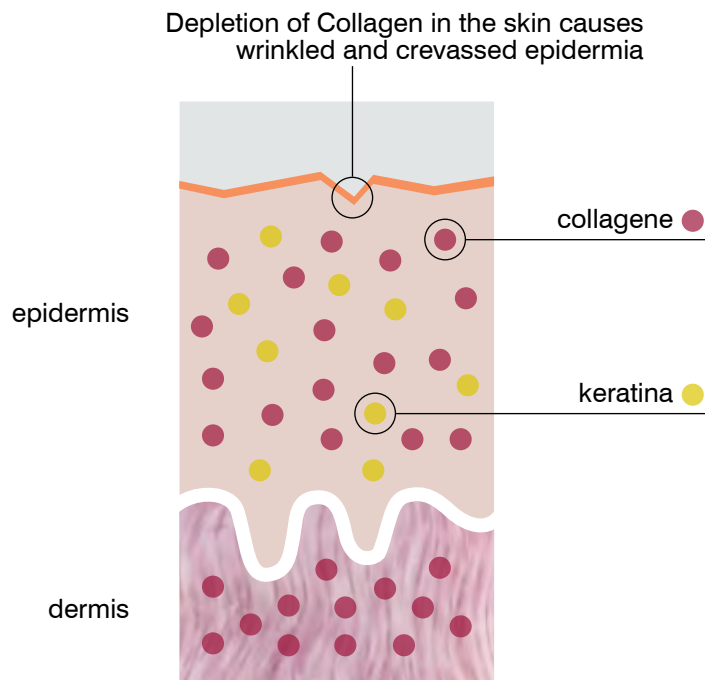
- Generally a thin and dry skin, recognisable by its red patches due to excessive capillary dilation of the blood capillaries present in the derma. People suffering from this type of skin tend to have fragile capillaries. The
- capillary walls, under the action of particular substances released by the nervous system, can dilate to extent
- of breaking. The cosmetics used should be very protective, rich in soothing substances, that heal the skin and are stringent. Sun exposure is not advised.

OILY SKIN

An exaggerated activity of the oil glands. A thick and impure skin appearance, with dilated pores. Oily skin can easily become the site of infections as oil is an ideal breeding ground for germs and bacteria. Oil, instead of flowing freely across the skin, can accumulate inside the pores, forming blackheads, which thanks to germs, can form small skin infections which then form spots as we know them. The primary cause is hormonal unbalance, especially in teenagers. Nervous factors or other internal causes can also be to blame.

This type of skin needs a careful and frequent cleansing program: twice a day with a delicate detergent, lipo soluble and water-soluble to remove oil (which should be deeply emulsified) and products which regulate oil production, that purify the skin, disinfect, that don't provoke spots should be combined with a product that is less specific but re-establishes an optimal hydro-lipid balance.

THE ROLE OF COLLAGEN



OILY SKIN — Even on the cheeks you have impurities, dilated pores, spots and blackheads. The skin's top layer is thick, and doesn't allow the oil to get out of the pores and they can become blocked and form cysts. The skin is not smooth or compact. Oil is the ideal breeding ground for germs and bacteria, and therefore can create infections and spots.

THIN, COUPEROSE AND SENSITIVE SKIN — Your skin is thin and very delicate, it tends to become dehydrated and red patches appear, they are nothing but worn out and broken capillaries. The problem can get worse and extend itself across the cheeks, up to the ears and nose.

COUPEROSE SKIN WITH WRINKLES — Your skin is thin and very delicate, it tends to lose hydration quickly and red patches appear, they are nothing but worn out and broken capillaries. The problem can get worse and extend itself across the cheeks, up to the ears and nose. The skin can appear de-nourished, lacking of tone, the skin "hollows out" giving rise to wrinkles around the eyes and around the edges of the face and neck.

DRY SKIN — You have a thin top layer of skin, without dilated pores or shininess. Your skin is neither nourished nor hydrated. The lack of oil, which creates a protective layer, makes your skin subject to external aggressions and to the premature formation of wrinkles. You can already see small expression lines.

