

HELENVITA® 

# ANTI-WRINKLE



# HELENVITA ANTI-WRINKLE

**HELENVITA ANTI-WRINKLE** is a premium skincare range designed to meet the daily needs of skin aging. Proven anti-aging formulas and natural extracts, reduce wrinkles and fine lines, increase elasticity, while providing rich hydration to skin.

**Technology:** PhytoCellTec™ Malus Domestica is a revolutionary anti-aging technology based on the stem cells of a rare Swiss apple, that delays aging and has a proven anti-wrinkle effect.

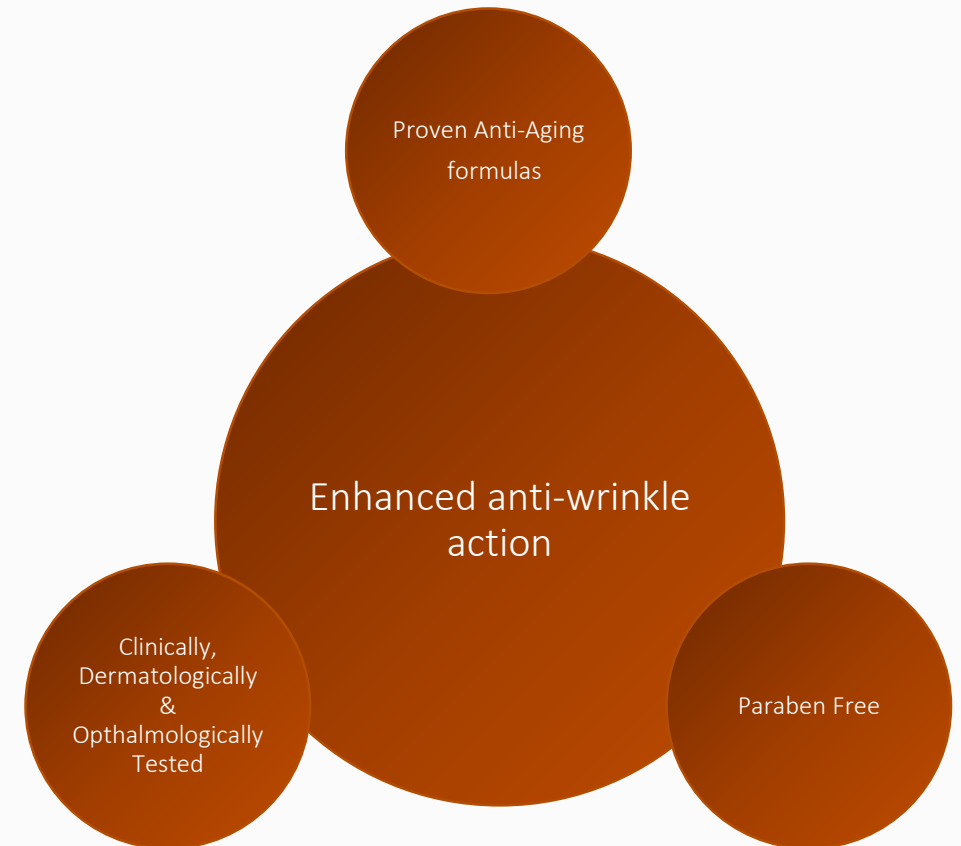
**How:** It protects and ensures the longevity of skin stem cells, to maintain their characteristics and their capacity to build new tissues

**Result:** Wrinkles and fine lines are smoothed and the skin gets a youthful and radiant look.

## **Target Group:**

Women 40-65

Fine lines, Wrinkles, Deep Wrinkles





# KEY INGREDIENTS

- Apple stem cells Uttwiler Spätlauber
- Protects against premature aging
- Delays senescence of essential cells
- Increases the vitality of skin stem cells
- Combats chronological aging

PhytoCellTec™  
Malus Domestica



- Silanol
- Stimulates collagen production
- Skin restructuration
- Skin firming
- Cell Renewal

Hydroxyprolisilane®



- Dill seed extract
- Renews skin's elasticity
- Smoothes wrinkles
- Improves skin texture

Lyslatine™



## HELENVITA ANTI-WRINKLE DAY CREAM SPF25

For all skin types

50ml

**Anti-wrinkle day cream with SPF25 for all skin types.** Acts against premature aging and photoaging. Its enhanced formula improves cell renewal, increases elasticity and firmness of the skin, visibly improving lines and wrinkles.

