

72k FACIAL TREATMENTS

72k Treatments

72k facial treatment

72k acne treatment

72k with devices

Microdermabrasion

Hydrafacial MD

Cosmetic Laser

swiss made **Natural Dermato Cosmetics**

The natural cosmetics of 72k with the unique Artemisia C-08UC Complex® is a natural organic source of power for the skin and a protective shield against aging.

The 72k treatment concepts are safe, highly effective and offer a new, therapeutic approach for radiant, healthy skin.

The products combine the best of nature and science. The treatment concepts are proven to be effective and tailored to your individual needs. Intensive active ingredients and the magic hands of experienced experts create personal moments of well-being. Enjoy our relaxing treatments and the new vitality of a balanced skin.

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72k by viocap AG Bahnhofstrasse 21B

professionals@72k.ch Follow us on Instagram @72k.ch

72k • the natural path to healthy skin

swiss **=** made

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Microneedling

Preparation & 72k Products in Use

Make up the bed and have all the "ingredients" ready to hand for an ultimate customer experience.





3 compresses Cotton pads Tissues out of box



1 small bowl for 72k extra-comfort cleansing foam 1 fan brush



1 small bowl for
72k The Enzym Peeling
+ 72k active toner spray
1 fan brush
1 glass of hot water



72k face serum



72k The Bakuchiol Face Oil



2 lifting face massage roller



2 large bowls of hot water for rinsing the face during treatment



1 small bowl for the 72k Multi-Talent Cream Mask 1 fan brush



72k multi-talent spot serum



72k eye serum +72k eye cream



72k skin protection



1 tee cup Artemisia Annua dried for infusion 1 glass of water

72k ■ the natural path to healthy skin

STEP-BY-STEP PROTOCOL

(P Prepare

Make up the bed and have all the "ingredients" for the 72k Natural Dermato Facial Treatment ready to hand for an ultimate customer experience.

1 Clean & purify

Apply 2 walnut-sized portion of 72k extra comfort cleansing foam to dry skin and emulsify with lukewarm water by using a fan brush.

Massage the face from the center of the face outwards, starting at the chin. Gently massage from the temples along the lymph channels towards the neck. Work the natural dermato cleanser into the décolleté and neck from bottom upwards. Stimulate blood circulation with a gentle massage. Remove makeup from the eyes while foaming. Rinse off with a compress and warm water. The warmth opens the pores and prepares the skin for the next treatment steps.

Refresh & revitalize

With eyes closed, spray 5 to 6 times the 72k active toner spray lightly into the air above the customer and all over the face and décolleté to create a pleasant feeling. Let your customer feel a breeze of freshness from the Swiss Alps.

Refine & treat (can also be used with steam)

Lather 72k The Enzym Peeling in a small bowl (approx. 1 gram for the face, double amount if you include neck and décolleté), add 2 pumps of 72k active toner spray. Moisten fan brush with warm water and foam up the exfoliation.

Apply the peeling evenly to the face and also to the neck and decolleté by using a fan brush. Leave in 2 minutes before starting with the massage.

Moisten your hands slightly and massage the face from the centre of the face outwards, starting at the chin. Work in from the temples along the lymph channels towards the neck with gentle pressure. Moisten your hand sligthly again. Work the exfoliation onto the décolleté and neck from the bottom upwards and stimulate blood circulation with a light massage.

Remove with lukewarm water.

Clean again with cotton pads.

Refresh & revitalize

With eyes closed, spray 5 to 6 times the 72k active toner spray.

Rehydrate & boost

As the consistency of the 72k face serum is fluid drop the serum into your hand and moisten before appling on the face. Always massage the face from the centre of the face outwards, starting at the chin. Gently smooth out from the temples along the lymph channels towards the neck.



