

# Skincare

WHAT YOU NEED TO KNOW

RICHARD  
STEFFAN  
switzerland

... the essentials for a  
lifetime of healthy,  
good-looking skin

THE FINEST IN SKINCARE FROM SWITZERLAND

[www.richardsteffan.com](http://www.richardsteffan.com)  
(800) 367-7770  
International (1) 212-563-0115

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## *Simplicity is the key to effective skincare*

- Quite often we assume that skin deterioration is inevitable. But it need not be! How fast our skin ages depends less on our chronological age than on how we care for our skin.
- The key to attaining healthy, youthful skin is not to disturb it more than is necessary. The skin is an amazing cellular structure that requires the opportunity to function naturally. Skincare products must augment the body's natural processes, working with the skin to enhance it naturally, yet without interfering with its proper function.
- Both the facial and body skin require only two steps using properly formulated products for women and men of all skin types.

*“Although the skin is a very complex structure, if you understand its needs and use properly formulated products, it eagerly responds to simple, diligent care.”*

– Richard Steffan

## *Two easy steps to healthy skin:*

First cleanse with a light, water-soluble cleansing lotion or gel that will not strip away all natural oils.

Second, apply a light moisture lotion that nourishes the skin and helps retain the skin's precious moisture. It must be free of heavy occlusive oils so it will not clog pores.

It is unnecessary to use a myriad of different creams, lotions, astringents and toners in caring for your skin.

## *A healthy lifestyle for healthy skin*

### **Your skin wants a nutritional diet**

The skin receives most of its nourishment from within. Proper nutrition through a balanced, wholesome diet is essential to provide the energy that fuels the constant renewal of cells, giving shape and resiliency to your skin. Follow a diet with a variety of foods emphasizing foods rich in “anti-oxidants”. Proper nutrition also helps maintain the body's internal purification process.

### **Hydrate, hydrate!**

You need generous amounts of quality water each day to provide moisture to the skin from within for this is the only place from which it truly comes. Water is also essential to support the body's natural purification and elimination systems. Depending on your environment, drink 8-10 glasses of purified or spring water a day avoiding mineral waters high in sodium.

### **Your skin loves a workout**

Exercise provides increased blood circulation that carries oxygen and nutrients to the outer skin tissue. This stimulates collagen production which strengthens the support structure of the skin, improving elasticity. Skin with good circulation has more color and looks healthier.

### **The sun and your skin**

The sun protection factor (SPF) indicates how much longer your skin can be exposed to the sun before beginning to burn. As an example, using a product with SPF 8 allows you to stay in the sun eight times longer than you normally could before burning.

To attain the higher SPF's, more additives, which are potentially irritating to the skin, must be added. A better option is to limit sun exposure year-round, and when exposed, use a product with a lower SPF which combines a natural sunscreen ingredient with a moisturizer. Reapply every two hours.

\* Avoid sun exposure during peak hours: 10 a.m. — 3 p.m.

\* Wear protective clothing, such as a wide-brimmed hat and long sleeves

## Skincare Myths vs Facts

**MYTH:** *Moisture can be added to the skin by using moisturizing creams and lotions.*

**FACT:** This is not so. The outer layer of our skin performs the very important function of protecting us from absorbing undesirable elements from the environment. As a result, it is not possible for moisture to penetrate this layer. Moisture comes from within, thus the importance of adequate water consumption. The purpose of a moisture lotion should be to enhance natural moisture retention by the skin's own body oil.

**MYTH:** *The cleansing process should leave the skin squeaky clean, tight and tingly.*

**FACT:** Squeaky clean and tight means your skin is overly dry and stripped of the oils that actually help keep it youthful and soft. Dryness from improper care leads to premature aging. This condition has become so common that age is incorrectly blamed for many wrinkles, loss of color in the skin, and poor texture. More often, the real culprit is taking the skin past clean to squeaky clean and tight where it is stripped of the natural oils that actually help keep it youthful.

**MYTH:** *Are natural skincare products really natural?*

**FACT:** There are no governing standards that define what is meant by "natural skincare products," and no guidelines as to what can and cannot be used in these so called natural products. The advertising of products as natural can mislead the consumer by implying the product is all natural when most contain only a negligible amount of so-called "natural ingredients." Also, the skin can be just as allergic to natural substances resulting in irritation from so called ingredients found in "natural" products.

It is most important that the consumer realizes that the skin cannot be nourished by an externally applied product. Your skin is better off if you follow a proper diet as we have outlined rather than putting it on your face. Food provides the nourishment, which is absorbed by the blood and carried to the skin cells.

**MYTH:** *You must know your skin type- dry, normal, oily- in order to buy products that work for you.*

**FACT:** We all have a combination of skin types to varying degrees with dry, oily and normal zones. Properly formulated products can be used for all skin types.

