

# the gray

Issue 1 | October 2020

Skin Files



## HYALURONIC

Have you meet one of our favourite ingredients yet? Moisturising, Anti-aging, Repulping and Filling

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## CLINICAL PROFILE

Your Senior Therapist  
Beverley Danyali

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## WHY PLANTS?

Welcome to the world of organic fruits and vegetables. Nature's Superceutical

“

**LOUISE GRAY**

# WELCOME TO YOUR FIRST ISSUE OF THE GRAY

*We were wanting to bring you a unique style of Skin File.  
Something that you can either have a quick flick through to see what  
is new or that you can sit with a coffee and get lost in.*

*This is your time and your Skin File - enjoy*

”

MOISTURISING, ANTI-AGING

# [HYALURONIC]

REPULPING AND FILLING





The role of some factors such as age, sun, environmental components and stress leads to a reduction in the presence of hyaluronic acid (HA) in the skin, worsening its quality and accelerating its degradation. This effect on the skin leads to a loss of hydration, elasticity, atrophy of the tissue and appearance of wrinkles.

To combat these effects, mesoestetic created ha densimatrix, a revolutionary moisturising, antiaging treatment that enhances collagen and elastin synthesis to provide tissues with firmness and elasticity, as well as to correct wrinkles.

The purity of hyaluronic acid in multiple molecular forms provides the skin with an effective moisturising, antiaging, repulping and filling action. This concentrate is indicated as a daily moisturising antiaging treatment or, after a medical-aesthetic treatment with hyaluronic acid, for the purpose of prolonging the results obtained. Its innovative formula combines three unique complexes that provide synergistic mechanisms

of action, such as contribution, protection and stimulation of hyaluronic acid and elastic fibres:

**ha densimatrix complex:**  
A combination of hyaluronic acid in several forms and molecular weights with an active ingredient that enhances its endogenous synthesis.

**Anti-hyaluronidase complex:**  
A plant extract and a potent antioxidant that protects HA from degradation and blocks the oxidation caused by external aggressions.

**Antiaging pro complex:**  
It promotes collagen and elastin synthesis to provide firmness and elasticity to tissues, prevent and correct wrinkles

Its method of use is easy:  
Apply 3-4 drops over the clean, dry skin and spread evenly over the face, massaging with an ascending motion.

Its ultralight water-gel texture is absorbed immediately without leaving oily residues on the skin. Then apply the regular treatment cream.

#### **LET'S GET TECHNICAL**

**A concentrate that stimulates, protects and provides the skin with hyaluronic acid in different molecular forms..**

**mesoestetic  
ha densimatrix, a  
concentrate based  
on hyaluronic acid  
that provides the  
skin with a  
moisturising,  
antiaging, repulping  
and filling action**

# BEVERLEY DANYALI

**The Gray - Clinical Profile**  
*Senior Therapist*  
*Louise Gray Skin Care*





**Graduating with Honours from the New Zealand College of Beauty Therapy was only the start of Beverley's amazing career within the Beauty Therapy Industry.**

That year Beverley was also awarded Practical Student of the Year with her 100% attendance record, something that is really unheard of within training providers.

Beverley's passion continues to this day with her incessant research and thrives on up-skilling herself with post-graduate education (this list would fill a book), to deliver the best to each and every one of her clients.

Being a self-confessed "ingredient geek", Beverley has achieved incredible results with her clients which has also to receive numerous prestigious awards.

The first but most envied is the Post Graduate Diploma with Distinction in 2011 from the International Dermal Institute, which was one of only three that were awarded internationally in 2011, a true testament to her dedication and commitment to achievement.

Secondly Beverley was then acknowledged in 2014 with the prestigious NZ Dermalogica Therapist of the Year.

Thirdly, Beverley is now recognised Internationally as a Dermalogica Expert joining a group of highly educated and skilled therapist worldwide.

Finally once again with her continued love of skin histology and research, Beverley won the Medik8 Pigmentation Award in 2016, for the Best Clinical Results for Pigmentation.

Further to this achievement, Beverley's case study and research then went on to be presented in the UK with fantastic reviews. Beverley was the first New Zealand therapist to have their paper presented and this still stands to this day.