The 72k extra comfort cleansing foam provides a pleasant moisturising effect. It improves mucous membrane tolerance and makes the skin more receptive. We only use plant-based organic alcohol for our cleanser

For our 72k active toner spray, we only use water from the mineral springs Adelboden, one of the highest springs in Europe in the heart of the Swiss Alps. It provides mature skin with nutrients, balances combination skin and reinfluence on our mood and our thoughts. Our nose is closely connected to the limbic system of the brain, which is responsible for emotions





























THE 72K NATURAL DERMATO COSMETICS FACIAL TREATMENT STEPS 6 - 14

6 Regenerate & incorporate

Drop 6 to 8 drops of the **72k** The Bakuchiol Face Oil to the face and apply 1 to 2 drops in your hand before you start the massage. Always massage the face from the centre of the face outwards, starting at the chin. Gently smooth out from the temples along the lymph channels towards the neck.

Use 2 high quality **3D lympatic lifting face massage rollers** of 72k for a rosy and radiant complexion. Roll with light pressure over the face so that it feels pleasant. Alternate between vertical and horizontal strokes. Roll over the entire face from the inside out for about 5 - 6 minutes until the products have been absorbed. It is normal for the skin to redden slightly afterwards.

(7) Regenerate & lift

Apply 1 waltnut-sized portion of the **72k The Multi-Talent Cream Mask** generously to face, neck and décolleté, using a fan brush. Always massage the face from the centre of the face outwards, starting at the chin. For the facial lifting massage always massage from the bottom to the top. Massage also the décolleté, neck and back of the neck.

Cover the eyes with cotton pads. Short rest time.

Remove the mask with lukewarm water.

Dry the skin with a tissue.

(8) Refresh & revitalize

With eyes closed, spray 5 to 6 times the 72k active toner spray.

(9) Hydrate & lift

Apply 8 to 9 drops of the 72k face serum to the face, neck and décolleté.

Repair & defence

Gently dab the hyperpotent 72k multi-talent spot serum onto inflamed areas, pigmentation spots, blemishes, acne, scares, small wrinkles, enlarged pores and other problem

11) Rejuvenate & firm - all eye need

Mix 1 drop of the **72k eye cream** with 1 to 2 drops of the **72k eye serum** on the back of your hand.

Apply around the eyes and pat in gently.

area selectively (or entire face if required).

Correct & protect

Apply 3 to 4 pumps of the advanced multi-corrective and protective 72k face cream.

(13) Protect & prevent

Finish the facial care with the photostable broad-spectrum **72k sun protection**. Choose from the 72k SPF 30 tinted, 72k SPF 50+ tinted and 72k SPF 50+ untited. Use 2 to 3 pumps of the sunscreen and rub the cream warm in your hands before applying to the face.

After treatment

Pour hot water over a cup of dried Artemisia Annua (tee portion) and leave to infuse for 3 minutes before serving on the bed. Consumption: max. 1 cup per day due to high active ingredients of the plant.

























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72K NATURAL DERMATO COSMETICS PRODUCTS IN COMBINATION WITH MEDICAL DEVICES MICRODERMABRASION

P Prepare

Make up the bed and have all the "ingredients" for the 72k Natural Dermato Facial Treatment ready to hand for an ultimate customer experience.

Clean & purify (1)

Apply 2 walnut-sized portion of **72k extra comfort cleansing foam to** dry skin and emulsify with lukewarm water by using a fan brush.

Massage the face from the center of the face outwards, starting at the chin. Gently massage from the temples along the lymph channels towards the neck. Work the natural dermato cleanser into the décolleté and neck from bottom upwards. Stimulate blood circulation with a gentle massage. Remove makeup from the eyes while foaming. Rinse off with a compress and warm water. The warmth opens the pores and prepares the skin for the next treatment steps.

Refresh & revitalize

Refine & treat

With eyes closed, spray 5 to 6 times the 72k active toner spray lightly into the air above the customer and all over the face and décolleté to create a pleasant feeling. Let your customer feel a breeze of freshness from the Swiss Alps.

