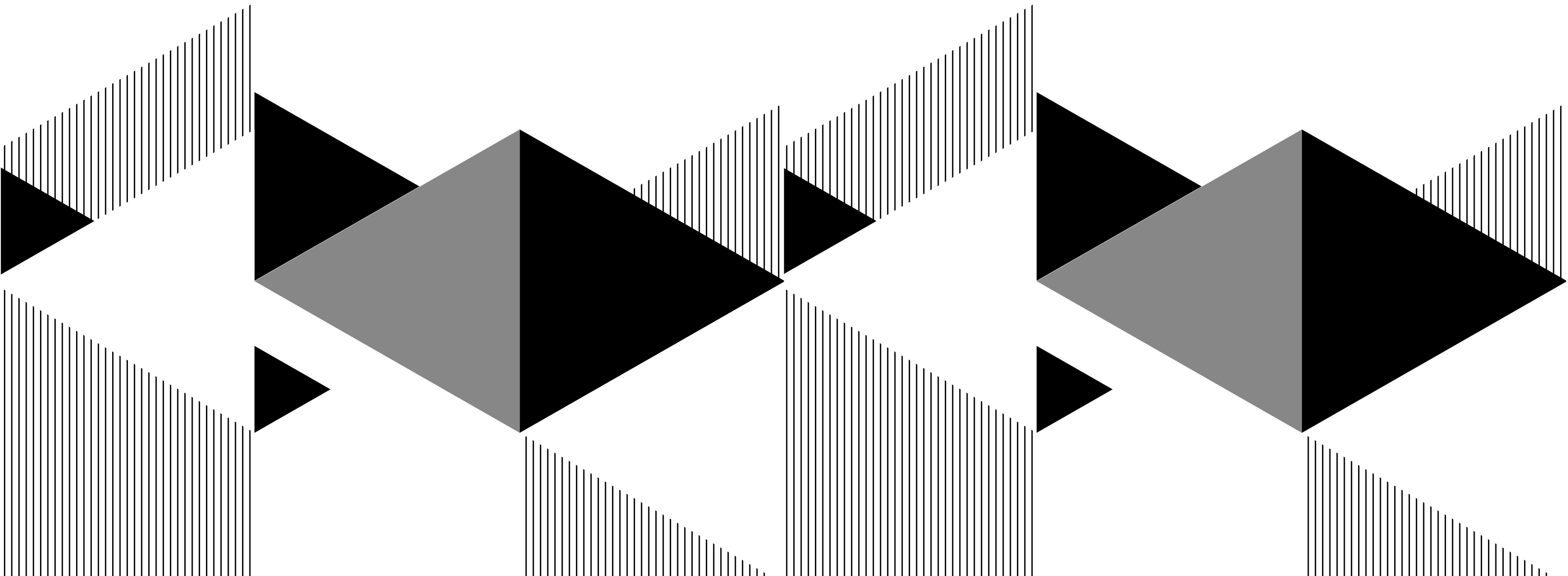


# Diego dalla Palma

PROFESSIONAL

ITALIAN MASTERS OF BEAUTY





# FOUNDING. DEVELOPMENT. REPUTATION.

The professional division of the Diego Dalla Palma Group was founded under the name RVB in the immediate post-war period. It came from the forward-thinking idea of a bee-keeper from the “bolognese” hills who created one of the first royal jelly-based hair removal waxes. Over the years, **RVB laboratories have written the history of professional beauty in Italy**, training thousands of beauty professionals: the beauticians.

In **2012**, the ultimate marriage took place: **RVB laboratories married the Diego dalla Palma brand**, giving life to the professional beauty line by diego dalla palma professional.

In this way, beauticians can take pride in having **the only famous and renowned professional beauty brand for its end consumers** in their beauty centres. Its reputation helps attract new potential consumers, thanks to significant and continuous company investments.





# PASSION FOR RESEARCH. PROVEN EFFICACY



The Diego dalla Palma Group takes pride in having a state-of-the-art research and development laboratory, where exclusive formulas are developed and new cosmetic trends are anticipated.

**Pure cosmetics without unnecessary ingredients.**

**High quality products.**

The quality of rvb products has always been widely renowned by the market. High performance formulas for visible and tangible results.

**Efficacy studies**, instrumental and self-assessment tests are conducted by external, autonomous and certified bodies such as Italian universities. These include the University Federico II of Naples, the Department of Cosmetology of Ferrara and the ISPE Institute of Milan.