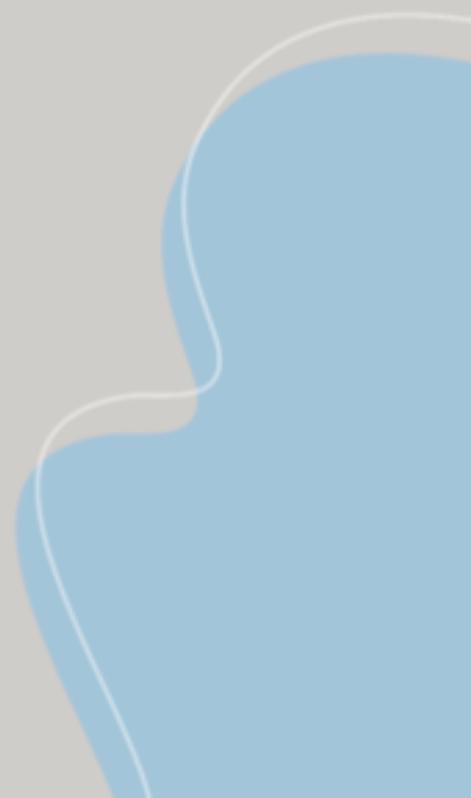
Beverley believes this is just the start and continues to focus on new developments and technologies to ensure that you are always in the best hands.



**dermalogica**

# gift on now

hydrating  
essentials gift



**dermalogica**

gift on now



includes:  
Limited Edition  
Dermalogica  
Sponge Cloth!

FREE\* Hydrating Essentials Gift  
with the purchase of two or more  
full size Dermalogica products.



WHY CHOOSE ILCSI?

# PLANTS

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ILCSI - NATURAL SKINCARE

NOW AVAILABLE AT  
LOUISE GRAY SKIN CARE

***Ilcsi products are made of certified Hungarian organic vegetables, fruits and herbs and contain in certain cases some additional thermal water.***

These thoroughly picked, more than 100 different kinds of plants, that we use for our products, have been grown on our own Hungarian plantations, controlled by Hungaria Ökogarancia or harvested wild, or, in some cases, bought from controlled organic farms. We process the plants with great

## RELIABLE CERTIFICATIONS

Thanks to the gentle production process developed by Aunt Ilcsi the precious active ingredients of these plants remain in the jars. This outstandingly high concentration of active ingredients is what makes these cosmetics special, as they contain the power of living active ingredients rather than herbal extracts.

## COSMOS CERTIFICATION

Only those high quality, safe to use products are given this certificate which had been manufactured according to the strictest organic and natural standards.

## BDIH CERTIFICATION

BDIH, a German based association working together with leading natural cosmetics producers, developed comprehensive guidelines for certified natural cosmetics. BDIH Certified Natural Cosmetics logo therefore always indicates that the certain product complies with the strict guidelines of BDIH and guarantees that it is a natural, reliable cosmetic product. Therefore Ilcsi products do not contain parabene, paraffin oil, vaseline, synthetic colourings, synthetic thickening agents and no glycerin of animal origin and we do not carry out animal testing.

## 7 Reasons You Should Be Trying **JANE IREDALE**



**I**f you have tried it you will never want to be without it but why? Let's take a look.

### Mineral Based

This describes a formula that contains mineral pigments only i.e. without fillers, chemical dyes, synthetic preservatives and other ingredients common to traditional make up. bothseeandfeelthe difference

because mineral bases are concentrated pigment your skin gets concealer, foundation, powder and broad spectrum sun protection all in one quickstep.

### Quick to apply.

Who's got time to spare?! Jane Iredale make up gives you a coverage that would normally take 3 or more products. The result looks

sheer and luminescent and feels weightless. Because of the refining process that the mineral particles undergo, they bind together on application. They do not run, crease, smear, even during exercise, and will come off only with cleanser. (Dermalogica's Pre-cleanse is great here!)

### Versatility

This is an every day make up that has multiple uses. It has been used extensively by people with burns, scar, birth marks etc as well as on film sets and television where the heat and light can play havoc with skin and make up. So matter what conditions you live and work in, your skin will look its best with Jane Iredale products.

### Non-comodogenic

This basically means that your skin won't clog! Crystals of micro-pulverised minerals and natural pigments overlap each other on the skin to form a filter to protect against airborne pollutants keeping your skin clear.

### Minimum Sensitivity Risk

This make up range contains NO synthetic fragrance, chemical dyes or synthetic preservatives so it's ideal for sensitive skin. We've even had a client with eczema come back to us and say it's helped her skin!

### Additional Mineral Benefits

This range includes titanium dioxide and zinc dioxide both of which are anti-inflammatory. Zinc is also antimicrobial which means it's great for both rosacea and acne. Doctors are also comfortable for patients to use mineral powders on skin that has been resurfaced or had surgery on. In a nutshell, these products won't harm your skin.

### Sunscreen Efficiency

Titanium dioxide and zinc oxide act as mirrors on the skin reflecting light.

This gives the mineral powders a broad spectrum UVA and UVB range between SPF 17 and SPF 20 without you having to apply a sunscreen.