**The Result:** Skin looks & feels smooth & radiant

**Ingredients & Benefits:**

- **PhytoCellTec™:** apple stem cells | skin renewal
- **Hydroxyprolisilane®:** silanol | improves skin structure
- **Lyslatine™:** dill extract | increases skin elasticity
- **Hyaluronic Acid, Argan Oil, Vitamin E :** moisturization | antioxidant protection

✓ Dermatologically tested

✓ Clinically tested

✓ Paraben Free



## HELENVITA ANTI-WRINKLE NIGHT CREAM NORMAL/MIXED SKIN

50ml

**Anti-wrinkle night cream for normal-mixed skin.** Boosts cell renewal during nighttime. Its enhanced formula, increases elasticity and firmness of the skin, visibly improving lines and wrinkles.

**The Result:** A more lasting youthful appearance overnight

### Ingredients & Benefits:

- **PhytoCellTec™:** apple stem cells | skin renewal
- **Hydroxyprolisilane®:** silanol | improves skin structure
- **Lyslatine™:** dill extract | increases skin elasticity
- **Hyaluronic Acid, Argan Oil, Panthenol :** moisturization | antioxidant protection | soothing action

- ✓ Dermatologically tested
- ✓ Clinically tested
- ✓ Paraben Free



## HELENVITA ANTI-WRINKLE NIGHT CREAM DRY/VERY DRY SKIN

50ml

**Anti-wrinkle night cream for dry and very dry skin.** Its enhanced formula and rich texture, increase skin moisturization levels and treat dry and mature skin, leaving it soft.

**The Result:** A more lasting youthful appearance overnight

### Ingredients & Benefits:

- **PhytoCellTec™:** apple stem cells | skin renewal
- **Hydroxyprolisilane®:** silanol | improves skin structure
- **Lyslatine™:** dill extract | increases skin elasticity
- **Isoflavones from red clover:** antioxidant protection | long-term hydration
- **Hyaluronic Acid, Olive Oil, Argan Oil, Avocado Oil, Shea Butter:** rich in fatty acids | strengthens skin's moisture barrier

- ✓ Dermatologically tested
- ✓ Clinically tested
- ✓ Paraben Free



## HELENVITA ANTI-WRINKLE INSTANT TIGHTENING SERUM

For all skin types

30ml



**Serum with intense action to fill fine lines and plump the skin.** It creates a protective film in skin that fills fine lines, increases skin's elasticity, improving skin's consistency and structure.

**The Result:** A uniform and even skin tone

### Ingredients & Benefits:

- **Prolevis™:** hydrolyzed vegetable protein| offers a firming effect on the skin| smooths fine lines, wrinkles
- **PhytoCellTec™:** apple stem cells|skin renewal
- **Hydroxyprolisilane®:** silanol|improves skin structure
- **Lyslatine™:** dill extract|increases skin elasticity

✓ Dermatologically tested

✓ Clinically tested

✓ Paraben Free



## HELENVITA ANTI-WRINKLE EYE CREAM

15ml

**Eye cream against wrinkles and fine lines.** Its enhanced formula improves the area around eyes, smooths fine lines and wrinkles.

