

Pro Me

FOR

Me

Professional



Something Professional Group  
Tel Aviv

# New level

of Individual Skin Treatment.





Pro **FOR Me**  
Professional

The Power of Transformation





**INNOVATIVE  
PROFESSIONAL  
ISRAELI BRAND**  
DEVELOPED BY THE  
LEADING COSMETOLOGISTS,  
DERMATOLOGISTS AND  
PHARMACISTS



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**WE CREATED A UNIQUE LINE  
OF PRODUCTS-TRANSFORMERS**  
THAT ENABLE COSMETOLOGISTS  
TO MAXIMIZE THE EFFECTIVENESS  
OF SKIN TREATMENT



# INNOVATIVE TECHNOLOGY

**All ProMe products** are effective on their own, also they can be used as a basis for active components to solve some specific skin problems.



**ADDME technology** allows cosmetologists to add precise amount of essential components, such as retinol, highly effective peptide complexes, vitamins, alpha- and beta- hydroxyacids, collagen, elastin, enormous amounts of natural and vegetative elements - to ProMe creams, serums, masks and peelings.



# ADDME

- The technology allows to create perfect combination of active elements relevant to the skin requirements.

With adopting individual approach to every client and combining ProMe products in the most effective way any cosmetologist is able to act as a pharmacist.

ADDME IS ABLE TO MULTIPLY THE EFFECTIVENESS OF COSMETOLOGICAL PRODUCTS AND SKIN TREATMENT



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# NEW WORD IN COSMECEUTICS FOR PROFESSIONALS



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ProMe products might be purchased via certified distribution network only. Not for retail.

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# ADDME

The Power of Transformation

**PROME PRODUCTS ARE  
CREATED FOR SPECIALLY  
TRAINED PROFESSIONALS  
ONLY. WE REGULARLY  
PROVIDE TRAININGS  
AND EDUCATIONAL  
COURSES TO TEACH HOW  
TO USE ADDME ACTIVE  
INGREDIENTS PROPERLY.**

# IMMACULATE QUALITY

The effectiveness of the active ingredients we use in our products has been scientifically justified. All of them meet two core requirements: ability to penetrate the deep layers of skin and long-term effectiveness.

In ProMe products, we never use synthetic surrogates and perfumes, harmful ingredients, allergens or trendy and resounding but ineffective components.

Our manufacturer and suppliers go through multi-level certification process. All our products has been certified by Israeli Ministry of Health as a result of thorough checks and research, which guarantees 100% quality and safety of the products.

**NEW WORD** IN COSMECEUTICS  
FOR PROFESSIONALS



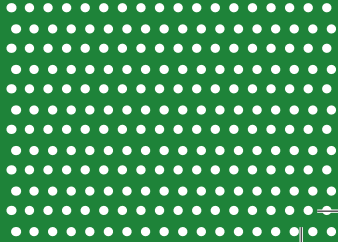


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# LET the KNOWLEDGE WORK

Professional & Home Treatment



The Power of Transformation

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# SKIN CLEANSING



EFFECTIVE CLEANSING OF THE SKIN IS THE MAJOR KEYSTONE TO SUCCESS OF EVERY COSMETOLOGICAL PROCEDURE.

THE SECRET OF THE ACTIVE ELEMENTS PENETRATION INTO YOUR SKIN IS IN THE PROPER SELECTION AND COMBINATION OF THE CLEANSING INGREDIENTS; WHILE RETAINING THE ACID BALANCE AND PROTECTIVE BARRIER OF THE SKIN.

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## Cleansing MILK MASK

PERFECT COMBINATION OF COMPONENTS FOR FACIAL, NECK AND DECOLTE AREA CLEANSING. CLEANS THE SKIN GENTLY AND EFFECTIVELY, MEDICATES IT WITH NUTRIENTS AND MINERALS. CALMS DOWN AND MAINTAINS THE BALANCE OF ANY TYPE OF SKIN, PREPARES IT FOR FURTHER PROCEDURES.

### > ACTIVE COMPONENTS:

#### OENOTHERA BIENNIS

Evening Primorose gives linolenic and linoleic acids that are not produced enough by natural body functions, but essential for human body. Lack of these acids may lead to skin problems, so they're used in cosmetology for boosting elasticity, firmness and for dry skin treatment.

