

# THE SUMMER MAG'

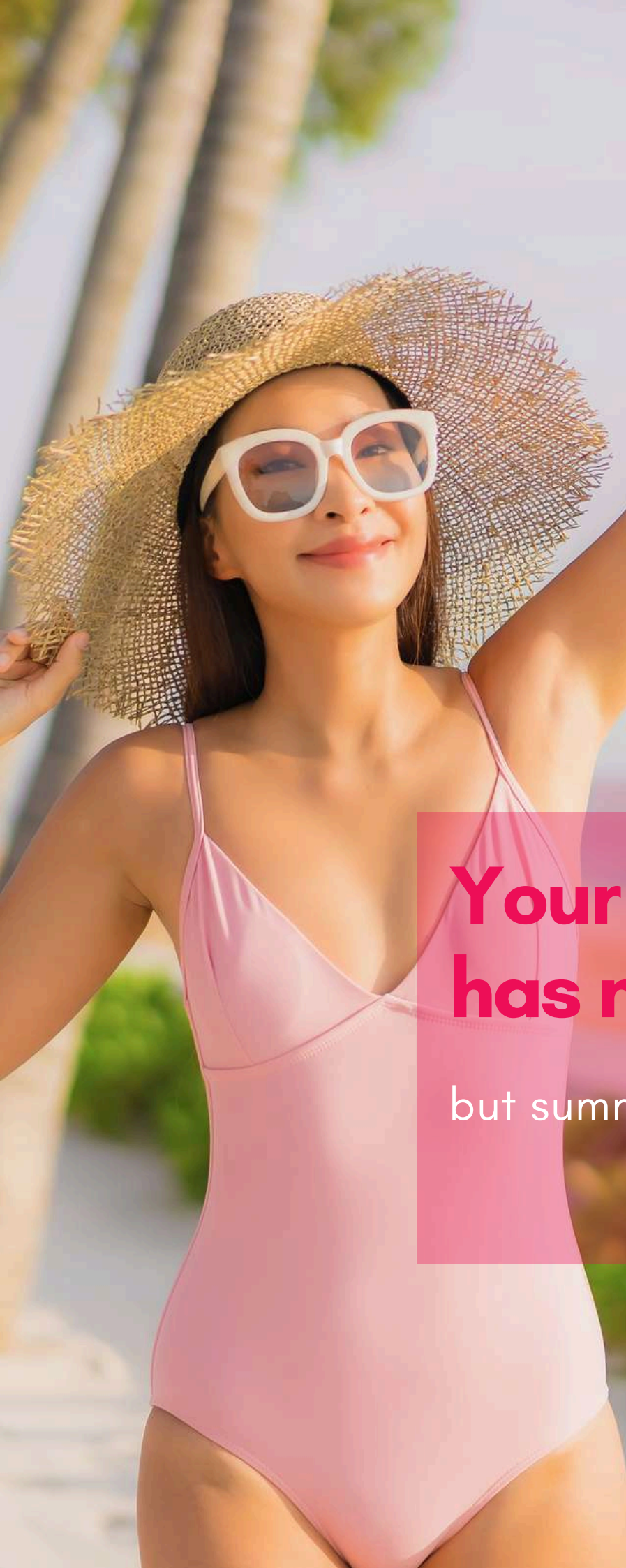
BEAUTY TIPS | TRENDY TIPS

SUMMER 2024









**Your beauty  
has no season,**

but summer suits him so well!



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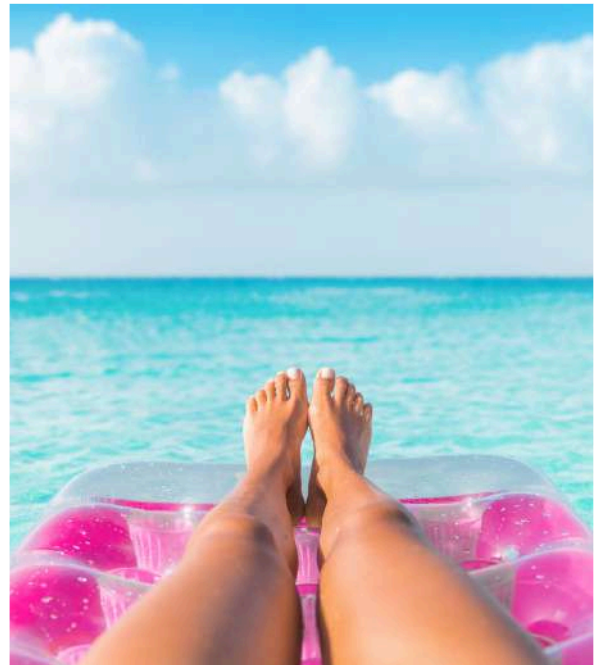
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# SUMMER MAKEUP: MAKEUP TRENDS SUMMER 2024

*Summer is here, with its sunny days and starry evenings. Now's the perfect time to refresh your makeup bag and embrace looks that are heat-resistant while showcasing your natural beauty. Here are the essential trends and tips for perfect summer makeup.*



### POP COLORS

Summer 2024 highlights bright and bold colors. Neon eyeshadows, coral lipsticks and rosy blushes are must-haves. Don't be afraid to experiment with colors that evoke the energy and vitality of summer.

