

2008
AN UNPRECEDENTED PARTNERSHIP
RESULTS IN THE 1ST COSMETIC
MESOLIFT

IN FRONT OF
THE MIRROR

FROM DERMATOLOGICAL PEELING TO ANTI-AGEING
PEELING

THE RANGE

THE SALE

HIGHLIGHTING
RADIANCE

HR SKIN CARE

APPENDIX



LIVE BRILLIANTLY

2009

A NEW PRODIGY:
THE 1ST HIGHLY CONCENTRATED
ANTI-AGEING PEEL

PRODIGY

Re-PLASTY

HIGH DEFINITION PEEL

IN FRONT OF
THE MIRROR

FROM DERMATOLOGICAL PEELING TO ANTI-AGEING
PEELING

THE RANGE

THE SALE

HIGHLIGHTING
RADIANCE

HR SKIN CARE

APPENDIX



LIVE BRILLIANTLY

IN FRONT OF THE MIRROR

'My skin has lost its softness, wrinkles have appeared, and I can't hide my pigmentation spots anymore...'

WRINKLES – BLEMISHES -DYSCHROMIA



PEELING?

THE 2nd MOST REQUESTED COSMETIC MEDICAL PROCEDURE
TO REGAIN IDEAL SKIN QUALITY

'the objective of anti-ageing peel is to regain a new and enhanced skin: correct wrinkles, smooth irregularities and reduce spots and dyschromia'

Dr Pfulg



PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

A HIGHLY CONCENTRATED ANTI-AGEING PEEL

To REVEAL A HIGH DEFINITION SKIN:
SMOOTH, UNIFORM, RADIANT



LIVE BRILLIANTLY

FORMULATION SECRETS



LIVE BRILLIANTLY

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

A REPLICA OF THE SOPHISTICATED
PEELING PROCEDURE OF LACLINIC
MONTREUX AT HOME.

PEELING – CORRECTION – PROTECTION

TRIPLE ACTION PROTOCOL
FOR EACH PRODUCT



PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

1. PEELING: The PEEL-SOLUTION

THE PEEL-SOLUTION:

An original formula with 3 acids (glycolic + phytic + lactic),
Replica of the exfoliating solution used in Laclinic Montreux

→ For a refined, soft, radiant and uniform skin



PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

2. CORRECTION: highly concentrated anti-ageing active ingredients

Highly concentrated anti-ageing active ingredients specific to each care (Pure retinol, LHA, HEPES)

→ For a rejuvenated skin, with wrinkles and small lines smoothed away.



PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

3. PROTECTION: anti UVA/UVB, anti-free radicals, moisturizing

Anti-UVA/UVB filters (Mexoryl)

Active ingredients with powerful anti-free radical (vitamin E),
moisturizing and keratolytic (urea) properties

→ For a skin protected against free radicals and photoageing
and perfectly moisturized.

PROFESSIONAL RESULTS*

without the side effects of peeling

AFTER 15 DAYS
EQUIVALENT CLINICAL RESULTS
AS AFTER 1 PEEL SESSION
AT LA CLINIC-MONTREUX

* Proved by the University Hospital of Besançon, the world leader in clinical studies

LIVE BRILLIANTLY

PROFESSIONAL RESULTS *

without the side effects of peeling

WRINKLES SMOOTHED AWAY

SPOTS CORRECTED

GLOWING SKIN TEXTURE

* Proved by the University Hospital Besançon, the world leader in clinical studies

