







# content

**SALES PRESENTER** 

CONVENTIONAL VS. DERMATOPOIETIN®

**CLINICAL STUDIES** 

**CLEANSERS** 

**MOISTURIZER** 

PRODUCTS WITH DERMATOPOIETIN®

**SERUMS** 

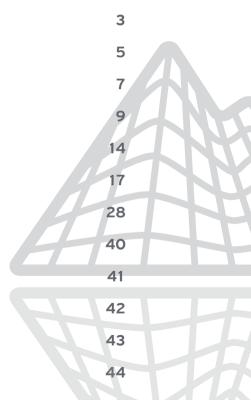
**EVENSWISS® END USER GUIDE** 

**EVENSWISS® PROFESSIONAL GUIDE** 

**EVENSWISS® PRODUCT GUIDE** 

DO NOT MIX

**GENERAL RECOMMENDATIONS** 



#### **CLEANSERS**

## PURIFYING CLEANSING FOAM

Deeply cleanses skin Refines pores and normalizes sebum activity

e 100ml 3.4 fl.oz.

The smooth formula with natural fruit AHA's will improve the moisturization while simultaneously increasing the production of structural components, such as collagen and glycoaminoglycan, as well as reversing cutaneous atrophy. Non-irritant active ingredients with antimicrobial activity active on bacteria, yeasts and mold will normalize the sebaceous hypersecretion.



#### MOISTURIZING CLEANSING FOAM Gentle and moisturizing

Formula to clean the dry skin

e 100ml 3.4 fl.oz.

The smooth formula with moisturizing ingredients such as sweet almond oil and hyaluronic acid brings about a normalization of the water content of the epidermis, this producting an improvement in suppleness and elasticity and at the same time preventing premature ageing of the skin.

#### TONIC

#### FACIAL TONIC

A touch of comfort

e 200ml 6.8 fl.oz.

Takes care of your skin with a gentle and moisturizing formula providing comfort and completing the action of EVENSWISS® Facial Cleansing Milk. It smoothes and refreshes the skin of face and neck and keeps its natural moisture balance. Contains natural plant extracts

#### MOISTURIZER

#### INTENSE MOISTURIZER BASE FORMULA

Intense moisturiser agent, rich in natural Vitamin E

e 200ml 6.8 fl .oz.

This fast absorbing emulsion replenishes moisture and leaves your skin supple and fresh. It provides the basis for the application of specific Boosters to improve the condition of your skin according to its needs.

#### SKIN CARE

#### REJUVENATING EYE COMPLEX

Reduces the appearance of wrinkles, dark circles and puffiness

e 15ml 0.5 fl.oz.

This unique formula contains the Dermatopoietin® Peptide Complex, PhytoCellTec™ Argan, valuable plant oils and antioxidant vitamins to boost skin regeneration, help reduce the appearance of fine lines and wrinkles and fight under-eye bags and dark circles.



CREAM

Tightens skin

#### REGENERATING PLASMA

Activates the self-regenerative capacity of skin regenerates the epidermis

e 50ml 1.7 fl.oz.

The advanced formula containing the unique Dermatopoleitm Peptide Complex in combination with Ceramides. Vitamins A. B.S. E. F. Phytosphingosine, Cholesterol and Propolis extract promotes skin regeneration, boosts collagen, restores lipid barrier and tightens skin. The product with its cooling effect helps skin to ease and to recover faster.



#### REJUVENATING SERUM

Boosts collagen Reduces the appearance of wrinkles Tightens the skin

€ 50ml 1.7 fl.oz

This innovative product contains the unique Dermatopoietins "Peptide Complex, Soy Isoflavones and PhytoCellTec" Argan to make your skin firmer by activating collagen production. The anti-ageing effect is supported by antioxidants from Malt and Argan oil. The combined action of this formula helps reduce the appearance of wrinkles and leaves your skin with radiant beauty.



Brightens skintone Targets dark spots Improves radiance

e 50ml 1.7 fl.oz.

This high-quality formula with the unique Dermatopoietin® Peptide Complex, Niacinamide, and extract of Marshmallow root, Rice bran and Licorice root helps your skin improve imperfections and assume a more even tone by reducing dark spots, strengthening skin texture and becoming smoother.



## SKIN DEFENCE SERUM BALANCING COMPLEX

Refines pores and regulates sebum activity

€ 50ml 1.7 fl.oz.

This innovative and light formula contains the unique Dematopoietin\* Peptide Complex which boosts collagen production and supports the skin's natural renewal process. Niacinamide, Sodium Hyaluronate and Shea Butter act as strong moisturizers. A Vitamin C derivative restores the energy balance and skin radiance. The product is made to counteract the appearance of the first signs of skin aging and hydrate the nilv-skin.

## RICH REGENERATING CREAM

hydration.

Tightens and nourishes skin e !

e 50ml 1.7 fl.oz.

Boosts collagen

€ 50ml 1.7 fl .oz.

This unique product contains the patented Dermatopoieting Peptide Complex in combination with Milk Thistle extract to firm and tone the skin of the demanding neck, décolleté and arm area. Together with herbal oils and Sorghum Bicolor Stalk Julice it helps restore firmness, elasticity and contour.

REJUVENATING DÉCOLLETÉ

## SUBLIME REVEALING MASK

Tightens and nourishes skin Promotes skin firmness e 50ml 1.7 fl.oz.

The high-quality formula contains the unique Dermatopoietin® Peptide Complex and Tripeptide-5 to boost collagen production and support the skir's natural renewal process. Enriched by Hyaluronic acid and Betaglucan it helps your skin improve moisture, firmness, elasticity and becoming smoother.

#### SKIN REGENERATE SERUM MASTER BOOSTER

Reduces the signs of AGEING

@ 20ml 0.68 fl .oz.

Skin cells self-regenerator; increase elastin, collagen and hyaluronic acid up to 90%.





This rich formula contains the unique Dermatopoietin®

Peptide Complex and PhytoCellTec™ Argan. It promotes

the skin's firmness by reinforcing the collagen synthesis

and supporting the skin's natural renewal process. Argan

oil with Ceramides and Sodium Hyaluronate help restore the

skin barrier functions and provide strong and long-lasting









#### DERMATOPOIETIN® THE REVOLUTION

#### SERUM9

#### WRINKLE NATURAL BOTOX SERUM BOOSTER No1

To reduce the appearance of WRINKLES

e 20ml 0.68 fl .oz.