Carry-out Microdermabrasion

Lather 72k The Enzym Peeling in a small bowl (approx. 1 gram for the face, double amount if you include neck and décolleté), add 2 pumps of 72k active toner spray. Moisten fan brush with warm water and foam up the exfoliation.

Apply the peeling evenly to the face and also to the neck and decolleté by using a fan brush. Leave in 2 minutes before starting with the massage.

Moisten your hands slightly and massage the face from the centre of the face outwards, starting at the chin. Work in from the temples along the lymph channels towards the neck with gentle pressure. Moisten your hand slightly again. Work the exfoliation onto the décolleté and neck from the bottom upwards and stimulate blood circulation with a light massage.

Remove with lukewarm water.

Clean again with cotton pads.

Rehydrate & boost

As the consistency of the 72k face serum is fluid drop the serum into your hand and moisten before appling on the face. Always massage the face from the centre of the face outwards, starting at the chin. Gently smooth out from the temples along the lymph channels towards the neck.

The 72k extra comfort cleansing foam provides a pleasant moisturising effect. It improves mucous membrane tolerance and makes the skin more receptive. We only use plant-based organic alcohol for our cleanser.

For our 72k active toner spray, we only use water from the mineral springs Adelboden, one of the highest springs in Europe in the heart of the Swiss Alps. It provides mature skin with nutrients, balances combination skin and rebalances the skin's pH value. Fragrances have a direct influence on our mood and our thoughts. Our nose is closely connected to the limbic system of the brain, which is responsible for emotions





























72K NATURAL DERMATO COSMETICS PRODUCTS IN COMBINATION WITH MEDICAL DEVICES MICRODERMABRASION

Segenerate & incorporate

Drop 6 to 8 drops of the **72k** The Bakuchiol Face Oil to the face and apply 1 to 2 drops in your hand before you start the massage. Always massage the face from the centre of the face outwards, starting at the chin. Gently smooth out from the temples along the lymph channels towards the neck.

Use 2 high quality **3D lympatic lifting face massage rollers** of 72k for a rosy and radiant complexion. Roll with light pressure over the face so that it feels pleasant. Alternate between vertical and horizontal strokes. Roll over the entire face from the inside out for about 5 - 6 minutes until the products have been absorbed. It is normal for the skin to redden slightly afterwards.

(6) Regenerate & lift

Apply 1 waltnut-sized portion of the **72k The Multi-Talent Cream Mask** generously to face, neck and décolleté, using a fan brush. Always massage the face from the centre of the face outwards, starting at the chin. For the facial lifting massage always massage from the bottom to the top. Massage also the décolleté, neck and back of the neck.

Cover the eyes with cotton pads. Short rest time.

Remove the mask with lukewarm water.

Dry the skin with a tissue.

(7) Refresh & revitalize

With eyes closed, spray 5 to 6 times the 72k active toner spray.

(8) Hydrate & lift

Apply 8 to 9 drops of the 72k face serum to the face, neck and décolleté.

Repair & defence
Gently dab the hyperpotent 72k multi-talent spot serum onto inflamed areas, pigmentation spots, blemishes, acne, scares, small wrinkles, enlarged pores and other problem

10) Rejuvenate & firm - all eye need

Mix 1 drop of the **72k eye cream** with 1 to 2 drops of the **72k eye serum** on the back of your hand.

Apply around the eyes and pat in gently.

area selectively (or entire face if required).

(11) Correct & protect

Apply 3 to 4 pumps of the advanced multi-corrective and protective 72k face cream.

(12) Protect & prevent

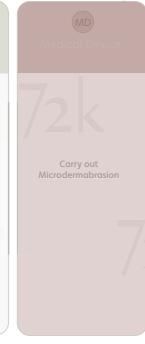
Finish the facial care with the photostable broad-spectrum 72k sun protection. Choose from the 72k SPF 30 tinted, 72k SPF 50+ tinted and 72k SPF 50+ untited. Use 2 to 3 pumps of the sunscreen and rub the cream warm in your hands before applying to the face.