LIVE BRILLIANTLY




THE RANGE



LIVE BRILLIANTLY

PRODIGY Re-PLASTY


HIGH DEFINITION PEEL

HIGH POTENCY RETINOL
ANTI-WRINKLE SPOT REDUCING
NIGHT CONCENTRATE 



Star
product

Intense anti-wrinkle action
Anti-free radicals
Spot reducing

INTENSE WRINKLE
REFINING CREAM 
SPF 10 / PA +++



Intense smoothing action
Anti-UVA/UVB protection

SMOOTHING RENEWING
INSTANT DEEP PEEL MASK



Instant peel & moisturizing for an
immediate new skin effect

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

high potency retinol anti-wrinkle
spot reducing night concentrate

Star
product

A RECORD CONCENTRATION OF RETINOL FOR INTENSE RESULTS ON
SPOT AND WRINKLE REDUCTION



LIVE BRILLIANTLY

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

high potency retinol anti-wrinkle
spot reducing night concentrate

PEELING

PEEL-SOLUTION
Glycolic + phytic +
lactic acids



ANTI-SPOT RENEWING
ACTION

CORRECTION

PURE RETINOL (0.1%) +
Precursor of encapsulated
retinol



INTENSE
REGENERATING
ANTI-WRINKLE ACTION

PROTECTION

VITAMIN E



ANTI-FREE
RADICALS

Star
product



→ REFINED SKIN – WRINKLES AND FINE LINES SMOOTHED AWAY - MORE
UNIFORM COMPLEXION

LIVE BRILLIANTLY

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

high potency retinol anti-wrinkle
spot reducing night concentrate

Star
product

CORRECTION

PURE RETINOL (0.1%)



+

Encapsulated
VITAMIN A PALMITATE

↓
HIGH EFFICIENCY
ANTI-WRINKLE
CONCENTRATE

↓
A HIGH TOLERANCE
PROGRESSIVE
DIFFUSION
DURING THE NIGHT

DOUBLE ACTION ANTI-WRINKLE EFFICIENCY



PRODIGY
Re-PLASTY

high potency retinol
anti-wrinkle spot-reducing
night concentrate
concentre nuit anti-rides
réduction taches
suractives - rétinol

LIVE BRILLIANTLY

RETINOL: THE BENCHMARK ANTI-WRINKLE MOLECULE OF DERMATOLOGISTS

A DOUBLE LEVEL ACTION

In the basal layer >

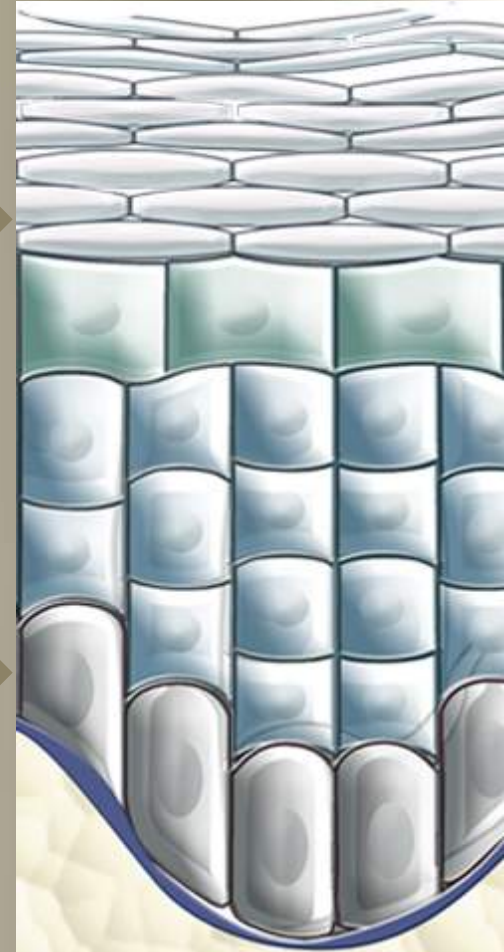
stimulation of cell
renewal

On skin surface > regenerated epidermis
> smoothed wrinkles
> reduced spots

REGENERATED SKIN, SMOOTHED WRINKLES

REGENERATES

STIMULATES



PRODIGY Re-PLASTY

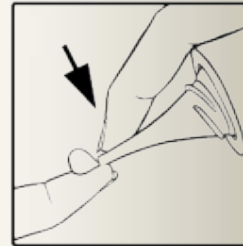
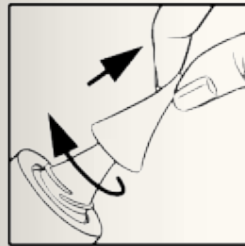
HIGH DEFINITION PEEL

high potency retinol anti-wrinkle
spot reducing night concentrate

THE POWER OF PURE RETINOL IS PRESERVED

A patented AIRLESS PUMP BOTTLE

An ULTRA-PRECISE DOSAGE thanks to the innovative valve



Star
product



LIVE BRILLIANTLY

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

high potency retinol anti-wrinkle
spot reducing night concentrate

WHEN?