MADE IN ITALY.  
OUR PRIDE.

Creativity, style and attention to detail for a line designed, developed and made in Italy  
A 100% made in Italy brand, authentic italian pride distributed worldwide

Creativity, style and attention to detail for a line designed, developed and made in Italy  
A 100% made in Italy brand, authentic italian pride distributed worldwide



IN SEARCH  
OF THE BEST

WE BELIEVE IN  
GREEN CHEMISTRY  
AND REDUCED  
ENVIROMENTAL IMPACT.

**This is our commitment:**

From 2013 we have adhered to the worldwide programme **responsible care**, that aims to promote sustainable development.

From july 2017 our company has received the **ECOCERT** certification to produce natural and organic cosmetic products according to cosmos guideline.

**Our manufacturing site** exploits **solar energy** and the **recycling of process water**.



COSMOS NATURAL  
certificato da Ecocert Greenlife  
secondo il disciplinare  
COSMOS

RVB  
LABORATORIES



# SKINCARE

BEAUTY IS A MISTERY THAT SHOULD BE  
TAKEN CARE OF SERIOUSLY.

Diego dalla Palma Professional takes care of the skin with a line of  
**treatments dedicated to the daily needs of every woman.**

**FACE**  
TARGETED ACTION IN THE  
HEART OF THE SKIN

**BODY**  
THE SCIENCE OF  
“CONNECTIONS”

**SUN**  
THE SMART SUN  
PROTECTION

A SOLUTION  
FOR EACH NEED.

From the expertise of **RVB SKINLAB laboratories**, a benchmark for the dermocosmetics research made in Italy, a line of **professional products** is born, exploiting the results of studies and **latest generation biotechnologies** to create treatments with **high performance**.

# FACE SKINCARE

## TARGETED ACTION IN THE HEART OF THE SKIN.

Wrinkles, dehydration, altered responses of sensitive and impure skins are the external and visible signs of a **deeper problem** with regard to the skin biological capital: the **cells and the loss of harmony**. Intoxicated cells, with a reduced metabolism and vitality, that are no longer able to correctly communicate with each other and work in harmony, with lack of dialogue between epidermis and dermis.

In the heart of our treatments is the **51+3 HYALU COMPLEX™** exclusive registered trademark RVB SKINLAB with **bio-revitalizing multiactive properties**. It reintegrates the optimal level of vital elements essential for cellular communication and combats skin blemishes on several levels.

Our products contain everything the skin cells and structural components need to live in balance.

## THE INTEGRATED DIEGO DALLA PALMA PROFESSIONAL METHOD

### 1. INTERVIEW AND HISTORY-TAKING QUESTIONNAIRE

The history-taking questionnaire helps analyse the customer's skin in detail and outline the salon treatment.

### 2. THE SALON TREATMENT

- **Cellular detoxification:** cell-detoxium, our active ingredient, frees the skin from toxins and prepares it to receive the subsequent treatments.
- **Skin bio-revitalisation:** The 51+3 HYALU COMPLEX™ harmonises the cellular communication, boosts vitality and increases cell longevity. In the FILLIFT treatment, the 51+3 HYALU COMPLEX™ is enriched by AMINO ACIDS, which are part of the collagen and elastin structures, to boost the production of new skin's structural elements.
- **Ultra-personalised action:** dynamic lift, the anti-ageing treatment enhanced with Collalift®18, skin-sheathing protector of collagen.





Retail treatments



**Biphase micellar make-up remover**  
400ml bottle



**Micellar cleansing milk**  
250ml bottle



**Revitalising tonic**  
250ml bottle



**Purifying clay mask**  
10 single-use sachets



**Detoxifying essential concentrate**  
30ml bottle



**Oxygenating scrub**  
75ml tube



**Detoxifying cleansing mousse**  
125mlb bottle with pump

CLEANSING

The deep cleansing treatment that promotes detoxification and cellular vitality. **Enriched with CELL DETOXIUM.**



**24-Hour hydro replenishing cream**  
50ml jar



**24-Hour intensive hydro plumping cream**  
50ml jar



**Reviving hyalu-gel for eye contour**  
15 ml roll-on tube



**Plumping hyalu-mask**  
75ml tube

MOISTURISING

The hydro-rebalancing treatment to quench and restore firmness to dry and dehydrated skin. **Reinforced with HYALU4PLUMP.**