### GRAPHIC LINES

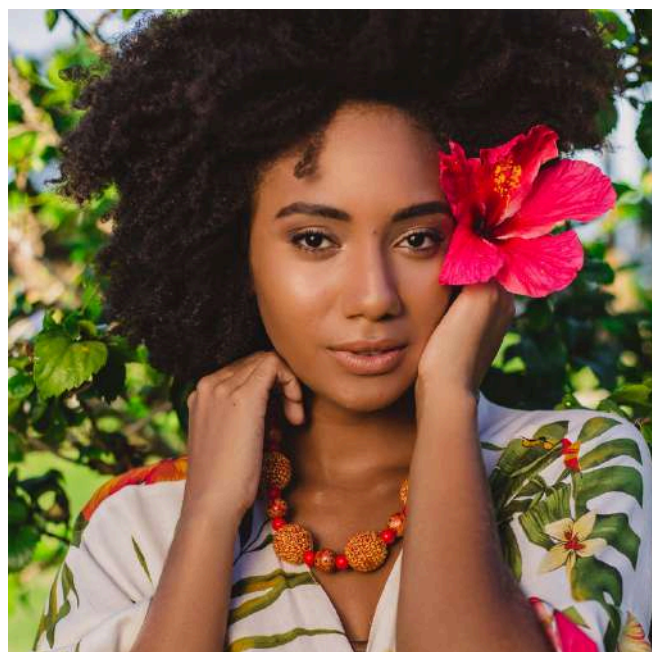
Graphic eyeliners are a big trend this summer. Clean, precise lines, geometric shapes and bold colors add an artistic touch to your makeup. Try double lines, flowing wings or unique patterns for a captivating and original look. Use colored eyeliners or even eye shadow transformed into liner for more creativity.

### THE GLOWY AND NATURAL COMPLEXION

This season, the glowy complexion is in the spotlight. The goal is to achieve luminous and radiant skin, as if you had just returned from vacation. To achieve this, opt for light and hydrating bases. Tinted creams with SPF are ideal for evening out the complexion while protecting it from UV rays.

### THE MONOCHROME LOOK

For quick and effective makeup, the monochrome look is perfect. Use the same shade for eyes, cheeks and lips. For example, a soft peach or a fresh pink will bring harmony to your face while remaining chic and sophisticated.





# SUMMER MAKEUP : TIPS FOR PERFECT MAKEUP IN SUMMER

*This summer, makeup is meant to be light, colorful and above all practical. By adopting these trends and following these tips, you will be able to take full advantage of sunny days while remaining radiant. Remember, beauty starts with well-groomed skin, so hydrate, protect yourself and let your natural glow shine. Enjoy every moment and shine all summer long!*



### PREPARE YOUR SKIN

The key to successful summer makeup starts with well-prepared skin. Exfoliate regularly to remove dead skin cells and use hydrating serums to maintain hydration. A good mattifying primer can also help control shine caused by sweat.

### OPT FOR LONG-WEAR PRODUCTS

Heat can melt makeup quickly. Choose waterproof and long-lasting products to avoid frequent touch-ups. Water-resistant mascaras and eyeliners are essential.

### MOISTURIZE YOUR LIPS

Lips tend to dry out more quickly in summer. Use a moisturizing lip balm with SPF and add a touch of gloss for a glossy, luscious effect.

### SET YOUR MAKEUP

Use a setting spray to extend the life of your makeup. This will help secure products in place and reduce shine. A rose water-based spray can also bring a touch of freshness throughout the day.

### EMBRACE MINIMALIST MAKEUP

Less is more, especially in summer. Let your skin breathe by avoiding thick layers of foundation. A little concealer where needed, a light veil of bronzer, and you're ready to face the heat with a natural, luminous look.





## HOW TO AVOID SHINE IN SUMMER BEAUTY GUIDE TO PERFECT SKIN

### 1. DEEP CLEANING

The first step to avoiding shine is to cleanse your skin well to remove excess oil and impurities.

### 2. USE AN ASTRINGENT TONER

After cleansing, an astringent toner helps tighten pores and control oil production.

### 3. LIGHT HYDRATION

Even oily skin needs hydration. Opt for lightweight, non-comedogenic moisturizers that don't weigh down the skin.

### 4. USE A MATTIFYING PRIMER

Before applying makeup, use a mattifying primer to control shine and prolong the wear of your makeup.

### 5. OPT FOR MATTIFYING MAKEUP

Choose makeup products designed to control shine, such as foundations and mattifying powders.