Once a day, IN THE EVENING
avoiding eye contour.

- Use systematically with a day cream containing photoprotection.
- Do not mix with another product containing retinol.



Star
product



PRODIGY Re-PLASTY

HIGH DEFINITION PEEL
intense wrinkle refining
cream
SPF 10 / PA +++

ONE OF THE HIGHEST CONCENTRATIONS IN LHA
IN THE COSMETIC INDUSTRY FOR SKIN RENEWAL



LIVE BRILLIANTLY

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL
intense wrinkle refining
cream
SPF 10 / PA +++

PEELING

PEEL-SOLUTION
Gglycolic + phytic +
lactic acids



SPOT REDUCING &
RENEWING ACTION

CORRECTION

LHA (0.35%)
Lipo Hydroxy Acid



ANTI-WRINKLE
SMOOTHING ACTION

PROTECTION

SPF 10, PA+++



ANTI UVA/UVB
PROTECTION

→ SMOOTH, FLAWLESS AND RADIANT SKIN



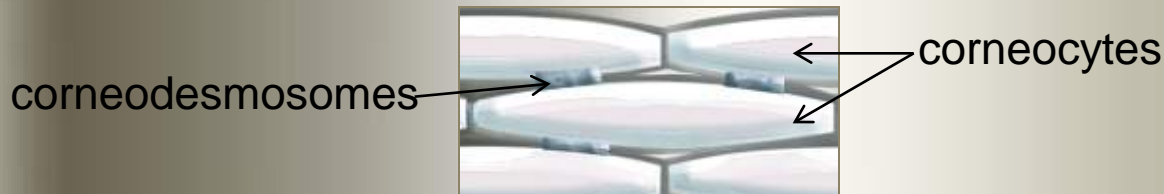
LIVE BRILLIANTLY

LHA: HIGH PRECISION EXFOLIATION

A SOFT AND PRECISE EXFOLIATING ACTION



> Light desquamation thanks to a precise action targeted on corneodesmosomes



SMOOTHES SKIN WITH NO DESQUAMATION



LIVE BRILLIANTLY

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL
intense wrinkle refining
cream
SPF 10 / PA +++

WHEN?

Once a day, IN THE MORNING
avoiding eye contour.



LIVE BRILLIANTLY

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL
Instant glow peel mask

INSTANT RADIANCE. NEW SKIN EFFECT



LIVE BRILLIANTLY

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL
smoothing renewing
instant glow peel mask

PEELING

PEEL-SOLUTION
Glycolic + phytic +
lactic acids



SPOT REDUCING &
RENEWING ACTION

CORRECTION

HEPES (10%) 



INSTANT EXFOLIATING
ACTION

PROTECTION

UREA (10%)