**The Result:** A bright eye look

### Ingredients & Benefits:

- **PhytoCellTec™:** apple stem cells | skin renewal
- **Hydroxyprolisilane®:** silanol | improves skin structure
- **Lyslatine™:** dill extract | increases skin elasticity
- **Hyaluronic Acid, Argan Oil, Provitamin B5, Vitamin E:** moisturization | antioxidant protection | soothing action

- ✓ Dermatologically tested
- ✓ Clinically tested
- ✓ Ophthalmologically tested
- ✓ Paraben Free





# CLINICAL STUDIES



**HELENVITA ANTI-WRINKLE DAY CREAM SPF25**

**Clinical Studies\*:**

**After one month:**

**+4%** in skin elasticity

**+9%** in skin radiance

**14,1%** in skin smoothness

**-18,3%** of wrinkles depth in the crow's feet area

**-17%** of the intensity of brown spot staining

*\*In vivo test, 20 women, 40-65 years old, apply once a day in face and neck*



**HELENVITA ANTI-WRINKLE NIGHT CREAM NORMAL/MIXED SKIN**

**Clinical Studies\*:**

**After one month:**

**+5,5%** in skin elasticity

**+7%** in skin firmness

**+7,6%** in skin smoothness

**-11%** of wrinkles depth in the crow's feet area

*\*In vivo test, 20 women, 45-65 years old, normal/mixed skin, apply once a day in face and neck*



**HELENVITA ANTI-WRINKLE NIGHT CREAM DRY/VERY DRY SKIN**

**Clinical Studies\*:**

**After one month:**

**+4,3%** in skin elasticity

**+8,2%** in skin firmness

**+8%** in skin smoothness

**-11,7%** of wrinkles depth in the crow's feet area

*\*In vivo test, 20 women, 45-65 years old, dry/very dry skin, apply once a day in face and neck*



## HELENVITA ANTI-WRINKLE INSTANT TIGHTENING SERUM

**-4,8%** in wrinkles depth after 1<sup>st</sup> use

**After one month:**

**+3,6%** in skin elasticity

**+3,2%** in skin firmness

**+3,4%** in skin smoothness

%self-evaluations

**95%** of women noticed an immediate lifting effect

**90%** of women noticed face contour is immediately more redefined

**90%** of women felt their skin immediately firmer and more supple

*\*In vivo test, 20 women, 40-65 years old, apply once a day in face and neck*



## HELENVITA ANTI-WRINKLE EYE CREAM

**+30,5%** in skin radiance/brightness after 1st use

**After one month:**

**+11,1%** in skin elasticity

**-16,2%** of wrinkles depth in the crow's feet area

**+7,1%** improvement of skin smoothness

**-6,8%** of eyebags volume

**-7,8%** of dark circles colour

%self-evaluations:

**90%** of women noticed eye contour skin is toner

**90%** of women indicated that the product revitalizes the tired looking eyes

*\*In vivo test, 20 women, 35-65 years old, apply once or twice a day*

# MARKETING MATERIALS



Display stand



Window stickers



## BEST IN PHARMACY AWARDS

3 awards for [PHARMEX SA](#) and our brand HELENVITA in **Best in Pharmacy Awards 2020!**

