



THE NATURAL PROPERTIES OF THERMAL WATER FOR A REBIRTH IN BEAUTY AND WELLBEING



# THE THERMAL SPA TREND

On the cosmetics market, **the natural products segment** is one of the sectors that is currently expanding at the fastest rate: its market has **tripled in the past 6 years** and a **12% growth** is estimated **for 2010\***. Natural products satisfy the widespread demand for well-being and the related desire for authenticity intended as the search for products that are simple, safe and not fake.

These products are preferred by:

**1 woman out of 2**

**1 man out of 3**

**40% of consumers between 25 and 64 years of age.**

Well-being flows from **thermal waters**: in the area of naturalness, **thermal products are in first place**.

Their origin from water, which comes from the center of the Earth, is perceived as a **guarantee of well-being and balance**.

Thermal treatments are considered to be the **perfect answer to the desire for care** and **prevention, pleasure** and **pampering**.



\* Organic Monitor

# TERME DI CHIANCIANO

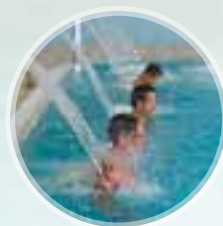
## A WORLD-FAMOUS TRADITION

**Tuscany** is the Italian region with the highest number of thermal bath facilities.

In this beautiful natural scenery, surrounded by an amazing historical and cultural heritage, the Terme di Chianciano baths represent one of the most important thermal facilities.



Water from **five different types of springs** gushes from the ground at the Terme di Chianciano; Their varying temperature and composition represent a natural cure for many medical conditions and cosmetic imperfections: **Acqua Santa**, Acqua Acqua Fucoli, Acqua Santissima, Acqua Sorgente and Acqua Sillene.



# THERMAE SPA THE THERMAL ANSWER

THE AIM OF THE NEW LINE THERMAE SPA, MADE WITH WATER FROM CHIANCIANO TERME, IS TO RECREATE A REAL THERMAL PROGRAM AT THE BEAUTY SALON.

THE ORIGIN: water that comes from the Acqua Santa spring of Chianciano Terme. GTS laboratories have selected it because its **natural remineralizing** and **dermo-purifying action** has a balancing effect that helps **restore an optimal condition of the skin**.

THE PROGRAM: a **complete** and **basic line of products**, that offers the skin the benefits of thermal water and its trace elements.

THE GOAL: treatments that combine effective formulas with pleasant manual techniques.

THE ADVANTAGE: to enrich the Beauty Salon's offer with **exclusive and effective spa treatments** that are the result of the experience of one of the best-known Thermal Bath Centers in the world.





# THERMAE SPA

## THE ACTIVE INGREDIENTS

### THE BASIC PRINCIPLE: ACQUA SANTA

The Acqua Santa of Chianciano Terme flows out at a constant temperature of 33° in a centuries-old park. Classified as a bicarbonate-sulphate-calcium water, it has a **remineralizing effect** that helps restore new energy to the skin, while its content of sulfur and magnesium encourages a **purifying effect** in order to re-establish **optimal balance of the skin**.

### THE COMPLEMENTARY PRINCIPLES: THERMAL TRACE ELEMENTS

Crucial to our body's well-being, they carry out a vital action on skin balance, helping to maintain optimal levels of moisture and stimulating natural self-defense mechanisms against damage caused by external environmental agents.

To assure the naturalness of the formulas and of the various treatments, THERMAE SPA products contain no mineral oils, parabens, paraffins, dyes and silicones.



# THERMAE SPA

## THE SENSORIAL DIMENSION

### TEXTURES THAT DELIGHT YOUR SENSE OF TOUCH

**Soft** and **inviting**, the textures of the Thermae Spa products spread on the skin **like a caress** and instantly blend with it, leaving it silky, sensual and delighted.



### A FRAGRANCE THAT INSTILLS EMOTIONS

The feeling is instant. The fragrance of the Thermae Spa line shakes up our memories and brings to mind the soft aroma of a stream winding through the woods. An **invigorating** and **energetic fragrance** that provides a feeling of freshness and well-being, perfect for him and her.



# THERMAE SPA, THE STRENGTHS

- **NATURAL FORMULAS:**

in response to the increasingly widespread demand for products that contain no mineral oils, parabens, paraffins, dyes and silicones;

- **BASIC AND EASY-TO-MANAGE RANGE:**

a few targeted products that, used in synergy, allow 3 different treatments to be carried out;

- **ALL-PURPOSE PRODUCTS:**

recommended for all skin types and all ages, perfect for also encouraging the action of any ensuing treatments;

- **UNISEX TARGET:**

thanks to their innovative textures and fresh scent, Thermae Spa products are perfectly suited for the treatment of both men and women;

- **SPA IMAGE:**

satisfies the demand for well-being and pleasure, so that the beauty salon can offer its customers a real thermal treatment;

- **EVOCATIVE GRAPHICS:**

an image that brings to mind the baths of Roman times, just like the names in Latin underscore their ancient origins.

