

HELENVITA® 

ACNormal

for oily skin

SAY GOODBYE
to pimples and spots!



Complete skincare range that offers a fast acting and safe solution
against oily skin and acne in 4 weeks.

What is Acne?

Acne is perhaps the most **common teenagers skin disease**, although sometimes it appears in adults too

- It is characterized by an inflammation of the **sebaceous glands**.
- Occurs when dead skin cells and oil from the skin clog hair follicles
- Typical features of the condition include *blackheads or whiteheads, pimples, oily skin, and possible scarring.*

3 Factors contribute to acne:

1. *an abnormal sloughing off of skin cells,*
2. *excessive oiliness,*
3. *action of P. acnes bacteria*

Main causes of acne:

Hormones, Bacteria, Stress, Junk food, etc.

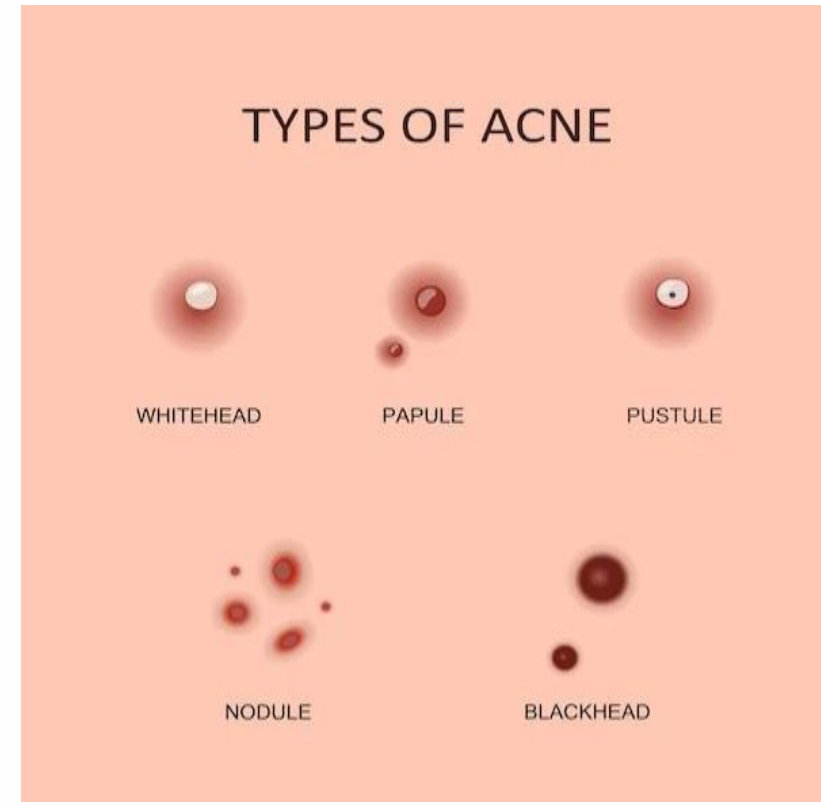


I. Inflammatory types:

This type, can lead to the creation of papules which are little red pimples and also pustules, which are pimples containing pus. Nodes and cysts are more severe and often more painful inflammatory damages which can remain on the skin, for several weeks.

