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PROTECTIVE CREAMS.

The skin has to be protected with the purpose to prevent alterations and unaestheticisms determined by external factors. After cleansing and using the freshener on the face skin, one should apply on the skin creams, fluid emulsions or gel in order to protect it from wind, sun, cold, smog, damp.

The protective products for the day, besides protecting the skin remaining for a long time exposed to external agents, serve also as being a support for the makeup: foundation, powder and eyeshadows. These products are able to create a film between the makeup cosmetic and the skin, without limiting the skin's respiratory and vital functions.

The day cream is the more used cosmetic form for the face protection.

Today there are day creams that are not only an universal base, not too much oily and suitable for all skin types; but there are also products that protect and at the same time are specific for determined cutaneous problems.

The classical evanescent and invisible cream, if it also contains astringent and sebum-normalizing factors, becomes protective and specific for oily, combination, shiny and dilated pores skin. If one adds purifying and sebum-normalizing substances to its formulation, this cream is useful for an asphyxiated skin, with blackheads and comedones and tending to acne. Among the protective day creams there is the moisturizing cream that, thanks to the addition of substances helping to preserve the moisture of the horny layer, is meant for normal skins tending to dry, and dehydrated skins.

When the skin is particularly delicate, sensitive and easy to blush, with a fragile under-epidermic micro-circulation, often with erythrosis, typical in rather emotional people, subjected to frequent sudden blushes, to couperose and teleangectasie, the protective cream must be realized with particularly well selected raw materials.

They often add functional substances with a ultraviolet rays screen action, refreshing, lenitive and anti-blushing substances. The cream has to be very protective towards the external agents, just for the great sensibility to cold, to heat, to sudden climate changes that the subjects with this type of skin show.

For a no longer young, relaxed, wrinkled and devitalized skin, one should intervene with a emollient and moisturizer protective cream, but also enriched of vegetable and biological substances giving elasticity.