OPTIMAL
MOISTURIZATION



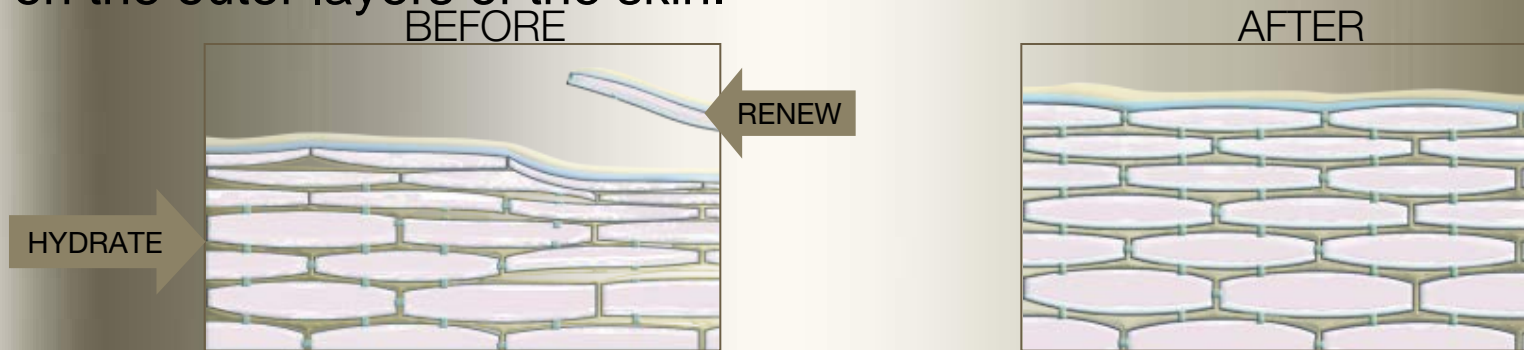
→ RADIANT, SOFT AND SMOOTH SKIN, AS NEW

LIVE BRILLIANTLY

HEPES + UREA: AN INSTANT SKIN RENEWING DUO

The highest concentration of HEPES (10%),
an exfoliating active ingredient as efficient as glycolic
acid

for an INSTANT RENEWING action
on the outer layers of the skin.



INSTANT NEW SKIN EFFECT

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL
smoothing renewing
instant glow peel mask

WHEN?

Once to twice a WEEK

Apply a thick layer on the entire face, on a clean and dry skin, avoiding eye contour.

Leave for 5 minutes, then rinse with water.

TIPS & TECHNIQUES:

Do not hesitate to advise that the glow peel mask can be used on the hands to reduce spots and smooth the skin.



AFTER 15 DAYS, THE SKIN QUALITY OBTAINED IS EQUIVALENT
TO AN ANTI-AGEING PEELING SESSION AT LA CLINIC-MONTREUX

WRINKLES SMOOTHED AWAY

SPOTS REDUCED

GLOWING SKIN TEXTURE



LIVE BRILLIANTLY

AN UNPRECEDENTED TEST PLATFORM AT THE UNIVERSITY HOSPITAL OF BESANÇON (FRANCE)



Star
product



IMMEDIATE RESULTS ON SMOOTHING
(smoother skin by 81%)-
SELF EVALUATION.

REDUCTION IN WRINKLES -7% -
CLINICAL EVALUATION

RESULTS AFTER 2 MONTHS ON SPOT
REDUCTION (-11%) – CLINICAL EVALUATION

IMMEDIATE RESULTS ON WRINKLES
(-13%)
CLINICAL EVALUATION

5% HEPES = 10% GLYCOLIC ACID
IMMEDIATE RESULTS ON RADIANCE (more
radiant skin 63%) and SKIN TEXTURE
(softer skin 78%) SELF EVALUATION

CLINICAL STUDY AT THE UH OF BESANCON – LACLINIC MONTREUX RESULTS EQUIVALENT TO A PEELING SESSION AT LACLINIC MONTREUX

1 CLINICAL EVALUATION

Equivalent and significant results:

- roughness
- spots
- complexion irregularities

2 CLINICAL OBSERVATIONS

Results after 15 days:

- smoother skin (80% of women)
- softer skin (80% of women)
- smoothed fine lines (40% of women)
- radiant complexion (60% of women)
- visible effects (60% of women)
- high-definition skin (50% of women)



HR

HELENA RUBINSTEIN

NOUVEAU PRODIGE :
L'INTERVENTION PEEL HAUTE DÉFINITION

PRODIGY
Re-PLASTY
HIGH DEFINITION PEEL

RÉSULTATS PROFESSIONNELS
VISIBLES DÈS 15 JOURS

RIDES RE-LISSÉES
DYSCHROMIES CORRIGÉES
GRAIN DE PEAU ÉBLOUSSANT

Pour la première fois, une gamme
d'interventions cosmétiques réalisées
intègre la **Peel-solution**, dosage d'actifs
puissants qui réplique l'efficacité d'un
peeling anti-âge à LACLINIC-MONTRÉUX.



UNE ALLIANCE SANS PRÉCÉDENT AVEC LACLINIC-MONTRÉUX

"L'objectif du peeling anti-âge est de retrouver
une peau neuve, sublime: corriger les rides,
lisser les irrégularités et réduire les taches
et dyschromies."



