



PREMIUM COSMETICS

BASED ON

Plant Stem Cells

essentia
FOR YOU FROM NATURE

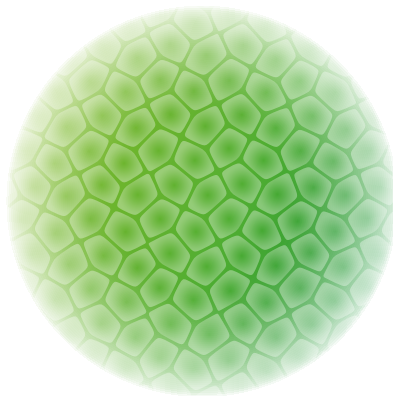


The Essentiq premium line is magical in many ways ... product design and formulations built on the latest developments in biotechnology relating to plant stem cells, and innovative packaging to preserve product quality.

PLANT STEM CELLS

Plant stem cells are responsible for regeneration processes. They have (just as human stem cells), the ability not only to produce new stem cells but also to develop into any of the specialized cells that the plant needs for different functions.

Products containing plant stem cells, specific peptides and enzymes can stimulate the skin's stem cells to repair damage and help protect the skin from deterioration.



CERTIFIED ORGANIC PRODUCTS

Express your natural beauty without controversial preservatives (parabens, phenoxyethanol or sources of formaldehyde), synthetic colorants, PEG s, ethoxylates, and EO, mineral oil (paraffin) and silicones.





INNOVATIVE PACKAGING

AIRLESS PROTECTION OF SKIN CARE FORMULATIONS

- Decreases preservatives
- Protects active ingredients from oxidation and external contamination
- Enables wide range of formulae in term of viscosity

HIGH AIRLESS PERFORMANCE

- Extreme leak-proof system
- Regular dosage
- Optimal restitution
- Smoothness of the priming



AIRLESS TOUCH & SLIDE TECHNOLOGY



Touch on the flexible pump.

Press and slide horizontally to the drop.

The secret is inside!

A magical combination of a collapsible pouch and an **Airless Touch & Slide Pump**.





AGEING IS A PROCESS THAT REQUIRES TAILORED APPROACH

It is the changes in our hormone levels—through puberty, pregnancy, and the menopause, and also due to stress—that drive the changes in our skin as we age. Our skin glows most when the dominant hormone is estrogen.

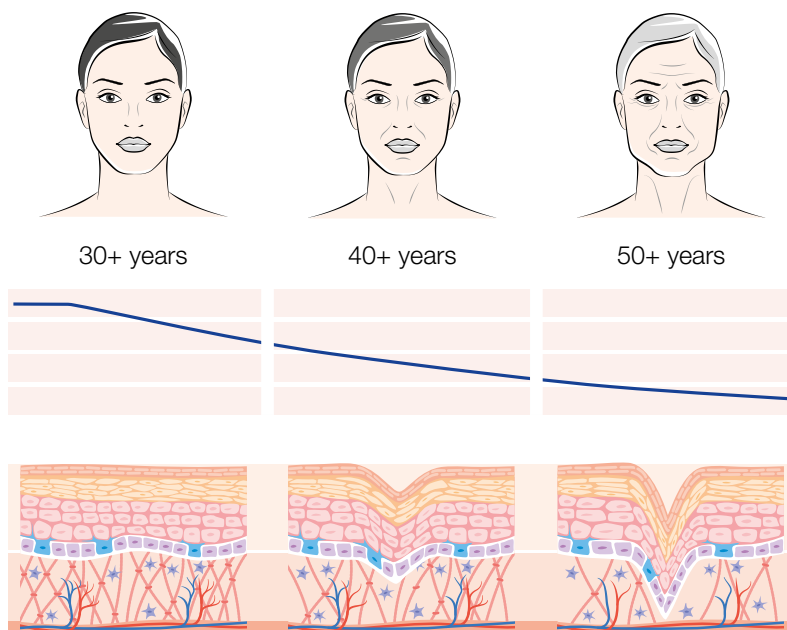
Estrogen keeps the skin:

- Firm, plump, and smooth, by increasing collagen, the skin's basic building block.
- Hydrated, by stimulating hyaluronic acid, which attracts water molecules.
- Pimple-free, by lowering oil gland activity and reducing inflammation.

