

PRESS KIT

FEBRUARY
2022



CAVIAR
OF SWITZERLAND 
Revitalizing
Eye Cream
15 ml 0.5 OZ.us



CAVIAR
OF SWITZERLAND 
24h Regeneration
Cream
e 50 ml 1.8 OZ.us 50 g



CAVIAR
OF SWITZERLAND 
Micellar Water
All-in-one Cleanser
50 ml 5.1 FL OZ.us

CAVIAR
OF SWITZERLAND 



OUR JOURNEY

Launched over 10 years ago in Switzerland, Caviar of Switzerland has become since a global skincare brand. Caviar of Switzerland is completely developed and produced in Switzerland, at our world-renowned laboratory in the Swiss Riviera.

A unique blend of quality, innovation and elegance, the line delivers high-end results that are accompanied by the luxury that encompasses the brand.

Caviar of Switzerland has world-wide presence in over 30 countries and is in the process of establishing new locations in major department stores. Our global approach of combining quality, innovation and luxury has resulted in a modern and contemporary skincare line, celebrating the beauty in all women.

Our philosophy is that quality ingredients, innovative approach and a dash of luxury, deliver products that our customers use with pride.

THE WOMAN

Elegance & Sophistication

Our customer is the elegant woman that demands the quality and luxury in her skincare routine. A woman that takes pride in her beauty and embraces herself with the best she can in a fast paced world. She is between the ages of 25 and 60+, confident and ambitious.



OUR PHILOSOPHY

Mission

Through Swiss innovation, quality ingredients and a product lineup of essentials, we aim to deliver skincare that is efficient and luxurious.

Vision

To be the luxury & quality in skincare world-wide.

Core Values

Innovation, Quality, Luxury.

Personality

Elegant, Sophisticated.



POINTS OF DIFFERENCE

- Caviar Extract - pure, active, nutrient-rich and hydrating
- Lineage - a story of fishermen from the Caspian sea that begins over 40 years ago
- Switzerland - the home and source of our key ingredients and our philosophy
- High-Tech Complex - innovative Caviar of Switzerland product development
- Clean Luxury - premium positioning with no harmful ingredients

WHY CAVIAR

A Flagship Ingredient

We know that caviar is an expensive dish, which we enjoy on special occasions accompanied by fine French champagne. At the same time, however, caviar is a basic component of cosmetology as it has the ability to erase the signs of time from mature skins and restore their natural glow.

About thirty years ago, particularly in 1983, cosmetology made the first acquaintance with caviar. Based on an investigation by Mrs. Erika Bauerpu, she demonstrated the beneficial effect of caviar on the firmness of the skin. Thanks to the high concentration of vitelin and the appearance of the Caspian fishermen who were without wrinkles, although they were in the sun, the idea that caviar helps the skin was born. The composition was based on sturgeon eggs and additionally contained mussels, oysters, shells, algae and plankton, in combination with vitamins, lipids, proteins, minerals and trace elements. Ingredients essential and valuable to the structure of cells.

Real caviar comes from the Sturgeon, a fish living in Russia and parts of Asia. They lay millions of eggs in the rivers. The young fish live in the freshwater for some years before they go to the open sea. Today about 98% of the worlds caviar comes from Sturgeons living in the Caspian Sea. Sevruga caviar is one of the highest priced varieties of Caviar and it is harvested from the Sevruga sturgeon native to that from the Caspian Sea.





BRAND HISTORY

2006

VitalTrends GmbH is founded and operates as a distributor company

2008

Caviar of Switzerland brand is established

2010

First batch of Caviar of Switzerland products manufactured

2011

Milestone entrance in Harrods of London

2016

Revitalizing Eye Cream is finalist in Dermascope USA
Revitalizing Eye Cream wins USA LNE and Spa Best Product Award

2017

24h Regeneration Cream wins USA LNE and Spa Best Product Award

2018

Micellar Water All-in-one cleanser launched
Record breaking sales for the brand
Revitalizing Eye Cream wins USA LNE and Spa Best Product Award
Revitalizing Eye Cream wins Women's Weekly Best Buy Award

2021

Launching of new skincare products
Launching of new hair & scalp care line
Entering Asian market