After treatment

Pour hot water over a cup of dried Artemisia Annua (tee portion) and leave to infuse for 3 minutes before serving on the bed. Consumption: max. 1 cup per day due to high active ingredients of the plant.























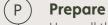






72K NATURAL DERMATO COSMETICS PRODUCTS IN COMBINATION WITH MEDICAL DEVICES

HYDRAFACIAL MD



Have all the "ingredients" for the 72k Natural Dermato Facial Treatment ready to hand for an ultimate customer experience.

Clean & purify

Apply 2 walnut-sized portion of 72k extra comfort cleansing foam to dry skin and emulsify with lukewarm water by using a fan brush.

Massage the face from the center of the face outwards, starting at the chin. Gently massage from the temples along the lymph channels towards the neck. Work the natural dermato cleanser into the décolleté and neck from bottom upwards. Stimulate blood circulation with a gentle massage. Remove makeup from the eyes while foaming. Rinse off with a compress and warm water. The warmth opens the pores and prepares the skin for the next treatment steps.

Refresh & revitalize

With eyes closed, spray 5 to 6 times the 72k active toner spray lightly into the air above the customer and all over the face and décolleté to create a pleasant feeling. Let your customer feel a breeze of freshness from the Swiss Alps.

Carry out Hydrafacial steps

Refine & treat (after cleansing) Lather 72k The Enzym Peeling in a small bowl (approx. 1 gram for the face, double amount if you include neck and décolleté), add 2 pumps of 72k active toner spray. Moisten fan brush with warm water and foam up the exfoliation.

Apply the peeling evenly to the face and also to the neck and decolleté by using a fan brush. Leave in 2 minutes before starting with the massage.

Moisten your hands slightly and massage the face from the centre of the face outwards, starting at the chin. Work in from the temples along the lymph channels towards the neck with gentle pressure. Moisten your hand sligthly again. Work the exfoliation onto the décolleté and neck from the bottom upwards and stimulate blood circulation with a light massage.

Remove with cool water.

Clean again with cotton pads.

Rehydrate / repair

Before anti-aging light therapy (red light): apply 72k face serum Before acne light therapy (blue light): apply 72k multi-talent spot serum

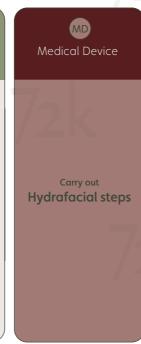
Carry out Hydrafacial steps

The 72k extra comfort cleansing foam provides a pleasant moisturising effect. It improves mucous membrane tolerance and makes the skin more receptive. We only use plant-based organic alcohol for our cleanser

For our 72k active toner spray, we only use water from the mineral springs Adelboden, one of the highest springs in Europe in the heart of the Swiss Alps. It provides mature skin with nutrients, balances combination skin and rebalances the skin's pH value. Fragrances have a direct influence on our mood and our thoughts. Our nose is closely connected to the limbic system of the brain, which is responsible for emotions



















72K NATURAL DERMATO COSMETICS PRODUCTS IN COMBINATION WITH MEDICAL DEVICES HYDRAFACIAL MD

Apply a thin layer of the 72k The Multi-Talent Cream Mask to the face.
Allow to absorb.
Do not wash off.

(6) Rejuvenate & firm - all eye need

Mix 1 drop of the **72k eye cream** with 1 to 2 drops of the **72k eye serum** on the back of your hand.

Apply around the eyes and pat in gently.

7 Protect & prevent

Finish the facial care with the photostable broad-spectrum **72k sun protection**. Choose from the 72k SPF 30 tinted, 72k SPF 50 tinted and 72k SPF untited. Use 2 to 3 pumps of the sunscreen and rub the cream warm in your hands before applying to the face.

After treatment

Pour hot water over a cup of dried Artemisia Annua (tee portion) and leave to infuse for 3 minutes before serving on the bed. Consumption: max. 1 cup per day due to high active ingredients of the plant.