**Micellar cleansing water**  
200ml bottle



**Anti-wrinkle protective cream SPF 15**  
50ml bottle



**Soothing cream for couperose SPF 15**  
50ml bottle



**ultra gentle 24-hour nutricream**  
50ml jar



**Gentle eye contour cream**  
15ml ophthalmic tube

SOOTHING

The highly tolerable treatment to protect and revitalize sensitive skins. **Reinforced with anti-irritation neuropeptides.**



**Deep cleansing gel ACN**  
150ml tube



**Sebum-normalising cream ACN SPF15**  
40ml tube



**24-hour matifying anti-age cream**  
50ml jar



**Pore perfecting serum**  
30ml tube

PURIFYING

The solution to rebalance the production of sebum and soothe the irritation of acne-prone skins. **Reinforced with BAKUCHIOL ACN.**



Retail treatments



24-hour revitalising anti-age cream  
▲▲▲▲▲ normal skin  
50ml jar



24-hour redensifying anti-age cream  
▲▲▲▲▲ dry skin  
50ml jar



24-hour skin renewal anti-age cream  
▲▲▲▲▲ very dry skin  
50ml jar



Correcting eye cream  
15ml jar

ICON TIME

The most suitable solution to every stage of your life, no matter the kind of biological ageing of your skin. Enriched with the energising action of silver, gold and platinum.



Precious self-tanning drops  
30ml bottle with dropper



Global ultra-repairing anti ageing serum  
30ml bottle



GOLD ELIXIR Anti-aging serum  
30ml bottle



SUPERMASK™ Anti-age repairing mask  
single use mask



SUPERMASK™ Soothing relax mask for eyes and critical points  
single use hydrogel mask



White serum-lotion with vitamin C  
125ml bottle



24-hour even white cream  
50ml jar



Brightening white essence  
30ml bottle with dropper



Spot targeting roll-on  
10ml roll on



Intensive white mask  
single use mask

WHITELIGHT™

The solution to give brightness to the face and counteract dark spots. Reinforced with pro white b-spheres.



Exfoliating cleansing cream  
150ml tube



Regenerating exfoliating tonic  
200ml pump dispenser bottle



Micro-exfoliating Cream SPF50  
50 ml tube



Skin renewal serum EGF  
15 ml bottle with dropper



Regenerating serum RETINOL  
15 ml bottle with dropper



Rebalancing serum AZELAIC ACID + VITAMIN PP  
15 ml bottle with dropper



Cica-ceramides cream  
50ml jar

RESURFACE<sup>2</sup>

Innovative key to professional success, calibrated and precise. It allows to achieve highly-visible and certified results in dermo-regeneration, avoiding any unpleasant side effect and strong inflammatory reactions.

Retail treatments



24-hour remodelling lifting effect cream  
▲▲▲▲▲ normal skin  
50ml jar



Smoothing eye and lip contour cream  
15ml jar



SUPERMASK™  
Plumping lifting mask  
single use mask



30-DAYS TREATMENT  
HYALU&COLLAGEN FILLER  
lifting and filling concentrate  
3 vials

FILLIFT

Repositions, fills, smooths. The anti-ageing treatment inspired by aesthetic medicine to remodel the face oval and facial volume and to fight deep wrinkles and fine lines. Enhanced with COLLALIFT-18®, skin-sheathing protector of collagen.



ANTI-OX AMPOULE  
intensive antioxidant concentrate  
15 ml bottle with dropper



NEW LIGHT AMPOULE  
intensive illuminating concentrate  
15 ml bottle with dropper



STOP RED AMPOULE  
intensive anti-redness concentrate  
15 ml bottle with dropper



INSTANT MATT AMPOULE  
intensive sebum-normalising concentrate  
15 ml bottle with dropper

SKIN MAP

Ultra-personalised cell bio-revitalisation targets the specific needs of each area of the face. Because each skin is unique and in constant evolution and the secret to beautiful, healthy skin lies in a targeted and personal skin code.



