

FYI : *skincare.*

. FABULOUS, YOUNG & ICONIC .

BECAUSE  
YOU ARE

Next generation skincare by

**LISINE**

the gift of beauty

# Who are we?

**Lisine Cosmetics** is a high quality cosmetic brand for professionals and end users.

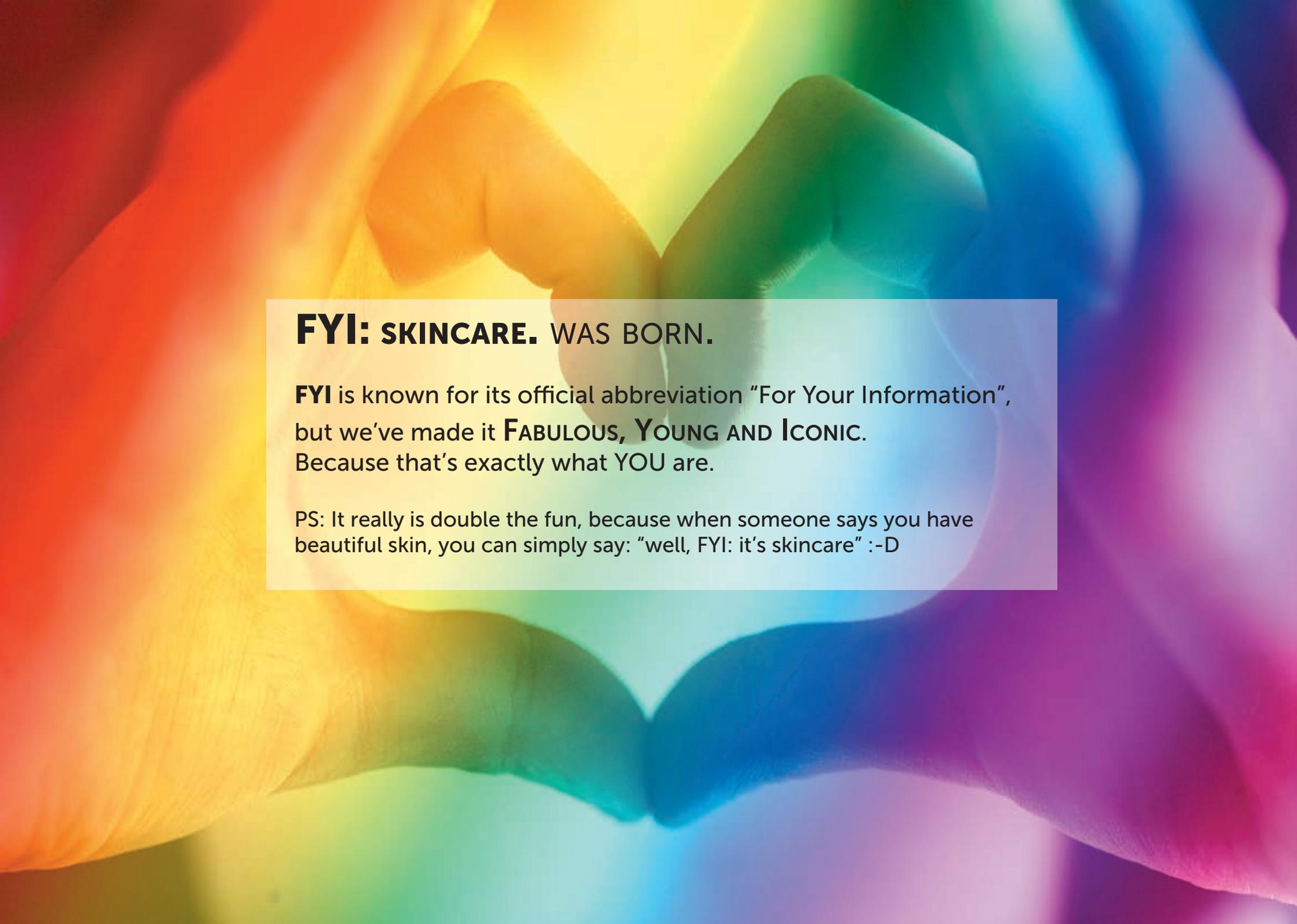
The growing demand of skincare for **young people** and the fact that they have **different needs**, sparked our creativity.

We investigated everything about “teenage skin” and came up with **dedicated answers to specific problems**.

Our research goes beyond Millennials, Generation Z, screenagers, and everything in between and beyond.

We laid bare the actual **needs of the young skin**, regardless of which “generation” you belong to.