#### ORĪGANUM MAJORĀNA AND THYME OIL

Combination of marjoram and thyme creates aromatherapeutic effect, softens and soothes the skin.

#### LEMON OIL DISTILLED

It's indispensable in suspending epidermis fading and preventing facial wrinkles. The oil stimulates new cells growth and improves the tonus of fading, flabby skin.

#### ELECTRICALLY ACTIVATED WATER

The water taken from mineral springs of the Dead Sea (Ein Ghedi area) is specially purified and ionized. It's perfect for resisting free radicals.

### > INSTRUCTIONS:

APPLY SMALL AMOUNT OF MILK ON DRY SKIN, MASSAGE WITHIN ONE MINUTE. REMOVE WITH A WET COTTON SWAB, DRY TISSUE OR RINSE WITH WARM WATER. AVOID APPLYING THE PRODUCT ON THE EYE AREA.

### > VOLUME:

500ml / 16.9 fl.oz & 150 ml / 5 fl.oz



# Deep Penetration TONER

UNIVERSAL TONIC WITH A COOLING EFFECT FOR THE FINAL STAGE OF SKIN CLEANSING. LOWERS THE ACIDITY AND IMPROVES PENETRATION OF ACTIVE ELEMENTS. REFRESHES AND TONES, STRENGTHENS BLOOD VESSELS AND MAINTAINS NARROWING OF PORES. THE EXCLUSIVE FORMULA ALLOWS YOU TO REMOVE EXCESS SEBUM WITHOUT CAUSING DRYNESS. DURING THE COSMETOLOGY PROCEDURE WAIT FOR 30-50 SECONDS AFTER APPLYING TONIC TO DETERMINE THE READINESS OF THE SKIN FOR THE SUBSEQUENT CARE.



## ➤ ACTIVE COMPONENTS:

### ALOE BARBADENSIS EXTRACT

Aloe juice is famous for its antibacterial effect: it actively resists streptococcal and staphylococcal skin infections. Aloe contains a huge amount of biologically active substances, of which the most important for skin are: carotene, vitamins C and E, protecting skin against the damaging effects of free radicals and premature aging; polysaccharide complex with high water-holding and immunostimulating ability; salicylic acid, essential oils and sterols that provide antibacterial and anti-inflammatory action.

### WITCH HAZEL (HAMAMELIS VIRGINIANA)

Strengthens the walls of blood vessels, regulates the work of sebaceous and sweat glands, makes an exceptional antiseptic effect, tightens pores, refreshes the skin, effectively relieves seborrhea.

## ➤ INSTRUCTIONS:

USE AFTER THE CLEANSING PROCEDURE: APPLY ON THE SKIN WITH A COTTON PAD AND LEAVE TO DRY.

NOT RECOMMENDED FOR USE IN THE EYE AREA. SUITABLE FOR COMPRESSES AND MASKS FOR ALL SKIN TYPES.

## ➤ VOLUME:

500ml / 16.9 fl.oz & 150 ml / 5 fl.oz

# Lazy lady makeup remover

THIS LATEST TWO-PHASE TECHNOLOGY REMOVES ALL TYPES OF COSMETICS WITHOUT EFFORT. ENABLES THE DETACHMENT OF SCALES FROM THE SKIN SURFACE AND DISSOLVEMENT OF FAT PLUGS. PRESERVES THE ACID BALANCE OF THE SKIN. MAINTAINS PENETRATION OF ACTIVE INGREDIENTS DURING COSMETOLOGY PROCEDURES, LEAVES THE SKIN RADIANT AND VELVETY.



## ➤ ACTIVE COMPONENTS:

### COCAMIDOPROPYL BETAINE

Natural component capable to cleanse the skin effectively.

### ARTESIAN WATER

The water from artesian wells near Lake Tiberias is specially purified and ionized. Actively applied in Israeli homeopathy and naturopathy, successfully resists free radicals.

## ➤ INSTRUCTIONS:

STIR TO MIX TWO PHASES, APPLY ON A COTTON SWAB, PLACE THE SWAB OVER THE CLEANSING ZONE AND HOLD FOR TEN SECONDS, THEN REMOVE.