Reduces the appearance of wrinkles and fine lines by tightening skin.



#### SKIN REPAIR SERUM BOOSTER No2

To moisturize VERY DRY SKIN

e 20ml 0.68 fl .oz.

Provides strong and long-lasting moisturizing effect to dry skin and brittle nails.



#### PIGMENTATION SERUM BOOSTER No3

To reduce the look of AGE SPOTS

⊕ 20ml 0.68 fl .oz.

Reduces the appearance of age spots and helps your skin to assume a more even tone.



#### ANTI-PUFFINESS SERUM BOOSTER No 4

To fight the look of PUFFINESS around the eyes

 $\ensuremath{\Theta}$  20ml 0.68 fl .oz.

Valuable nutrients improve skin evenness so that eye-bags appear reduced and complexion is revitalized.



#### ANTI-DARK CIRCLES SERUM BOOSTER No5

To fight the look of  $\operatorname{\bf DARK}$  CIRCLES under the eyes

⊕ 20ml 0.68 fl .oz.

Valuable nutrients improve texture of skin and diminish the look of dark circles under the eyes.



#### SPOT FIGHTING SERUM BOOSTER No6

To tighten the look of LOOSE SKIN

 $\ensuremath{\mathrm{e}}$  20ml 0.68 fl .oz.

Vitamin A and selected plant oils strengthen the look of sagging skin.



To brighten the look of DARK SKIN

e 20ml 0.68 fl .oz.

Advanced formula to visibly brighten the look of dark skin.



To smoothen the appearance of CELLULITE

e 20ml 0.68 fl.oz.

Advanced formula to smoothen the appearance of cellulite skin.

#### REVITALISING HAIR SERUM BOOSTER No9

To protect HAIR VOLUME

e 20ml 0.68 fl.oz.

Advanced formula to keep your hair healthy and maintain its volume.





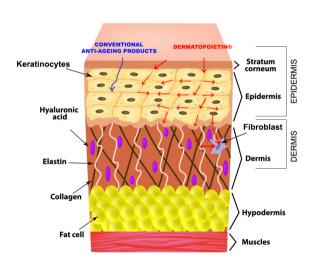




## CONVENTIONAL PRODUCTS VS. PRODUCTS WITH DERMATOPOIETIN®

Dermatopoietin® is a polypeptide fully equivalent to the human natural factor interleukin-1a. This factor (cytokine) plays an important role for the maintenance of the structural and functional integrity of skin.

Dermatopoietin® as an active cosmetic ingredient does not itself penetrate skin. It acts by a **signaling mechanism** from the surface of skin by activating a cascade of reactions that penetrate deep into the skin. The result is among others a strong increase of collagen, elastin and hyaluronic acid in the dermis (90% increase).



### Dermatopoietin mechanism of action and anti-aging effects

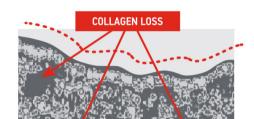
- Dermatopoietin® activates on the surface of skin (without penetration) a cascade
  of reactions that propagate deep into the skin. It increase massively the production
  of Elastin, Collagen and Hyaluronic Acid in few days only.
- Dermatopoietin® stimulates keratinocytes to release interleukin-1a which activates fibroblasts to initiate a skin renewal program.
- This skin renewal program affects both the dermis and epidermis.
- The anti-aging action of Dermatopoietin® is thus triggered on the surface but comprises the entire skin.
- Clinical tests showed an increase of collagen, elastin and hyaluronic acid up to 90% within 2 weeks.
- · Reference Studies: https://evenswiss.ch/en/our-laboratory
- The structural and functional effects of Dermatopoietin® translate into an improved skin barrier, a better immune defense as well as a rejuvenated and smoother appearance of skin.

### Limitations of conventional anti-aging products

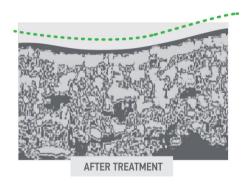
- Poor penetration of the skin barrier.
- Little impact, if any, on the deeper layers of skin (dermis).
- Penetration enhancers, often used with conventional products, facilitate penetration also of pollutants and microorganisms.

## Collagen, Elastin and Hyaluronic acid, provides the skin with firmness and elasticity.

## 20 - year old reference skin



## 53 - vear old reference skin



## Young Skin

More than 90% of young skin (dry weight) is made up of collagen. Collagen forms, together with elastin, a well-organized network which provides the skin with structural support and the environment for vital cell functions.

## **Aging Skin**

**BEFORE** 

With increasing age the skin loses its ability to produce functional collagen which is replaced by fat and proteoglycan deposits leading to a rough skin surface and/or the typical signs of skin aging.

## **Dermatopoietin®**

Approach to Rejuvenation of Aging Skin

By replenishing collagen and improving its function in the dermis Dermatopoietin® reduces the signs of aging skin and restores its youthful appearance.

# CLINICAL STUDIES

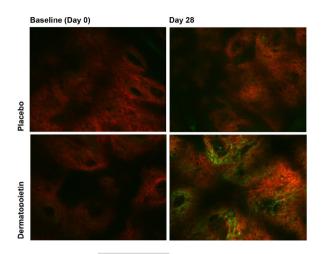
Summary of the 2-photon fluorescence microscopy studies performed by Neurotar Ltd, Helsinki

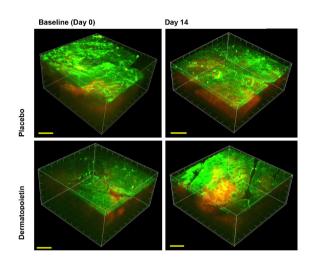
Two-photon Fluorescence Microscopy Studies of the Effect of Dermatopoietin on the Collagen and Elastin Content in Human Volunteer Forearm Skin

Neurotar is a spin-off of the University of Helsinki, Finland, and a leading company specialising on contract research based on the new imaging technique called 2-photon fluorescence microscopy. This method allows the 3-dimensional visualization of subcellular structures in vivo to a depth of about 250  $\mu$ m with a resolution of less than 1  $\mu$ m ('non-invasive optical biopsy').