II. Non inflammatory types:

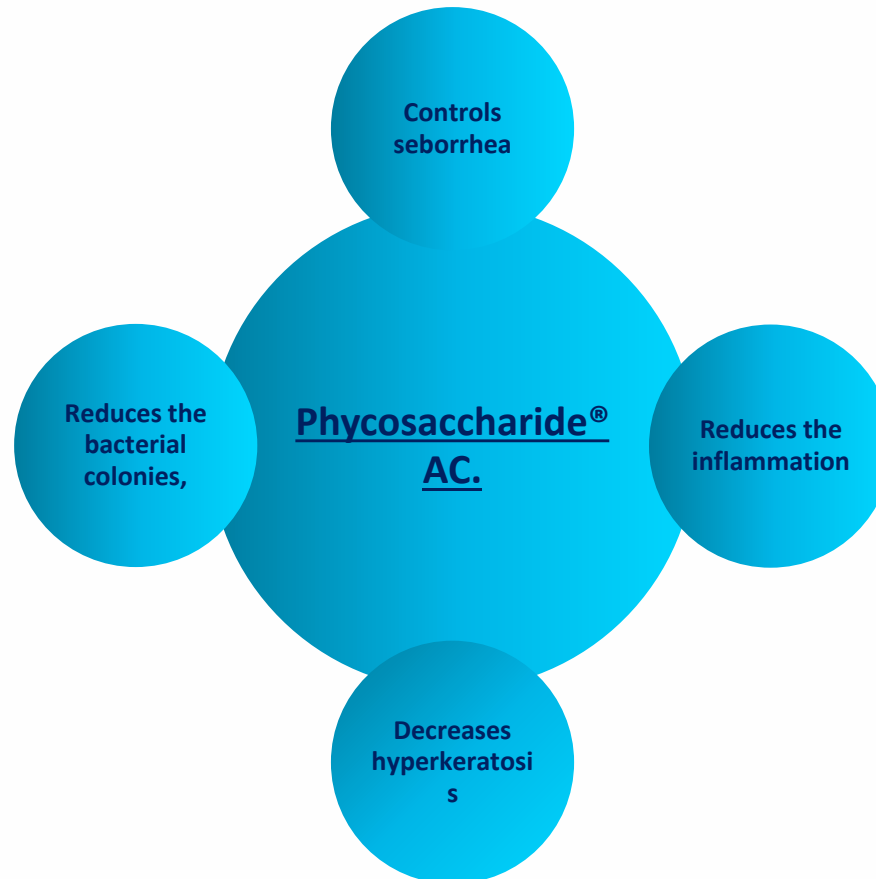
In non inflammatory acne, we observe only comedones, open(blackheads) or closed(whiteheads), that do not aggravate the damages, caused by inflammatory acne.



Acne is the most common disease of the skin and affects:

- **80% of teenagers**
- **8% of adults (ages between 25-34)**
- **3% of adults (ages between 35-44)**

The innovation that was introduced by the **ACNormal** range is based on the innovative ingredient **Phycosaccharide® AC.**, which is sourced from the **Brown Seaweeds *Laminaria Digitata*** and contributes efficiently to sebum regulation, keratolysis and skin soothing, while at the same time, inhibits microbial growth, proven with clinical studies.



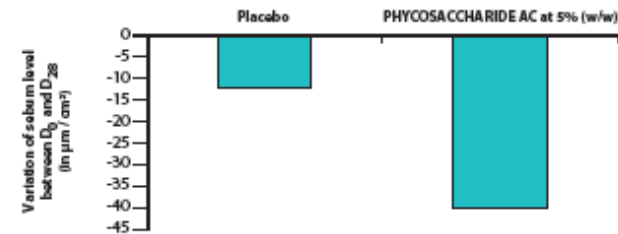
1. Seborrhea

This unique ingredient, **Phycosaccharide® AC.**, acts **simultaneously**, against all 4 factors responsible for acne:

- ✓ **Controls seborrhea**, by reducing the production of sebum, that is secreted on the skin's surface.
- ✓ **Reduces the bacterial colonies**, that appear in the pore of the sebaceous follicle.
- ✓ **Reduces the inflammation** and thus decrease skin damages and acne.
- ✓ **Decreases hyperkeratosis**, which causes the accumulation of dead cells that block the sebaceous pore.

1. **To the control of seborrhea**, by reducing the production of sebum excreted to skin surface.

Sebum-regulating action of PHYCOSACCHARIDE® AC. Results were expressed by the variation between D₀ and D₂₈, for placebo and for the product, for 8 of 12 tested volunteers.



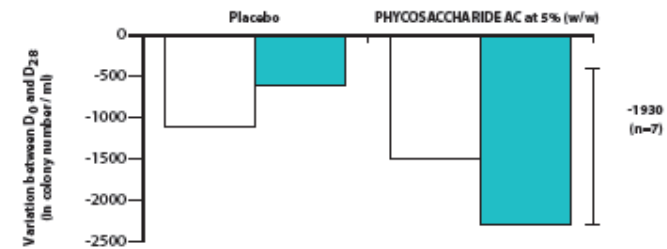
Conclusion: With 5% (w/w) PHYCOSACCHARIDE® AC (major ingredient of HELENVITA® ACNormal) the levels of seborrhea excretion were reduced to 67% from the total number of examined volunteers.