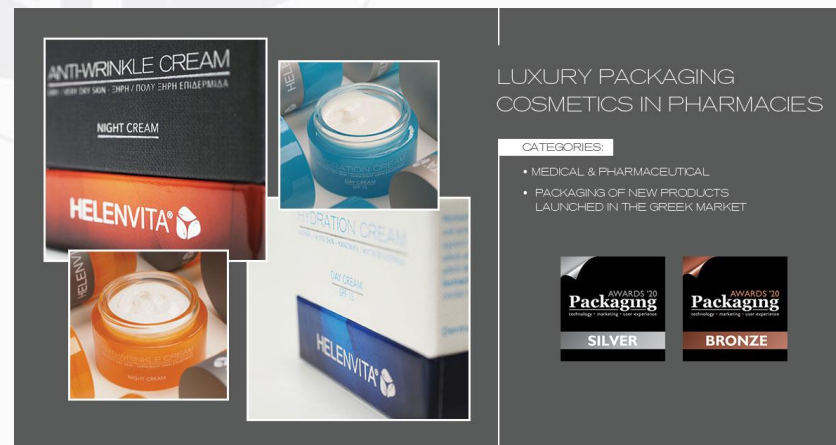
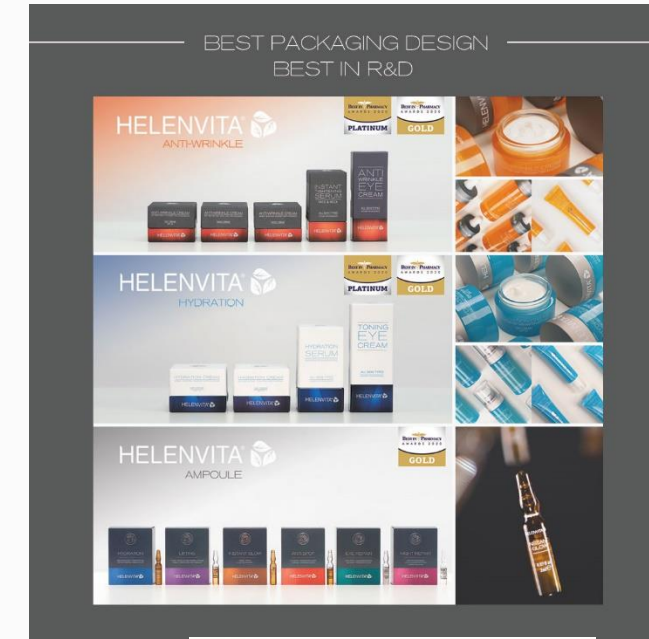
Our Company was distinguished with **2 gold awards** for the new skincare lines *HELENVITA ANTI -WRINKLE & HYDRATION* & *HELENVITA AMPOULE* in the category "Best Pharmaceutical Product Packaging Design" and **1 platinum award** in "Best in R&D" pillar.

## PACKAGING AWARDS

PHARMEX SA is awarded for the 1st time at the **4th Packaging Awards 2020** with a **gold & a silver award** in the categories "Medical & Pharmaceutical" and "Packaging of new products launched in the Greek market".



## AWARDS





HELENVITA® 

# HYDRATION



# HELENVITA HYDRATION

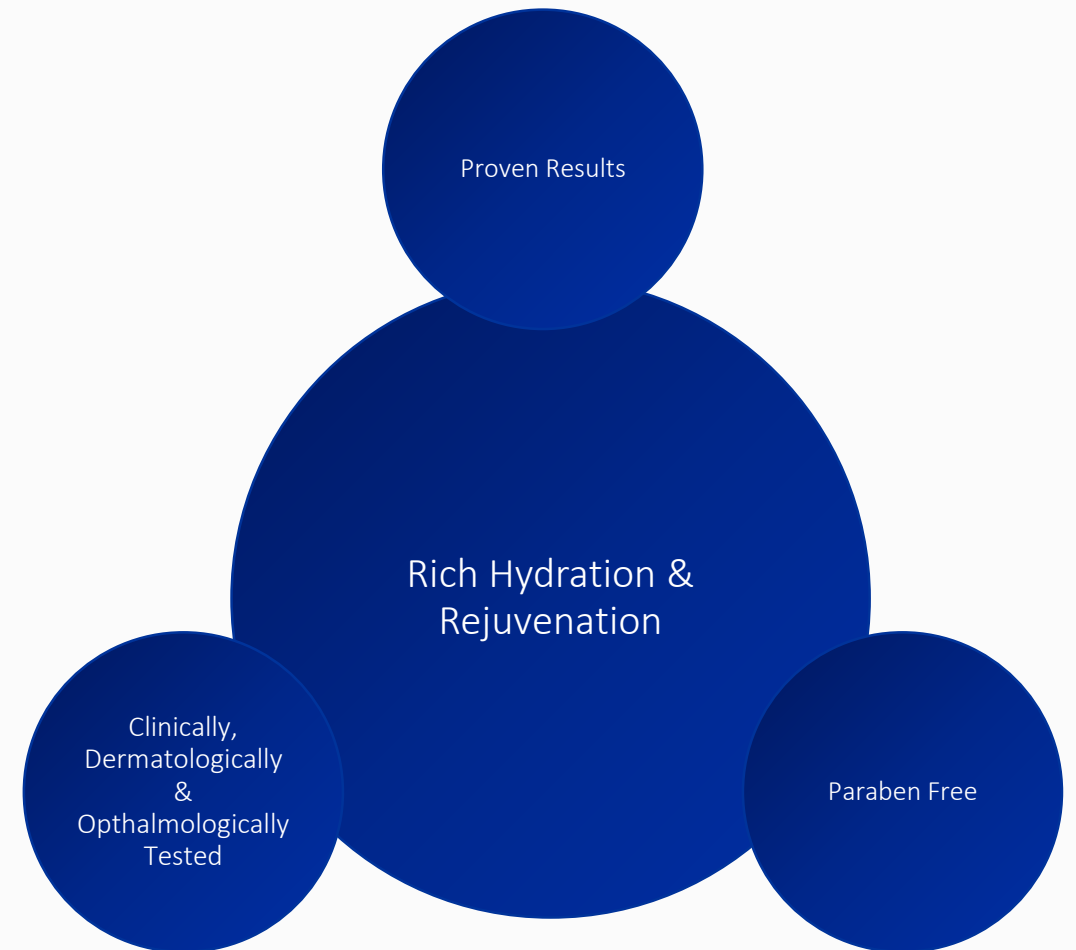
HELENVITA HYDRATION is a premium skincare range designed to provide instant hydration and regeneration to skin.