Neurotar performed a study on forearm skin to explore the effect of Dermatopoietin on collagen deposition in 2011 (Experiment 1), followed by two additional studies in 2012 (NT11-0183 and NT12-0222, Experiments 2 and 3, respectively) to investigate the dose-dependency of the effect of Dermatopoietin.

The present report summarises the long and detailed reports of Neurotar which are on file.





## **Experiment 1**

Two-photon microscopic pictures from the dermis at 80  $\mu$ m skin depth. Comparison of Dermatopoietin versus Placebo and Baseline versus 4-week treatment. Pictures were obtained from the same skin spot. Clearly visible is the increase of collagen (red) and elastin (green). Dermatopoietin concentration: 150  $\mu$ g/L.

## **Experiment 2**

Three-dimensional 2-photon microscopic composite pictures showing the green autofluorescence in the epidermis and dermis as well as collagen (red, second harmonic generation) in the dermis. Clearly visible is the increase of collagen after two weeks in the skin of the forearm treated with Dermatopoietin at a concentration of  $30~\mu g/L$ .

# cleansers







PROVEN BEAUTY

© 100ml 3.4 fl.oz.

## **PURIFYING CLEANSING FOAM**

Deeply cleanses skin, refines pores and normalizes sebum activity formulated for the oily skin.

#### **KEY BENEFITS**

- Normalizes the sebum production
- · Refines pore appearance
- · Non-irritant, antimicrobial activity
- Improves the moisturization and production of collagen

#### STAR INGREDIENTS

- **Bilberry Extract**: anti-inflammatory, antioxidant and improves the appearance of sun damage
- Sugar Cane Extract: exfoliation, cellular renewal and moisturizing properties
- Lactoferrin: active on bacteria, yeasts and moulds responsible for the acne
- Lactoperoxidase: used to prevent yeasts, fungi and bacteria

FORMULATED FOR OILY, COMBINED AND NORMAL SKIN

APPLY TO ZONES → Whole face | Neck

USAGE → Apply whenever needed DAY and NIGHT and rinse-off



PROVEN BEAUTY

© 100ml 3.4 fl.oz.

## MOISTURIZING CLEANSING FOAM

Gentle and moisturizing formula to clean the dry skin.

#### **KEY BENEFITS**

- High level fatty acids give moisturizing, regenerating and restructuring properties
- · Nourishes the skin deeply
- · Tightens the skin and increases its elasticity
- Strengthens the skin barrier function of the skin

#### STAR INGREDIENTS

- Sweet Almond Oil: treats dry and sun-damaged skin acting like a gentle cleanser
- **Hyaluronic Acid**: have enormous water-binding capacity which increases skin hydration and skin texture
- Vitamin E: works wonder as an effective moisturizer

### FORMULATED FOR DRY AND NORMAL SKIN

APPLY TO ZONES → Whole face | Neck

USAGE → Apply whenever needed DAY and NIGHT and rinse-off



PROVEN BEAUTY

e 200ml 6.8 fl.oz.

## **FACIAL TONIC**

Removes environmental toxins and chemical residues and fights acne and breakouts.

#### **KEY BENEFITS**

- · Vitamin E improves hydration
- Removes environmental toxins and chemical residues from the skin
- Provides an anti-aging effect and helps tighten and firm the look of skin
- · Fights acne and breakouts

### **STAR INGREDIENTS**

- Hamamelis Virginiana Leaf Extract: antioxidant, astringent and healing properties
- Echinacea Purpurea: antibiotic, anti-bacterial and healing properties
- Rosa Centifolia: antiseptic and astringent properties
- Vitamin E: antioxidant, protects the skin against environmental stressors, reduces lines and wrinkles

#### FORMULATED FOR ALL TYPE OF THE SKIN

APPLY TO ZONES → Whole face | Neck

USAGE → Apply whenever needed DAY and NIGHT with pads

# **CLEANSERS**



Deeply cleanses skin refines pores and normalizes sebum activity formulated for the oily skin.









€ 200ml 6.8 fl.oz.

# INTENSE MOISTURIZER BASE FORMULA

Intense moisturizing agent.

#### KEY BENEFITS

- · Rich in natural vitamin E
- · Relieves irritation for rough, flaky and dry skin
- · Improves the elasticity and smoothness of the skin

#### STAR INGREDIENTS

- Jojoba Oil: blended with antioxidants that fight premature ageing, this oil helps to brighten dull skin by providing essential moisture, allowing the skin to regenerate and rejuvenate itself
- Sweet Almond Oil: provides elasticity to skin and is therefore very often used in pregnancy to prevent stretch marks and cellulite
- Aloe Barbadensis (Aloe Vera): great moisturizing, healing and calming properties
- Sunflower Oil: It helps to moisturize, regenerate and condition the skin

## FORMULATED FOR OILY, COMBINED AND NORMAL SKIN

APPLY TO ZONES → Whole face and body | Neck
USAGE → Apply onto the skin area you want to improve with a gentle
massage

# INTENSE MOISTURIZER BASE FORMULA









€ 50ml 1.7 fl.oz.

**APPLY TO ZONES** → Whole face | Neck

USAGE → Shake well before use Apply whenever needed DAY and NIGHT after cleansing

## **REJUVENATING SERUM**

Boosts collagen reduces the appearance of wrinkles tightens the skin.

#### **KEY BENEFITS**

- · Improve epidermal metabolism
- · Repair minor skin defects
- · Provide firmed skin
- · Natural antioxidant

#### STAR INGREDIENTS

- DERMATOPOIETIN®: full equivalent of interleukin-1 alpha. Increases the immune system of the skin and grows elastin, collagen and hyaluronic acid up to 90%. Acts through a patented Signalling Cosmetic® effect without the skin penetration
- PhytoCellTec<sup>™</sup> Argan: vitalizes and protects dermal stem cells, increases skin firmness and density, deep-seated rejuvenation of the skin
- Barley Plant and Meadowfoam: natural antioxidants to fight the signs of ageing like lines and wrinkles
- Tripeptide-10: prevent loss of elasticity, helps cohesion of collagen fibers
- Cydotetrapeptyde-24: wrinkle redactor and elasticity provider Soy-Isoflavone: promote collagen production and skin elasticity

FORMULATED FOR OILY, COMBINED AND NORMAL SKIN





€ 50ml 1.7 fl.oz.