DRY SKIN WITH WRINKLES — Your skin appears under-nourished and therefore also dehydrated and lacking in tone, the skin "hollows out" giving rise to wrinkles around the eyes and around the edges of the face and neck.

MIXED SKIN — Your skin has a somewhat thick top layer of skin, the pores are dilated; the centre of your face or T-zone (forehead, nose, chin) has impurities and are shiny; the cheeks and sides of the face are dehydrated. The impurities of the nose and T zone could lead to blackheads and spots. Whilst the dryness on the cheeks can lead to deep wrinkles.

MIXED SKIN WITH WRINKLES — Your skin has a rather thick top layer, the pores are dilated, the centre of your face or T-zone (forehead, nose, chin) has impurities and are shiny; the cheeks and sides of the face are dehydrated, accentuated by the formation of wrinkles and sagging of the skin.

In your case, you should clean your face daily with a product that removes any oil that is blocking your pores and that allows the skin to liberate itself from dead skin cells, smog, dust and toxins. If it is possible, use a product that you wash away with water.

You should use a weekly delicate cleansing mask, which not only cleans more deeply, but removes any excess of dead skin cells and has a regenerating and hydrating action. A cleansing mask is also a beauty mask for your face.

MARINE COLLAGEN - face and décolleté

Ultra hydrating, anti-wrinkle

FUNCTION — Marine Collagen, applied to healthy skin, has a strong protective action on the body's own collagen and works as a "water tank" for the epidermis, not allowing it to become dehydrated. The skin, after a treatment with Marine Collagen, has improved elasticity, tone and the small imperfections of the skin appear minimized. When applied to damaged skin, it is able to restore a normal structure, deeply hydrating the skin. Furthermore, it has an anti-erythema (anti-redness), anti-inflammatory and anti-itching. It is ideal for the eye contour.

HOW TO USE — apply a few drops of Marine Collagen morning and evening to the face, eye contour and décolleté, massaging until the drops are completely absorbed. If required, combine the drops with a face cream suitable for your skin type.

ADVICE — suitable for all skin types, even delicate skin. It has de-congesting and anti-itching actions.

ACTIVE INGREDIENTS

- **MARINE COLLAGEN** re-epithelizing, protective, anti-wrinkle, deeply hydrating, improves elasticity, toning.



HYALURONIC - face and décolleté

Hyaluronic acid + collagen

Ultra hydrating, anti-age

Reduces wrinkles by 38%

FUNCTION — an innovative INTENSIVE cosmetic drop treatment, suitable for even extremely delicate skin, to prevent and reduce wrinkles up to 38% (result was obtained in clinical studies). The combined actions of hyaluronic acid (an excellent deep hydration), vegetable collagen (remarkable for supporting the skin's hydration and protective layer) and particular active ingredients from natural sources make this product an exceptional ally against the signs of ageing.

HOW TO USE — after appropriate cleaning, apply some drops morning and night to the face and décolleté, massaging with delicate and slow circular movement from the neck upwards.

ADVICE — suitable for all skin types, for ensuring hydration, both deeply and on the skin's surface, to prevent and reduce wrinkles. This product can be used alone, or in combination with other beauty treatments.

ACTIVE INGREDIENTS

- **HYALURONIC ACID** deep hydration, anti-age.
- **HYDROLIZED VEGETABLE PROTEIN** complex of derived proteins, protective, hydrating, regenerating.
- **GINKGO BILOBA** active on wrinkles and skin marks, improves micro-circulation and the skin's uniformity.
- **ECHINACEA** anti-wrinkle, re-epithelizing.
- **ACACIA SENEGAL (VEGETABLE COLLAGEN)** softening, deep hydration.
- **IMIDAZOLIDINYL UREA** hydrating, smoothing.



COGIC ACID + ARBUTINA

Specific treatment for skin dyschromia
(Pigmentation problems)

FUNCTION — cosmetic treatment with 1% Cogic Acid (concentration suitable to have a de-pigmentation effect). The combination with Glycolic Acid and Grape Phyto-derivatives and Arbutin make this formula ideal for treating skin pigmentation problems, whilst respecting the hydro-lipid balance of the skin. Careful attention has been paid to ensuring that the cream is able to transport the active ingredients to where they are needed (through the inclusion of inert particles that help carry active ingredients).