**MYTH:** *"Hypoallergenic" implies the product is allergy-free.*

**FACT:** No product can be totally allergy-free. Most allergic reactions to skincare and cosmetic products are caused by coloring agents, fragrances and strong preservatives.

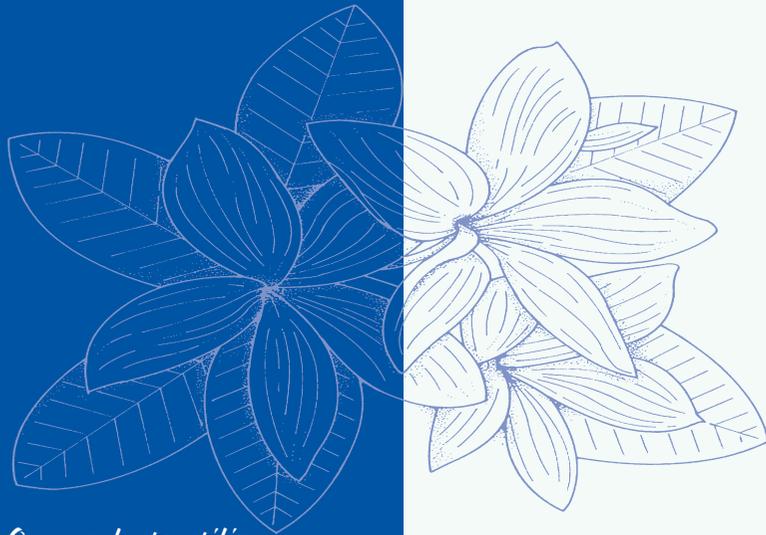
*"When health is absent, wisdom cannot reveal itself; art cannot become manifest; strength cannot fight; wealth becomes useless; and intelligence cannot be applied"*

– Herophilus

Loyal, discerning women and men clients world-wide for over two decades



We sell only direct to our clients



- *Our products utilize pharmaceutical-grade ingredients, containing plant oils supported with active ingredients from herbs, biological extracts, and vitamins.*
- *We never use petroleum ingredients (i.e. mineral oil) nor do we use waxes, coloring agents or fragrances as they can be harmful to the skin.*
- *Our products are never animal tested and are packaged in recyclable containers.*

## Richard Steffan skincare products are made to Swiss standards.

Our products are formulated using pure, natural resources for ingredients of the highest quality that harmonize with the body's natural processes. These ingredients are carefully selected and tested for quality as well as allergy-tested using some of the most advanced technologies available. They are formulated under the strictest of hygienic standards at our Swiss laboratories.

Each is formulated in accordance with the most advanced scientific findings for skin care and skin health.

## Two-step facial skincare

The Facial Regimen consists of only two products to be used in two steps, developed for all skin types without a myriad of unnecessary products so widely promoted. The interdependence of these two steps is most important.

### Emulsion Demaquillante / Facial Cleansing Lotion

- The Richard Steffan cleansing emulsion produces a gentle cleansing action that “lifts” impurities, make-up if used and skin wastes without depleting the skin's natural oils or clogging pores.
- In addition it gives you something unique in a cleanser; it actually improves the skin's ability to retain moisture.
- It is completely water-soluble, thus it can be removed with water alone. This eliminates any need for using harsh astringents or “toners” which dry and can damage the skin and lead to premature aging.
- The cleansing emulsion also functions as an excellent shaving aid for men.
- The cleansing emulsion can also be used as an excellent facial masque. Apply generously to clean skin once or twice a week, leaving it on for approximately 20 minutes. Rinse generously with water.

### Emulsion Hydratante / Facial Moisture Lotion

- The Richard Steffan facial moisture lotion is quickly absorbed into the skin's surface, leaving your skin soft, smooth and without any oily residue.
- It activates the cellular functions of the germinal layers, aiding the skin's natural regeneration. It helps your skin retain moisture, naturally, without clogging the pores.
- It helps preserve your skin's protective mantle, which shields it from negative environmental influences.
- The facial moisture lotion offers UVA & UVB filters for excellent sunscreen protection for the skin with the use of Parsol (plant derivatives-without the use of PABA) (SPF 8).



## *For those times when your skin needs extra protection*

### **Crème Hydratante Intensive / Intensive Hydrating Cream**

In addition to our facial moisture lotion, we have developed an intensive facial protection/hydration crème.

- This product provides hydration/protection for the facial skin when exposed to dehydrating conditions.
- The crème hydratante intensive offers UVA & UVB filters for excellent sunscreen protection for the skin with the use of Parsol (plant derivatives-without the use of PABA) (SPF 8)

This product is not intended as a replacement for the regular Richard Steffan Facial Moisture Lotion. Use the facial moisture lotion under normal atmospheric conditions. Use the Richard Steffan Crème Hydratante Intensive when exposed to extra dry conditions of cold winter wind, dry climates, long air flights, on ski slopes, and swimming in chlorinated or salt water.



