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## CHARACTERISTICS OF THE COSMETIC PRODUCTS FOR THE DIFFERENT SKIN TYPES.

### NORMAL SKIN.

It has a smooth, compact, distended appearance with rosy complexion, yet, even a banal cause can alter its balance and jeopardize its beauty. The products formulated for the normal skin type are mainly addressed to young women. They have to provide the reintegration of emollient and moisturizing factors, allowing the normalization of dystonias due to the aggression of the external agents, and to protect it from an excessive impoverishment of its aesthetical capital. The quality and the concentration of the present active ingredients in their formulation has to be particularly balanced and able to carry out a prevention action, without being habit-forming. The preparations mustn't interfere with the natural mechanisms of renormalization and recovery, still very active and efficient in this skin type. In these products the concept of prevention and maintenance are of extreme importance, because it is just when the aesthetical capital is still at its maximum levels and the physiological conditions are perfectly efficient that one should intervene in order to delay its impoverishments.

**SENSITIVE SKIN.** It has got a thin, delicate surface, with a compact texture. Soft to the touch, it makes its fragility visible. As all delicate things need protection and particular attentions, wind, cold, sun, sudden climate changes, the chemicals present in some cleansing products are cause of irritation. The products for sensitive skins have to ensure a particularly delicate action, aimed at strengthening the compromised defenses and at opposing the excessive loss of hydration. Hyper-haemizing substances must be absolutely avoided, since determining vasodilatation, they would have a negative effect on the sensitive skin.

**IMPURE SKIN.** For some years the need to treat the impure skins integrating different lines of intervention has been coming out. The various unaestheticisms, as the excessive sebaceous secretion, the structural transformation of the sebum, that becomes waxier, the variation of the cutaneous pH, the alteration of the hydrolipic protective film, with a natural consequent weakening of the skin defenses, are faced by means of specific products able to guarantee an incisive action on each single aesthetical problem. Their aimed action should always respect the cutaneous biological mechanisms so that they can be constantly used. This skin type requires long treatment periods to get effective and incontrovertible renormalizing results.

**AGEING SKIN.** The dehydration and the cellular malnutrition are factors relenting the activity of the cutaneous tissue, determining a depletion of the various layers' thickness and a progressive loss of their properties. These are the premises leading to skin ageing. The products formulated for this skin type have to globally face the problem of ageing. They have to ensure a preventive action on the plastic and structural changes of the skin, an efficient bringing of emollient and moisturizing substances and a valid defence against the deleterious action of the UV rays and of free radicals.