APPLY TO ZONES → Whole face | Whole body

USAGE → Shake well before use

Apply whenever needed DAY and NIGHT after cleansing

## **EVENTONE SERUM**

Brightens skin tone targets dark spots and improves radiance.

#### **KEY BENEFITS**

- Preventing the activation of tyrosinase, blocks melanin synthesis
- Inhibits melanocyte differentiation
- · Detoxification, skin restructuring, firming
- · Intense skin lightening activity
- · Helps maintain a healthy look and feel
- Inhibition of the coloration of pre-existing melanin pigments

#### STAR INGREDIENTS

- DERMATOPOIETIN®: full equivalent of interleukin-1 alpha. Increases the immune system of the skin and grows elastin, collagen and hyaluronic acid up to 90%. Acts through a patented Signalling Cosmetic® effect without the skin penetration
- Vitamin B3 (Niacin): fades age spots, lightens and whitens the skin because of its ability to treat hyperpigmentation
- Complex of Marshmallow Root, Rice Bran and Licorice Root: provides a brighter or lighter complexion of the skin and decreases significantly the production of melanin in dark spot
- **Stabilized Vitamin C**: is a powerful antioxidant and demonstrates intense skin lightening activity

### FORMULATED FOR ALL SKIN TYPES





€ 15ml 0.5 fl.oz.

**APPLY TO ZONES** → Around eyes

**USAGE** → Shake well before use Apply whenever needed DAY and NIGHT after cleansing

## **REJUVENATING EYE COMPLEX**

Reduces the appearance of wrinkles, dark circles and puffiness.

#### **KEY BENEFITS**

- Improves the skin's micro-texture, reduces lines and wrinkles
- Prevents and fights under-eye bags
- Delivers a visible lit, improves the skin's firmness and makes it appear younger

#### STAR INGREDIENTS

- DERMATOPOIETIN®:full equivalent of interleukin-1 alpha. Increases the immune system of the skin and grows elastin, collagen and hyaluronic acid up to 90%. Acts through a patented Signalling Cosmetic® effect without the skin penetration
- PhytoCellTec<sup>™</sup> Argan: vitalizes and protects dermal stem cells, increases skin firmness and density, deep-seated rejuvenation of the skin
- **Soy Isolavones**: promotes collagen production, an important part of skin's elasticity
- Hippophae Rhamnoides (Sea Buckthorn): due to its high content of carotenoids, it has potent cell-regenerating, antiinflammatory and antioxidant properties
- Hesperidin Methyl Chalcone: for dark circles, which is a naturally occurring flavonoid (an antioxidant found in plants) thought to strengthen the capillaries in the delicate eye area; a known cause of under-eye discolouration

FORMULATED FOR OILY AND NORMAL SKIN





€ 50ml 1.7 fl.oz.

**APPLY TO ZONES** → Whole face **USAGE** → Apply whenever needed DAY and NIGHT after cleansing

## RICH REGENERATING CREAM

Tightens and nourishes skin promotes skin firmness.

#### **KEY BENEFITS**

- · Targeted to calm sensitive and irritated skin
- Increases skin thickness, smoothness, hydration and firmness
- · Reduces visibly redness and inflammation

#### STAR INGREDIENTS

- DERMATOPOIETIN®: full equivalent of human epidermal cytokine interleukin-1 alpha. Control the homeostasis of the skin with no penetration. Acts through a patented Signalling Cosmetic® effect
- PhytoCellTec<sup>™</sup> Argan: vitalizes and protects dermal stem cells,increases skin firmness and density, deep-seated rejuvenation of the skin
- Green Tea and Argan Oil: rich in vitamins, antioxidants and fatty acids (Omega 6 and linoleic acid) help to preserve the youthful glow of your skin and combat ageing signs
- Barley Plant: natural antioxidants to fight the signs of ageing like lines and wrinkles
- Kigelia Africana Fruit: antioxidant, anti-inflammatory and antibacterial properties

FORMULATED FOR THE DRY AND NORMAL SKIN





€ 50ml 1.7 fl.oz.

**APPLY TO ZONES** → Décolleté | Upper arms **USAGE** → Apply whenever needed DAY and NIGHT after cleansing

## REJUVENATING DÉCOLLETÉ CREAM

Boosts collagen increases elasticity and tightens skin.

#### **KEY BENEFITS**

- Provides an tightening and Sorghum lifting effect
- · Reduces the formation of free radicals
- · Smoothens the micro texture of skin
- Reinforces the hydrolipidic barrier

#### STAR INGREDIENTS

- DERMATOPOIETIN®: full equivalent of interleukin-1 alpha. Increases the immune system of the skin and grows elastin, collagen and hyaluronic acid up to 90%. Acts through a patented Signalling Cosmetic® effect without the skin penetration
- Vitamin A: regenerates the epidermis by stimulating the fibroblasts these cells are responsible for developing tissue that keeps skin firm
- Milk Thistle, Evening Primrose and Algae Extract: natural antioxidants to fight the signs of ageing like lines and wrinkles and improve the firmness of the skin
- Sorghum Bicolor Stalk Juice: is used in cosmetics to tighten skin. It creates a stretchy-film, providing an immediate and resilient micro-lifting effect

#### FORMULATED FOR ALL SKIN TYPES





€ 50ml 1.7 fl.oz.

APPLY TO ZONES → Whole face | Neck
USAGE → Apply whenever needed DAY and NIGHT after cleansing

## **SUBLIME REVEALING MASK**

Boosts collagen, increases elasticity and tightens skin.