Dr Michel Puig, chirurgien plasticien pionnier
des techniques de points, fondateur de LACLINIC-
MONTRÉUX, clinique suisse mondialement
réputée pour l'innovation de ses procédures.

www.helenarubinstein.com - www.laclinic-montreux.com

THE SALE



LIVE BRILLIANTLY

‘Madam, what would you like to improve in the appearance of your skin? SHOW ME...?’

PRECISE TARGETED ANSWERS

MULTIPLE OR IMPRECISE ANSWERS

SPECIFIC ANTI-AGEING CARE

GLOBAL ANTI AGEING CARE



VOLUME LOSS
WRINKLES

SKIN
SLACKENING

HYDRATION
NUTRITION

GLOBAL
AGEING

ESTABLISHED
AGEING

SKIN
SLACKENING
DULL SKIN

WRINKLES,
IRREGULARITIES
DYSCHROMIA

AND / OR

AND / OR

‘COCOONING’ ATTITUDE

‘I want to take care of my skin’ ‘I want comfort and pleasure’

‘RADICAL’ ATTITUDE

‘I can’t bear my skin anymore’ ‘I want immediate results’



MESOLIFT

HIGH DEFINITION PEEL

CHOOSE YOUR PRODIGY

VISIBLE SIGNS OF AGEING

ALL SKIN TYPES



LONG TERM ANTI-AGEING TREATMENT

PRODIGY

GLOBAL ANTI-AGEING CONCENTRATE



SMOOTHING – TONING
RADIANCE HYDRATION
UNIFORMITY

ADVANCED SIGNS OF AGEING

DAMAGED SKIN



PRODIGY EXTREME

ULTIME REJUVENATING CREAM



REPLUMPED
FURROWS
ENHANCED DENSITY
EXTREME
NUTRITION

SPECIFIC SIGNS OF AGEING

SLACKENING SKIN – DULL
COMPLEXION



INSTANT ANTI-ÂGEING COSMÉTIC ACTION

PRODIGY Re-PLASTY

MESOLIFT



IDEAL PLASTICITY
INJECTS RADIANCE
ACTIVE LIFT

SPECIFIC SIGNS OF AGEING

WRINKLES – IRREGULARITIES - DYSCHROMIA



PRODIGY Re-PLASTY

HIGH DEFINITION PEEL



SMOOTHED WRINKLES
REDUCED DYSCHROMIA
GLOWING SKIN TEXTURE

LIVE BRILLIANTLY

KEY POINTS

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

- THE NEW PRODIGY RESULTING FROM AN UNPRECEDENTED PARTNERSHIP between Helena Rubinstein and Laclinic Montreux:
- AN ANTI-AGEING PEELING INTERVENTION HIGHLY CONCENTRATED in active ingredients, replicating the peeling protocol of Laclinic Montreux
- 3 complementary anti-ageing actions:
PEEL – CORRECTION – PROTECTION
- After 15 days only, visible professional results:
SMOOTHED WRINKLES, REDUCED SPOTS,
GLOWING SKIN TEXTURE
- The star product:
HIGH POTENCY RETINOL ANTI-WRINKLE SPOT REDUCING
NIGHT CONCENTRATE



Star
product

THE ROUTINE



MORNING

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL
intense wrinkle refining
cream
SPF 10 / PA +++



EXTREME SMOOTHING
EFFECT
SPOT PREVENTION



EVENING

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL
high potency retinol anti-wrinkle
spot reducing night concentrate



INTENSE
ANTI-WRINKLE EFFECT
ANTI-FREE RADICALS

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL
smoothing renewing
instant glow peel mask



IMMEDIATE NEW SKIN
EFFECT

EYE CONTOUR

PRODIGY Re-PLASTY

MÉSOLIFT
reviving extreme gel
for eyes



1 to 2 times A WEEK,
Morning or evening
Leave on for 5 minutes,
then rinse with water.

