

Natura Bissé treatments increase your well-being and self-esteem*. Visit your spa to feel better.



PROVEN BY
NEUROSCIENCE

Demonstrated in a study carried out in partnership with Starlab, a neuroscience research institute, and the University of Murcia. The study was chosen to be presented at the congress of the IFSCC* (International Federation of Societies of Cosmetic Chemists).

With all this knowledge, we design optimized rituals that not only offer unbeatable results on your skin but also make you feel radically better.

- **Why has Natura Bissé carried out a neuroscientific study?**

Natura Bissé's purpose is to enhance wellbeing using our cutting-edge skincare products along with the power of touch, thanks to our aestheticians' well-trained hands. We wanted to scientifically prove that **our treatments benefit your skin, your self-esteem and your inner state.**

- **What conclusions can be drawn from the results of this study?**

The results demonstrate the **importance of the power of touch and self-care for overall wellbeing.** The study confirms that going to the spa can contribute positively to people's mental health capital and their individual empowerment, help reduce stress and increase personal resilience.

- **What does Natura Bissé use the data from its studies for?**

We use the results to adjust our spa rituals and **design products and massage techniques** that not only produce unbeatable results on your skin but also provide maximum relaxation and positive emotions at every stage of the treatment.

- **How can self-esteem and mood be measured?**

With a **combination of objective instrumental measurements and subjective surveys** taken before and after a treatment. The same measurements were also taken before and after a control session (with no treatment).

- **How is the index of wellbeing calculated?**

The improved sense of wellbeing (up by 67%) was calculated by an **exclusive algorithm** designed using artificial intelligence. Taking brain activity and heart rate measurements, the study measured the values of valence and arousal (pleasure/displeasure) of 5 emotions (relaxation, activation, harmony, satisfaction and happiness). The algorithm uses all this information to calculate the index of wellbeing.

- **How is the improvement in skin condition measured?**

Via in-vivo measurements taken from macrophotographs of the volunteers' skin before and after the treatment. Using the **Visia imaging device**, the measurements confirmed a visible improvement in the skin after just one session. This was completed with a subjective assessment of the volunteers' perception of an improvement in the appearance of their skin.

- **Which treatment was analyzed?**

A **signature Natura Bissé facial** lasting 60 minutes and using no devices, just our exclusive massage techniques and our skincare products.

- **Did people really feel this mood transformation?**

The subjective surveys confirmed what the instrumental measurements indicated: **the volunteers stated they looked better and felt better about themselves.** They also felt a greater capacity to achieve goals (sense of environmental mastery) only after the treatment.

• What exactly was measured in the study?

Instrumental Measurements	Subjective Measurements
BRAIN ACTIVITY EEG (electroencephalogram).	SUBJECTIVE EMOTIONAL STATE Affective Slider: self-assessment scale of human emotions.
HEART RATE ECG (electrocardiogram).	PERCEIVED STRESS Stress level survey.
BIOMARKERS Measurement of levels of cortisol, alpha amylase and oxytocin in saliva.	PSYCHOLOGICAL WELLBEING Ryff Scale, which assesses 6 dimensions of psychological wellbeing.
SKIN CONDITION Visia imaging device (in-vivo measurement using macrophotos of the skin).	PERCEIVED SKIN IMPROVEMENT Survey. The volunteers unanimously saw an improvement in their skin after the treatment session.

• What role did artificial intelligence play in this study?

Natura Bissé’s partner in this study was the neurotechnology research specialist Starlab, which uses artificial intelligence as a **working tool**. In this case, AI was used to design the “wellbeing algorithm”.

• What exactly is neuroscience?

It is the study of the development, functioning and structure of the nervous system and its primary organ: the brain. Neuroscience allows us to study how the brain reacts when our bodies are touched.

• When did Natura Bissé begin to work with neuroscience?

In **2016**, when we turned to neuroscience to analyze all the steps in our spa experiences in real time with the aim of detecting which ones produced more or less pleasure in the client.

And in **2020** we studied how to switch off from daily stress in just **8 minutes** with the help of virtual reality and mindfulness. The very positive conclusions resulted in the creation of **The Mindful Touch** experience.

• Why is touch such an important sense?

Touch is one of the first senses to develop and possibly the last to disappear. It **helps us perceive sensations** such as temperature or pressure and to judge the dimension of a space in relation to others and our surroundings.

• What benefits do touch and massage have on people?

Touch awakens some of the millions of receptors in our skin and **stimulates the release of neurochemicals related to positive mood** (serotonin, dopamine and oxytocin). Plus, every massage stroke reduces levels of cortisol, one of the hormones that is released as a reaction to stress. The release of oxytocin helps slow the heart rate and reduce blood pressure, which in turn makes us feel calmer.

• Is it only Natura Bissé treatments that improve mood?

The benefits of touch and self-care have been demonstrated in numerous studies, and the positive effects of being pampered by the hands of an esthetician are widely supported by science. In any case, at Natura Bissé, we have measured our rituals, using our products and techniques designed by our Training team, which are included in all our protocols. For this reason, the specific data from this study are only applicable to Natura Bissé treatments, although **a quality ritual in a professional beauty center always enhances wellbeing and good mood.**

• What makes Natura Bissé treatments different from other treatments?

To start with, they are only performed using our professional skincare products, which include the maximum concentration of active ingredients to address all types of cutaneous needs. Secondly, our spa experiences are designed by a group of experts who analyze each and every movement and step to provide **the best results and the maximum sensation of pleasure and relaxation.**