### 6. TONING PAPER FOR TOUCH-UPS

Keep blotting papers on hand to absorb excess oil throughout the day without altering your makeup.

# FACE MASKS : EASY RECIPES TO MAKE AT HOME



### MOISTURIZING MASK WITH CUCUMBER AND YOGURT

*Cucumber hydrates and refreshes the skin, while yogurt soothes and nourishes with its probiotic properties.*

#### INGREDIENTS :

- 1/2 cucumber
- 2 tablespoons of natural yogurt

#### INSTRUCTIONS :

1. Blend the cucumber until you obtain a smooth puree.
2. Mix the cucumber puree with the yogurt.
3. Apply the mixture to your clean, dry face.
4. Leave on for 15 to 20 minutes.
5. Rinse with lukewarm water and dry gently.

### NOURISHING MASK WITH AVOCADO AND OLIVE OIL

*Turmeric has anti-inflammatory and antioxidant properties, while lemon brightens the complexion and honey hydrates. This mask is perfect for an instant glow boost.*

#### INGREDIENTS :

- 1 tablespoon of turmeric powder
- 2 tablespoons of lemon juice
- 1 tablespoon of honey

#### INSTRUCTIONS :

1. Mix the turmeric, lemon juice and honey until you have a smooth paste.
2. Apply the mixture to your face, avoiding the eye area.
3. Leave on for 10 to 15 minutes.
4. Rinse thoroughly with lukewarm water (be careful, turmeric can stain fabrics).





# THE BEST HAIRSTYLES : TO STAY COOL IN SUMMER



### DESCRIPTION

African braids are ideal for keeping hair in place and cool on hot days. They offer a sporty and elegant look at the same time. They can be with or without add-ons.

### HOW TO DO IT:

- Separate your hair into two equal sections.
- Braid each section, starting near the scalp and working your way up to the ends.
- Secure the ends with small rubber bands.

### TIPS :

For an even more trendy look, add colorful ribbons or accessories to the braids.

### DESCRIPTION

*The braid crown is a romantic and practical hairstyle that keeps the hair in place and away from the face.*

### HOW TO DO IT:

- Separate your hair into two sections on either side of your head.
- Braid each section into a simple braid.
- Bring each braid over the top of your head, like a crown, and secure them with pins.

### TIPS :

For a bohemian look, let a few strands escape and add fresh flowers or accessories.



# ADOPT THE RIGHT ROUTINE FOR A PERFECT TAN

### MELANIN ACTIVATOR

To effectively awaken melanin and optimize your tan, we recommend that you start a dietary supplement cure at least 15 days before going on holiday. This will not only allow the skin to react better to sun exposure, but also promote a more even and long-lasting tan.

### GENTLE EXFOLIATION

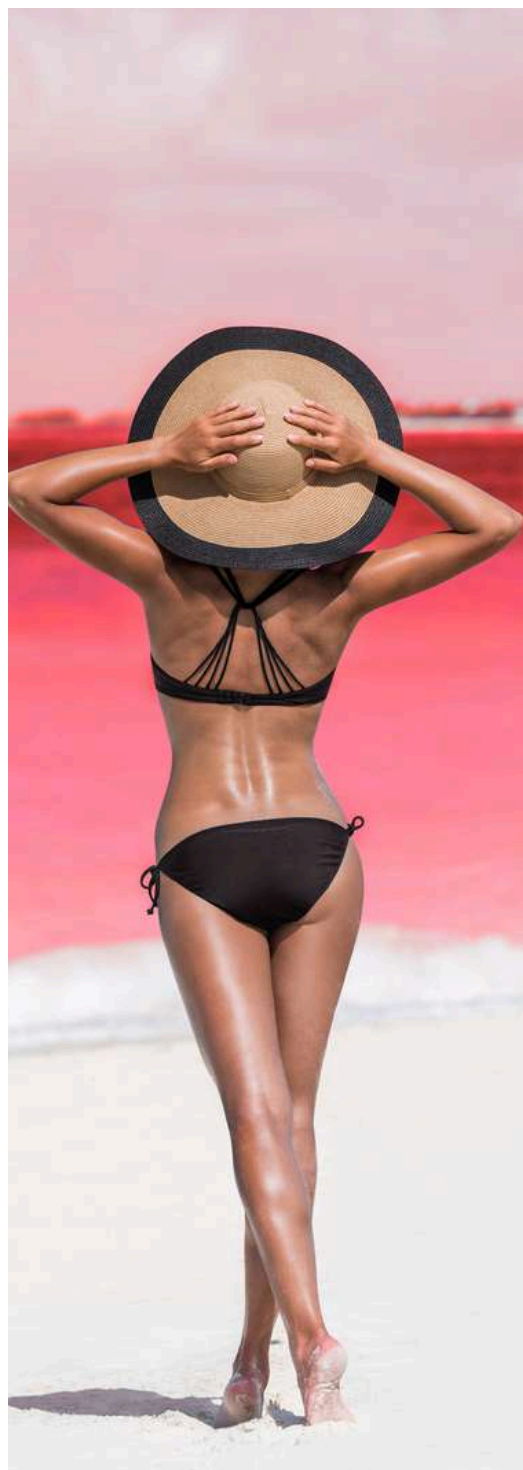
Contrary to popular belief, doing a body scrub does not eliminate the tan, on the contrary it sublimates it.