Estrogen levels peak during your 20s, giving most women their best complexion: luminous, taut, and even-toned.

With ageing, the epidermis (the outer layer of skin) receives fewer nutrients, and cell renewal slows down (the capacity for self-regeneration decreases). The outermost layer of dead cells loses its cohesive properties. There is also a dramatic decrease in the production of structural components (collagen, elastin, and hyaluronic acid) in the dermis (the second layer of skin). Thus, the skin is thinner, less elastic and supple, and wrinkles form. The skin's function as a protective barrier becomes less efficient, and dehydration increases.

Collagen Levels





MAGIC LINE IS MAGICAL

Using an appropriate combination of ingredients to tackle the right problems at the right time.





FACIAL CREAM OVER 30

This facial cream has remedies for the issues that your skin faces at ages around and beyond thirty. A combination of carefully selected ingredients helps to hydrate and thicken the skin by increasing collagen production in order to smooth wrinkles and reverse loss of volume. The goal is to remind skin cells to behave as they did when they were young and healthy.

The synergy of effects from the carefully selected ingredients leads to:

- Protecting and vitalizing dermal stem cells (and specifically protecting against UV stress);
- Reinforcing the skin's self-defence mechanism;
- Increasing skin density;
- Soothing, calming and hydrating the skin.

KEY INGREDIENTS

Ice age flower (*Saponaria pumila*) stem cells (the product Nunatak®) for improved skin density, firmness, elasticity and effective protection of dermal stem cells against UV-induced stress.

Prickly pear (*Opuntia ficus-indica*) elixir to block the release of stress markers from sensory nerve cells in the skin and to hydrate and calm irritated skin.

Oligosaccharide derived from red algae (*Halymenia durvillei*) to inhibit the beginning of undesired cell proliferation (those cause skin anomalies).

Pomegranate (*Punica granatum*) lipophilic extract a source of fatty oil with a high concentration of punicic acid, vitamin E, skin oil sterols and vitamin A.





FACIAL CREAM OVER 40

The formulation of this facial cream has been strengthened to address the increasing severity of the issues which your skin faces at the ages around and beyond forty.

A combination of carefully selected ingredients increases skin smoothness and skin renewal intensively hydrates skin in the deeper layers and prevents the visible signs of ageing. The goal is to vitalize cells that lead to a fresher and more radiant appearance of the skin.

All ingredients work synergistically to:

- Recharge the youthfulness of skin stem cells;
- Maintain the regenerative capacity of skin, even as the years pass;
- Increase skin elasticity and firmness by re-creating skin structure;
- Protect against environmental stress and oxidation of skin protein;
- Intensively hydrate and soothe the skin.

KEY INGREDIENTS

Ancient comfrey (*Symphytum officinale*) stem cells activate the skin stem cells to boost cell production thus rejuvenating the skin from the inside out.

Extract of leaves from the Alpine rose (*Rhododendron Ferrugineum*) to protect skin proteins against damage induced by oxidation, to reinforce its defence against pathogens and to fight against infection.

Phytosterols (rich in ecdysterone) to re-densify the dermal extracellular matrix and increase epidermal thickness.

Rosehip (*Rosa canina*) lipophilic extract a powerful source of fatty oil, vitamin E, skin oil sterols and vitamin A to promote skin protection and regeneration.





FACIAL CREAM OVER 50

The formulation of this facial cream has been further strengthened to fight the increasing deterioration of the appearance that becomes visible at ages around and beyond fifty. A combination of carefully selected ingredients helps to improve skin regeneration, tightens and tones skin tissue and intensively increases skin firmness and density by the deep-seated rejuvenation of the skin. The goal is to achieve a visible difference in reduced wrinkles and tighter, firmer, younger looking skin.