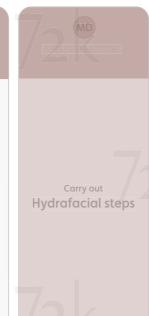






















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72K NATURAL DERMATO COSMETICS PRODUCTS IN COMBINATION WITH MEDICAL DEVICES MICRONEEDLING

Prepare

Have all the "ingredients" for the 72k Natural Dermato Facial Treatment ready to hand for an ultimate customer experience.

Clean & purify

Apply 2 walnut-sized portion of 72k extra comfort cleansing foam to dry skin and emulsify with lukewarm water by using a fan brush.

Massage the face from the center of the face outwards, starting at the chin. Gently massage from the temples along the lymph channels towards the neck. Work the natural dermato cleanser into the décolleté and neck from bottom upwards. Stimulate blood circulation with a gentle massage. Remove makeup from the eyes while foaming. Rinse off with a compress and warm water. The warmth opens the pores and prepares the skin for the next treatment steps.

Refine & treat

Lather 72k The Enzym Peeling in a small bowl (approx. 1 gram for the face, double amount if you include neck and décolleté), add 2 pumps of 72k active toner spray. Moisten fan brush with warm water and foam up the exfoliation.

Apply the peeling evenly to the face and also to the neck and decolleté by using a fan brush. Leave in 2 minutes before starting with the massage.

Moisten your hands slightly and massage the face from the centre of the face outwards, starting at the chin. Work in from the temples along the lymph channels towards the neck with gentle pressure. Moisten your hand sligthly again. Work the exfoliation onto the décolleté and neck from the bottom upwards and stimulate blood circulation with a light massage.

Remove with cool water.

Clean again with cotton pads.

Perform needling with the company's gels and ampoules

Rehydrate / repair After treatment

apply 72k face serum (anti-aging) or 72k multi-talent spot serum (acne or problem)

After treatment

Pour hot water over a cup of dried Artemisia Annua (tee portion) and leave to infuse for 3 minutes before serving on the bed. Consumption: max. 1 cup per day due to high active ingredients of the plant.

Home care:

72k extra comfort cleansing foam 72k face serum or 72k multi-talent spot serum

72k face cream

72k eye serum & 72k eye cream

72k sun protection SPF 50+ untinted

The 72k extra comfort cleansing foam provides a pleasant moisturising effect. It improves mucous membra rance and makes the skin more receptive. We only use













Prepare

Have all the "ingredients" for the 72k Natural Dermato Facial Treatment ready to hand for an ultimate customer experience.



Clean & purify

Apply 2 walnut-sized portion of 72k extra comfort cleansing foam to dry skin and emulsify with lukewarm water by using a fan brush.

Massage the face from the center of the face outwards, starting at the chin. Gently massage from the temples along the lymph channels towards the neck. Work the natural dermato cleanser into the décolleté and neck from bottom upwards. Stimulate blood circulation with a gentle massage. Remove makeup from the eyes while foaming. Rinse off with a compress and warm water. The warmth opens the pores and prepares the skin for the next treatment steps.



Carry out Cosmetic Laser treatment

After treatment

Pour hot water over a cup of dried Artemisia Annua (tee portion) and leave to infuse for 3 minutes before serving on the bed. Consumption: max. 1 cup per day due to high active ingredients of the plant.

Home care after healing is complete:

72k extra comfort cleansing foam

72k face serum (anti-aging) or 72k multi-talent spot serum (acne or problem)

72k face cream

72k eye serum & 72k eye cream

Sun exposure should be avoided until the wound healing process is complete. Thereafter, use 72k sun protection SPF 50+ untinted or tinted.

There is a wide range of laser applications. The doctor or the treating specialist will decide on the use of products after laser or IPL.







The 72k extra comfort cleansing foam provides a plea-

plant-based organic alcohol for our cleanser

72k HOME CARE SET