### *How easy is that!*

And perhaps the most compelling reason of all...we believe in it and we use it ourselves! But even more exciting.....

We have secured Sha O'Sullivan from Jane Iredale to come and join us at Louise Gray Skin Care on (insert time and date)

This will be your opportunity to have a one on one session with Sha herself. She actually takes all the stigma and stress out of putting your freshest face forward. With an approach that even has me comfortable with applying anything from a brow pencil to a vibrant red lipstick. To secure your session email us, call or PM as these sessions do run away quickly!

*jane iredale*  
THE SKIN CARE MAKEUP®

*Sha's background is in fashion, runway, theatre and stage makeup. She was the Head Makeup Artist for New Zealand Opera for seven years and has worked extensively in film and TV and on numerous designer runway shows both here in New Zealand and overseas.*



*jane iredale*

**Beyond Matte™**

Liquid Foundation  
Fond de teint liquide

27 ml / 9 fl oz e



# *Time To Shed Those Outer Layers*

## HYDRODERMABRASION

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Often referred to as  
Micro-dermabrasion on  
steroids!

Peeling back time with the targeted treatment of Bio-Hydroderm hydrodermbasion, to give you an instant visual improvement to the skin.

### **What is Hydrodermabrasion?**

Hydrodermabrasion is also known as 'Wet Microdermabrasion' and is considered the next generation of the well-known treatment: microdermabrasion.

It combines diamond tip exfoliation, liquid exfoliation, skin cooling and skin hydration with no downtime and

immediate results. The hand-piece we use gently buffs away dead skin cells while it simultaneously cools and infuses skin with advanced aqua-fuse' solutions, matched to your skin needs and resolving skin issues like:

- dryness
- ageing
- fine lines
- acne
- hyper-pigmentation
- and excess oil right from the get go.

Not to be confused with microdermabrasion, hydrodermabrasion uses no crystals. The Bio-HydroDerm machine can be precisely controlled so even the most sensitive skin will benefit.

### **Bonus?**

After a treatment other treatments and products are more effective as they have better absorption rates.

### **Benefits of Hydrodermabrasion**

- Diminishes the appearance of fine lines and wrinkles.
- Improves ageing, thickened skin. Improves sun-damaged skin.
- Encourages softer, smoother skin and refines pores.
- Reduces the appearance of scar tissue.
- Lack lustre skin appears more radiant.
- Addresses deep lines in the nasolabial folds by stimulating deep layers of circulation.
- Highly recommended for fine or deep lines that occur around the mouth and lips.

This service can be performed as a stand alone or it can be combined with any of the Louise Gray Facial treatments.

Something that needs to be experienced!

# SAY GOODBYE TO THICK, WHITE RESIDUE

new! invisible physical defense spf 30

competitor

invisible physical defense spf 30

fair skin



light skin



medium skin



dark skin



**MORE INVISIBLE THAN A KEY COMPETITOR\***

**dermalogica**

\*among physical sunscreens in the U.S. market

# DOES YOUR SKIN FEEL TIRED AND DULL? ILLUMINATE YOUR FACE WITH MESOESTETIC.

Do you use make-up every morning to conceal a dull skin with a tired look and the an illuminator becoming your star product?



It's time to let mesoestetic we tell you what to include in your routine to achieve a radiant skin, with no tricks!

We always reinforce the value of following good cleansing and moisturising habits to keep your skin healthy. However, a tired skin with a fatigued look is the result of multiple factors which we cannot control:

- pollution
- insufficient sleep
- moments of a lot of stress
- even an unbalanced diet.

To reduce the effect of these unavoidable factors and recover the natural glow of your skin, at mesoestetic we propose these solutions. Intensive, easy-to-apply treatments.

## Aox Ferulic

This concentrated antiaging treatment is one of the MUST HAVE of mesoestetic.

### How does it work?

aox ferulic inhibits the oxidative cascade produced by external aggressions immediately and is lasting.

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## MESOESTETIC

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### What else does it provide?

Protection and more protection against UVB, UVA, HEV, IR-A radiations. If you are a cosmopolitan person, with a frantic lifestyle, aox ferulic is your treatment.

Apply morning and night to enhance its benefits.

### **Energy C Complex**

In mesoestetic we believe in the power of vitamin C as applied topically it fulfils a dual antioxidant action. energy C complex is a perfect treatment for dull skins.

### Why?

Thanks to its antioxidant, moisturising, smoothing action, it stimulates the protection capacity of the skin against free radicals and improves skin nourishment and elasticity, combating fine wrinkles and expression lines.