HOW TO USE — apply some drops to the skin marks several times a day. A few minutes after applying the drops, apply a moisturising cream to the face, neck and décolleté. This product is suitable for use even in the summer season. It is advised NOT to use the cream during sun exposure. For best results, combine the drops with a full sun block on the skin marks.

WARNINGS - apply to undamaged skin, that is not irritated. A light pinching and/or reddening is to be considered normal. Avoid contact with the eyes, eye contour area and any mucous membranes.

ADVICE — Cogic Acid does NOT have any side effects. Suitable for skin that presents skin dyschromia (pigmentation problems).

ACTIVE INGREDIENTS

- **COGIC ACID** a natural substance obtained from fermenting the oil that is left over from cocoa production. Cogic Acid is able to block tyrosine (an enzyme responsible for melanogenesis, the process that produces melanin), penetrates the melanocyte (the cells which produce melanin) and blocks, at different points, the further production of melanin, acting on the marks. The over-production of melanin can be due to pregnancy, prolonged sun exposure, age spots or because of certain pharmaceuticals (contraceptives). In the case of the complete removal of the causes that provoked the pigmentation problem, the marks can be removed completely. If the marks are due to age or contraceptives that continue to be taken, you will see, however, a clear improvement. Cogic Acid is known, when in a small percentage, as an anti-erythema and assists in the natural healing process.
- **GLYCOLIC ACID** a natural extract of sugar cane, belonging to the AHA (Alpha Hydroxy Acid) family. Helps the exfoliation of the skin. Acts against beauty flaws, such as wrinkles, lack of elasticity, dehydration, skin marks, dilated pores, and oily skin.
- **URSINA GRAPE** natural whitener belonging to the hydroquinone family (antioxidant, used topically as a skin depigmenting agent).
- **HYALURONIC ACID** deeply hydrating.



ETARIDUTIL-AGE - face and décolleté

Cream

FUNCTION — the ROUGJ laboratory has created ETARIDUTIL[®] as an innovative cosmetic answer to physiological ageing process, moderating its advance on our skin. Made from Trilagen, HYALURONIC ACID, and OATS, the ETARIDUTIL innovative complex has been proven to give the epidermis more elasticity and tone, as well as having specific anti-ageing, smoothing, nourishing and hydrating action.

HOW TO USE — apply the cream to clean skin, across the face, neck and décolleté. Optimal base for make up. Can also be used morning and night as an intensive treatment under your usual face creams.

ADVICE — ideal for all skin types. Evaluate the stage of CHRONO-AGEING. Ideal for women looking for an effective solution against wrinkles and sagging of the skin.

ACTIVE INGREDIENTS

- **TRILAGEN** is the first product that intervenes in the 3 different phases of the life of collagen. It's a combination of peptides and active proteins. It has 3 main functions:
 1. The protection of the collagen (inhibits glycation and avoids the formation of AGES (Advanced Glycation End products), which when it accumulates leads to a irreversible loss of the skin's elasticity)
 2. The production of collagen (stimulates the synthesis of collagen – types I, II and IV – helping to recuperate the lost collagen levels due to ageing)
 3. The organisation of the collagen fibresThe combination of peptides and proteins guarantees an effective treatment to re-establish the collagen levels typical of youthful skin, conserving the functionality in an appropriate manner, maintaining the skin youthful and healthy.
- **GLYCOLIC ACID** the most popular alpha hydroxy-acid. In this formulation it has a hydrating effect and stimulates cell turnover.
- **COGIC ACID** is known, when in a small percentage, as an anti-erythema and assists in the healing process.
- **JOJOBA OIL** contains Vitamin E and carotenoids thus nourishing the skin and fighting against ageing.
- **COMPLEX OF VEGETABLE OAT EXTRACT** Oats are rich in vitamins and polysaccharides, which are known for their hydrating effect.
- **SHEA BUTTER** is a guarantee against wrinkles and the sagging of the skin
- **HYALURONIC ACID** one of the most powerful hydrating agents, able to provide continuous hydration.



