

# EMOTIONAL BEAUTY

## MORE THAN JUST EMOTIONS

Cosmetic and personal care products play a key role in the connection between our emotions and our appearance. The relationship between the brain and skin is bidirectional - just as the state of our minds can affect our skin, our skin and appearance can affect our mind.

Consumers today are looking for mood-boosting products to enhance both their inner and outer beauty. Cosmetic and personal care products are widely recognized as doing more than just improving skin and hair; they enhance self-esteem, reduce stress, and influence our emotions.

## LET'S GO

During this trend we will evaluate 3 key ingredients and 3 finished formulations that break the normal routine to restore and enhance emotional balance.



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## INFLUENCE

Personal care products have a unique way of **influencing** our mood and emotions. Implementing a ritual into our day allows us to step away from the chaos, creating a moment of harmony and peace. This forces the body and mind to move into a state of relaxation, providing stability for our emotions.

## PROBIOGIN V

Acting as a multifunctional system that boosts preservation while delivering soothing benefits to the scalp, **ProBiocin V** utilizes the properties of prebiotic oligosaccharides as an approach to postbiotic bacteriocin procurement. This ingredient not only provides antimicrobial benefits to a formulation but delivers **scalp moisturization** and redness reduction.




## FINISHED PRODUCT

End the day with a **calming scalp scrub**. This creamy texture paired with FSS Exfo-Bamboo Powder, delivers exfoliation with **moisturization**. While applying a thin layer and gently massaging, give your mind a break while your scalp goes to work.

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## ENHANCE



It is no secret that when we look good, we feel good. Consumers utilize color cosmetics to not only enhance their appearance, but **enhance** their self-esteem. When we feel confident in our skin it begins to show through our emotions. Through color cosmetics we can highlight our natural features without covering up who we are.

## FSS TONKA BEAN BIOFERMENT PF

**FSS Tonka Bean Bioferment PF** emits light in violet, green, blue, yellow, and red visible light spectra. This indicates that this ingredient is capable of increasing luminescence so skin appears healthy and revitalized, as well as helping skin appear smooth and even by illuminating wrinkles and dark circles while evening skin tone and discolorations.

## FINISHED PRODUCT

Show off your best features using this **Shine Me Up Stick**. Apply lightly for sheer luminosity or build up for a striking glow. This stick will leave you feeling confident, with long lasting **radiance**.





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## REDUCE

Worry happens when we have repetitive thoughts about a certain topic or event. Our response or reaction to this is often stress. Stress hormones play a huge role in our skin and can lead to collagen and elastin reduction, as well as inflammation. When we are in stress, so is our skin. This stress **reduces** the time that our skin has to recharge and repair.

## FSS MELATONIN LIPOSOME SF

Enjoy the benefits of beauty sleep with the anti-inflammatory and antioxidant protection of **FSS Melatonin Liposome SF**. As a topical agent, melatonin enhances the skin's nightly repair cycle. This natural restorative powerhouse featuring grape-derived melatonin can be used to recharge the skin's radiance and reinforce the skin's capacity for repair, renewal, and revitalization.



## FINISHED PRODUCT

Allow your mind to rest while your skincare is at work with this **relax friend sleep balm**. Apply a thin layer before bed to minimize inflammation, visibly reduce wrinkles, and defend against oxidative stress.