Exfoliate once a week to remove dead skin cells and promote skin cell renewal. This not only reveals a brighter, even tan, but also improves the skin's ability to absorb your body care. By preserving your skin's natural radiance, the weekly scrub helps to prolong the duration of your tan while leaving your skin well hydrated.

### PROTECT AND MOISTURIZE

A sunscreen with an SPF 30 or higher is essential to protect you from the sun's rays, preventing sunburn and premature aging of your skin. After the beach, moisturizing your body with an after-sun will repair and soothe the epidermis dried out by the sun, salt and sand.

Sun protection during the day and hydration after the beach are the keys to a long-lasting, golden tan.







# GENERAL TIPS FOR CHOOSING OUR SUNSCREEN

*Summer is here and with it, the crucial importance of protecting our skin from harmful UV rays. Choosing the right sunscreen can seem like a daunting task, especially with the multitude of products available on the market.*

## **SUN PROTECTION FACTOR:**

Opt for an SPF of at least 30 for daily protection and up to 50 for prolonged sun exposure.

## **TYPES OF UV FILTERS:**

Prefer broad-spectrum sunscreens that protect against both UVA and UVB rays.

## **COMPOSITION:**

Look for ingredients that are suitable for your skin type. Dry skin benefits from moisturizing formulas, while oily and acne-prone skin benefits from lightweight, mattifying formulas.

# GENERAL TIPS TO CHOOSE A SUNSCREEN

### DRY SKIN:

*Dry skin requires moisturizing sunscreens that prevent dehydration while providing effective protection from the sun.*

*Here's an example:*

La Roche-Posay Anthelios Comfort SPF 50+: Enriched with moisturizing agents, this sunscreen provides high protection while nourishing the skin. Its non-greasy cream texture leaves the skin soft and hydrated.

### OILY SKIN:

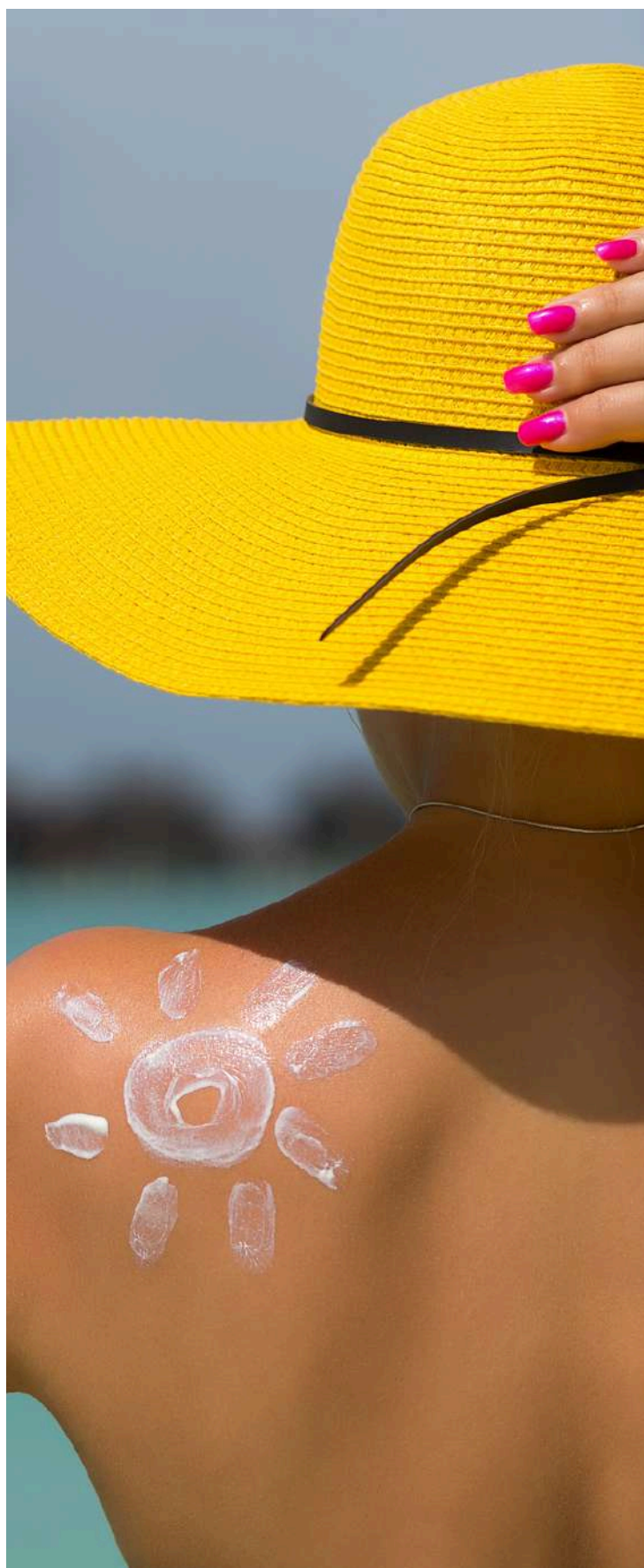
*Oily skin requires lightweight, non-comedogenic sunscreens that don't clog pores and control excess oil. Our proposal:*