### **Concentrated Active Solutions**

### What would you ask from your star product?

Concentrated solutions for a visible outcome in packs ensuring the optimum dose in each application.

These are the mesoestetic ampoule range.

Five unique highly-concentrated formulas to provide a solution for specific needs:

- antiaging

- firming
- antioxidant
- antipollution
- renewal
- exfoliating
- nourishing
- flash action...

Choose yours and be surprised with the outcome!





**SERIOUS RESULTS**

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A SKINOLOGY - UK

**COSMELAN**

**mesoestetic®**

**An incredible result - this image is 1 month post Cosmelan Peel!**

Cosmelan is a clinical treatment designed to address all types of pigmentation concerns including melasma. It is suitable for all skin types and apart from reducing pigment, will also equalise skin tone and increase skin luminosity.



### What is Cosmelan?

Cosmelan is a programme for treating all types of hyperpigmentation.

Hyperpigmentation is a growing concern in all ethnic groups and skin phototypes. 90% of people of 50 years of age present with varying types of hyperpigmentation from Melasma, post inflammatory hyperpigmentation, Sun induced pigmentation and genetic type of hyperpigmentation. All of these different types of pigmentation are extremely difficult to treat and Cosmelan is a 7-month programme to finally correct and regulate the amount of melanin being produced, so we are not just treating the surface but finally treating the cause of the pigmentation at the source of the problem at the melanocyte.

### What is it used for?

It is used for the treatment of:

- Melasma
- Post inflammatory hyperpigmentation old and new
- Solar/Senile lentigo,
- Ephelides (Freckles)

### Who should not have Cosmelan?

- Anyone who is pregnant or planning to get pregnant, breastfeeding
- Any allergies to any of the components of the formulations
- Have been on antibiotics, Isotretinoin, hydroquinone
- Bacterial, viral, fungal or herpes infections
- Combining it with any chemical peels or hair removal techniques such as IPL or Laser

### What should I do before my Treatment?

Be on a good skincare regime one month prior to starting this treatment is recommended but not

## Concerned with pigmentation?

## We now have the answer!

## COSMELAN



(Vitamin C and Vitamin A)

#### **Are there any side effects?**

Your therapist will advise you to take anti-histamines for the first 3-4 days to reduce the inflammatory process, this is a precautionary action only, but we have found this has been worthwhile for patients in the past.

In the first 12 to 48 hours you may experience some swelling and inflammation continue with fast skin repair as directed by your therapist and Hydra vital mask if skin is feeling very tight this may be left on the skin.

Your skin will peel after 3 days for approx. 3-5 days it is important not to pick or rub the dead skin but let it come off by itself.

If it is feeling particularly uncomfortable apply one ampoule

of proteoglycan and gently massage into the skin and apply hydra vital mask and leave on.

#### **What are the rare side effects?**

The inflammatory process has lasted a bit longer than normal, so it has taken longer to get to the next stage, however we still get great results.

#### **What should I do after my Cosmelan Treatment?**

You must always make sure that you are on a product range that inhibits the action of the Melanocyte. Vitamin C in the morning and Vitamin A at night is a must. Avoid exposing your face to sunlight at all times and regular applications of SPF 30+ everyday at regular intervals. We will be able to advise you on what you should be doing in this regard. If you have any further questions please do not hesitate to contact us for a full consultation.

**An intensive 7  
month treatment  
programme for  
incredible results  
for the price of a  
coffee a day -  
when life  
changing results  
are demanded.**

**COSMELAN**

# ultra-smooth skin is here

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## dermaplaning

Remove dullness and fine hairs for  
your smoothest skin ever.

[book your treatment today](#)





## FINAL FACT

# 01

If you are using a dropper styled product, please do not let the tip of the applicator directly touch your skin. This will contaminate your full product once it is returned to the bottle. Instead dispense the product, drop the product into your hands and apply from there. No contact with your skin to protect the integrity of the product.

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[WWW.LOUISEGRAY.CO.NZ](http://WWW.LOUISEGRAY.CO.NZ)

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Phone: (09) 528 9010

**products**

dermalogica  
mesoestetic  
one truth 818  
ilcsi  
coola  
jane iredale  
bestow beauty  
advanced nutrition  
revitalash

**services**

Digital skin imaging  
dna skin testing  
advanced facial treatments  
electrolysis  
IPI

**Hours**

Monday CLOSED  
Tuesday 8:30AM - 8:00PM  
Wednesday 8:30AM - 8:00PM  
Thursday 8:30AM - 8:00PM  
Friday 8:30AM - 6:00PM  
Saturday 8:30AM - 4:00PM  
Sunday CLOSED

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