SYNTHESIS OF THE ROUGJ “DROP” PRODUCTS

The collagen in our drops protects the natural collagen of our skin, thus delaying the skin's ageing. They have a hydrating action, making the skin more elastic and are anti-wrinkle. They can be used before any face cream, intensifying the hydration effect of the cream, and are ideal for the eye contour.

ETARIDUTIL-AGE CREAM: to be used morning and night, ideal base for make-up. An intensive regenerating treatment, suitable for all skin types, even for those suffering from thin and couperose skin. It is advised to complete the treatment twice a year. Contains Collagen Chrono Protector (PEPTIDE CPC), Glycolic Acid, Cogenic Acid, Jojoba Oil, Hyaluronic Acid, Shea Butter

MARINE COLLAGEN DROPS: suitable for skin that is at risk or suffering from wrinkles, suitable for mature skin. Ideal for those suffering with redness of the skin and couperose. De-congesting action, anti-erythema and anti-itching.

HYALURONIC ACID DROPS: with added collagen, these drops reduce wrinkles by up to 38% (obtained in clinical studies). Exceptional hydration both on the skin's surface and deeply into the skin's layers. Suitable for all skin types.

MAK COGIC DROPS: For those suffering with skin dischromia (skin pigmentation problems). Contains Cogenic Acid, Glycolic Acid, Ursine Grape, for a de-pigmenting effect. Apply several times a day to marks on the skin.

ROUGJ[®]+
S O L A I R E

suncare

INTRODUCTION TO THE SUN

All life on the earth depends on the sun. The data concerning the effects of the sun on the human body has been widely published, for example, without sunlight many of our natural processes would come to a stop, such as the formation of Vitamin D, the regulation of blood pressure and cholesterol levels. There has also been evidence to support the importance of sun for our mental health.

The cult of excessive sun exposure in previous years has brought on a premature ageing of the skin, leading, in some cases, to skin cancers. Mass media has done a great deal in convincing us of the negative effects of sun exposure, and the general public now has a fear of exposure to the sun. However in scientific circles it is still well known that it is not the sun itself which is harmful, but excessive sun exposure that causes damage.

On account of the ascertained harmful effects of sun radiation, excessive sun exposure has now lead to the opposite effect; an exaggerated protection of the skin against the sun rays. In the last decade high protection sun creams and sun blocks (now banned) have become ever more popular. However, it is worth noting that by filtering the sun's rays, it impedes the formation of melanin. Melanin is the natural defence of the skin, and in the case of blocking it's production this defence mechanism will cease to function. The higher the sun factor you use, the longer you must be exposed to the sun to activate the process of the natural defence mechanism of the skin.

UVA and UVB rays from the sun can deeply penetrate the skin and strike the cells, provoking premature skin ageing. UVA rays are those which strike most deeply. They collaborate, in part, to the development of a tan. UVB rays (the ones that cause sunburn) penetrate less deeply and stimulate the production of melanin in the melanocytes (by triggering tyrosine production, the precursor to the pigment melanin), thus provoking a tan and the natural protection of the skin. The process of developing your natural skin defences takes approximately 7 days. In this time lapse the UVB rays, before tanning your skin, can provoke sunburn, which is very dangerous for our skin, as the skin has a memory and accumulates this damage.

A NEW PHILOSOPHY FOR SUN EXPOSURE

The human body has a fantastic characteristic - when exposed to the sun's radiation it starts to produce melanin, which stimulates the pigmentation of the skin and helps to prevent damage to the skin cells. In the last few years a new philosophy for protecting the skin from the sun's harmful rays has been gaining traction. The skin must be prepared before exposing it to the sun, by activating the natural defence system against UVA and UVB rays.

ATTIVABRONZ[®]

The AttivaBronz[®] program created by Rougj is an innovative approach to suncare, looking to guarantee the attainment of the **PERFECT TAN** with **TOTAL SECURITY** and most of all, to reduce the time spent in the sun.