#### **KEY BENEFITS**

- · Rejuvenates and smoothens the skin
- · Refines pore appearance
- Improves skin firmness and elasticity and improves skin texture
- Increase the hydration and improves the skin texture
- Applied before stress, protects the skin from aggression by preserving its barrier function and hydration level

#### STAR INGREDIENTS

- DERMATOPOIETIN®: full equivalent of interleukin-1 alpha. Increases the immune system of the skin and grows elastin, collagen and hyaluronic acid up to 90%. Acts through a patented Signalling Cosmetic® effect without the skin penetration
- Palmitoyl Tripeptide 5: anti-aging tripeptide visibly reduce appearance of wrinkles in age-prone zone, rejuvenates and smoothens the skin, refines pore appearance, improves skin firmness and elasticity and improves skin texture
- Sodium Hyaluronate and Sodium DNA: have enormous water binding capacity which increases skin hydration and skin texture
- Yeast  $\beta$ -glucan: can stimulate our immune system and is able to accelerate tissue repair

#### FORMULATED FOR THE DRY AND NORMAL SKIN





€ 50ml 1.7 fl.oz.

APPLY TO ZONES → Whole face | Whole body

USAGE → Shake well before use.

Apply whenever needed DAY and NIGHT after cleansing

## **REGENERATING PLASMA**

Helps skin to recover after cosmetic treatments supports self-regeneration.

#### **KEY BENEFITS**

- Complex with revitalizing and regenerative properties for the epidermis
- · Activates the self-regenerative capacity of skin
- · Regenerates the epidermis

#### STAR INGREDIENTS

- DERMATOPOIETIN®: full equivalent of interleukin-1 alpha. Increases the immune system of the skin and grows elastin, collagen and hyaluronic acid up to 90%. Acts through a patented Signalling Cosmetic® effect without the skin penetration
- Vitamin A: regenerates the epidermis by stimulating the fibroblasts these cells are responsible for developing tissue that keeps skin firm
- Ceramides and Cholesterol: ideal for improving skin tone, skin texture and relieving signs of sensitivity
- Vitamin B5: for glowing and acne-free skin
- Vitamin F: they are lipids that are repairing your skin's lining
- **Propolis**: antibacterial, anti-inflammatory, antioxidant and wound healing effects

#### FORMULATED FOR ALL SKIN TYPES





€ 50ml 1.7 fl.oz.

APPLY TO ZONES → Whole face | Neck

USAGE → Shake well before use

Apply whenever needed DAY and NIGHT after cleansing

# SKIN DEFENCE SERUM BALANCING COMPLEX

Provides a normalization of oily skin and improves the appearance of enlarged pores, caused by the pollution.

#### **KEY BENEFITS**

- · Protects against blue light-induced hyperpigmentation
- Provides a normalization of oily skin and improves the appearance of enlarged pores, caused by the pollution
- Antimicrobial activity active on bacteria and yeasts partly responsible for sebaceous hypersecretion
- Reinforces the skin's natural protective barrier and improves its moisture retention

#### STAR INGREDIENTS

- DERMATOPOIETIN®: full equivalent of interleukin-1 alpha. Increases the immune system of the skin and grows elastin, collagen and hyaluronic acid up to 90%. Acts through a patented Signalling Cosmetic® effect without the skin penetration
- Vitamin B3: have the potential to protect against blue light-induced hyperpigmentation
- Squalane: is decreased in polluted areas, as this antioxidant is mobilised to combat oxidative stress in the skin
- The Natural Fruit AHAs: help normalize the skin by weakening corneocyte adhesion along the stratum corneum caused by the pollution.
- Shea Butter: helps to prevent and heal irritations and environmental aggressions
- Bilberry Extract: anti-inflammatory, antioxidant and improves the appearance of sun damage
- Sugar Cane Extract: exfoliation, cellular renewal and moisturizing properties
- Allantoin: it protects the skin against environmental stress and minimizes irritation.
- Tocopheryl Acetate: it protects the cells against free radicals and prevents the peroxidation
- Sodium Hyaluronate: connective tissue organizer and superior moisturizing agent
- Pro-Vitamin C: protects skin cells from damaging free radicals

FORMULATED FOR THE COMBINED, NORMAL AND AGGRESSED SKIN





€ 20ml 0.68 fl.oz.

## **SKIN REGENERATE SERUM** MASTER BOOSTER

Reduces the signs of AGEING if used alone or in combination with other Boosters.

#### **KEY BENEFITS**

- Activates the self-regenerative capacity of skin
- · Activates the dermal synthesis of endogenous collagen, elastin and hyaluronic acid
- · Increases elasticity and tightness of skin

#### STAR INGREDIENTS

• **DERMATOPOIETIN**®: full equivalent of interleukin-1 alpha. Increases the immune system of the skin and grows elastin, collagen and hyaluronic acid up to 90%. Acts through a patented Signalling Cosmetic® effect without the skin penetration

#### FORMULATED FOR ALL ALL TYPE OF THE SKIN

**APPLY TO ZONES** → Whole face | Whole body **USAGE** → Shake well before use Apply whenever needed DAY and NIGHT after cleansing

# PRODUCTS WITH DERMATOPOIETIN®





**EVENTONE SERUM** Brightens skin tone targets dark spots improves radiance.





appearance of wrinkles tightens the skin.

BALANCING COMPLEX Defends the skin against aggressors like pollution, blue light and bacteria. Refines pores and regulates sebum activity.









# serums

## **HIGH CONCENTRATED SERUMS**

APPLY WITH DERMATOPOIETIN®

APPLY WITH MOISTURIZER







e 20ml 0.68 fl.oz.

# WRINKLE NATURAL BOTOX SERUM BOOSTER No1

Reduces the appearance of wrinkles and fine lines by tightening skin.

#### KEY BENEFITS

- · Boosts skin immunity
- · Stimulates collagen production
- Reduces muscle tension, reducing facial wrinkles caused by tense or contracted facial muscles
- · Provide anti-aging effects
- · Helps tighten and firm the look of skin

#### STAR INGREDIENTS

- Spilanthes Acmella Flower Extract: a natural alternative to Botox with firming and tightening effect, muscle relaxant thanks to the analgesic sphilantol
- Pullulan Algae Extract: making your skin feel tighter providing collagen building and antioxidant benefits
- Acacia Senegal Gum: has the ability to smooth lines and wrinkle

#### FORMULATED FOR ALL TYPE OF THE SKIN

**APPLY TO ZONES →** Whole face | Around eyes | Nasolabial folds | Décolleté

**USAGE** → Shake well before use.

Apply whenever needed DAY and NIGHT after cleansing



PROVEN BEAUTY

20ml 0.68 fl.oz.

