

**[ comfort zone ]**

BODY ACTIVE

your fitness assistant

LIFESTYLE  
AND SKIN CARE  
GUIDE





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## FITNESS FOCUS

The interest for fitness is constantly growing: it has become a priority and an integral part of the daily life of women and men of all ages. Regular physical activity, together with a balanced lifestyle and a targeted cosmetic routine, is indeed essential for a well-defined and fit body.

More and more people try to find some free time between their commitments to dedicate themselves to the practice of their favourite sports.

This new trend is triggering the cosmetic research towards products that can adapt to this active lifestyle and strengthen its results!



## SPORT: TO EACH HIS OWN!

Some people cannot wait to get home from work or school to put their sneakers on and go jogging in the park, others regularly work out at the gym and some others concentrate their physical activity during the weekend. For the wellbeing of body and mind, and to keep motivation high, it is important to workout doing what each person likes best.

Physical activity impacts microcirculation, lipolysis and body tone regardless of whether we do aerobic or muscle strengthening exercises.

Using a combination of products that can favour circulatory and metabolic processes, leads to increased work-out effectiveness and more visible results in less time.



## BODY ACTIVE YOUR FITNESS ASSISTANT

The new BODY ACTIVE line is dedicated to those who want to intensify their sports activity for a well-defined and fit body. A unisex approach in three steps that is made up of practical solutions. It is suitable for an active lifestyle and with targeted functions to be used BEFORE, DURING AND AFTER WORK-OUT, for faster and more visible results. Body Active: your fitness assistant.

Following our SCIENCE-BASED CONSCIOUS FORMULASTM approach, our formulas are free from silicones, parabens, colours, animal products and mineral oils. Dermatologically tested, they are supported by specific efficacy tests.

The Body Active packaging is highly sustainable and has zero CO<sub>2</sub> impact: the emissions generated by its production process are offset by a reforestation project that releases new oxygen into the atmosphere. The tubes are in Green PE, a plastic made from sugarcane, while the paper used for is are FSC certified and comes from forests managed responsibly.



## OUR PROMISE SCIENCE-BASED CONSCIOUS FORMULAS™

Cosmetic products feed and nourish the skin. For this reason we pay close attention to what goes into our formulas. We select the finest natural origin active ingredients, molecules and cutting-edge technological systems for delivering them. Every ingredient is chosen carefully to ensure maximum effectiveness, safety and sensory pleasure. The silicones have been replaced with natural oils and butters that afford the same silkiness and softness for a “real active beauty” on the skin. Our products are made in Italy using electricity from renewable sources. The CO<sub>2</sub> neutral packaging has been designed to minimise its environmental impact, reducing the use of raw materials and superfluous elements.



FREE FROM  
SILICONES, PARABENS,  
MINERAL OILS, ARTIFICIAL COLORS,  
ANIMAL DERIVATIVES



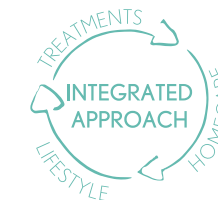
100% PAPER FROM FORESTS MANAGED RESPONSIBLY

produced in Italy with care and competence  
with electric power from renewable sources



## OUR INTEGRATED APPROACH FOR A WELL-DEFINED AND GOOD-SHAPED BODY

[ comfort zone ] believes in an integrated approach to beauty and wellbeing. Thanks to the support of our Scientific Committee, we propose an approach that is complete with nutritional, lifestyle and fitness tips to maximise the results of physical activity, for a visibly more tonic and fit body in less time.



Visit [www.comfortzone.it/en](http://www.comfortzone.it/en) to see extra content.

### BODY ACTIVE MASSAGE TREATMENT

The new professional treatment is a true alternative to a workout session at the gym. The efficacy of the BODY ACTIVE MASSAGE MASK, a body mask made with Yellow Clay from Brazil and Plankton Extract targeting metabolism, is strengthened by an exclusive energizing and remodelling MASSAGE.

# FITNESS BEAUTY ROUTINE



**BOOSTER**  
localized activating concentrate  
96% natural-origin ingredients  
With a thermogenic  
calibrating complex  
Fast absorbing formula  
Fragrance-free  
Roll-on applicator  
  
100 ml e 3.38 fl.oz. U.S.