**FYI: SKINCARE.** WAS BORN.

**FYI** is known for its official abbreviation "For Your Information", but we've made it **FABULOUS, YOUNG AND ICONIC.** Because that's exactly what YOU are.

PS: It really is double the fun, because when someone says you have beautiful skin, you can simply say: "well, FYI: it's skincare" :-D

For who?

FYI: skincare. doesn't relate to a specific age group. Certainly, we've developed our products **specifically for teenagers**, but more than anything, our products are developed for **the generation of love, equality and friendship**. The **digital** generation, the ones that aim high and want **top quality products that do not harm the environment**. The ones that believe a clean and healthy skin is more important than 20 layers of make-up.

**GO WITH THE NATURAL GLOW!**

# About your skin.

You're a teenager (duh!). That means you're going through a lot of **hormonal changes**. This has an impact on your entire life, and also on your skin. In response to these hormonal changes, various skin problems can develop.

Perhaps the most noticeable change in your skin is the **increased production of oil or sebum**. An excessive accumulation of oil and sweat traps dirt and residue in your skin cells.

This results in **clogged pores and acne breakouts**.

Another frequent problem is **sensitive skin** due to the hormonal imbalance, resulting in heavy skin reactions when using the wrong products.

OUR PRIMARY ADVICE IS:

**DON'T COVER YOUR SKIN  
PROBLEMS, SOLVE THEM!**



A good skincare routine  
will get you far.

Avoiding acne altogether is a promise we can't make. But having an **effective skincare routine** will certainly help you avoid most pimples and acne outbreaks.

Using the right products will also help your sensitive skin getting back in balance.

There is a famous quote that says:

**"BEAUTIFUL SKIN REQUIRES COMMITMENT, NOT A MIRACLE."**

We are firm believers in these wise words.

## THE ROUTINE:

We're not talking about the one from F.R.I.E.N.D.S. - although it might be a good workout ;-)

Everyone has a routine in the morning. You get up, you go to the bathroom, you get some breakfast, brush your teeth and start your day.

You do the reversed thing in the evening (or something like that).

The bathroom routine is more or less a fixed activity. So building in a change to it, will take a little effort in the beginning, but you'll get used to it in no time!

**DO NOT RESIST THE CHANGE**





# The routine step 1

## **CLEANSING:**

The most important thing to do is cleansing. Always. No discussion.

If you don't cleanse, all the other things you're trying are pointless and will even have the opposite effect. Best is to do this in the morning and in the evening.

We know, it seems like a lot, but it's only like 5 minutes in your daily routine and you WILL notice the effect quickly!

So; start with a soft cleanser. **Wash your hands** first to make sure they are clean **before touching your face**. Apply your cleanser with soft circular movements to your face. Massage it in for a few moments and rinse with lukewarm water.

# Clean it



Deep cleansing gel wash with cucumber extract, bergamot and hyaluronic acid.

This compact and transparent gel is suitable for young and acne-prone skin. The product tones and astringents.

Regular use (ideally 2x/day) balances sebum production. Skin purifying. Contains more than 95% natural ingredients.

## RESULT

Deeply cleansed and soothed skin.

## USE:

Morning and evening. Take a small dose into the palm of your hand and apply to a wet face. Gently massage and then rinse off with lukewarm water.

ACTIVE INGREDIENTS	FUNCTION
CITRUS AURANTIUM BERGAMIA FRUIT EXTRACT	Anti-acne, anti-inflammatory, soothing
CITRIC ACID	Restores the pH level of the skin. Mildly exfoliating.
SODIUM LEVULINATE	Softens the skin. Nourishes. Works against pollution.
HYALURONIC ACID	Skin Restoring. Nourishing & hydrating. Antioxidant.
ASPARAGOPSIS ARMATA EXTRACT	Extract of seaweed: Antioxidant, nourishing & caring
CUCUMIS SATIVUS FRUIT EXTRACT	Antioxidant. Softens & soothes. Anti-inflammatory.

# The routine step 2

## TONING:

A toner will **rebalance the pH** of your skin.

A good toner will help close pores and tighten cell gaps after cleansing, making it harder for impurities and environmental contaminants to penetrate the skin. It also has a **moisturizing** effect.

Always use your toner after cleansing (so twice a day). Moisten a cotton pad with toner and gently spread it over your face.



# Tone it



Astringent tonic based on witch hazel extract, mint, mushroom extract and alcohol.

A very light lotion, designed to purify the skin. The addition of mint provides a fresh and soft feeling on the skin.