# SKIN REPAIR SERUM BOOSTER No2

Provides a strong and long-lasting moisturizing effect to dry skin and brittle nails.

#### **KEY BENEFITS**

- · Protects against dehydration
- · Reduces and relieves inflamed and irritated skin
- · Reinforces immunity against free-radicals
- Strengthens and restores the skin
- · Boosts the skin's moisture retention ability

#### STAR INGREDIENTS

- Alpine Rose: helps to fight dehydration, and free radicals for a clearer and better balanced skin
- **Opuntia Ficus**: high content on water binding compounds for a better hydration. Rich in Vitamin A, B1, B2, B3 and C
- Hyaluronic Acid: have enormous water binding capacity which increases skin hydration and skin texture
- Betaglucan: soothes irritated skin, support skin's own antioxidant activity
- Sodium PCA: derived from plants, fruits and coconut it is an important water absorbent

### FORMULATED FOR ALL TYPE OF THE SKIN

APPLY TO ZONES → Whole face | Whole body
USAGE → Shake well before use
Apply whenever needed DAY and NIGHT after cleansing



PROVEN BEAUTY

PROVEN BEAUTY

PROVEN BEAUTY

APPLY TO ZONES → Whole face | Whole body
USAGE → Shake well before use.
Apply whenever needed DAY and NIGHT after cleansing

# PIGMENTATION SERUM BOOSTER No.3

Reduces the appearance of AGE SPOTS and helps your skin to assume a more even tone.

#### **KEY BENEFITS**

- A topical treatment for most forms of hyperpigmentation and sun damage
- Targeted lightening effect on age spots
- · Prevents photo-ageing and dark spots
- · Reduces the formation of dark spots at their source
- Age spots appear on UV-exposed areas of the body. They
  are characterized by an increased production of two
  pigments: melanin and lipofuscin. Booster No3 prevents and
  regulates the formation of both pigments. It also inhibits
  the accumulation of lipofuscin in the skin by activating the
  proteasome, the cell's own cleaning system which degrades
  oxidized proteins

### **STAR INGREDIENTS**

- Swiss Garden Cress: cleans of and protects our skin cells against dangerous molecules, prevents DNA damage
- Swiss Stone Pine: reduces redness and age spots which leds to an increase in the skin tone homogeneity
- Spirulina Platensis: Chlorophyll in Spirulina helps reduce age spots on your skin

### FORMULATED FOR ALL TYPE OF THE SKIN



€ 20ml 0.68 fl.oz.

# ANTI-PUFFINESS SERUM BOOSTER No4

Valuable nutrients improve skin evenness so that EYE-BAGS appear reduced and complexion is revitalized.

#### KEY BENEFITS

- · Targeted to calm sensitive and irritated skin
- Increases skin thickness, smoothness, hydration and firmness
- · Reduces visibly puffiness
- Puffiness is caused by poor blood circulation that may involve increased capillary pressure and permeability or mild irritation that can lead to the release of inflammatory mediators

#### STAR INGREDIENTS

- **Genistein**: Re-densifies and firms the skin, prevents the skin degradation
- Swiss Stone Pine: Reduction of color irregularities, antiinflammatory activity, creates a more even toned skin
- Spirulina Platensis: Chlorophyll in Spirulina helps reduce age spots on your skin

### FORMULATED FOR ALL TYPE OF THE SKIN

APPLY TO ZONES → Under the eyes only
USAGE → Shake well before use
Apply whenever needed DAY and NIGHT after cleansing



€ 20ml 0.68 fl.oz.

APPLY TO ZONES → Under the eyes only
USAGE → Shake well before use
Apply whenever needed DAY and NIGHT after cleansing

# ANTI-DARK CIRCLES SERUM BOOSTER No5

Valuable nutrients improve texture of skin and diminish the look of DARK CIRCLES under the eyes.

#### **KEY BENEFITS**

- Has anti-inflammatory qualities for the skin with toning and softening effects on the skin
- · Reduces visibly redness and inflammation
- The causes of dark circles are multiple: heredity, allergies, lack of sleep leading to fluid retention as well as aging process and losing fat and collagen and the skin often thins
- · Use moderately or mixed with base formula

#### STAR INGREDIENTS

- Chlorella Vulgaris: stimulates collagen synthesis and reduces vascular imperfection (the cause of dark circles)
- Vitamin C: inhibits the melanogenesis, prevents the lipid peroxidation and protects against UV light
- Cupuacu Butter: is rich in fatty acids which they protect the skin from radiation and against allergies a leading cause of dark circles. They increase the blood circulation and reduce the inflammation two of other causes of dark circles under the eyes
- Sweet Almond: anti-inflammatory and antioxidant properties. Contains retinol, Vitamin E and vitamin K
- Caffeine: active to fight against the dark circle by draining and firming the skin

### FORMULATED FOR ALL TYPE OF THE SKIN



e 20ml 0.68 fl.oz.

# SPOT FIGHTING SERUM BOOSTER No6

Vitamin A and selected plant oils strengthen the look of SAGGING SKIN.

#### KEY BENEFITS

- · Improves skin tonicity, firmness, and elasticity
- Helps accelerate skin renewal for healthier, smoother and younger-looking skin
- Protects against collagen degradation and increases collagen levels in the skin; improves elastin synthesis
- · Increases epidermal proliferation and thickness

#### STAR INGREDIENTS

- Retinol: boosts collagen production, stimulates keratinocyte proliferation and epidermal thickness
- Ricinus Oil: heals inflamed skin, prevents stretch marks, retains elasticity of the skin
- Sandalwood Oil: prevents skin inflammation and irritation, adds elasticity to the skin
- **Hops**: inhibits the elastase enzyme responsible for the cross linking in collagen

### FORMULATED FOR ALL TYPE OF THE SKIN

APPLY TO ZONES → Whole face | Whole body

USAGE → Shake well before use

Apply whenever needed DAY (with SPF 50) and NIGHT after cleansing



PROVEN BEAUTY

20ml 0.68 fl.oz.