Based on the results of scientific efficiency studies of skin pigmentation, the researchers in the Rougj laboratory have formulated AttivaBronz[®]+40%, a cream made from a complex called UNIPERTAN VEG[®] that contains natural active ingredients. It stimulates the natural defences of the skin, preparing it for sun exposure. In the presence of UVA and UVB radiation UNIPERTAN[®] increases the biological availability of melanin, encouraging the natural pigmentation process and therefore the protection of the skin. It predisposes the skin to a homogeneous and quick tan (accelerates and intensifies the tanning process up to 40%).

Used 7 days before sun exposure it is able to trigger the tyrosinase process. The active ingredient that triggers this process is Tyrosine. ATP (co-enzyme Adenosine Triphosphate) protects the skin from the dangerous UVA rays. By applying the cream regularly at least 7 days before sun exposure, it means when we do expose ourselves to the sun our melanin production has already been activated and the melanin will already be on the skin's surface, helping to avoid sunburn.

AttivaBronz[®]+40% accelerates the formation of melanin, which is the skin's natural defence mechanism against the harmful rays of the sun. As a consequence, it ensures a more uniform, faster and longer lasting tan. Using AttivaBronz[®] regularly, you will not only have a faster and more intense tan (up to 40% in clinical studies) but you will be protected from 70% of UVA and UVB rays.

ADVANTAGES: we can spend LESS time in the sun, we will have a more intense and faster tan, we can use lower protection filters.

AttivaBronz[®]+40% can be used to prepare the skin for sun exposure and can also be combined with a sun cream with lower protective filters, thus reducing the time spent in the sun. Applying AttivaBronz[®]+40% regularly the whole year round, the skin tans even in the seasons where the sun is weaker, allowing the skin to be protected from future burning by the natural protection mechanisms.

The attivabronz[®] program is suitable for all skin types.

UNIPERTAN[®]

Tests undertaken at Dermatological Departments of Italian Universities have demonstrated that the Riboflavin and **Tirosine** molecules linked together with the molecule ATP (which is the co-enzyme Adenosine Triphosphate) other than increasing the intensity of the tan, makes it quicker to develop and makes it last for longer, with little compromise to the skin tissue. It promotes the formation of new collagen, provides energy to cell metabolism and has an anti-ageing effect.

OUR SPF RANGE

The ROUGJ SPF creams contain sun filters that are extremely efficient and sophisticated. TINOSORB OMC and PARSOL have been approved in Europe and have been used already in countries that are very attentive to skin care and protection such as the United States, Australia and Japan. The combination of these 2 filters allow for exposure to the sun's rays, whilst guaranteeing a perfect protection against UVA and UVB radiation. The filters TINOSORB OMC and TINOSORB S are not water-soluble and therefore resistant against sweat and water.

In order to simplify instructions, sun creams have been divided into 4 categories:

1. Low protection
2. Medium protection
3. High protection
4. Very high protection

Each category equates to a normalized level of UVA and UVB protection.

ATTIVABRONZ[®] +40% - face and body

FUNCTION — an innovative cosmetic cream made from UNIPERTAN[®], designed to protect your skin from the sun's rays in a natural way. Stimulates the production of melanin and maintains the melanin at the skin's surface. Allows for a quick, homogeneous, notably more intense (+40%) and longer lasting tan. The cream also promotes the formation of new collagen, has healing properties and provides energy for cell metabolism (anti-age). Contains functional substances, has strong hydrating and anti-age properties. This is not a fake tan product.

HOW TO USE — massage uniformly and delicately over the face and body, morning and night. It is advised to apply the cream 7 days before sun exposure. To have a fast and uniform tan continue to use the cream daily (optimal base for make-up). During sun exposure apply AttivaBronz[®] +40% several times throughout the day, combined with a Rougj sun cream with the protection most suited to your skin (SPF 6, 15, 30). Designed to increase the tan and protect the skin from the sun's harmful rays – **does not contain UVA or UVB filters.**

The AttivaBronz[®] +40% can be used daily all year round as a hydrating face and body cream, to optimise the tan and maintain it longer.

ADVICE — suitable for all skin types, even those with pale, sensitive and delicate skin. The combination of the active ingredients allow this cream to increase the natural protection of the skin against the sun's harmful rays. For excellent hydration and anti-age properties.