SUITABLE FOR APPLYING ON THE EYE AREA AND FOR MAKING COMPRESS TO DISSOLVE COMEDONES.

SUITABLE FOR ALL TYPES OF SKIN.

## ➤ VOLUME:

500ml / 16.9 fl.oz & 150 ml / 5 fl.oz



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## PEELING AND EXFOLIATION



PEELING IMPROVES SKIN CONDITION, REDUCES WRINKLES, IMPROVES SKIN TONE, ELIMINATES KERATOSIS, RESISTS ACNE AND PIGMENTATION.

IT HARMONIZES SKIN'S COLOR AND TEXTURE, CONFRONTS SKIN BLISTERING, ELIMINATES POST-ACNE DEFECTS, AND PREVENTS APPEARANCE OF THE COMEDONS.

IN ADDITION, PEELINGS PREPARE YOUR SKIN FOR THE SET OF COMING PROCEDURES, CONTRIBUTE TO HARMONIZED PENETRATION OF ACTIVE COMPONENTS.



# AHA peeling hydro gel

PEELING IMPROVES SKIN CONDITION, REDUCES WRINKLES, IMPROVES SKIN TONE, ELIMINATES KERATOSIS, RESISTS ACNE AND PIGMENTATION. IDEALLY BALANCED COMBINATION OF VARIOUS ALPHA HYDROXY ACIDS (AHA) ACTIVELY AFFECTS THE TEXTURE OF SKIN. DUE TO THE UNIQUE FORMULA, IT COULD BE USED DURING SUMMERTIME. HYDROXY ACIDS PENETRATE THE SKIN, STIMULATE THE PROCESS OF ITS REGENERATION AND RESTORATION WITHOUT CAUSING DRYNESS AND IRRITATION.

### > ACTIVE COMPONENTS:

#### GLYCOLIC ACID

It has a complex rejuvenating characteristics. Anti-aging effect is achieved due to the combination of keratolytic, exfoliating and cleansing properties, as well as lightening and accelerated stimulation of collagen synthesis. It's an excellent tool for preventing wrinkles and removing the existing ones.

#### UREA

It protects skin from environmental exposure by influencing amino acids and polypeptides in such a way that their molecular chains start binding more water. It's effective as an anti-fungal and antimicrobial component.

#### NIACINAMIDE

Accelerates skin regeneration, improves its elasticity and barrier function, effectively levels skin surface and brightens age dark spots.

#### LACTIC ACID

Lactic acid weakens and breaks bonds between horny cells layer, which enables even and controlled process of peeling dead skin cells.



### > INSTRUCTIONS:

APPLY EVENLY ON THE SKIN, HOLD FOR 10-20 MIN. RINSE WITH WATER THOROUGHLY.

### > VOLUME:

500ml / 16.9 fl.oz & 150 ml / 5 fl.oz

# Vibrant MASK

THIS ACTIVE MASK IS CREATED ON THE BASIS OF INNOVATIVE COMPONENTS. CONTAINS VITAMIN-PEPTIDE COMPLEX THAT PREVENTS EVAPORATION OF MOISTURE, HELPS SOOTHING THE SKIN AND DEMONSTRATED ANTISEPTIC AND HEALING PROPERTIES.

## ➤ ACTIVE COMPONENTS:

<b>PROPANEDIOL</b> Highly effective buffering agent delivering active ingredients to the deeper layers of the skin.	<b>AVOCADO OIL</b> Increases elasticity, elasticity, has a lifting effect. Prevents the occurring of age spots. It is an emollient with regenerating and healing functions.
<b>SHEA EXTRACT</b> Strengthens the barrier properties of the skin, deeply softens it and reduces the depth of wrinkles, relieves the feeling of tightness. Eliminates irritation and peeling of the skin, cures acne.	

## ➤ INSTRUCTIONS:

APPLY EVENLY ON THE SKIN, LEAVE FOR 10-20 MINUTES, THEN REMOVE WITH A WET TISSUE. TO MAINTAIN THE MASK'S ABSORPTION WET COMPRESS OR LIGHT MASSAGE MIGHT BE USED.