The mushroom extract has astringent properties that fight acne and impurities. Normalizes sebum production. Restores the pH balance. Suitable for oily and acne skin. Not recommended for dry skin types.

## RESULT

A soft and refreshed skin

## Use:

Morning and evening, after cleansing with FYI Clean it. Apply the tonic to a cotton pad and gently rub it into the face and neck. Avoid the eyes and eye area.

ACTIVE INGREDIENTS	FUNCTION
HAMAMELIS VIRGINIANA (WITCH HAZEL) LEAF WATER	Skin purifying and restorative. Astringent. Antibacterial. antioxidant.
PANTHENOL	Also known as Pro-vitamin B5. Nourishing and caring. Hydrates.
MENTHOL	Cooling. Antibacterial.
FOMES OFFICINALIS (MUSHROOM) EXTRACT	Astringent. Protects the skin. Nourishing & hydrating.
CITRIC ACID	Restores the skin's natural pH balance. Mildly exfoliating.

# The routine step 3

## EXFOLIATE:

Exfoliating (scrubbing/peeling) your skin is part of the cleansing routine. Best is to do this **twice a week** - certainly NOT daily!

Exfoliation is important because it helps your skin **remove the barrier of dead skin cells** clogging the skin and **uncover fresh new cells** below.

BE GENTLE ON YOUR SKIN;  
EXFOLIATING SHOULD BE DONE WITH  
A LITTLE LOVE ;-)

Apply your scrub or peeling on **damp skin** and softly massage the product in circular movements to your face. Rinse off with **lukewarm water**.

AN EXTRA FOR THE BOYS: it is also the perfect way to **prepare your skin for a shave**. You will notice less irritation and a softer skin afterwards.



# Peel it

## AHA PEELING PADS

The "Peel it" pads are practical cotton pads soaked in a milk and glycolic acid (AHA) peel. Thanks to the smaller molecular structure of glycolic acid - a derivative of sugar cane - it can penetrate deeper into the pores and peel the skin more effectively than other AHAs. The pads work purposefully through their astringent and purifying effects. They refine pores, reduce irregularities and restore radiance to the complexion.

### RESULT

Soft, deeply cleansed skin with a radiant complexion.

### USE:

Maximum 1x/week. After cleansing, on perfectly clean skin. Apply the peeling pad evenly until it feels dry to the touch. Do not rinse.



ACTIVE INGREDIENTS	FUNCTION
HAMAMELIS VIRGINIANA (WITCH HAZEL) LEAF WATER	Skin purifying and restorative. Astringent. Antibacterial. antioxidant.
LACTIC ACID	Exfoliates. Softens skin. Reduces pores and improves complexion.
GLYCOLIC ACID	Exfoliates. Stimulates cell renewal. Stimulates collagen production. Prevents comedones and blackheads. Anti-inflammatory. Glycolic acid can lighten dark discoloration caused by acne or other wounds, and can soften the appearance of raised scars and pits
GLUCONOLACTONE	Part of the PHA (polyhydroxy acid) group. Very mild exfoliant. Improves skin texture. Extremely suitable for sensitive skin types.
ZINC PCA	Pyrrolidone carboxylic acid, also known as "zinc salt" works very effectively against pimples and (incipient) acne breakouts. Reduces redness. Regulates sebum production. Supports the healing process of the skin.

# The routine step 4

## **MASK!**

Once a week, you can really **go all the way** and put on a mask.

The right face mask will help your skin to **remove excess oils** and help improve the appearance of your pores. Moreover, it is a perfect way to **deeply hydrate and nourish** your skin.

## **IT'S LIKE MAGIC, BUT BETTER!**

Why? Because of the **occlusion phenomenon** of the mask on your skin. The face mask is kept longer in contact with your skin, trapping the moisture and active ingredients and hence allowing them to better penetrate into your skin in a short amount of time.



# Mask on



Deeply cleansing detox mask with charcoal powder and kaolin. The vegetable charcoal is a highly porous powder, with a purifying and detoxifying effect. Kaolin has strong detoxifying properties and is known for reducing impurities and excess sebum. Thanks to the combined action of charcoal and kaolin, it removes impurities and pollution that accumulate on the skin and clog pores. Consists of 98% natural ingredients

## RESULT

The face immediately looks smooth, radiant and free of polluting particles. An ideal treatment to purify the skin, brighten the complexion and reduce the size of pores.

## USE:

Max. Apply once a week to cleansed face. Allow to dry completely (+- 15-20mins). Rinse with lukewarm water.