IT'S ALL IN OUR NAME

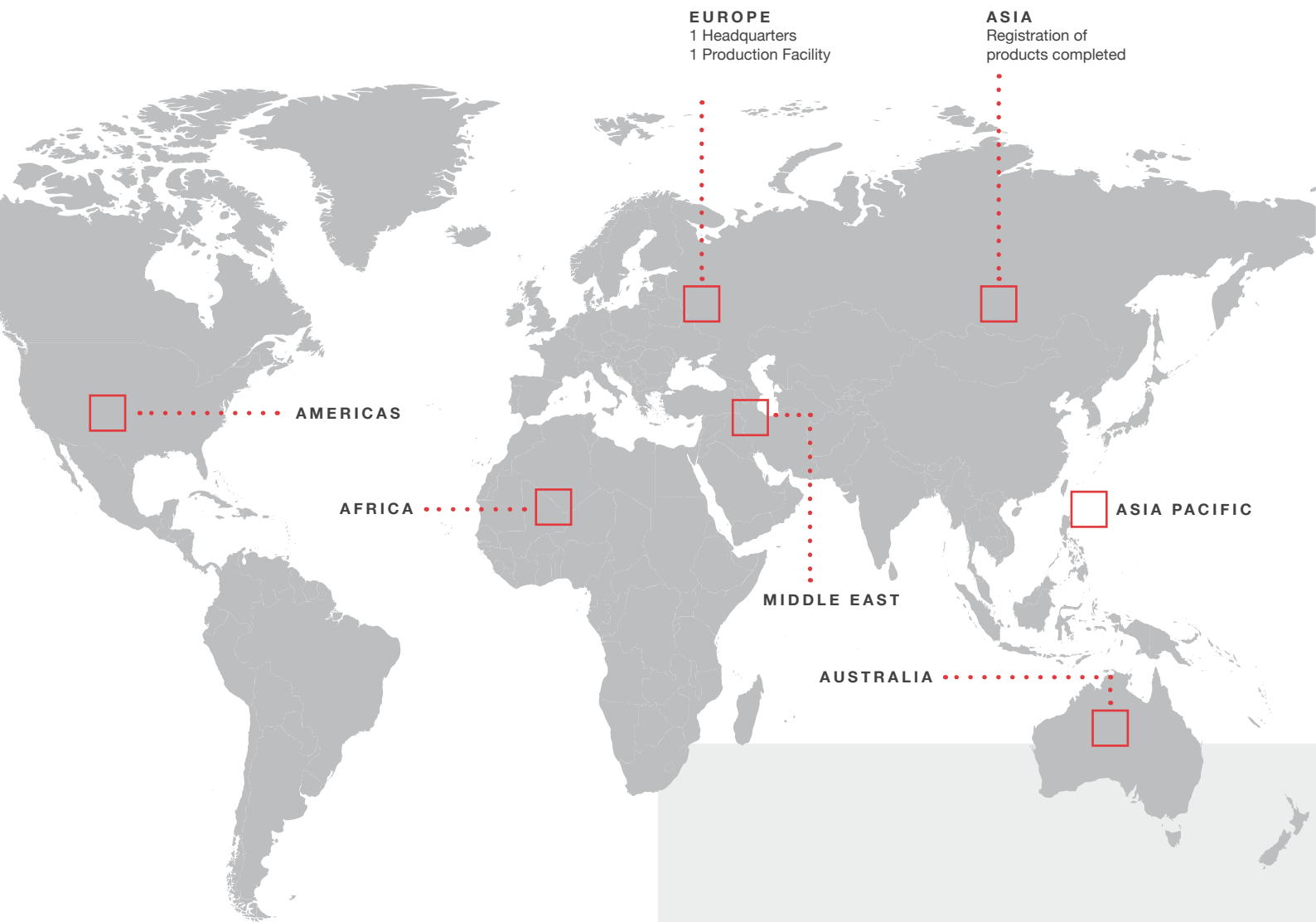
*From Swiss Skincare
To Global Brand*

Our Caviar Side

This miracle ingredient indeed has all the necessary assets to transform the skin to healthy, youthful and radiant. A flagship ingredient of our prestigious brand, in a century where women are embracing their beauty, our caviar cosmetics come to meet their needs.

