

# Dayenne Cosmétique

LONDON

## 1st September 2005 - TODAY'S THERAPIST

A pharmacist searched the world for many years for a skin care product that would help his troubled skin. He had oily skin with pimples and slight acne. He tried every kind of skin care cream, lotion, over the counter medication and a variety of other treatments but to no avail. His efforts for a treatment that worked heightened in the months before his wedding as he wanted to look his best on that special day. With luck on his side he discovered a skin care range which had been formulated by researchers at the University of Munich in conjunction with a French hospital.

The team of researchers, who were highly experienced in the field of skin care, whilst researching the benefits of beer yeast realized that the young cells of brewers yeast had a beneficial effect on oily, problem and acne-prone skin. The team then developed and patented a process to stabilize young cells of brewer's yeast, which could be safely used in the Dayenne skin care range.

The pharmacist tried the DAYENNE skin care kit a week before his wedding and to his amazement and delight his skin not only cleared up but looked radiant as well. He was so delighted with the results, that he has brought the range to the UK and Ireland totally confident that this is the solution to oily, problem, sensitive and acne-prone skin.

The pharmacist was so excited by the DAYENNE skin care range that he introduced it to his customers. They all came back reporting amazing results, and begging for more. That's where I come in. I am a presenter and my work revolves around the visual, it is an absolute must to look good. You can say I am the archetypal beauty junkie who will try everything to achieve good skin. Most of the time I have been disappointed with the results. I was therefore sceptical when invited to try out the DAYENNE skin care range. However once I'd tried DAYENNE, I was delighted with the results. I have introduced DAYENNE to my boyfriend and friends. We have all been amazed by the results which are instantly evident. In particular the MASQUE DAYENNE which I prefer to refer to as the 'jewel in the crown'.

I've been particularly lucky with the condition of my skin and never had any problems, but this range brings it to another level and makes me feel as though I've just had a facial. I use the mask before I go out or if I am presenting a live show. My skin is flawless and my make up always looks fresh after using DAYENNE. The day cream is a fantastic foundation and I've found no need to touch up with powder.

The DAYENNE skin care range is for both men and women young and old. It is easy to use and effective. More importantly, it does what it says! Many of my male friends have been shouting for more as they have all testified that their skin stays oil free all day and looks a lot healthier. Furthermore, that their skin does not feel irritated after shaving.



### So how does DAYENNE help oily, problem and acne-prone skin?

1. DAYENNE helps restore and maintain the pH level of the skin at a healthy mark of 5.0. This forms a protective mantle on the skin that prevents bacterial activity which would otherwise exacerbate acne.
2. DAYENNE regulates the level of sebum produced by the skin. Excessive sebum production is one of the main factors of oily and acne-prone skin. Young cells of brewers yeast assist in ensuring that a healthy amount of sebum is produced, rather than excessive amounts that block the skin's pores.
3. DAYENNE encourages natural skin cell renewal and regeneration. The life cycle of the skin is between 21 to 28 days. Proper skin care is essential to ensure that each layer of skin is healthy. The young cells of brewers yeast possess precious features which encourage skin cell renewal and regeneration. DAYENNE conditions the skin and promotes wound healing. DAYENNE soothes damaged and scarred skin and heals it naturally and effectively.
4. DAYENNE makes the skin appear younger. The young cells of brewers yeast help enhance the total health of the skin, restore the natural balance of the skin and reduce the signs of aging, thereby making the skin appear younger.



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For further information on Dayenne skincare products call 020 8904 1603.