# BOOSTER No7

Advanced formula to visibly brighten the look of DARK SKIN.

#### **KEY BENEFITS**

- A potent complex of tyrosinase inhibitors, natural skin brighteners and most powerful natural antioxidants, reduce the activity of cells that produce melanin
- · Protects from the effects of environmental stress
- · Calms sensitive and irritated skin

#### STAR INGREDIENTS

- Swiss Stone Pine: reduction of color irregularities, antiinflammatory activity, creates a more even toned skin
- Arbutin: inhibits tyrosinase activity which is the key enzyme of the pigmentation process
- Hexylresorcinol: is a very effective lightener providing longterm protection of DNA under UV light
- Alpha Arbutin: reduces the degree of skin tanning after UV exposure

#### FORMULATED FOR ALL TYPE OF THE SKIN

APPLY TO ZONES → Whole face | Whole body
USAGE → Shake well before use
Apply whenever needed DAY and NIGHT after cleansing



e 20ml 0.68 fl.oz.

# CELLULITE BURNER BOOSTER No8

Advanced formula to smoothen the appearance of CELLULITE skin.

#### **KEY BENEFITS**

- · Visibly reduces the appearance of cellulite
- · Effectively shapes body contours
- · Reveals a slimmer silhouette
- An Iso-Slim complex for a multi-targeted anti-cellulite & slimming activity
- · Boosts collagen production for a firmer look
- · Use moderately or mixed with base formula

#### STAR INGREDIENTS

- Genistein: promotes the fat breakdown and inhibits the formation of new adipocytes (cells specialized for fat storage)
- Capsaicin and Brassica Alba: activate the microcirculation and therefore fight water retention. Convert fat-accumulation adipocytes into cells that actively burn fat
- Caffeine: lipolytic properties, to drain and to firm the skin
- Alpha Arbutin: reduces the degree of skin tanning after UV exposure

#### FORMULATED FOR ALL TYPE OF THE SKIN

APPLY TO ZONES → Whole body

USAGE → Shake well before use

Apply whenever needed DAY and NIGHT after cleansing



€ 20ml 0.68 fl.oz.

# REVITALISING HAIR SERUM BOOSTER No9

Advanced formula to keep your HAIR healthy and maintain its volume.

#### KEY BENEFITS

- · Stimulates hair growth at the root
- · Prolongs the life cycle of hair
- · Fully restores the vitality of the hair
- The proportion of telogen hair is normally 10% to 15%. In case of telogen effluvium the telogen hair will increase to 20%
- Booster No9 will significantly increase the ration of anagen to telogen hair. It reactivates hair growth by stimulating the dermal papilla

#### STAR INGREDIENTS

 Pisum Sativum Sprouts: stimulates hair growth at the root, prolongs the life cycle of hair, fully restores the vitality of the hair, for denser hair in just 3 months

#### FORMULATED FOR ALL SCALP TYPES

APPLY TO ZONES → Scalp

USAGE → Shake well before use

Apply whenever needed DAY and NIGHT after cleansing

# **SERUMS**



BOOSTER No 1

Reduces the appearance of wrinkles and fine lines by tightening skin.



Provides strong and long-lasting moisturizing effect to dry skin and brittle nails.



Reduces the appearance of AGE SPOTS and helps your skin to assume a more even tone.



Valuable nutrients improve skin eveness so that EYE-BAGS appear reduced and complexion is revitalized.

ANTI-PUFFINESS SERUM

BOOSTER No4



BOOSTER No 5

Valuable nutrients improve texture of skin and diminish the look of DARK CIRCLES under the eyes.



### SPOT FIGHTING SERUM BOOSTER No6

Vitamin A and selected plant oils strengthen the look of SAGGING SKIN.



# BRIGHTENING SERUM BOOSTER No7

Advanced formula to visibly brighten the look of DARK SKIN.



## CELLULITE BURNER BOOSTER No8

Advanced formula to smoothen the appearance of CELLULITE skin.



# BOOSTER No9

Advanced formula to keep your HAIR healthy and maintain its volume.



# **EVENSWISS® END USER GUIDE**

## **SERUMS**

PRODUCTS	No 1 wrinkle natural botox serum	No 2 skin repair serum	No 3 pigmentation serum	No 4 anti-puffiness serum	No 5 anti-dark circles serum	No 6 spot fighting serum	No 7 brightening serum	No 8 cellulite burner	No 9 revitalising hair serum	Master Booster skin regenerate serum
Rejuvenating Serum	√	$\checkmark$				$\checkmark$	V			V
Rich Regenerating Cream	V	V				V	V			V
Rejuvenating Eye Complex	√	$\checkmark$		V	$\checkmark$		V			V
Regenerating Décolleté Cream	√	V	<b>√</b>			V	√	√		V
Eventone Serum		V	<b>√</b>				<b>√</b>			V
Regenerating Plasma	√	V	<b>√</b>			V		√		V
Hair Protection System Serum									V	V
Balancing Complex	V	V	V			V	V			V
Sublime Revealing Mask	V	V	V	V	V	V	V			V

# **EVENSWISS® PROFESSIONAL GUIDE**

## **SERUMS**

PRODUCTS	No 1 wrinkle natural botox serum		No 3 pigmentation serum	No 4 anti puffiness	No 5 anti-dark circles serum	No 6 spot fighting serum	No 7 brightening serum	No 8 cellulite burner	No 9 revitalising hair serum	Master Booster skin regenerate serum
Base Formula Face	V	V	V	V	V	V	V	V		V