Our Swiss Side

- Quality in each and every detail
- Innovation in product development
- Luxury a tradition in Swiss products
- Efficient and effective operations to guarantee profitability and ROI



EUROPE
1 Headquarters
1 Production Facility

ASIA
Registration of
products completed

AMERICAS

AFRICA

ASIA PACIFIC

MIDDLE EAST

AUSTRALIA

GLOBAL PRESENCE

*A Swiss Company With
International Dimension*

Channels

- Department Stores
- Spas
- Specialty Stores
- Online Sales

SUSTAINABILITY

It's The Legacy That You Leave Behind

Our People

Our employees are the first ambassadors of our company around the world and one of the most important assets in assuring the success of our business. Nurturing each unique talent is crucial to embrace the challenges and opportunities presented by the market. Key factors for our business is also consumer satisfaction and safety, as well as employee well being.

Environment

The protection of the environment is a fundamental milestone for our company. In all our production activities, we aim to constantly reduce any environmental impacts. We commit to preventing environmental pollution through operational control and risk management.

Community Involvement

In the last few years, we have grown significantly both in terms of geographical expansion and employee number, and we are now directly present in several countries with different social landscapes. For this reason, we are committed to promote excellence, entrepreneurship and equal opportunities.



THE WINNING FORMULA

Beauty Awards

Our luxurious skincare line has won several awards worldwide during the past 5 years. We have also been nominated, by consumers and experts in the field, for several other awards in many countries. Additionally, Caviar of Switzerland has always been in the highlights of beauty shows and contests, establishing the quality of the brand in many levels.



Dermascope Aestheticians' Choice Award
Nominee – 24h Regeneration Cream



LNE & Spa's Best Product Award
Winner – Revitalizing Eye Cream



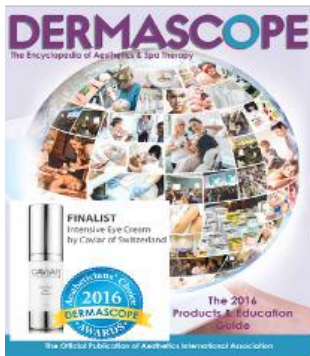
LNE & Spa's Best Product Award
Winner – 24h Regeneration Cream



LNE & Spa's Best Product Award
Winner – Revitalizing Eye Cream



Women's Weekly Best Beauty Buys Award
Winner – Revitalizing Eye Cream



PRESS COVERAGE

Small Sample of Publicity

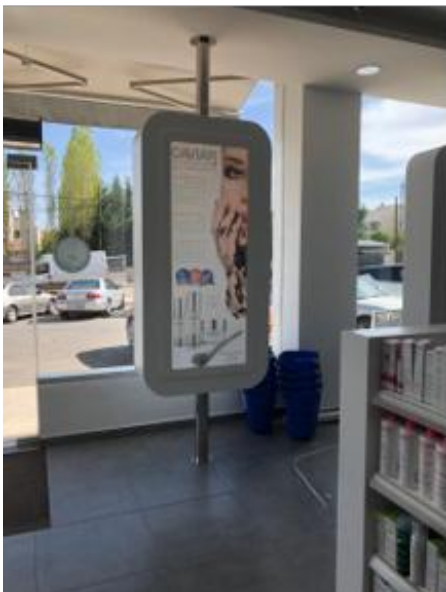
There are thousands of media pieces on the brand each year globally. The Caviar of Switzerland brand image has reached more than a billion people in the past 3 years. Social media and online coverage through blogs also had a major impact in brand awareness. Facebook, Twitter, Instagram, Tik-Tok, and many more, have contributed in this.



SHOWS & EXHIBITIONS

A Trip Around The World

A brand that has travelled all over the world, we have been present in exhibitions and shows globally. From Hong Kong to Iran, from USA to Kuwait, from China to the UK and back to Switzerland, the iconic Swiss flag has been prominently displayed to millions through a great ambassador of the Swiss philosophy, Caviar of Switzerland.



SHOP DISPLAYS

The Center Of Attention

Whether on a stand or on a shelf, Caviar of Switzerland is a recognizable, distinct presence, that draws the attention of customers. The elegant packaging, the luxurious all white colour and the dominant Swiss flag, will distinguish the brand from all the rest.