This unique ingredient, **Phycosaccharide® AC.**, acts **simultaneously**, against all 4 factors responsible for **acne**:

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2. To the reduction of bacterial colonies

Inhibitory effect of PHYCOSACCHARIDE® AC on Staphylococcus amount. The number of bacteria was measured in sebum for all volunteers (in white) and for the 7 volunteers with a decreased level (in green).



Conclusion: With 5% (w/w) PHYCOSACCHARIDE® AC the growth of STAPHYLOCOCCUS AUREUS in volunteers sebum with acne that is connected to bacterial infection is inhibited.

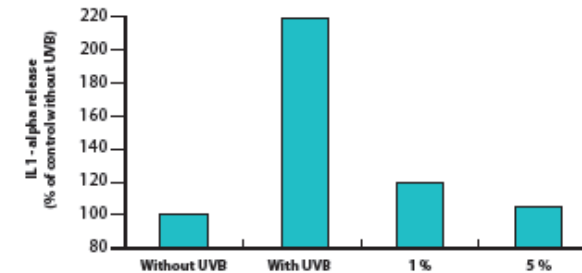
3. Inflammation

This unique ingredient, **Phycosaccharide® AC.**, acts **simultaneously**, against all 4 factors responsible for **acne**:

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- ✓ **Reduces the bacterial colonies**, that appear in the pore of the sebaceous follicle.
- ✓ **Reduces the inflammation** and thus decrease skin damages and acne.
- ✓ **Decreases hyperkeratosis**, which causes the accumulation of dead cells that block the sebaceous pore.

3. To the regression of inflammation, that results in reduction of the damages

Anti-inflammatory action - soothing of inflammation (inhibition of interleukin-1a, which is a factor of inflammation)



Conclusion: Aqueous solution of PHYCOSACCHARIDE® AC of 1% and 5% were tested. Interleukin-1a released to the human skin exposed to UVB radiation was reduced by 81% and 98% respectively ($p < 0,05$).

Source: Scientific report on Phycosaccharide® AC by the technical department of the substance supplier Codif

3. Hyperkeratosis

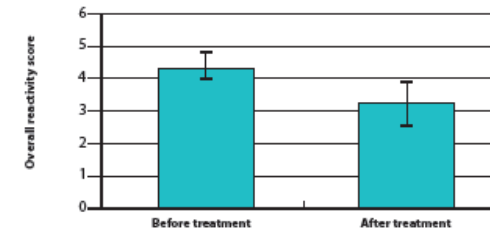
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4. To the reduction of hyperkeratosis that causes accumulation of dead cells which block sebaceous pores

Tolerance and safety of PHYCOSACCHARIDE® AC

Anti-stinging test with lactic acid. Two applications/day of cosmetic base (cream) containing 5% PHYCOSACCHARIDE® AC for 28 days



Conclusion: Under study conditions, PHYCOSACCHARIDE® AC 5% (w/w) as an ingredient in a cream reduced the limit of skin reactivity by 36% ($p < 0,04$).

The innovative, active and safe solution, against greasiness and acne.

Now Clear Skin Has A Name

- ✓ Visible results in JUST 4 weeks.
- ✓ Proven effectiveness of the active ingredients, through medical studies.
- ✓ Excellent application.
- ✓ Safe use.



Cleansing

ACNORMAL CLEANSING GEL 200ml

Gentle, foaming, liquid cleansing gel, for the needs of oily, acne-prone skin.

Fortified with mild surfactants, helps to clean in depth, by removing pollutants and excess sebum, without degreasing the skin.

Ingredients & Benefits:

- ◆ **INNOVATION:** The naturally derived active ingredient **Phycosaccharide®**, regulates sebum secretion and inhibits bacterial growth.
- ◆ **Salicylic Acid:** aids in pore unclogging
- ◆ **Allantoin, Panthenol and Aloe Vera Gel,** moisturize and soothe, rendering the skin softer and smoother
- ✓ Dermatologically tested
- ✓ Free from SLS (Sodium Lauryl Sulfate), SLES (Sodium Laureth Sulfate), and Paraben

Instructions of use: Apply twice daily, morning and night, on wet skin.



Cleansing

ACNORMAL CLEANSING MOUSSE

150ml

Velvet foam, for the daily cleansing of oily, acne-prone skin. Ideal for dehydrated skin cases, due to medical treatments.