ACTIVE INGREDIENTS

- **TYROSINE** natural active ingredient found in peas, lentils and soya. Is an amino acid present in melanocytes, stimulates the production of melanin, maintaining it on the skin's surface. A very important substance for the protection against the sun's rays.
- **RIBOFLAVIN** extracted from sunflowers, pumpkins, nuts and almonds. Other than keeping the skin soft and elastic, it stimulates the production of melanin. Vitamin B12.
- **ATP (Adenosine Triphosphate)** co-enzyme that stimulates the natural production of collagen, has healing properties and provides biochemical energy to cells, for an anti-ageing effect.



ATTIVA BRONZ[®] SPF 6 - face and body
Low Protection, Anti-Age Cosmetic Sun Cream

FUNCTION — sun cream SPF6 low protection. Formulated to be integrated perfectly into the Rougj AttivaBronz[®] suncare program. **Objective: tan safely with minimal sun exposure.** The presence of UNIPERTAN[®] stimulates (using natural methods) melanin production, encouraging the pigmentation process and consequently the skin's natural protection. The filters used have the capacity to absorb UVA and UVB radiation guaranteeing a wide range of protection against immediate sun damage (burns from UVB) and also deep sun damage to the foundation of the skin (UVA, ageing of the skin).

HOW TO USE — apply the cream uniformly during sun exposure, re-apply every 2 hours. It is especially advised to re-apply after swimming.

ADVICE

Suitable for all skin types. Even those with pale, sensitive and delicate skin.

ACTIVE INGREDIENTS

- **TYROSINE** natural active ingredient found in peas, lentils and soya. Is an amino acid present in melanocytes, stimulates the production of melanin, maintaining it on the skin's surface. A very important substance for the protection against the sun's rays.
- **RIBOFLAVIN** extracted from sunflowers, pumpkins, nuts and almonds. Other than keeping the skin soft and elastic, it stimulates the production of melanin. Vitamin B12.
- **ATP (Adenosine Triphosphate)** co-enzyme that stimulates the natural production of collagen, has healing properties and provides biochemical energy to cells, an anti-age effect.
- **SUN FILTERS** combination of avant-guard sun filters that allow for sun exposure whilst guaranteeing protection against UVA and UVB radiation, whilst respecting the protection parameters according to new cosmetic norms.
The sun filters are water resistant, photostable and tested with methods approved by COLIPA guidelines. In line with the recommendations of EU 2006/647/EC. Used in several countries such as the United States, Australia, Japan and Europe.



Dermatologically tested. Metals (nickel, chromium, cobalt) tested. In vitro method (colipa 2007) used to determine uva and uvb protection factors.

ATTIVA BRONZ[®] SPF 15 - face and body Medium Protection, Anti-Age Cosmetic Sun Cream

FUNCTION — sun cream SPF15 medium protection. Formulated to be integrated perfectly into the Rougj AttivaBronz[®] suncare program. **Objective: tan safely with minimal sun exposure.** The presence of UNIPERTAN[®] stimulates (using natural methods) melanin production, encouraging the pigmentation process and consequently the skin's natural protection. The filters used have the capacity to absorb UVA and UVB radiation guaranteeing a wide range of protection against immediate sun damage (burns from UVB) and also deep sun damage to the foundation of the skin (UVA, ageing of the skin).

HOW TO USE — apply the cream uniformly during sun exposure, re-apply every 2 hours. It is especially advised to re-apply after swimming.

ADVICE — suitable for all skin types. Even those with pale, sensitive and delicate skin.

ACTIVE INGREDIENTS

- **TYROSINE** natural active ingredient found in peas, lentils and soya. Is an amino acid present in melanocytes, stimulates the production of melanin, maintaining it on the skin's surface. A very important substance for the protection against the sun's rays.
- **RIBOFLAVIN** extracted from sunflowers, pumpkins, nuts and almonds. Other than keeping the skin soft and elastic, it stimulates the production of melanin Vitamin B12.
- **ATP (Adenosine Triphosphate)** co-enzyme that stimulates the natural production of collagen, has healing properties and provides biochemical energy to cells, an anti-age effect.
- **SUN FILTERS** combination of avant-guard sun filters that allow for sun exposure whilst guaranteeing protection against UVA and UVB radiation, whilst respecting the protection parameters according to new cosmetic norms.
The sun filters are water resistant, photostable and tested with methods approved by COLIPA guidelines. In line with the recommendations of EU 2006/647/EC. Used in several countries such as the United States, Australia, Japan and Europe.