LIVE BRILLIANTLY

PRIORITY PRODUCT

PRIORITY
NEED

WRINKLES



Star
product



PRIORITY
PRODUCT

RENEWING ACTION
INTENSE ANTI-WRINKLE
EFFECT
ANTI-FREE RADICALS

DYSCHROMIA



BENEFITS

RENEWING ACTION
EXTREME SMOOTHING
EFFECT
SPOT PREVENTION

IRREGULARITIES



RENEWING ACTION
IMMEDIATE NEW SKIN
EFFECT

HIGHLIGHTING RADIANCE



LIVE BRILLIANTLY

HIGHLIGHTING A HIGH-DEFINITION SKIN

UNIFY SKIN TONE IN
PERFECT TRANSPARENCY

PRODIGY
LIQUID LIGHT
FOUNDATION



The rejuvenating and
smoothing liquid light
foundation serum reduces
the signs of fatigue

CONCEAL SHADOWS

MAGIC
CONCEALER

must
have



The magic concealer
soothes away eye fatigue
and illuminates the
shaded areas of the face.

ILLUMINATE THE
FEATURES WITH BLUSH

WANTED BLUSH



Indispensable for a
radiant face.
Choose a 'glowing' tone



HIGHLIGHTING A HIGH-DEFINITION SKIN

PRODIGY LIQUID LIGHT FOUNDATION

radiance serum foundation
line smoothing
visibly rejuvenating
SPF 15

- THE REJUVENATING POWER OF LIGHT
- THE 1ST LIQUID LIGHT FOUNDATION that combines the ANTI-AGEING PROPERTIES OF A SERUM with THE UNIFYING POWER OF A FOUNDATION
- REJUVENATING LUMINOUS SHINE
- SOOTHES AWAY TIREDNESS INSTANTLY,
- SMOOTHING AND ANTI-CREASE EFFECT ON FEATU
- UNIFIED AND FLAWLESS FINISH
- EXTREME COMFORT



IN FRONT OF
THE MIRROR

FROM DERMATOLOGICAL PEELING TO ANTI-AGEING
PEELING

THE RANGE

THE SALE

HIGHLIGHTING
RADIANCE

HR SKIN CARE

APPENDIX

GLOBAL ANTI-AGEING CARE

INSTANT COSMETIC INTERVENTIONS



VISIBLE SIGNS OF AGEING
PRODIGY



ADVANCED SIGNS OF AGEING
PRODIGY EXTREME



LOSS OF TONICITY - DULL SKIN
PRODIGY Re-PLASTY - MESOLIFT



WRINKLES - IRREGULARITIES - DYSCHROMIA
PRODIGY Re-PLASTY - PEEL

SPECIALIST ANTI-AGEING CARE



LIFT - TONICITY
FACE SCULPTOR



ANTI-WRINKLES - TONICITY
COLLAGENIST



INTENSE HYDRATION - NUTRITION
SKIN LIFE

LIVE BRILLIANTLY

APPENDIX



FAQ

Can I offer PRODIGY Re-PLASTY - HIGH DEFINITION PEEL to clients with sensitive skin?

PRODIGY Re-PLASTY has been conceived for optimal tolerance. Nevertheless, in the same way LaClinic advise against peeling for sensitive skin, PRODIGY Re-PLASTY - HIGH DEFINITION PEEL is not recommended for sensitive skin.

Can I introduce PRODIGY Re-PLASTY - HIGH DEFINITION PEEL as an anti-spot range?

The principle of an anti-spot product is to inhibit the synthesis of melanine in the melanocytes. PRODIGY Re-PLASTY - HIGH DEFINITION PEEL has no action on melanocytes, but enhances cell renewal thanks to its peeling action. The renewal of the epidermis cells clarifies and reduces spots. It is therefore not an anti-spot range but a lightening and clarifying range.

Can you combine the PRODIGY Re-PLASTY - HIGH DEFINITION PEEL and PRODIGY Re-PLASTY - MÉSOLIFT ranges?

Yes. You could, for example, use concentré nuit anti-rides suractivé – rétinol in the evening and Lifting-Radiance Extreme Concentrate with the Intense Lifting-Radiance Cream SPF 15 or the crème relissage rides intense – SPF 10 in the morning, and of course: Reviving Extreme Gel for the Eyes.

Which night cream do you recommend applying over concentré nuit anti-rides suractivé – rétinol?

Concentré nuit anti-rides suractivé – rétinol can be used alone or under any of the Helena Rubinstein night creams, and in particular with PRODIGY NIGH TISSULAR. However it is important not to apply a night cream that contains retinol or AHAs.