Gently helps to clean in depth, by removing pollutants and sebum, while restoring the balance of the disturbed protective mantle of the skin.

→ Ideal for use as shaving foam, for irritated skin.

Ingredients & Benefits:

- ◆ **INNOVATION:** The naturally derived active ingredient **Phycosaccharide®**, regulates sebum secretion and repairs the skin
- ◆ **Vitamin E, Aloe Vera Gel and PCA Sodium Hydrate**, moisturize and replenish the lipids of the disturbed epidermal barrier, restoring skin comfort.
- ✓ Dermatologically tested
- ✓ Clinically tested
- ✓ Free from SLS (Sodium Lauryl Sulfate), SLES (Sodium Laureth Sulfate), and Paraben

Instructions of use: Apply twice daily, morning and night, on wet skin.



Cleansing

ACNORMAL PURIFYING & SOOTHING LOTION 200ml

Lotion with cleansing, sebum regulation and soothing actions for the needs of oily, acne prone skin.

It contributes to the removal of pollutants and pore decongestion

Ingredients & Benefits:

- ◆ **INNOVATION:** The naturally derived active ingredient **Phycosaccharide®**, regulates sebum secretion and repairs the skin
- ◆ The combination of **Phycosaccharide®** and **glycine-azelaic:**
 - offers a matte appearance to the skin
 - soothes irritation and redness
 - helps reduce marks from undesirable pimples, giving skin a uniform tone and a healthy appearance
- ◆ **Salicylic Acid:** active against acne bacteria
- ✓ Dermatologically tested
- ✓ Free from SLS (Sodium Lauryl Sulfate), SLES (Sodium Laureth Sulfate), and Paraben

Instructions of use: Apply to clean, dry skin. If you have combination skin, apply the lotion to the T zone only (forehead, nose, chin). Use morning and/or evening.



Hydration

ACNORMAL REBALANCING EMULSION 60ml

Moisturizing face cream, for the needs of oily, acne-prone skin. Ideal for use, as a make-up base.

Ingredients & Benefits:

- ◆ **INNOVATION:** The naturally derived active ingredient **Phycosaccharide®**, regulates sebum secretion and repairs the skin,
 - ◆ **Salicylic Acid:** antibacterial and keratolytic action
 - ◆ Hyaluronic **Acid** moisturizes intensively, while **Allantoin**, **Panthenol** and **Aloe Vera Gel** soothe and relieve from irritations, leaving a suppler and smoother skin.
- ✓ Dermatologically tested
 - ✓ Clinically tested
 - ✓ Paraben free

Instructions of use: Apply morning and/or evening, on clean, dry skin.



Hydration

ACNORMAL TINTED CREAM 60ml

Day cream with velvety texture that hydrates, while it covers the imperfections of oily, acne-prone skin. With medium protection against sun (SPF 15), offers a uniform and matte finish.

Ingredients & Benefits:

- ◆ **INNOVATION:** The naturally derived active ingredient **Phycosaccharide®**, regulates sebum secretion and repairs the skin
- ◆ **Salicylic Acid:** antibacterial and keratolytic action
- ✓ Dermatologically tested
- ✓ Paraben free

Instructions of use: Apply morning and/or evening, on clean, dry skin.



Hydration

ACNORMAL HYDRA BOOST CREAM

60ml

Soft and light texture face cream with hydrating and soothing agents.

→It doesn't include salicylic acid, ideal for dehydrated skin cases, due to medical treatments.

Ingredients & Benefits:

- ◆ **Oligosaccharides** create a hydration film which also reduces the transepidermal water loss, while **amino acids** and minerals strengthen the natural hydrating agents of the skin.
 - ◆ **Omega-6** fatty acids improve and restore the skin's lipid layer and also, offers softness.
 - ◆ **Hyaluronic acid** and **Provitamin B5** give an extra elasticity and care to the tired skin caused by previous acne treatments.
- ✓ Dermatologically tested
✓ Paraben free

Instructions of use: Apply morning and/or evening, on clean, dry skin.



Special Purpose

ACNORMAL PURIFYING FACIAL MASK 75ml

Deep cleansing mask, for the needs of oily, acne-prone skin.