## ➤ VOLUME:

75 ml / 2.5 fl.oz



## TRANSFORMING MASKS



MASKS REPRESENT THE MOST IMPORTANT PHASE OF THE COSMETOLOGICAL PROCEDURE. THEY FEEDS THE SKIN DEEPLY WITH ALL THE NECESSARY MICROELEMENTS;

MOREOVER, MASKS ARE THE MOST IMPORTANT INSTRUMENT FOR MULTI-LAYER MOISTURIZING AND REGENERATION OF THE HYDRO-LIPID BARRIER OF THE SKIN.

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# SERUMS & CREAMS



CREAMS AND SERUMS  
APPEAR TO BE A  
NECESSARY STAGE OF  
SKIN TREATMENT.

SERUM IS A POWERFUL  
COMBINATION OF  
ESSENTIAL ELEMENTS.

IT ENHANCES THE  
IMPACT OF CREAMS,  
WHOSE FUNCTION IS  
TO PROTECT AND TO  
MOISTURIZE.

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# Green Potion SERUM

UNIQUE PEPTIDE SERUM CONTAINING THE INNOVATIVE COMPLEX MATRIXYL 6000 AND SPIRULINA EXTRACT. DAILY USAGE OF SERUM NOURISHES THE SKIN WITH THE NECESSARY COCKTAIL OF NUTRIENTS, PREVENTS PREMATURE AGING OF THE SKIN, IMPROVES TEXTURE AND APPEARANCE OF THE SKIN WITH KEEPING IT VELVETY AND HEALTHY.

## > ACTIVE COMPONENTS:

### HYALURONIC ACID

Increases skin moisture and elasticity, able to attract and retain water, which ensures a lasting effect of smooth skin. Reduces wrinkles.

### TRYPEPTIDE 2

Peptide consisting of three amino acids. Reduces the synthesis of serum – new aging biomarker. Successfully fights signs of skin aging: reduces wrinkles, significantly increases firmness and elasticity.

### SPIRULINA MAXIMA EXTRACT

Contains vitamins A, C, E, B1, B2, VZ, B5, B6, B8, B9, B12 forming a powerful complex. This is a rich composition of mineral substances: phosphorus, magnesium, calcium, potassium, sodium, iron, boron, copper, manganese, zinc, molybdenum and some other minerals in a form that could be easily digested by human body.

### TRYPEPTIDE 38

It has a pronounced ability to strengthen the extracellular matrix which stimulates wound healing and restoration of collagen fibers.



## > INSTRUCTIONS:

SPREAD 1-2 DROPS OF SERUM EVENLY OVER THE FACE.

## > VOLUME:

30 ML / 1 FL.OZ

AMPULES

# Green Potion MEZO SOLUTION

FOR PROFESSIONALS ONLY

HIGHLY CONCENTRATED SOLUTION FOR  
THE MESOTHERAPY PROCEDURE.

DUE TO ITS ACTIVE COMPONENTS, IT IS  
IDENTICAL TO GREEN POTION SERUM

➤ **INSTRUCTIONS:**

IT IS RECOMMENDED TO USE AFTER MESOTHERAPY TO  
MAXIMIZE THE EFFECT.

➤ **VOLUME:**

30 ML / 1 FL.OZ



# Multivitamin SERUM

A CONTEMPORARY MULTIVITAMIN PRODUCT, IT HAS A STIMULATING AND MOISTURIZING EFFECT, MAINTAINS SKIN RENEWAL AND INCREASES ITS ELASTICITY.

## ➤ ACTIVE COMPONENTS:

<b>VITAMIN C</b> Antioxidant of systemic action necessary for proper flow of multiple metabolic processes. Beneficial for appearance and skin condition, mucous membranes and walls of blood vessels.	<b>PANTHENOL</b> Provides fast and deep hydration of the skin, maintains its healing and regeneration, improves keratinization of cells, reduces itching and irritation of the skin.
<b>HYALURONIC ACID</b> Stimulates and moisturizes, makes the skin supple and smooth, reduces flabbiness and premature wrinkles.	<b>TOCOPHERYL ACETATE</b> Antioxidant that protects the skin from the negative effects of free radicals and ultraviolet rays.