**SHOWER SCRUB**  
energizing foaming scrub  
85% natural-origin ingredients  
Gentle exfoliation  
With particles of matcha tea, black rice  
and  
green tea extract  
Natural energizing aroma  
Flip-top tube  
  
200 ml e 6.76 oz. U.S.



**CREAM**  
firming antioxidant cream  
94% natural-origin ingredients  
Fresh and light texture  
With maca polyphenols and matcha  
tea extract  
With a natural energizing aroma  
Flip-top tube  
  
200 ml e 6.76 fl.oz. U.S.



# ACTIVE INGREDIENTS

## MACA POLYPHENOLS

From a small herbaceous plant, also known as Peruvian Ginseng, which grows in semi-desert conditions: an active remedy that reshapes and invigorates the silhouette.

## PLANKTON EXTRACT

Obtained from a micro-organism living in the beautiful Bermudas, this extract mimics the mechanisms normally activated during physical exercise and favours an intense lipolytic action.

## YELLOW CLAY

Rich in minerals and magnesium, this clay from Brazil favours the recovery of mineral salts, which is essential after physical activity.



## LIFESTYLE TIPS TO MAXIMISE SPORTS PERFORMANCE

Including physical activity in the daily routine is both important and simple.

### 30 MINUTES 3 TIMES A WEEK

are sufficient to generate beneficial effects on our health and physical condition.

**CARDIO** is enough to generate beneficial effects on our health and fitness. **CARDIO**, or other aerobic exercises (fast walking, jogging, swimming, gym classes) have the main purpose of stimulating cardiovascular and metabolic functions. Favouring the micro-circulation and increasing the temperature in the areas we want to reduce promotes a process of lipolysis, releasing fatty acids from the fat cells that can be used as a source of energy.

**STRENGTHENING ACTIVITIES** have the main purpose of invigorating and increasing the muscle mass, essential to have a harmonious and healthy body. Also in this case, increasing the micro-circulation in the target areas, increases oxygenation and to provides a larger amount of nutrients useful for the optimal performance of the muscle. Furthermore, stimulating a temperature increase in some areas enable the muscles to be more receptive to the type of activity carried out.



## 3-STEPS ROUTINE

### 1<sup>st</sup> STEP

TO BE USED BEFORE AND DURING WORK-OUT  
IN CRITICAL AREAS



**ROLL-ON BOOSTER**

### 2<sup>nd</sup> STEP

TO BE USED AFTER WORK-OUT  
IN THE SHOWER



**SHOWER SCRUB**

### 3<sup>rd</sup> STEP

TO BE USED AFTER THE SHOWER AND EVERY  
DAY AFTER WORK-OUT



**CREAM**



## EATING TIPS

### A SNACK BEFORE PHYSICAL ACTIVITY

should be light and take into account that muscles need a higher bloodstream, therefore this should not be requested from the digestive system because of richer or heavier meal.

### LOW-FAT MEAL

mainly based on carbohydrates and a small amount of proteins. Some ENERGY BARS already contain balanced nutritional elements; pay attention to the sugar content that is often high to improve taste. The market offers excellent snacks sweetened with stevia or dates, which contain less simple sugars.



## EATING TIPS

### KEEP THE BODY HYDRATED

During physical activity, the body needs especially WATER to prevent dehydration that is often associated to cardio and heavy sweating. In case of activities with extended intense effort (marathon, triathlon) slow-release CARBOHYDRATE GELS are recommended.

### RECOVER BODY ENERGY

Eating AFTER a WORK-OUT helps at recovering and recharging energy. However, it is advisable to wait 30-40 minutes before eating to allow the process of elimination of the toxins produced to be completed. The meal should consist of CARBOHYDRATES, to exploit the release of insulin following physical activity, but also of PROTEINS to prevent undesired damage to muscle fibres.

### RESTORE THE MINERAL SALTS LOST

Fruit and vegetable extracted juices (apple, cucumber, fennel) help the body to re-establish the hydrosaline optimal levels after working out.



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SKIN SCIENCE SOUL

Discover more about our products, professional treatments and lifestyle recommendations at  
[www.comfortzone.it](http://www.comfortzone.it)