Vichy Capital Soleil Mattifying 3-in-1 SPF 50: With mattifying properties, this product controls shine while providing effective sun protection. It is enriched with mineral clay to absorb excess sebum.

### SENSITIVE SKIN:

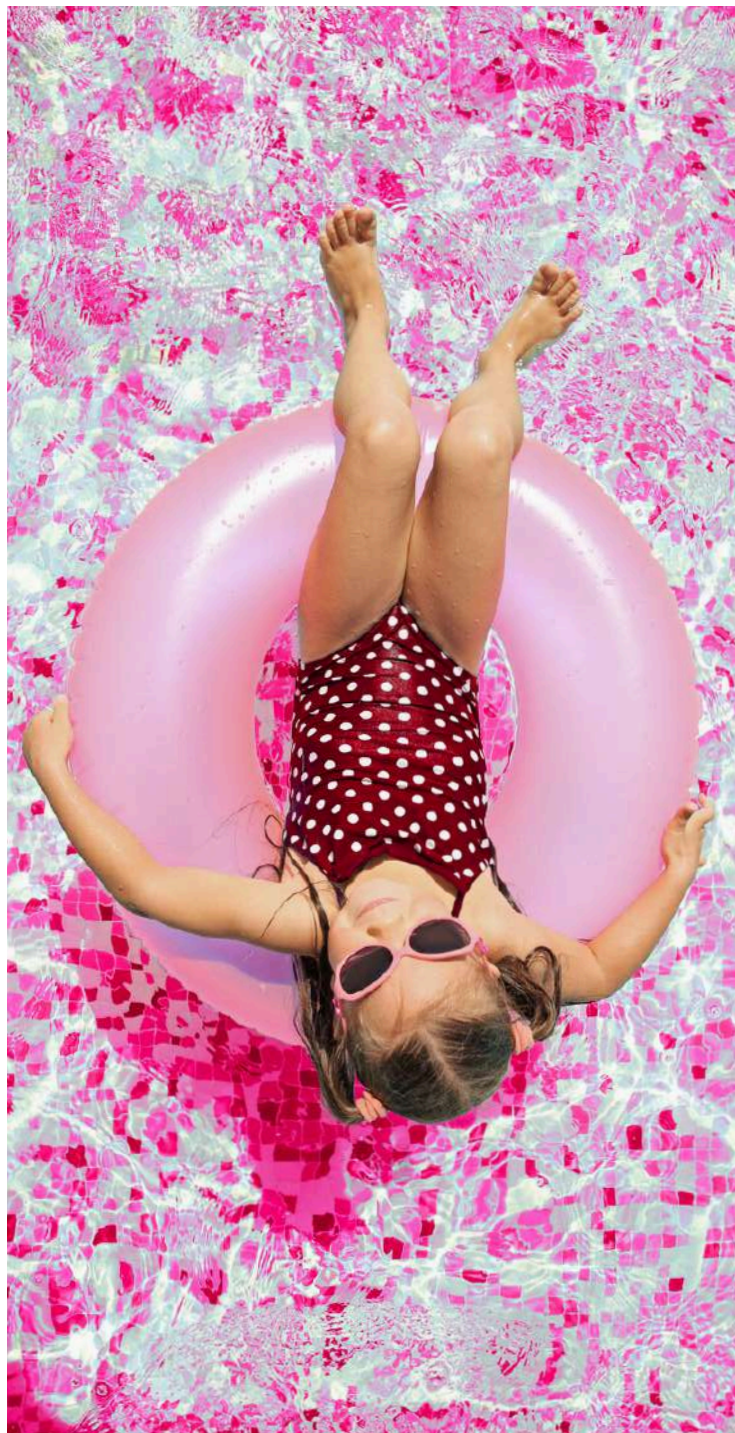
*Sensitive skin requires gentle, fragrance-free, and hypoallergenic sunscreens to avoid irritation. Here is our recommendation:*

Bioderma Photoderm AR SPF 50+: Specially designed for sensitive and reactive skin, this product offers maximum protection while reducing redness thanks to its soothing ingredients.