ACTIVE INGREDIENTS	FUNCTION
KAOLIN	Clay mineral. Absorbent. Skin purifying and detoxifying. Regulates sebum production.
GLYCERIN	Moisturizing. Protects skin from irritation caused by environmental factors. Soothes and softens the skin. Glycerin is also involved in the transport and activity of aquaporins in the surface of our skin. Aquaporins are proteins that channel the flow of vital hydrating substances (including water and glycerol) to the upper layers of the skin. They play an important role in maintaining the moisture balance of the skin, keeping it feeling smooth and comfortable.
CI 77266 (CARBON BLACK)	Skin purifying and detoxifying.
LACTIC ACID	Restores the pH level of the skin. Mildly exfoliating.

# The routine step 5

## **DAY & NIGHT CREAM:**

Cleansing, exfoliating and putting on a mask are all steps to remove impurities from your skin. By doing so, you basically strip down your skin and leave it bare.

**IT IS NOW VERY IMPORTANT TO NOURISH AND HYDRATE YOUR SKIN.**

**Every morning and every evening after cleansing and toning, apply your day or night cream to help restore and balance your skin.**



# Face cream



Super hydrating and refreshing day cream with a light texture, based on Spirulina seaweed and Aloe Vera. Regulates sebum production and intensively nourishes and soothes the skin.

Consists of 95% ingredients of natural origin.

## RESULT

Nourishes and moisturizes the skin intensely.

## USE:

Apply in the morning on a perfectly cleansed skin.

ACTIVE INGREDIENTS	FUNCTION
COCO CAPRYLATE	Skincare. Moisturizing.
GLYCERIN	Moisturizing. Protects skin from irritation caused by environmental factors. Soothes and softens the skin.
ALOE BARBADENSIS LEAF JUICE (ALOE VERA)	Moisturizing. Anti-inflammatory. Anti-pollution. Antibacterial. Stimulates cell renewal.
SPIRULINA MAXIMA EXTRACT	Helps fight acne. Antimicrobial. Regulates the sebum production of the skin. Rich in vitamins A, B1, B2, B3, B5, B6, B9, C, E, and K. It also contains iron, phosphorus, potassium, copper, zinc, manganese, calcium, and selenium. All of these substances make for clear, toned skin.
TOCOPHEROL	A form of Vitamin E. Antioxidant. Absorbs UV rays and helps prevent UV-induced free radical damage to the skin. Anti-inflammatory. Moisturizing. Helps reduce pollution-induced free radical damage.
HELIANTHUS ANNUUS SEED OIL (HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL)	Soothes the skin. Nourishing and caring

# Acné rescue



Local treatment of acne based on fruit acids (AHA).  
Consists of 95% ingredients of natural origin..

## RESULT

Exfoliates and dries out pimples. Stimulates cell renewal.

## USE:

DOT ON PIMPLES AND LET DRY. ALWAYS USE ON CLEAN SKIN.

ACTIVE INGREDIENTS	FUNCTION
SALIX ALBA BARK EXTRACT	Nourishes the skin. Soothes irritated skin. Anti-inflammatory. Antibacterial. Reduces acne and regulates sebum production. Refines pores.
LEUCONOSTOC/RADISH ROOT FERMENT FILTRATE	Also known as radish root ferment filtrate. Antibacterial, anti-inflammatory.
CITRIC ACID	Exfoliates. Antioxidant. Restores the skin's natural pH balance.

# Starter kit



To make things super easy, we've created a starter box, including the 3 most essential products to get started with your skincare routine

## INCLUDES:

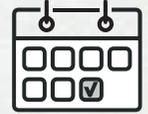
- Clean it
- Mask on
- Face cream

# FYI: SKINCARE.

DAILY IN THE MORNING

DAILY IN THE EVENING

1X/WEEK



Clean it

X

X

Tone it

X

X

Peel it

X

Mask on

X

Face cream

X

X

Acné rescue

Apply directly to pimple(s). Use when necessary

Our look! you gotta love it



## EASY ON THE GO!

You want something that's easy to take with you when you're on the go? We've got you!

We try to be as **versatile** as possible.

For each product, we chose the best suitable package in **function of you** (the user), **durability** and **hygiene**.

**THE EXTREMELY COOL DESIGN IS JUST A NICE LITTLE EXTRA ;-)**

# Our formulas

## CHOSEN WITH GREAT CARE

We've been working hard to develop **premium quality products with active ingredients of a superior nature** to meet your needs.

The actives in our products are all chosen based on their effectiveness and with great care and respect for the environment.

Our primary objective is to use **ingredients that actually work!**

Our 2<sup>nd</sup> criteria is to use as much **natural ingredients** as possible.