INGREDIENT PHILOSOPHY

*The Swiss Quality That Makes
The Difference*

Caviar of Switzerland offers exclusive anti-aging products that feature a high-tech ingredient complex of precious Caviar Extract, a potent Collagen Synthesis-Stimulating Peptide, Hyaluronic Acid, the powerful enzyme Superoxide Dismutase (SOD) and Resveratrol.

An exclusive and highly effective complex that will reveal a younger and healthier-looking skin, while offering the purity of quality and innovation.

- PRECIOUS CAVIAR EXTRACT- sturgeon (Acipenser Baerli)
- SYN®-COLL - a potent collagen-synthesis stimulating peptide
- HYALURONIC ACID – the magnet for moisture
- SUPEROXIDE DISMUTASE (SOD) – a powerful enzyme
- RESVERATROL – the longevity molecule

Clean Luxury

We believe that the future of beauty does not include harmful, unnecessary synthetic ingredients, which are occlusive and prevent the skin from breathing. Therefore, all of our products exclude ingredients such as:

NO PARABENS
NO MINERAL OIL
NO PHTHALATES
NO SODIUM LAURYL SULPHATE
MINIMAL COLOURS
MINIMAL FRAGRANCES
NO CHEMICAL SUNSCREEN

THE SWISS SKINCARE PHILOSOPHY

Product Range

The Caviar of Switzerland skincare set is a complete and innovative cutting edge skincare regimen and the no1 solution against aging.

The unique combination of caviar extracts and active ingredients deliver nutrients directly to the skin improving its health, vitality and overall appearance.

Each one of these products complements each other and work in perfect synergy to give you the glowing and healthy skin you have always wanted!



MICELLAR WATER ALL-IN-ONE

Cleanser, Make-up Remover, Toner

With precious Caviar Extract, multifunctional Tamarind Seed Extract, a Skin Barrier Optimizer and Aloe Vera

- This gentle all-in-one cleansing lotion contains tiny particles or 'micelles' of oil. These invisible droplets trap dirt and make-up, leaving the skin thoroughly cleansed and refreshed in one easy step
- It helps protect the skin against water loss, activates the natural protective mechanisms of the skin, makes the surface of the skin appear soft and supple, improves the skin elasticity and the appearance of wrinkles

This powerful one-step cleansing product is a cleanser, a make-up remover and a toner all in one.

Micellar Water is a skincare product that removes make-up and cleanses the skin, without the need for rinsing. It is powerful enough to remove eye make-up, but uses very gentle yet effective cleansing agents, and thus making it a product suitable for all skin types.

This rich formulation protects the skin against water loss and activates its natural protective mechanisms.

Moisturizes and helps to reduce the three signs of sensitive skin: redness, tightness and dryness.

Skin protection, hydration, enhanced cellular renewal and revitalized natural defences are only a part of the benefits of this cleansing product – the perfect start before applying the Caviar of Switzerland products.



REVITALIZING EYE CREAM

Award-winning Eye Cream

With precious Caviar Extract, Collagen Synthesis-Stimulating Peptide, Hyaluronic Acid, Superoxide Dismutase.

- Helps to increase collagen density to minimize the appearance of wrinkles
- Helps to improve skin firmness and to diminish dark circles

Fight the signs of aging with this luxurious treatment that was designed for the delicate skin around the eyes.

The blend of the powerful high-tech ingredient complex in combination with Vitamin E, Provitamin B5 and Organic Floral Water tightens the collagen fibre network with the goal of smoothing away fine lines and wrinkles and making the skin appear visibly firmer and smoother.

This rich moisturizing cream also acts as an anti-oxidant and diminishes the dark circles around the eyes.



ADVANCED REPAIR SERUM

Our Flagship Serum

With precious Caviar Extract, Collagen Synthesis-Stimulating Peptide, Hyaluronic Acid, Superoxide Dismutase

- Helps to improve the aspect of damaged skin by promoting new tissue growth
- Works to instantly firm, tone and reduce fine lines and wrinkles

This concentrated serum is designed to go right to the heart of the skin-aging problem by intervening at the cellular level, where skin needs support.