# ENHANCE YOUR NATURAL GLOW THANKS TO SELF-TANNER



With the arrival of the summer season, it is essential that you discover today how to properly use a self-tanner. What are the solutions to get a healthy glow without being covered in stains? What products should be used and what tips should be followed to achieve the desired result? In this article, we will see together how to use a self-tanner to be tanned from the beginning of summer.

## HOW TO APPLY A SELF-TANNER?

For a successful application of self-tanner, follow these steps:

Exfoliate your skin to remove dead skin cells and impurities. Make sure your skin is clean and dry before application.

Apply the self-tanner evenly to your skin. Be sure to cover all areas thoroughly, stretching the product over the elbows, knees, and feet. If you use your hands, remember to wash them immediately after application to prevent your palms from getting tinted. Allow the self-tanner to dry completely before getting dressed. Avoid touching your skin or getting wet for at least 2 hours after application.

## HOW TO PROLONG THE TAN OBTAINED?

As with natural tanning, to keep your pretty golden hue, there is no magic recipe, but a practical tip that you are often given: apply a body lotion and a moisturizer to the face every day.

As soon as the tan starts to fade, exfoliate to remove any remaining residue and reapply your self-tanner.

## WHAT ARE THE BENEFITS OF A SELF-TANNER?

Self-tanners are a great way to get a healthy glow without having to expose yourself to the sun's harmful rays. They allow you to show off a tanned face and body as soon as the sunny days return, as if you had taken 1 week of vacation in the tropics.

## WHAT TYPE OF SELF-TANNER SHOULD I CHOOSE?

There are different types of self-tanners available: tinted foams, creams, gels and sprays. Each one has different properties and we will be able to advise you according to the result you want and your preferences.



## TRENDY NAIL ART TO ENHANCE YOUR NAILS THIS SUMMER

### VARNISH COLORS

- semi-permanent nail polish PETULA
- semi-permanent nail polish GLOSS
- semi-permanent nail polish SUNSET
- semi-permanent nail polish MIMOSA

### EQUIPMENT USED

- dotting tool
- lamp UV
- boxwood stick

### THE PROCESS TO FOLLOW

Apply the Green flash base to all nails. Catalyze under lamp. Apply the shade Gloss to the middle and ring fingers in two thin coats and Petula to the rest of the nails. Catalyze each layer. Using the Dotting tool, on the wide tip side, start by making a stitch to create the heart of your flower and then make the petals with another color. Finish the manicure with a coat of Top coat. Catalyze and it's done!





# THE IMPORTANCE OF EXFOLIATION IN SUMMER FOR RADIANT AND HEALTHY SKIN



## WHY IS EXFOLIATION CRUCIAL IN SUMMER?

- **ELIMINATE DEAD CELLS**

Exfoliation helps remove these dead skin cells, revealing softer, brighter skin.

- **PREVENT BREAKOUTS**

Regular exfoliation helps to deeply cleanse pores and reduce the risk of breakouts.

- **IMPROVE TANNING**

Well-exfoliated skin allows for a more even and long-lasting tan. By removing dead skin cells, exfoliation ensures that the tan is applied to smooth, blemish-free skin.

- **OPTIMIZE HYDRATION**

By ridding the skin of impurities and dead cells, exfoliation allows for better absorption of moisturizing products. This is especially important in summer, when the skin can quickly become dehydrated by the sun and heat.

## HOW TO EXFOLIATE IN SUMMER: BEST PRACTICES

- **CHOOSING THE RIGHT EXFOLIATOR**

**Mechanical Exfoliants:** based on natural particles such as sugar, sea salt or crushed apricot kernels. Avoid scrubs that are too abrasive as they can irritate the skin.