Ingredients & Benefits:

- ◆ **INNOVATION:** The naturally derived active ingredient **Phycosaccharide®**, regulates sebum secretion and repairs the skin.
 - ◆ The active complex, containing **Salicylic Acid, Manuka Oil** and **Willow Extract**, has keratolytic, antibacterial and soothing action, aiding in pore unclogging.
 - ◆ The combination of **Green Clay, White Clay** and **Rice Powder**, absorbs sebum and toxins, for deep cleansing of the skin.
- ✓ Dermatologically tested
 - ✓ Paraben free

Instructions of use: Apply once or twice weekly, on dry or moist skin. Leave it on your skin for 10 minutes.



Special Purpose

ACNORMAL PEELING GEL 75ml

Peeling gel for the needs of oily, acne-prone skin. Revitalizes and stimulates the skin by improving significantly its texture.

Ingredients & Benefits:

- It includes mandelic acid **AHA** and the newer generation glucono-delta-lactone **PHA**, that contribute to the removal of dead cells, resulting in skin rejuvenation, without having the side effects observed on sensitive skins.
- Enriched with **sodium hyaluronate**, which reduces the marks and offers rich moisturization.
- ✓ pH 3.5-3.8
- ✓ Dermatologically tested
- ✓ Clinically tested
- ✓ Paraben free

Instructions of use: Use 2-3 times weekly. Apply a small quantity on dry face. Massage gently with the fingertips and 6-8 minutes later, wash your face with plenty of water.



Special Purpose

ACNORMAL URGENT CORRECTION GEL 15ml

On-the-spot application gel for spot control, with mild antiseptic action. Contributes to the reduction of the existing pimples, while inhibits the formation of new ones.

Ingredients & Benefits:

- ◆ **Hyaluronic Acid:** provides deep hydration
 - ◆ **Allantoin, Panthenol and Aloe Vera Gel:** relieve from irritations, leaving skin soft and smooth
- ✓ Dermatologically tested
 - ✓ Clinically tested
 - ✓ Paraben free

Instructions of use: Apply 2 to 3 times daily, directly on the affected area, for immediate results.



ACNORMAL REBALANCING EMULSION

After 1 month of use*

-26,2% in the presence of sebum

+9,4% in skin moisturization



ACNORMAL CLEANSING MOUSSE

After 1 month of use*

+7% Skin moisturization

*Clinical study of 20 women aged 18+ with oily skin, prone to acne after 30 days of use (2 applications per day)



ACNORMAL URGENT CORRECTION GEL

After 1 month of use*

-6% in skin sebum

-19,8% of the number of acneic inflammatory lesions on the face



ACNORMAL PEELING GEL

After 1 month of use*

-4,7% in the presence of corneocytes

+34,6% improvement of skin radiance/brightness

*Clinical study of 20 women aged 18+ with oily skin, prone to acne after 30 days of use

HELEN

HELENVITA® 

MARKETING SUPPORT ATL

TV

Radio

Product
Placement



HELENVITA



THIS IS ME!

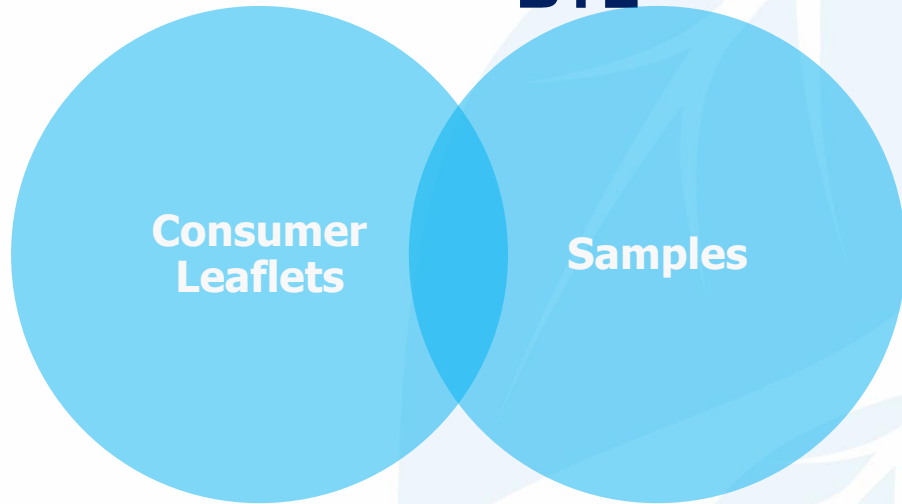
2018: ADVERTISEMENT MAD TV + MAD RADIO
"THIS IS ME CAMPAIGN" for ACNORMAL