The powerful combination of rich moisturizing factors and hyaluronic acid offers intense hydration that lasts, while prevents the first signs of aging

**Technology:** Aqualicia® acacia peptide locks moisture in the skin and ensures a long lasting hydration

**Target group:**

Women aged 20-30  
Normal/mixed skin, Dry/very dry skin



# KEY INGREDIENTS

- Acacia peptide
- Deeply hydration
- Active Cellular Hydration
- Optimal hydric balance

Aqualicia®



- Specifically sized oligomer of hyaluronic acid
- Helps to increase skin regeneration & elasticity
- Increases synthesis of elastin
- Provides short-term moisturization

Signal-10



- A synergistic blend of green tea, gullnut and oak leaves seed extract
- Microcirculation improvement
- Reduction of periorbital edema-under eye bags
- Decrease of redness, itching and pigmentation

Unisooth Eg-28





## HELENVITA HYDRATION DAY CREAM SPF15 NORMAL/MIXED SKIN 50ml

**Moisturizing day cream for normal and mixed skin with SPF15.** A powerful hydration complex of acacia peptide and hyaluronic acid increases skin's hydration and protects against oxidative stress and photoaging.

**Result:** It leaves skin looking soft, smooth, fresh & vibrant.

### Ingredients & Benefits:

- **Aqualicia®:** acacia peptide | traps, redistributes water | restructures the epidermis to preserve its water content
- **Signal-10:** hyaluronic acid oligomer | delays the aging process of the skin





## HELENVITA HYDRATION DAY CREAM SPF15 DRY/VERY DRY SKIN

50ml

**Moisturizing day cream for dry and very dry skin with SPF15.** It replenishes hydration to dry skin. A powerful hydration complex of acacia peptide and hyaluronic acid increases skin's hydration and protects against oxidative stress and photoaging.

**Result:** It leaves skin with long lasting comfort

### Ingredients & Benefits:

- **Aqualicia®:** acacia peptide | traps, redistributes water | restructures the epidermis to preserve its water content
- **Signal-10:** hyaluronic acid oligomer | delays the aging process of the skin

## HELENVITA HYDRATION SERUM

For all skin types

30ml



**Intensive moisturizing serum for all skin types.** Light, silky texture that is easily absorbed and leaves a velvety sensation on the skin. An extreme hydration complex of active ingredients and hyaluronic acid offers a long-lasting hydration and increases skin elasticity and reconstruction.

**Result:** Skin feels silky-soft & smooth

### Ingredients & Benefits:

- **Aqualicia®:** Acacia peptide |traps, redistributes water| restructures the epidermis to preserve its water content
- **X-pressin™:** Papain enzyme |glow-enhancing technology
- **Pheohydrane®:** Polysaccharides and amino acids from algae| creates a protective film that binds water to the various layers of epidermis
- **Hyaluronic Acid low molecular weight:** offers deep hydration| protects skin tissue



## HELENVITA HYDRATION TONING EYE CREAM

15ml

**Eye cream against signs of fatigue, puffiness, dark circles.** A powerful complex of active ingredients Persian silk tree, green tea, oak leaves and pine tree, reduces dark circles and improves the area around eyes while inhibits the appearance of fine lines.