Dermatologically tested. Metals (nickel, chromium, cobalt) tested. In vitro method (colipa 2007) used to determine uva and uvb protection factors.

ATTIVABRONZ[®] SPF 30 - face and body
High Protection, Anti-Age Cosmetic Sun Cream

FUNCTION — sun cream SPF30 high protection. Formulated for those with skin that is more reactive to sun exposure. Is able to offer high protection and safety of use. The filters used in the cream have the capacity to absorb UVB and UVA radiation according to the recent requests of cosmetic norms, which control the efficiency of products that are defined to have a “screening” action. The formulation has been conceived to ensure a concrete answer to the problem of photo-ageing.

HOW TO USE — apply the cream uniformly during sun exposure, re-apply every 2 hours. It is especially advised to re-apply after swimming.

ADVICE — Suitable for all skin types. Even those with pale, sensitive and delicate skin.

ACTIVE INGREDIENTS

- **SUN FILTERS** combination of avant-guard sun filters that allow for sun exposure whilst guaranteeing protection against UVA and UVB radiation, whilst respecting the protection parameters according to new cosmetic norms. The sun filters are water resistant, photostable and tested with methods approved by COLIPA guidelines. In line with the recommendations of EU 2006/647/EC. Used in several countries such as the United States, Australia, Japan and Europe..



Dermatologically tested. Metals (nickel, chromium, cobalt) tested. In vitro method (colipa 2007) used to determine uva and uvb protection factors.

AFTER SUN CREAM contains Marine Collagen

FUNCTION — After sun cream for the face and body, made from Marine Collagen, aimed at soothing the skin and formulated to counteract the irritative processes of the skin due to sun exposure. The presence of Marine Collagen and the polysaccharide Fucogel assist in the restoration of the skin's ability to self-repair, helping the skin to increase resistance against the irritant factors of the sun's rays. Furthermore, it allows the skin to remain perfectly hydrated, guaranteeing a "fixing action" of the tan, and predisposing the skin to benefit from successive sun exposure. This cosmetic, other than increasing the longevity of the tan, has been designed to limit the increased sensitivity of the skin provoked by the sun's rays.

HOW TO USE — After sun exposure, apply the product to the face and body, massaging it uniformly and delicately until it has been completely absorbed. Right from the start, a sensation of freshness will be felt and the skin will feel soothed by the cream. Application is therefore advised after sun exposure and throughout the period in which it is desired to maintain and exalt the brilliance of the tan.

ADVICE — Suitable for all skin types. Even those with pale, sensitive and delicate skin.

ACTIVE INGREDIENTS

- **MARINE COLLAGEN** a protective action over our natural collagen, delivers the correct hydration to your skin, giving it tone and elasticity. Has anti-erythema (anti-redness), anti-inflammatory and anti-itching properties.
- **POLYSACCHARIDE FUCOGEL** a defensive action against external aggressions, creating a light film at the derma level of the skin.
- **VITAMIN E ACETATE** an anti-oxidant, anti-inflammatory and soothing action.
- **ALLANTOIN** effective skin protector, healing and epithelising action, stimulates skin renewal, helps to reduce reddening and irritation.
- **GLYCYRRHETIC ACID** possesses anti-inflammatory properties similar to cortison, assists in the skin renewal processes, healing action.
- **PANTHENOL** hydrating properties, assists in the healing and rebalancing action of both the skin and mucous membranes.
- **COMPLEX OF PHYTO-DERIVATIVES** healing action, extract of Achillea, Camomile, Lime Tree, Passionflower, Helichrysum.



دارای تاییدیه‌های متعدد بین‌المللی و داخلی



ROUGJ+
DERMOCOSMÉTIQUES

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