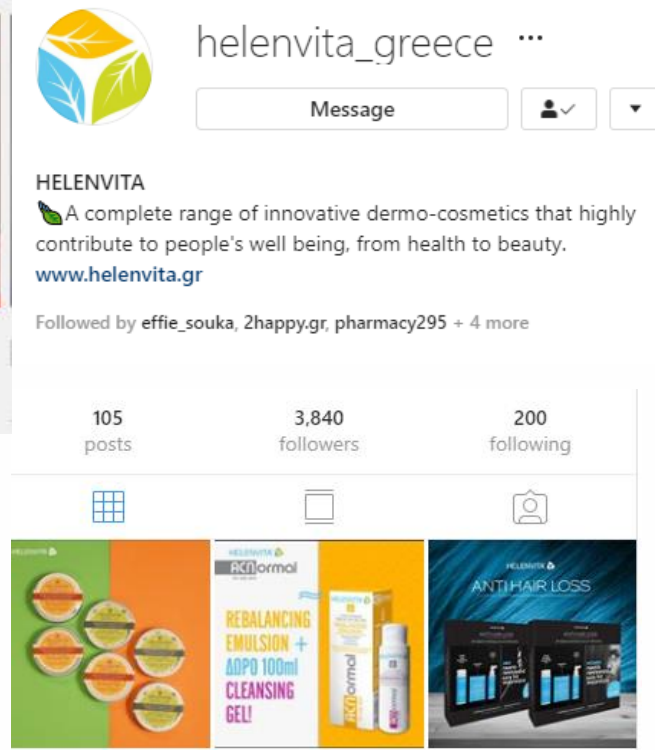
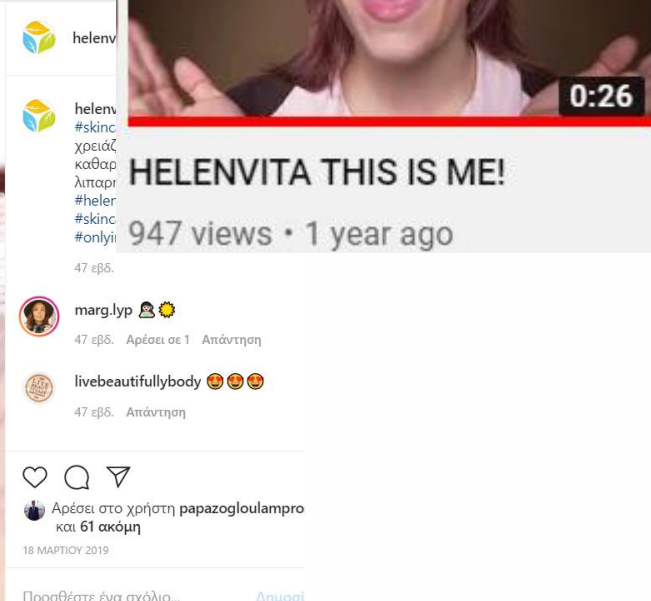
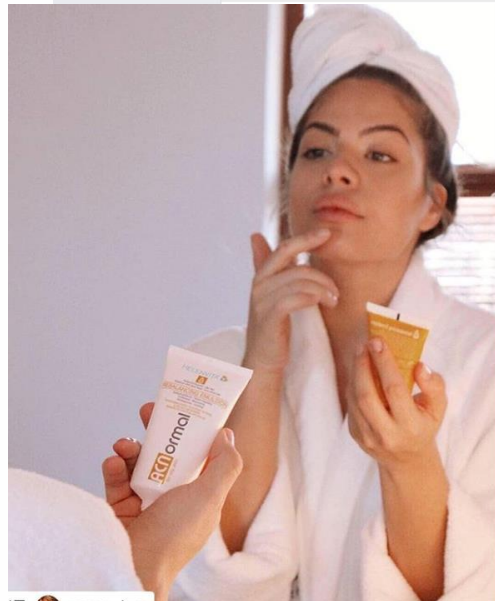
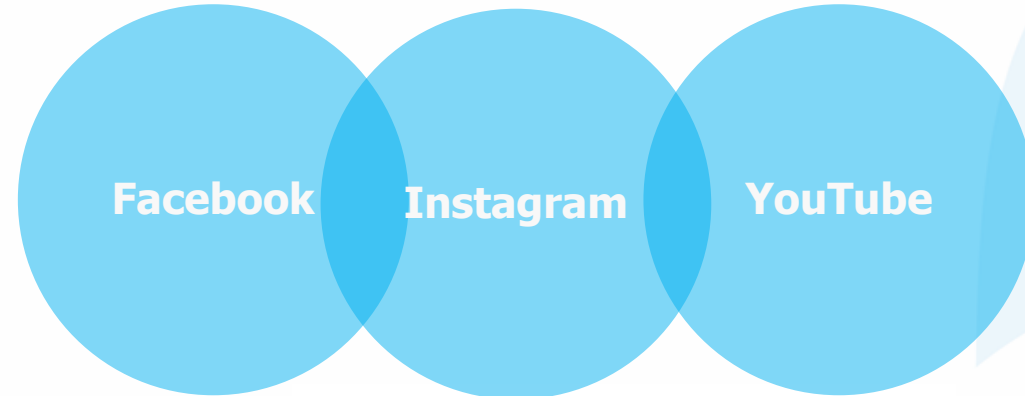
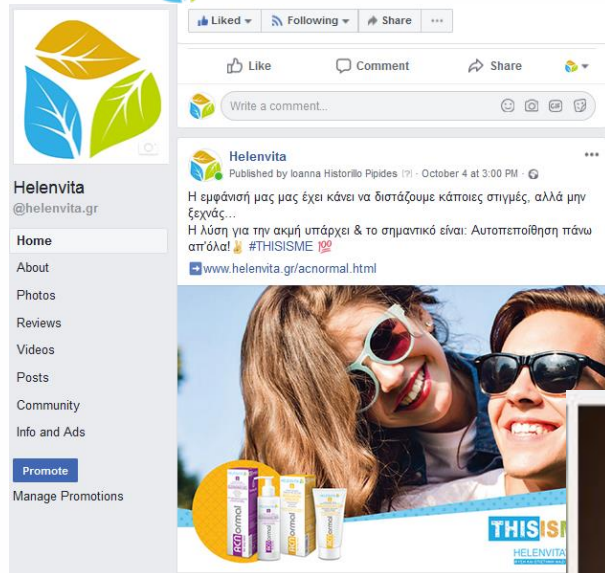