3D SCULPT AMPOULE  
intensive firming concentrate  
15 ml bottle with dropper



EYE CORRECTING AMPOULE  
dark circle & under eye bag correcting serum  
15 ml bottle with dropper



ANTIOXIDANT ANTI-AGE CREAM  
▲▲▲▲▲ dry skin  
50ml jar



ANTI-AGE MICRO-RENEWAL CREAM  
▲▲▲▲▲ normal skin  
50ml jar



ENERGY MIX  
Adenosine capsules+ 3% energizing concentrate  
7 single use vials kit



SUPER PLUMP  
ProHyalu System 4.5% plumping concentrate  
7 single use vials kit



CHRONO-SKIN  
β-circadin™ 3% anti-stress concentrate  
7 single use vials kit



S.O.S NUTRIFACE  
Filagrino® 10% strengthening concentrate  
7 single use vials kit



SPECIAL FLOW  
O2 Carrier Technology 2% oxygenating concentrate  
7 single use vials kit



ULTRA GLOW  
Acido Tranexamico 5% anti-spot concentrate  
7 single use vials kit

SUPER ACTIVE 7 DAYS

Regenerating, revitalizing and plumping face treatment.



# BODY SKINCARE

## PNEI. THE SCIENCE OF “CONNECTIONS”.

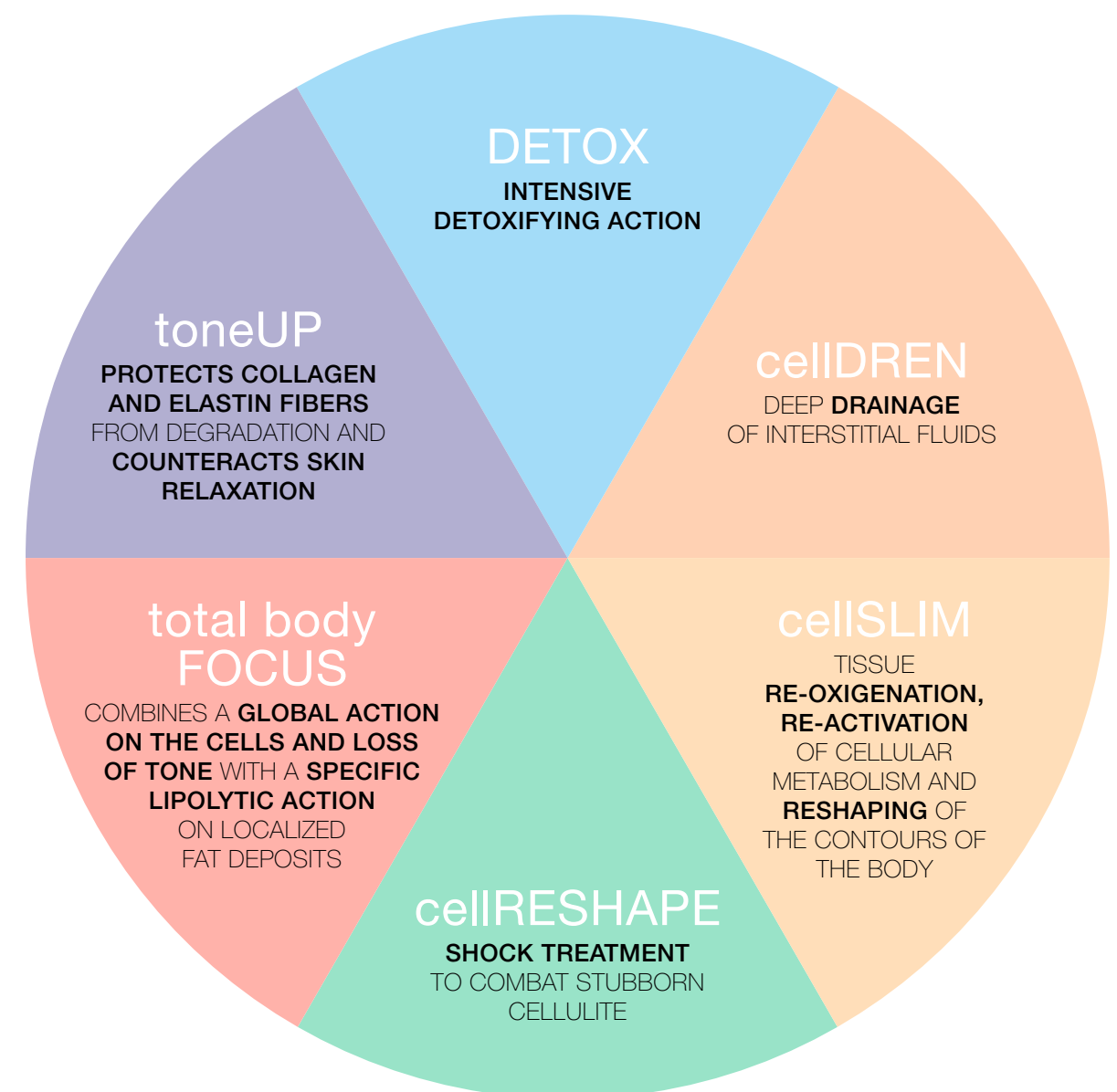
**PNEI** is the science that combines ancient Wisdom with contemporary know-how, eastern with western knowledge, micro with macro, overcoming the body-mind dualism, studying the person as a whole. It **analyses the existing connections between environment-skin-internal organs and psyche, targeting the causes of the imperfections of the body rather than only their appearance.**