## ➤ INSTRUCTIONS:

SPREAD 1-2 DROPS OF SERUM EVENLY OVER THE FACE.

## ➤ VOLUME:

30 ml / 1 fl.oz

# Juvent CREAM

LIGHT NUTRITIOUS CREAM WITH MATTE SHADE AND A PRONOUNCED REVITALIZING ACTION. DOESN'T MAKE THE SKIN GREASY.



## ➤ ACTIVE COMPONENTS:

### HYALURONIC ACID

Makes every cell breathing. Lack of cell breathing leads to poor metabolism and premature aging. Hyaluronic acid fills the space between collagen fibers of the skin with absorbing water and makes the skin fresh and toned.

### TRIPEPTIDE 38, TRIPEPTIDE 2

Peptides are used to combat the signs of aging. They boost production of collagen and elastin, helping to restore skin elasticity and smoothness and correcting wrinkles. Peptide molecules are very small, so they can penetrate the stratum corneum (if the cream contains oily acids) and maximize the result with acting on the deepest layers of the skin.

## ➤ INSTRUCTIONS:

USE IN THE MORNING AND IN THE EVENING, APPLYING EVENLY ON THE SKIN.

IT'S PERFECT FOR COMPLEX NUTRITION AND SKIN PROTECTION IN COMBINATION WITH PROME SERUM.

## ➤ VOLUME:

75 ml / 2.5 fl.oz

# Rich CREAM

NOURISHING CREAM FOR AGED AND DEHYDRATED SKIN.



## > ACTIVE COMPONENTS:

### SHEA EXTRACT

It's famous for its regenerating properties, activates the synthesis of collagen and maintains skin elasticity. Absorbed easily, it strengthens protective skin properties, softens deeply and reduces the depth of wrinkles, eases feeling of tightness. Eliminates irritation and peeling, treats acne.

### JOJOBA OIL

Moisturizes and nourishes the skin, penetrating deep into the pores.

### MINERAL OIL

Oil based on unique compounds of the Dead Sea minerals, it is used to soften the skin making it smooth and silky.

## > INSTRUCTIONS:

APPLY ON THE CLEAN SKIN. IF USED AFTER SERUM, THE EFFECT MIGHT BE MAXIMIZED

## > VOLUME:

75 ml / 2.5 fl.oz



# Eye Zone CREAM

AN IDEAL COMPLEX FOR GENTLE EYE AREA SKIN CARE.

## > ACTIVE COMPONENTS:

### NIACINAMIDE

Accelerates the process of regeneration, improves elasticity and barrier function, effectively levels the skin surface and brightens age dark spots.

### ALLANTOIN

Softens the skin, smoothes wrinkles and prevents their formation.

### EVENING PRIMROSE OIL

Primrose oil reduces irritation and redness, soothes the skin. It has a cleansing effect, helps to even the skin colour and removes dark spots.



## > INSTRUCTIONS:

APPLY THREE DROPS OF CREAM IN A SHAPE OF CRESCENT ON THE OUTER SIDE OF THE EYE AND SPREAD IT EVENLY ON THE SKIN.

## > VOLUME:

30 ml / 1 fl.oz & 15 ml / 0.5 fl.oz

# Neck & décolleté FIRMING

EFFECTIVE CREAM FOR THE DELICATE ZONE OF NECK AND DECOLLETE.



## > ACTIVE COMPONENTS:

### VITAMIN C

Actively moisturizes and prevents premature aging.

### HYALURONIC ACID

Improves skin texture, reduces fine wrinkles, makes skin smooth.

### SHEA BUTTER

It has strong regenerating properties and makes skin elastic.

## > INSTRUCTIONS:

APPLY EVENLY ON THE CLEANSED SKIN.

## > VOLUME:

75 ml / 2.5 fl.oz

[www.promecosmetics.com](http://www.promecosmetics.com)

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[spgpro7@gmail.com](mailto:spgpro7@gmail.com)

[www.promecosmetics.com](http://www.promecosmetics.com)

promecosmetics

HaShofar St. 53, Ma'ale Adumim, Israel



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