What do you say to a client who finds PRODIGY Re-PLASTY - HIGH DEFINITION PEEL uncomfortable on the skin?

If you use the entire range or experience repeated discomfort, apply the Night serum less frequently, apply the Night serum on a different evening to the Night mask and if the phenomenon persists, discontinue using the Night serum.

Using the retinol-containing serum can cause feelings of discomfort at the beginning of the treatment. These reactions should gradually diminish. If they do not, the client should apply the serum less frequently or stop using it if no improvement is seen.

FAQ

What is special about the packaging of concentré nuit anti-rides suractivé – rétinol?

This “airless” packaging is nitrogen filled. This very complicated packaging process preserves the effectiveness and stability of retinol.

Can you use the PRODIGY Re-PLASTY - HIGH DEFINITION PEEL range continuously?

Yes, except in summer or if you travel to a sunny destination.

Why does crème relissage rides intense only has an SPF 10?

Used daily, an SPF 10 product guarantees sufficient anti UVB protection when applied over the night concentrate. The most important thing is that it protects you from UVAs. The crème relissage rides intense SPF 10 offers PA+++ protection. This is the maximum protection against UVAs.

What is the fragrance used for the range?

PRODIGY Re-PLASTY - HIGH DEFINITION PEEL uses the main notes of PRODIGY Re-PLASTY - MESOLIFT

What is the difference between the anti-wrinkle night concentrate and POWER A?

The PRODIGY Re-PLASTY - HIGH DEFINITION range has a triple action: peeling, correction and protection, while POWER A only acted as an anti-wrinkle corrector. In addition, the anti-wrinkle night concentrate contains the highest concentration of pure retinol in this specific segment, while POWER A contained on one hand a precursor of retinol (Vitamin A Palmitate) and on the other, the enzyme allowing the transformation of the precursor of retinol into pure retinol. The transformation was made during the application on the skin with no guarantee regarding the concentration of pure retinol.

What is the concentration of the peeling solution at LaClinic?

Depending on the patient's skin type, practioners adapt the concentration of the peeling solution, which can reach 70% of glycolic acid.

MERCHANDISING



1



INSTANT ANTI-AGEING COSMETIC INTERVENTIONS



1



INSTANT ANTI-AGEING COSMETIC INTERVENTIONS

2



PRODIGIOUS ANTI-AGEING SKINCARE

3



SPECIALIST ANTI-AGEING SKINCARE

IN FRONT OF
THE MIRROR

FROM DERMATOLOGICAL PEELING TO ANTI-AGEING
PEELING

THE RANGE

THE SALE

HIGHLIGHTING
RADIANCE

HR SKIN CARE

APPENDIX

COMPETITION

ESTÉE LAUDER

LANCÔME PARIS

la prairie
SWITZERLAND

CHANEL



PERFECTIONIST PEEL

RESURFACE PEEL

3 MINUTE CELLULAR
RESURFACING MASK

NEW SKIN SMOOTHING
PROGRAMME

LIVE BRILLIANTLY

DERMATOLOGICAL PEELINGS

	CONCERNS	ACTIONS	MAIN INGREDIENTS	SIDE EFFECTS
SOFT	<ul style="list-style-type: none"> ▪ Skin radiance ▪ Skin texture ▪ Spots ▪ Wrinkles and lines 	Light exfoliation of the outer layers of the epidermis	Glycolic acid (5-70%) Salicylic acid (LHA) Other fruit acids Lactic acid Phytic acid TCA 15-20%	Redness Tightness Sensitivity to sunlight
MEDIUM	<ul style="list-style-type: none"> ▪ Dark spots ▪ Wrinkles 	Deep exfoliation of the middle layers of the epidermis	Resorcinol TCA 20-30%	Redness Small burns Itchiness Shedding Sensitivity to sunlight
DEEP	<ul style="list-style-type: none"> ▪ Scars ▪ Deep wrinkles 	Acid burnt into the deep layers of the epidermis	Phenol (very aggressive derivative of alcohol)	Itchiness, redness, Desquamation Pain, intense burns Hypopigmentation High sensitivity to sunlight