**Chemical Exfoliants:** These are perfect for sensitive skin.

- **EXFOLIATION FREQUENCY**

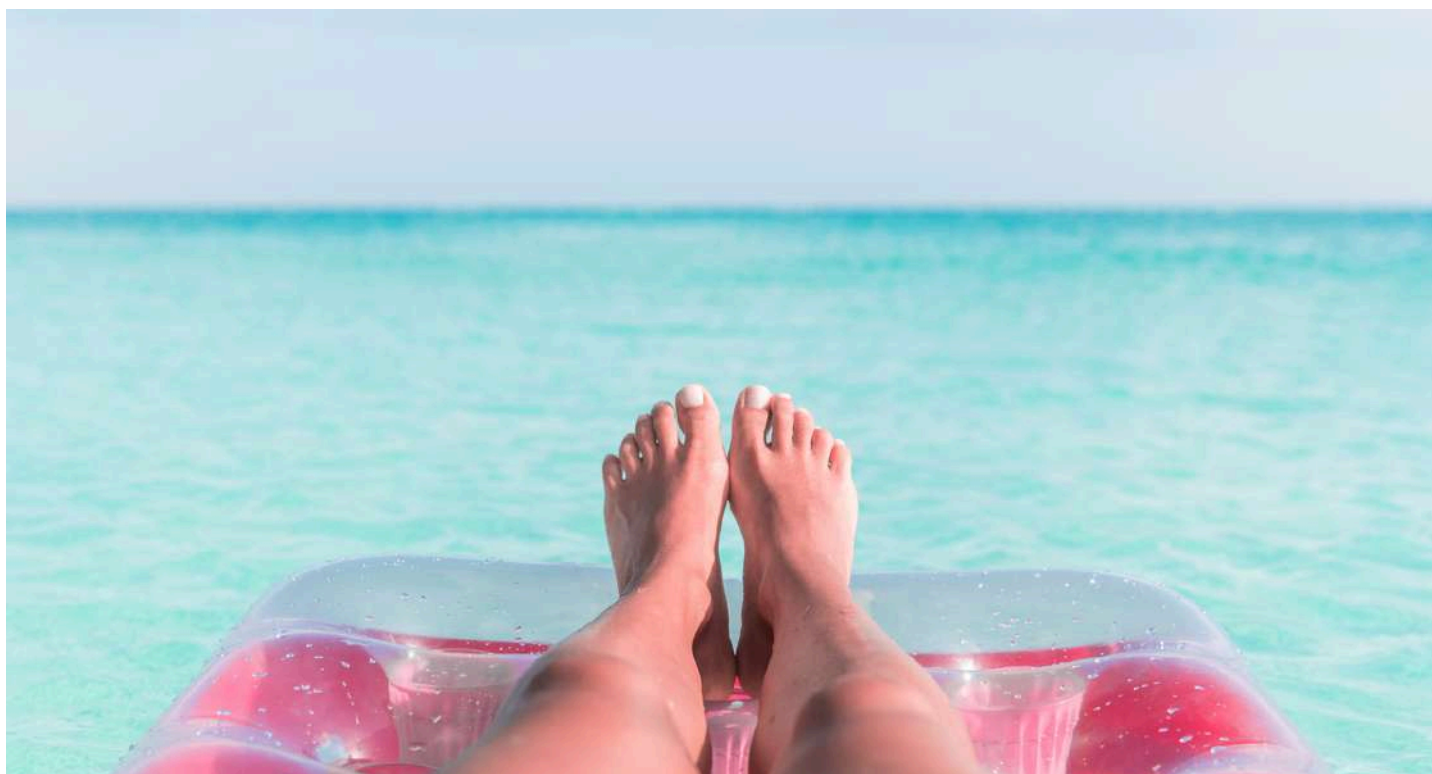
**Face:** Exfoliate your face 1-2 times a week, depending on your skin type. Sensitive skin can be satisfied with just one weekly exfoliation.

**Body:** Exfoliate the body 2-3 times a week. Areas like the elbows, knees, and feet may need special attention.

- **HYDRATION AFTER EXFOLIATION**

After each exfoliation, generously moisturize your skin to restore moisture and strengthen the skin barrier. Use lightweight moisturizers made with soothing ingredients like aloe vera, hyaluronic acid, or shea butter.

# HYDRATATION, YOUR FIRST BEAUTY TREATMENT



This summer, we're not going to be original, and we're going to talk to you again about hydration. If we do it, it's because there's a reason: every day we see women at the institute who have wrinkles and fine lines that could be avoided if they hydrated a little more. And here, we're not talking about skincare creams, serums or masks. No, we're talking about drinking water! Because yes, that's the secret to beautiful, plump and radiant skin!

The importance of drinking enough water for the well-being of your skin should not be underestimated. Water plays a vital role in maintaining your skin's elasticity, which is a must to give it the natural glow we are all looking for!

How much water is it advisable to drink each day?

While this can vary depending on several factors such as your age, weight, level of physical activity, and climate, the most common recommendation is to aim for at least 8 glasses of water per day, which is equivalent to about 2 liters. This amount can be adjusted upwards on hot days or if you are particularly active.

To moisturize your skin from the inside out, it's not just a matter of drinking water. Eating water-laden fruits and vegetables, such as cucumber, watermelon, melon, and strawberries, can also help you increase your fluid intake, while also providing your body with essential vitamins and minerals. A balanced diet, rich in omega-3s and antioxidants, is also beneficial for strengthening the skin barrier and fighting against premature aging of your skin.





### **How can we make water more attractive?**

We know that drinking plain water can sometimes seem boring. This is why you can also drink infused waters; Not only are they delicious, but they also add a little pep to your daily hydration routine.

Here are the ingredients for our two favorite recipes, easy to make and refreshing. Let the ingredients steep in the water for 3-4 hours, or ideally overnight, before consuming your infused water.

#### **Watermelon Infused Water**

This infused water is delicious and perfect for recharging the batteries after a day in the sun.

##### **Ingredients :**

- 1 liter of water
- 150 g watermelon, cubed
- 1 lime, thinly sliced
- 10 fresh mint leaves

#### **Water infused with nectarine and raspberries**

This infused water combines the sweetness of nectarine and raspberries with a touch of freshness thanks to basil for a refreshing and aromatic summer drink.