At the basis of pnei, there is the connection of systems in constant communication: the nervous system **(N)**, the endocrine system **(E)** and the immune system **(I)**, each made up of group of cells. These systems can affect each other and can simultaneously have an impact on the psyche **(P)** that, in turn, influences the very same systems.

**The great bioenergy network that allows life, Improves the health of the skin and the body, protects the well-being of the individual.** Imperfections related to cellulite or localised fat deposit stem from an alteration in the balance of the communicating network.

## THE METHOD IN THE SALON THAT REBALANCES AND REHARMONISES THE BODY.

Everyone has different imperfections and needs. The new Diego dalla Palma Professional method creates a **personalized routine for every single client.**



## BODY BIOENERGY. MIND AND BODY ALLIED AGAINST CELLULITE.

The new bioenergy treatment to reshape and sculpt the different body shapes.  
**Strictly proven efficiency.**

The body treatment designed to enhance the beauty  
of the body and counteract imperfections related to cellulite, localized fat  
deposits and loss of tone.

**Reinforced with OLI'VÎNE™ ACTIVE SYSTEM**  
and boosted by accurately chosen active ingredients in every product  
to specifically work on the imperfection.

ENHANCED IN EACH PRODUCT BY ACTIVE INGREDIENTS  
CAREFULLY SELECTED FOR THEIR SPECIFIC ACTION ON THE IMPERFECTION.



### OLI'VÎNE™ ACTIVE SYSTEM AN ACTIVE INGREDIENT THAT RESTORES CELL COMMUNICATION.

Volcanic rock, associated with the heart and solar plexus chakras. Restores normal skin  
cell communication and relieves stress, revitalising body and mind. For a toned and  
balanced body.

**60%\***

Reduction  
in imperfections  
caused by cellulite

**45%\***

Improved  
body shape

**0.6 kg\*\***

Average reduction in  
body fat

**0.8 cm\*\*\***

Average reduction in  
thigh circumference

**55%\***

Increase in  
skin firmness

Dermatologically tested in an instrumental clinical study on 20 subjects for 56 days: 8 BODY BIOENERGY ol-  
RESHAPE treatment sessions + home use of Draining Anticellulite Thalasso Scrub, Anticellulite Mud Mousse  
and 3 in 1 Total Body Cream.  
\* Dermatological assessment, % of subjects who achieved a statistically significant result.  
\*\* Instrumental test performed: impedance meter. The draining effect was measured using the extracellular  
water reduction parameter (impedance value).  
\*\*\* Instrumental test performed using a cm tape measure. Average value.



Products for professional treatment

TREATMENTS  PRODUCTS	DETOX	cellDREN	cellSLIM	cellRESHAPE	total body FOCUS	toneUP
THALASSO SCRUB LEVIGANTE						
PEELING CORPO ACIDI COMBINATI						
SALI LIQUIDI IPEROSMOTICI DRENANTI						
GEL LIPORIDUCENTE						
CONCENTRATO ANTISMAGLIATURE						
FANGO MOUSSE ANTICELLULITE						
CONCENTRATO ULTRATTIVO ANTICELLULITE						
ALGHE ATTIVE IN POLVERE ANTICELLULITE						
IMPACCO SAUNA MODELLANTE						
BENDA TERMOATTIVA MODELLANTE						
IMPACCO ELASTICIZZANTE						
OLIO DA MASSAGGIO TONIFICANTE						
CREMA DA MASSAGGIO MODELLANTE						