## *What about the body skin?*

There is a tendency among many to think only of facial skincare rather than the total body skin. They will take great care in the choice of products for their facial regimen and then use any high alkaline soap for the body and no moisture-retention product after bathing or showering. The result is body skin that ages prematurely and is unattractive. Proper and diligent care of the body skin is just as important as facial care.

## *Two-step body skincare*

The Richard Steffan Body Regimen consists of two products formulated with the same diligence to quality as with the Facial Regimen. The interdependence of these two steps is most important.

### **Gelée Pour Bain / Shower Gel and Shampoo**

The Gelée produces a gentle cleansing action that leaves your body refreshed and clean without the excessive depletion of its natural oils and without the tight, drying effects of soap.

- It activates the cellular functions, helping to firm the skin. Following use you will feel a new silky freshness.
- It enhances the ability of the skin to receive the full benefits of our moisture-retention lotion. The high quality of this Gelée formulation also makes it an excellent shampoo giving the hair volume and healthy radiance.

### **Emulsion Hydratante Pour le Corps / Body Moisture Lotion**

Much like the Facial Moisture Lotion, the Richard Steffan Body Lotion is quickly absorbed into the skin's surface leaving it smooth and soft with no oily or greasy residue.

- It helps the skin retain moisture naturally without clogging the pores. The skin is regenerated, becoming more supple and elastic, regaining and maintaining its youthful appearance.



## About us

Richard Steffan Skincare Switzerland is a result of more than two decades of continuous research in Switzerland by Richard Steffan and his team of dermatologists, biochemists, nutritionists and skin experts.

By working with the body's natural processes, the products enhance the skin naturally and provide it with that which nature intended. The first step is to ensure product purity. To accomplish this, the products are developed and formulated in Switzerland under the most stringent hygienic conditions.

In terms of product packaging, the criteria is simplicity and in the interest of the environment. It respects the environment when discarded since it is inert and nontoxic. Our products are minimally packaged in recyclable containers and are never tested on animals.

## Our company and your skin

If skin health is absent, the skin cannot renew itself and defy the aging process. That health is contingent upon the purity and quality of what your body receives. When the skin receives improper care through harsh, unnecessary products, that health is impeded and the skin can no longer continue its cycle of renewal. The Richard Steffan Skincare regimens are built on this premise. The objective is to provide a simple, pure, natural routine that gives you healthy, attractive skin.

## As a final note

To have skin that is healthy and youthful looking is obviously very important to you, thus I want to personally invite you to become one of our discerning clients. Over the years, Richard Steffan Skincare Switzerland has rewarded our women and men clients worldwide with youthful and naturally healthy skin. The high rate of client loyalty we enjoy is a testimonial to this.

Our clients receive their skincare products direct from our laboratories in Switzerland, which results in a cost savings to you. If you have any questions or comments, you can reach us by calling toll-free, e-mail or fax.

We look forward to welcoming you as a client and as always, your satisfaction is guaranteed



## Client testimonials

"I have been using these products for quite a long time. The product makes my skin feel healthy. No heavy perfumes or additives. Even when I have skin problems, when I use the products, it brings it back to feeling healthy. I am very happy with these products."

*Velma Cobb, New York City*

"Upon the recommendation of a friend, I tried the Richard Steffan Skincare Regimen ... I was amazed by the fantastic results obtained ... After only five weeks my skin looks more radiant and youthful."

*Paula Bellini, Rome*

"I'm in my 50's and people always ask what skincare products I use. I tell them its a very simple product. They often do not believe me."

*Celia McClelland, Phoenix*

"I have been a long term satisfied user of the Richard Steffan Skincare line with excellent results ... Many of my flight personnel colleagues use the products since their skin is exposed to such harsh conditions."

*Alfredo Palma, Madrid*

I have used your skin care product for 20 years now, I like the way it makes my skin feel and people always think that I am younger than I actually am.

*Raymond Chun, Honolulu*

I am hooked! The skin care system devised by Mr Steffan truly rejuvenates my skin. I have taken to keeping a bottle of the moisturizer in my office for a mid afternoon revitalization.

*Bernard J. Smith, Santa Barbara*

"I could not believe that such a simple 2-step regimen could keep my skin looking so youthful and healthy."

*Yvonne Hunziker, Luzern*

"I have used Richard Steffan Skincare Regimens for almost 10 years. I take it with me wherever I go, and as a travel writer I can tell you first hand that the products have never failed me. I have opportunities to have facials at spas from Paris to Hong Kong and across America but never feel the need to do so. I marvel that such a simple but extraordinary product does such a thorough job of keeping wrinkles at bay."

*Pamela Lechtman, Travel Writer, Palm Springs*