# THERMAE SPA

## THE PROFESSIONAL TREATMENTS



### THERMAL SPRING COMPLETE TREATMENT

It quickly restores radiance, freshness and softness to the skin, removing impurities and toxins and providing energy.

**Recommended for:** Wrinkled, tired, dry and dehydrated skin.

**Advice:** perfect during the winter months to keep body skin soft. Recommended before exposure to the sun and when, once the tan fades, the skin looks very dry and tends to flake off.

**Duration:** 60 minutes.



### THERMAL SPRING REGENERATING TREATMENT

It carries out a deep yet gentle exfoliation that stimulates cellular turnover and restores softness and uniformity to the epidermis, getting the skin ready to receive the following treatments.

**Recommended for:** dry, rough and dull skin.

**Advice:** also perfect as an occasional treatment to help the epidermis stay soft and smooth.

**Duration:** 30 minutes.



### THERMAL SPRING PURIFYING TREATMENT

It carries out a deep detoxifying action that encourages the elimination of impurities and fluids trapped in tissues, and it also stimulates cellular metabolism, leaving the skin looking noticeably more radiant and fresher.

**Recommended for:** Delicate skin that tends to redden easily.

**Advice:** Recommended when it is preferable to avoid using an exfoliating product due to excessive skin sensitivity and skin with a tendency to become red and irritated.

**Duration:** 40 minutes.

# THERMAE SPA PROFESSIONAL PRODUCTS

## Lympha

### VITALIZING WATER

A concentrate of thermal Water and Trace elements to restore freshness and well-being to the skin. Rich in zinc, magnesium and moisturizing substances, it helps restore proper skin balance, energizing the skin and instilling softness and radiance.

**PROFESSIONAL:** follow the specific professional guide.

**SELF-CARE:** spray on facial and body skin after cleansing.

PF005828 150 ml Bottle



## Haloscrub

### SMOOTHING SCRUB

An innovative scrub, rich in natural substances, for intense exfoliation that refines the grain of the epidermis. Sea salt, combined with thermal Trace elements and Water, regenerates the skin and prepares it to receive the following treatments. The nourishing properties of plant oils complete the smoothing and silkening effect.

**PROFESSIONAL:** follow the specific professional guide.

**SELF-CARE:** massage on dampened skin with circular movements, then rinse off.

PF005827 500 g Jar



## Limus

### PURIFYING WHITE MUD

Smooth, creamy mud, perfect for face and body to fight the harmful effects of stress. Made with thermal Trace elements and Water, combined with essential oils and plant active ingredients with nourishing and antioxidant properties, it cleanses the skin deep down, provides it with minerals useful for its vitality and stimulates cellular metabolism. The epidermis looks younger, more velvet-like to the touch and more radiant.

**PROFESSIONAL:** follow the specific professional guide.

PF005829 750 ml Stand-up tube



## Oleum

### REGENERATING GEL OIL

An innovative and seductive gel: when in contact with the skin, it turns into a delicate oil whose precious active ingredients are triggered during the massage. It contains thermal Trace elements and Water combined with cotton and olive plant oils, known for their emollient and restructuring properties. It glides lightly on the skin, leaving it moisturized, supple and radiant.

**PROFESSIONAL:** follow the specific professional guide.

**SELF-CARE:** massage on dry skin until it is completely absorbed.

PF005831 100 ml Jar



# THERMAE SPA

## THE SELF-CARE PRODUCTS

### Balneum

SHOWER&BATH GEL

It gently cleanses body skin while instilling a sweet-scented feeling of well-being. Enriched with thermal Trace elements and Water, it energizes the skin, leaving it soft, toned and pleasantly scented.

**SELF-CARE:** pour it under running bath water or massage it on the body under the shower.

PF005826 200ml Tube



### Cremae

NOURISHING CREAM

Cream with a velvety texture that is both rich and light, to provide nourishment and comfort to body skin. Made with thermal Trace elements and Water, it is enriched with Shea butter; with its highly emollient properties, and vitamins A and E, which help fight dryness and skin aging. Easily absorbed, it leaves the skin pleasantly soft, radiant and with a delicate fragrance.

**SELF-CARE:** apply daily with a light massage.

PF005830 200ml Tube



# THERMAE SPA MERCHANDISING



**GUIDE TO THE TREATMENT**

PP009844 Size 21 x 29,7 cm



**COUNTER DISPLAY**

PP009841



**THERMAE SPA KIT**

PP010703 Pumice stone

PP010704 Special mitten, with loofah sponge on one side and soft cotton on the other.



**SHOPPER BAG**

PP009886 Size 22 x 27,5 cm



**SAMPLE HOLDER WITH 2 TESTER SACHETS  
BALNEUM AND CREMAE**

PP009849 Size 10 ml



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