## **EVENSWISS® PRODUCT GUIDE**

## **BODY PART**

OBJECTIVE		Face	Eye	Thighs / Body	Décolleté   Neck Upper arms	Scalp   Hair	Any part
Prevention of first signs, years 20+		Balancing Complex	Base Formula	Base Formula			
		Boosters: 1/2/MB	Boosters: 2/4/5/MB	Boosters: 2/7/8/MB			
Anti-wrinkle, years 35+	Dry skin	Rich Cream	Eye Complex		Décolleté Cream		
		Boosters: 1/2/MB	Boosters: 1/2/MB		Boosters: 1/2/6/MB		
	Oily skin	Rejuvenating Serum	Eye Complex		Décolleté Cream		
		Boosters: 1/MB	Boosters: 1/MB		Boosters: 1/6/MB		
	Anti-cellulite	Sublime Revealing	lime Revealing		Décolleté Cream		
	Skin tightening, years 20+	Mask		Boosters: 1/2/6/8/MB	Boosters: 1/2/6/8/MB		
Anti-hair loss						Hair Serum	
						Boosters: 9/MB	
Anti-puffiness			Eye Complex				
Anti-dark circles, years 20+			Boosters: 4/5/MB				
Anti-age spot, years 40+							Eventone Serum
							Boosters: 2/3/MB
Anti-dark skin							Eventone Serum
years 20+							Boosters: 2/7/MB
	covery of stressed						Plasma
skin, professional skin treatments in the cabin							Boosters: 1/2/3/6/8/MB

- NOTE: Skin regenerate serum Master Booster
  - Wrinkle natural botox serum Booster No1
  - Skin repair serum Booster No2
  - Pigmentation serum Booster No3
- Anti-puffiness serum Booster No4
- Anti-dark circles serum Booster No5
- Spot fighting serum Booster No6
- Brightening serum Booster No7
- Cellulite burner Booster No8
- Revitalising hair serum Booster No9

## DO NOT MIX

Mixing actives may not be the best course of action if they aren't already compounded in one product. Active ingredients are what make a product effective – everything else, whether it's an oil, cream or gel formulation, is a vehicle to deliver the active. The problem with mixing the wrong ones is that they can turn into potential irritants and cause an allergic reaction. But they can also cancel each other out, making them ineffective.

### VITAMIN C + AHAS/BHAS

Vitamin C is efectively acid, so layering it with AHAs and BHAs is a big no-no. AHAs Alpha hydroxy acids (also called glycolic or lactic acids) are water-soluble and come from fruit and milk sugars; BHAs beta hydroxy acids, such as salicylic acid (aspirin), it is probably best known for its use as a key ingredient in topical anti-acne products, are oil-soluble, so they help to clean out clogged pores. Vitamin C it's also really unstable so any acids you layer it with will destabilize the pH balance and render it completely useless before it even has chance to work its magic.

### **RETINOL + AHAS/BHAS**

Retinol doesn't exfoliate like AHAs and BHAs do, but it is a peeling agent so it does stimulate cell turnover to get rid of old and damaged skin cells. Mixing it with acids can cause dryness and irritation and damage the skin's moisture barrier.

#### **RETINOL + VITAMIN C**

Using retinol and Vitamin C together is yet another recipe for irritation, peeling, and redness. Together they'll also increase skin's sensitivity to the sun, meaning you're at a much higher risk of burning and UV damage.

Best practice is to use retinol at night and vitamin C by day.

#### OIL-BASED + WATER-BASED

It's basic high school-level science: oil and water don't mix. In fact, oil actually repels water, so when it comes to your skincare, using an oil-based product will leave a film on your skin which prevents water-based formulas from absorbing.

#### GLYCOLIC ACID + SALICYLIC ACID

Both ingredients work by removing dead skin cells from the outer layer of your skin, but more is not always better! Both are great ingredients used separately but mixing the two will cause a major reaction and strip your skin.

#### NIACINAMIDE + VITAMIN C

Used separately, both ingredients are great for treating blemish-prone and scarred skin but combining them is a recipe for disaster. Niacinamide cancels out all of the good properties of vitamin C and turns it into a substance that causes redness and can trigger acne breakouts.

### Benzoyl Peroxide (BPO) and Retinols

Benzoyl Peroxide is a topical quick ix for skin conditions such as acne. When contact is made with the skin, it helps to weaken and reduce the number of acne-causing bacteria, ultimately drying your skin in the process. BPO can inactivate the retinoid effect.

## GENERAL RECOMMENDATIONS

#### **Antioxidant Serums and SPF**

Adding an antioxidant serum that helps combat chemicals and bad beauty habits is a recipe for radiance. Antioxidant serums are a wonderful addition to our skincare regimen in the defense against ultraviolet radiation as well as environmental assaults, such as pollution. These are great to use in combination with sunscreens in order to enhance the skin's defense.

### **Pregnancy**

During pregnancy and while breastfeeding hormonal luctuations impact skin function. Oil production often increases. Pigment-producing cells go into overdrive. In some cases, the skin becomes more easily inlamed, with worsening of skin conditions like eczema or psoriasis.

Thus, for our skincare products, systemic delivery of ingredients to the uterus and breast do not occur during pregnancy and lactation, we do not recommend our products during this period in order not to claim that the skin dysfunction was a reaction to our products except from:

Base Formula is recommended during the pregnancy in order to avoid the stretch marks.

### **Key ingredients:**

Sweet almond oil has been used by pregnant women, as moisturizing oil for centuries. Almond oil moisturizes skin and increases lexibility and suppleness of skin. Application of this oil, daily, over stomach, thighs, breasts and other parts of the body that are prone to develop stretch

marks can prevent their appearance.

Jojoba oil is hypoallergenic so it can be used by anyone of any age and any skin type and is very beneicial for pregnant ladies.

Sunflower Seed oil: Sunflower seed oil has fatty acids, Vitamin B and E. Very nourishing and easily absorbed into the skin.

## Recommendation for the order in the appliance

In the morning use first the product with Dermatopoietin® together with a booster than the sunscreen and end with a moisturizer if needed. When you get home at the end of the day and are staying in for the night, wash your face and use one treatment (whether it's for brightening, minimizing pores or fighting acne), and then wash your face again before bed and do another treatment (preferably anti-aging). If you get home around five and go to bed at 11, that gives you six hours with one treatment and eight hours with another.

It's also not a good idea to mix sunscreen into foundation, as they could break down its effectiveness.

At the end of the day, common sense should reign when you're combining products. If you notice your skin is reacting adversely, slowly take products out of the mix to try to determine the irritant. And if all else fails, see a dermatologist who can help you establish a routine that will target your issues and get you back on the road to healthy skin.





THE SWISS INNOVATION BRAND

















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Made in Switzerland