All ingredients work synergistically to:

- Vitalize and protects dermal stem cells;
- Reduce wrinkles by improving skin density using a holistic approach;
- Neutralize internal ageing factors and reduce skin redness;
- Protect the skin from environmental hazards;
- Achieve long-term moisturization and prevent water loss through the skin.

KEY INGREDIENTS

Golden argan (*Argania spinosa*) stem cells the identified active ingredient that is capable of both protecting and vitalizing human dermal stem cells.

Magnolia (*Magnolia Officinalis*) bark extract to mitigate both inflammatory and ageing processes.

Active peptides to activate the specific genes that are involved in the processes of cell proliferation and rebuilding the extracellular matrix.

Ceramides to support the renewal of the skin's natural protective layer and form an effective barrier against moisture loss.

Sea buckthorn (*Hippophae rhamnoides*) lipophilic extract containing more than 50% of unsaturated fatty acids, vitamin E, skin oil sterols and vitamin A to promote skin protection and regeneration.





NURISHING & BALANCING FACIAL MOISTURIZER FOR EXTENSIVE HYDRATATION

The wind, low outside temperatures in the winter and dry air in centrally-heated houses can all dehydrate the skin, which can cause eczema to flare up and make the skin itchy and dry. With dry skin, wrinkles grow and become more visible. With age, skin loses its ability to retain water due to degradation of extracellular tissue. The skin requires extensive hydration at all levels. Our moisturiser is designed to do this both in the short term and the long term. A light, watery-based texture, and quickly absorbing oils make our moisturiser appropriate for oily skin.

All ingredients work synergistically to:

- Attract water and help skin retain moisture;
- Soften and soothe the skin;
- Rejuvenate and protect skin at the cellular level;
- Protect the skin from water loss through the epidermal layer.

KEY INGREDIENTS

Ice age flower (*Saponaria pumila*) stem cells (the product *Nunatak*®) to give improved skin density, firmness, elasticity and effective protection of dermal stem cells against UV-induced stress.

Snow algae (*Coenochloris Signiensis*) extract to mimic the effects of the caloric restriction process (reducing calorie or energy intake to decelerate the biological ageing process).

Muskmelon (*Cucumis Melo*) fruit extract has softening and moisturizing properties tailored for sore and dried skin.

Hyaluronic acid is one of the most powerful humectants known, and provides smoothness and softening to the skin, combined with an excellent anti-wrinkle working.





POWERFUL REGENERATING & CALMING FACIAL SERUM

Sensitive or damaged skin is prone to environmental stress and invasion by microbes. Powerful skin regeneration and a calming effect are often needed. Our Plant-cell Serum is a skincare product that delivers powerful ingredients directly into the skin. For this reason, it is comprised of smaller molecules that can penetrate deeply into the skin and deliver a high concentration of active ingredients. The right selection of ingredients is crucial for rapid regeneration and normalization of the skin. We have included active ingredients such as plant stem cells, sterols, vitamins and beneficial minerals to penetrate the outer layer of your skin most efficiently and deliver their power deep down. The result is a pure, potent skincare potion.

All ingredients work synergistically to:

- Re-densify the dermal extracellular matrix;
- Increase epidermal thickness;
- Speed up regeneration of damaged skin;
- Provide antioxidant protection;
- Protect soothe and calm sensitive skin.

KEY INGREDIENTS

Ancient comfrey (*Symphytum officinale*)

stem cells activate the skin stem cells to boost cell production thus rejuvenating the skin from the inside out

Pearl extract

to accelerate the natural metabolism of the skin, tone it, reduce skin impurities, shrink pores and alleviate skin problems.

Phytosterols (rich in ecdysterone)

to re-densify the dermal extracellular matrix and increase epidermal thickness.

Hyaluronic acid

provides hydration, stability, lubrication and tissue repair, giving smoothness and softening to the skin.





MAGIC PHILOSOPHY

*The magic does
not come from
the number or
concentration of the
active ingredients,
but rather from the
synergy obtained
from combining the
right ingredients in
the right proportions.*



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