## Products for home use



**Sculpting sauna pack**  
450ml jar



**3 in 1 total body cream**  
anti-cellulite • toning • sculpting  
200ml tube



**Dry anti-cellulite oil**  
150ml spray bottle



**Anticellulite mud mousse**  
200ml cylinder



**Anti gravity serum**  
125ml pump  
dispenser bottle



**Super-moisturising  
cream**  
250ml tube



**Hyperosmotic  
draining gel salts**  
250 ml bottle



**SCRUB&PEEL  
regenerating balm scrub**  
250ml tube



**Light legs cream-gel**  
150ml tube



**Sculpting super-concentrate**  
150 ml bottle



**Thermoactive cream-mud**  
250 ml tube



**Anti-stretch mark  
concentrate**  
10 single use vials kit





**COSMOS  
NATURAL**



**A STRICTLY CERTIFIED GREEN LINE WITH  
NATURAL FORMULAS TO COMBINE CUTTING-  
EDGE SCIENTIFIC KNOWLEDGE WITH  
ENVIRONMENTAL SUSTAINABILITY.**

**The cosmos certification guarantees:**

- Environmentally friendly production and processing processes respecting also human health.
- Development of the concept of green chemicals
- Responsible use of natural resources
- Respect of biodiversity
- Absence of petrochemical ingredient (except for authorized preservatives): parabens, phenoxyethanol, perfumes and synthetic colorants
- Absence of gmo
- Recyclable packaging

**A beauty care product is cosmos organic certified only if:**

- 95% Minimum of the plants it contains are organic
- At least 20% of organic ingredients are present in the total formula (10% for rinse-off products)



**ALOE VERA GEL**  
**ALL-IN-ONE**  
face/body  
150 ml tube



**ALOE VERA  
& MATCHA TEA**  
face cream  
**ALL-IN-ONE**  
150 ml tube



**MULTITASKING CREAM**  
**ALL-IN-ONE**  
body  
200 ml tube



**MULTITASKING OIL**  
**ALL-IN-ONE**  
body  
200 ml tube

**100%**  
**NATURAL  
ORIGIN**

# SUN

## SMART SUN PROTECTION. SPECIFIC SUN PROTECTION SOLUTIONS AND FORMULAS FOR EVERY NEED.

### DNA SMART PROTECTION

It activates the processes **of cellular protection from uv rays and promotes the dna repair processes:** neutralizes free radicals. Protects the dna. Promotes the repair processes of the dna that was damaged by UV rays. Fights ageing of the skin stem cells. Promotes skin regeneration and fights redness.





Sun products



Super tanning water  
BODY  
300ml spray bottle



Ultra rapid tan preparer gel  
FACE/BODY  
150ml tube



Super tanning gel  
LEGS  
150ml tube

SUN RISE  
Prepares the skin to sun exposure.



Sun stick SPF50+  
Tattoos and sensitive areas  
FACE/BODY  
10ml stick



Invisible spray SPF50+  
Transparent protection  
BODY  
150ml cylinder



Protective cream SPF50  
VISO  
50ml tube



Milk spray SPF50  
FACE/BODY  
150ml spray bottle



Protective cream SPF30  
VISO  
50ml tube



Super tanning oil  
SPF 30  
BODY  
150ml spray bottle

SUN SHINE  
Protects and illuminates the color.



Moisturizing protective  
milk SPF30  
BODY  
150ml bottle



Invisible spray SPF30  
Transparent protection  
BODY  
150ml cylinder



Moisturizing protective  
milk spray SPF20  
FACE/BODY  
150ml cylinder



Protective cream SPF15  
FACE/BODY  
150ml tube



Moisturizing protective  
milk SPF10  
BODY  
150ml bottle



Super tanning oil  
SPF10  
BODY  
150ml spray bottle

SUNSET & SENSUAL SUN  
Prolongs the tan and illuminates the skin.



After sun shower gel  
BODY  
250ml tube



Soothing after sun cream  
FACE  
50ml tube



After sun shower gel  
BODY  
250ml tube



Illuminating after sun cream  
with plant pheromones  
BODY  
150ml tube

# TRADE MARKETING

# RECOGNISABLE COMMUNICATION



## TAILORED SOLUTIONS. COMBINED PROMOTIONS AND POSTERS. RECOGNISABLE POINTS OF SALE.

**Trade marketing always at the service of the beautician.**  
A specific communication & marketing department to meet all needs.  
**Customised window displays, special events, openings and supports for tailored events.** All to create customised communication tools, in line with the image of diego dalla palma professional and with the brand values.

WINDOW DISPLAY



CONSUMER BROCHURE



SAMPLE



MINI SIZE





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