**Result:** It brightens the eye area by diminishing the appearance of dark circles and puffiness

### Ingredients & Benefits:

- **Prodizia™:** Persian Silk Tree | visibly reduces signs of fatigue: dark circles, under eye bags, dull complexion and drawn features
- **Unisoath Eg-28:** A synergistic blend of green tea, gullnut and oak leaves | acts against dark circles and micro-inflammations
- **Lyslatine™:** dill extract | increases skin elasticity
- **Hyaluronic Acid, Argan Oil, Provitamin B5, Vitamin E:** moisturization | antioxidant protection | prevent fine lines and wrinkles



## HELENVITA FACE CLEANSING MILK

200ml

Cleansing milk for the daily cleaning and demake-up of face, neck and eyes. It removes make up, greasiness and dirt effectively. Ideal for the care of sensitive and dry skin.

### Ingredients & Benefits:

- **Provitamin B5:** Soothes the skin from irritations
- **Avocado oil & Hyaluronic Acid:** Moisturizes the skin
- **Magnolia bark extract:** Provides antioxidant action





## HELENVITA FACE CLEANSING OIL

200ml

Cleansing oil for the demake-up of face and eyes. When mixed with water, it transforms into a gentle emulsion that cleans effectively and removes dirt and make up.

### Ingredients & Benefits:

- Esters of natural origin, Vitamin E, Macadamia & Almond nutritional oils: provide the skin with natural lipids | preserve its natural moisture | soothing action

# CLINICAL STUDIES



**HELENVITA HYDRATION DAY CREAM SPF15  
NORMAL/MIXED SKIN**

After one month:

**+7,4** in skin hydration  
**+14,6%** in skin radiance  
**-4,2%** in transepidermal water loss

%self-evaluations:

**100%** of women felt their skin more hydrated and smoother

**95%** of women felt their skin complexion more radiant and even

**90%** noticed that hydration lasts all day

*\*In vivo test, 20 women, 25-45 years old, normal/mixed skin, apply once a day in face and neck*



**HELENVITA HYDRATION DAY CREAM SPF15  
DRY/VERY DRY SKIN**

After one month:

**+11,2** in skin hydration  
**+34,9%** in skin radiance  
**-2,1%** in transepidermal water loss

%self-evaluations:

**100%** of women felt their skin more hydrated

**95%** noticed that hydration lasts all day

*\*In vivo test, 20 women, 25-45 years old, dry/very dry skin, apply once a day in face and neck*



**HELENVITA HYDRATION EYE CREAM**

**+30,5%** in skin radiance/brightness after 1st use

After one month:

**+6.8%** in skin elasticity  
**-12,9%** of eyebags volume  
**-11,3%** of dark circles colour

%self-evaluations:

**85%** of women noticed eye contour looks "fresh"

**80%** of women indicated that the product revitalizes the tired looking eyes

*\*In vivo test, 20 women, 20-35 years old, apply once or twice a day*



HELENVITA FACE CLEANSING MILK

-14,6% in sebum present after 1<sup>st</sup> use

**%self-evaluations:**

**65%** declare that the product allows to remove the make-up easily – in one single move

**70%** consider the product effective in removing waterproof make-up from eyes and lips

**80%** consider the product effective in removing waterproof make-up from face

*\*In vivo test, 20 women, >18 years old, dry/sensitive skin, 1 single use % self evaluations*



HELENVITA FACE CLEANSING OIL

**%self-evaluations:**

**85%** declare that the product allows to remove the make-up easily – in one single move

**100%** consider the product effective in removing waterproof make-up from face, eyes and lips

*\*In vivo test, 20 women, >18 years old, dry/very dry skin, 1 single use % self evaluations*

# CLINICAL STUDIES

# MARKETING MATERIALS



Display stand



Window stickers