The powerful complex of ingredients helps to heal damaged skin by stimulating collagen production and new tissue growth.

Potent anti-oxidant agents combat persistent silent microstress, triggered by external factors such as sun exposure, stress, lack of sleep and environmental pollution, the primary causes of premature aging.

Your skin will get back to being youthful, healthy, radiant from the moment of first application.



24H REGENERATION CREAM

The All-day Anti-aging Moisturizer

With precious Caviar Extract, Collagen Synthesis-Stimulating Peptide, Hyaluronic Acid, Superoxide Dismutase

- Provides the skin with a more vibrant and youthful glow
- Helps to protect against free radicals and pollution

Fight the signs of aging with this intensive moisturizing cream containing the potent ingredient complex in combination with Vitamin E, Provitamin B5, Shea Butter, Caviar, the elixir of youth, helps to bind internal moisture, thus preventing dehydration and dryness.

The powerful complex also offers protection against environmental aggressions.

Caviar of Switzerland 24h Regeneration Cream is designed to turn back the hands of time and provide the skin with a more vibrant and youthful glow.



LINE EXTENSION 2021

Product Range

Caviar of Switzerland's complete set works in perfect synergy to deliver health, youthfulness and glow to your skin. But what about the extra exposure to harsh environmental and weather conditions or the days during which your skin has to work just a bit harder to maintain its health? What about the more sensitive, aging-prone area of the neck and décolleté?

Caviar of Switzerland is now providing the solution you were missing with these two new, highly specialized and ultra-effective products.

OVERNIGHT RECOVERY TRIPLE CAVIAR MASK
50 ml

Launching in 2021

HIGH PERFORMANCE NECK & DECOLLETE CREAM
50 ml

Launching in 2021



OVERNIGHT RECOVERY TRIPLE CAVIAR MASK

This luxurious, nourishing, ultra-effective OVERNIGHT RECOVERY TRIPLE CAVIAR MASK has been specifically developed to visibly restore and replenish skin overnight.

An exclusive formulation with a blend of three caviars combined with the “Caviar of Switzerland Complex”.

The Beauty Sleep formula improves the appearance of fine lines, wrinkles and other signs of aging, while helping the skin recover and regenerate after hard days of fighting the factors of intrinsic and environmental aging.

The exclusive formula contains:

- Precious Black Caviar Extract
- White Caviar
- Green Caviar
- SYN®-COLL
- Hyaluronic Acid
- Pentylene Glycol
- Hydrolite-5
- Dermalsoft
- Red Alga (Carrageenan)
- Hydrasalinol (Salicornia Herbacea Extract)

Directions for use

Apply twice a week, at bedtime, on well cleansed face and neck. Tissue off any excess. In the morning, gently remove the mask with a warm facecloth.



HIGH PERFORMANCE NECK & DECOLLETE CREAM

The skin on our neck and décolleté is naturally different and thinner from the skin on our face, and one of the first places which show signs of aging, such as loss of elasticity, change in texture, discoloration and more. Less fatty tissue and collagen along with fewer oil glands make these areas more prone to chronic dryness, wrinkles and loss of firmness, meaning that extra care is required in order to rescue our neck and décolleté from the negative effects of time.

This pampering and luxurious velvety HIGH PERFORMANCE NECK & DECOLLETE CREAM instantly absorbs to help re-contour the chin, neck and décolleté for a slimmer, firmer look.

A fortifying and restructuring agent works to smooth the look of roughness while improving skin moisturization and elasticity. A blend of powerful actives preserves skin integrity and protects skin elasticity against degradation.

The skin immediately regains its youthful look, unveiling a radiant, silky smooth décolleté.

The exclusive formula contains:

- Precious Black Caviar Extract
- SYN®-COLL
- Hyaluronic Acid
- Superoxide Dismutase (SOD)
- Cohesium® Japocus Tubers Extracts
- Swiss Glacial Water
- Silvery-white Photo-Reflecting
- Blue Interference Photo-Reflecting
- Tensing agent

Directions for use

Apply smoothly, every morning and evening, over the thoroughly cleansed and toned skin of the neck and décollette using a gentle ascendant motion.



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