##### **Ingredients :**

- 1 liter of water
- 1 nectarine, cut into thin strips
- A handful of fresh raspberries (about 10-15)
- 5-6 fresh basil leaves

*While internal hydration is key to glowing skin, don't forget the importance of salon facials. These specific treatments, combined with good daily hydration, can intensify the benefits on your skin significantly. By combining our professional skincare products with adequate internal hydration, you create the perfect duo to reveal healthy, youthful glowing skin.*

# SUMMER FASHION : SUMMER FASHION TRENDS 2024

*Summer has finally arrived, and with it, the irresistible desire to refresh our wardrobe. Longer days and warmer temperatures call for light, colorful and comfortable outfits. Let's dive into this summer's fashion trends together and find out how to achieve impeccable summer style.*



### FLOWY MAXI DRESSES

This season, flowy maxi dresses are a must-have. With their light fabrics and airy cuts, they offer both comfort and elegance. Floral, tropical prints and geometric patterns are particularly popular. Pair them with lace-up sandals for a bohemian chic look perfect for seaside walks.

### TROPICAL PRINTS

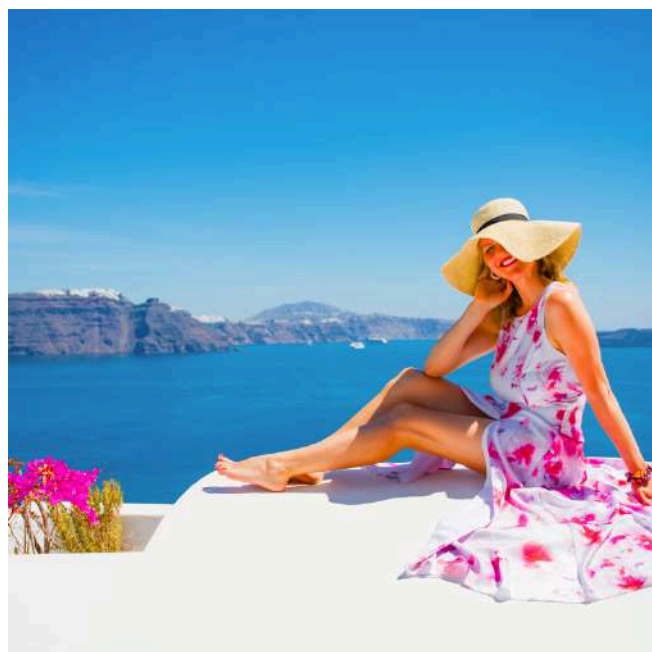
Nothing says "summer" like vibrant tropical prints. Palm trees, exotic flowers and bird motifs bring a touch of exoticism to your wardrobe. Lightweight shirts and maxi dresses in tropical prints are perfect for sunny days, while accessories like bags and scarves can add a subtle tropical touch to any outfit.

### PASTEL COLORS

Pastel colors dominate the summer palette of 2024. Soft and refreshing, they are perfect for creating light and elegant outfits. Shades of lavender, mint, powder pink and sky blue are particularly popular. Wear them as a total look or combine them with neutral colors for a calming effect.

### THE RETURN OF DENIM

Denim is making a big comeback this summer, in all its forms. Whether shorts, skirts, jackets or jumpsuits, denim is versatile and timeless. Opt for faded or ripped pieces for a casual style, or more structured cuts for a more sophisticated look.





# SUMMER FASHION : TIPS FOR A SUCCESSFUL SUMMER LOOK

*This summer, fashion is intended to be light, colorful and practical. By adopting these trends and following these tips, you can take full advantage of the season while being at the forefront of style. Remember that comfort is key to a successful look, so choose pieces that make you feel good and let your personality shine. Enjoy every moment and have fun with summer fashion!*



### FOCUS ON NATURAL MATERIALS

In summer, favor natural materials such as cotton, linen and silk. These fabrics are not only more breathable but also more comfortable, especially on hotter days. They absorb moisture better and allow your skin to breathe.

### OPT FOR VERSATILE PARTS

Invest in versatile pieces that can be easily mixed and matched. A midi skirt can be worn with a tank top for a casual day, or with an elegant blouse for a dressier evening. Jumpsuits and jumpsuits are also practical and chic options for an effortless look.

### CHOOSE COMFORTABLE SHOES

Sandals are the ultimate summer shoes. Whether they are flat, with heels or with a platform, above all they must be comfortable. Espadrilles and mules are also good options to vary the pleasures while remaining stylish.

### ACCESSORIZE SPARINGLY

In summer, less is often more when it comes to accessories. Opt for simple and light pieces like fine gold jewelry, shell bracelets or straw hats. Wicker or bamboo bags are also very trendy and add a summery touch to any outfit.





## **THE SUMMER MAG'**

Take care of yourself and your skin, while enhancing yourself with our key tips!