HELEN

HELENVITA® 

MARKETING SUPPORT BTL





Best packaging design in pharmacy stores

BEST IN PHARMACY 2019: SILVER Award for Helenvita ACNORMAL range

HELENVITA awarded at the Greek BEST IN PHARMACY 2019 AWARDS.

Boussias Communications and Farmakeutikos Kosmos held for the third year BEST IN PHARMACY AWARDS with the aim of highlighting and rewarding best practices and innovative marketing actions conducted for Pharmacy products.

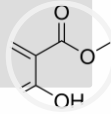
The renewed design of **HELENVITA ACNORMAL** was distinguished for its vibrant colors and diverse designs and won the **SILVER** award in the category **BEST DESIGN OF PHARMACEUTICAL PRODUCT**.



List of Ingredients

- beta hydroxy acid (BHA)
- anti-inflammatory
- exfoliation
- dissolves the type of skin debris that clogs pores and causes acne

Salicylic Acid



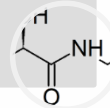
- Brown Algae extract
- Sebum Regulation
- Bacterial Inhibition

Phycosaccharide®



- Skin-lightening action
- Fades post acne marks
- Keeps pore clean
- Reduces inflammation
- Kills bacteria

Glycine-azelaic



- Antibacterial properties
- Inhibits bacterial growth
- Promotes skin regeneration

Manuka Oil



- A natural source of salicylic acid
- Exfoliation
- Clear pores

Willow extract



- Unclog pores
- Restores balance

Green-White Clay



- Fades post acne marks
- Reduces inflammation

Rice Powder



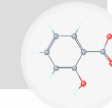
- alpha-hydroxy acid
- Prevents acne breakouts
- Brightens skin complexion

AHA



- beta-hydroxy acid
- Salicylic acid
- Sensitive skins

BHA





Thank you!



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