**Form, texture, scent and color** have been our 3<sup>rd</sup> criteria.

Your skin is **new, young and fresh**, and that's exactly what we want our products to be!

“

*THERE IS NO MIDDLE GROUND  
IN SKINCARE.  
EITHER IT WORKS,  
OR IT DOESN'T.  
OUR PRODUCTS STAND FOR  
EFFECTIVENESS , QUALITY AND  
INNOVATION*

”

# Active ingredients

## THE AHA! EXPERIENCE

(ACNE RESCUE & PEEL IT)

### What are AHAs?

AHA stands for Alpha Hydroxy Acids. AHAs are water-soluble fruit acids and are derived from various plants, such as sugar cane and hibiscus flowers. AHAs soften the skin so that dead skin cells on the surface of the skin are loosened and new, fresh skin cells emerge. On top of that, they stimulate cell renewal in the lower layers of the skin and improve moisture balance. This form of deep cleansing is called exfoliation or peeling.

For younger skin dealing with subcutaneous congestion, inflammation and acne, exfoliating is a must in the skin care routine, if applied correctly!

Be careful not to over-exfoliate. Always follow the product's directions for use. Exfoliating too often can cause the skin's protective barrier to be disrupted, making your skin (even) more sensitive.



# SKIN IMPROVEMENT WITH SPIRULINA

(FACE CREAM)

## What is spirulina?

Spirulina is a microscopic thread-like algae that is typically blue/green in color. It contains over 150 different nutrients and is rich in both protein and healthy fats, contains a number of known antioxidants such as beta-carotene and vitamin E, and offers a wide range of minerals.

We can briefly list the beneficial effects of Spirulina for the skin:

- Regulates sebum production
- Anti-inflammatory effect on the skin
- Rich in proteins - the building blocks for your skin.
- Hydrates the skin thanks to the presence of essential fatty acids
- Stimulates cell renewal thanks to the presence of vitamin B12
- Antioxidant
- Improves skin elasticity



# FREE YOUR PORES WITH CHARCOAL POWDER AND KAOLIN

(MASK IT)

## How it works

Powder of vegetable charcoal: obtained from the processing of coconut shells. This vegetable charcoal is so active that it does not need to be combined with other substances to be effective. It is a very porous powder, with a purifying and detoxifying effect. The micro cells naturally capture all types of impurities, for a cleansed, healthy and radiant skin.

Kaolin mineral powder: mineral clay with a very high concentration of silicates. Kaolin has strong detoxifying properties and is known for reducing impurities and excess sebum.

Thanks to the combined action of charcoal and kaolin, natural ingredients with purifying and absorbent properties, it removes impurities and pollution that accumulate on the skin and clog pores. It deeply cleanses the skin and contributes to brightening the complexion.

The face immediately looks smooth, radiant and free of polluting particles.

An ideal treatment to purify the skin, brighten the complexion and reduce the size of pores.





## HYDRATE WITH HYALURONIC

### ACID

(CLEAN IT)

#### **What is hyaluronic acid?**

HYALURONIC ACID performs important functions in the body, related to healthy skin.

It regulates the hydrating capacity, metabolism and repairing capacity of the skin. Hyaluronic acid is a natural building block that keeps our skin hydrated.

It is a so-called humectant; a substance that can provide the skin with a lot of moisture. Hyaluronic acid revitalizes the skin apart from the surface layer, so the skin looks softer, smoother and more radiant.

The strong anti-inflammatory properties of hyaluronic acid ensure that (acne) wounds heal faster.

# REDUCE YOUR PORES WITH MUSHROOM EXTRACT

(TONE IT)

## **Fomes Officinalis (Mushroom) Extract**

This type of mushroom grows on the bark of larch trees in Eastern Europe. The extracts of this mushroom are used as a powerful astringent (astringent) agent.

On our skin, it works to tighten pores and remove excess oil. Thus, it is mainly those with acne and oily skin who are advised to use astringents.

Fomes Officinalis extract is similar to other astringents in that its main purpose is to narrow the pores, but unlike other astringents, it does not dry out the skin.

In fact, it moisturizes the outer layer of our skin that forms a protective barrier, making the skin softer and more supple.



WE REPRESENT YOUTH  
WE ARE THE FUTURE  
WE ARE LOVE  
WE WANT EQUALITY

WE ARE NOISY AND FRAGILE  
WE LOVE CLEAN BUT WE ARE MESSY

WE ARE DIGITAL & CONNECTED  
WE ARE EVERYTHING, ALWAYS AND EVERYWHERE