

2025.05.17

USA SPINOFF REPORT



confidential

SPINOFF **COM**

Don't always walk on the smooth roads, walk ways that no one has travelled before, so as to leave behind traces and not only dust"

Antoine de Saint-Exupéry

ABOUT US

We are the #1 Group Procurement Organisation (GPO1) focused on retail and professional products with clear **biotechnological background** (spinoffs) that consists of independent retailers and distributors with own staff/ offices/ warehouses/ training premises/ points of sale in 75 countries and purchasing volume €368 mln/year. We buy only brands with 100% clear USP. We pay only cash up front. GPO members are passionate longevitists that united to leverage novel unique product scouting, purchasing power, obtain better discounts from vendors, secure exclusive distribution rights on the brands, speed up all the processes and make them time, resources and costs effective. The focus of GPO is on brands utilizing the latest cutting-edge biotechnologies that **radically enhance human healthspan**.

The Biotech Brands Report contains all-in-one Dossiers (systemized by time period, category, industry or hand-customized by filter) of selected by GPO ready-to-market and already existing independent brands, as well as GPO's private label brands that are being developed on exclusive terms, co-owned by GPO members. All information is also available in open/closed access at the Spinoff.com Procurement Platform. The professional Dossiers are structured similarly and grouped according to the content. You can easily get to each of the Dossier by clicking on the name in the content. All professional Dossiers are filled only with the most relevant information and exclusively tailored by our in-house team for the needs of GPO Members (direct/indirect retailers and distributors) and also supplemented with a visual and additional materials that are constantly updated and always agreed with brand owner prior publication. Actual customised reports are synchronized with the update on the platform.

Such special selection of biotechnology brands could be used by GPO members for offline work in customized PDF file format digital or hard copy that is easy to print out with one click. The digital version of Biotech Brands Report could be viewed at any device, with any operating system, in the highest resolution without the risk of viruses and shared by any modern means of communication. The platform has a highly reliable level of protection since all information is located on secure German servers. Tailored smart software allows tracking who and when has viewed / downloaded each report based on IP address to secure sensitive data content. All Dossiers contain one click live links in the body that redirect to the official linking source. Also, at the bottom of each Dossier there is a relevant general information about the brand, related files (products catalogues, leaflets, certificates, company presentations, prices etc.) that can also be downloaded in one click, a direct link to the brand's official website, along with contact person information, allowing procurement process participants to directly contact a representative of interested spinoffs.

The Biotech Brands Report efficiently establishes and simplifies communication, processing and document flow between the GPO members and brand owners / manufacturers, and serve to them as a professional market tool for own assessment and to observe the assessment of others, as well as work with biotechnological brands directly in the "all in one place" format, or work as a group on solving some problems or within the framework of best practices discussion.

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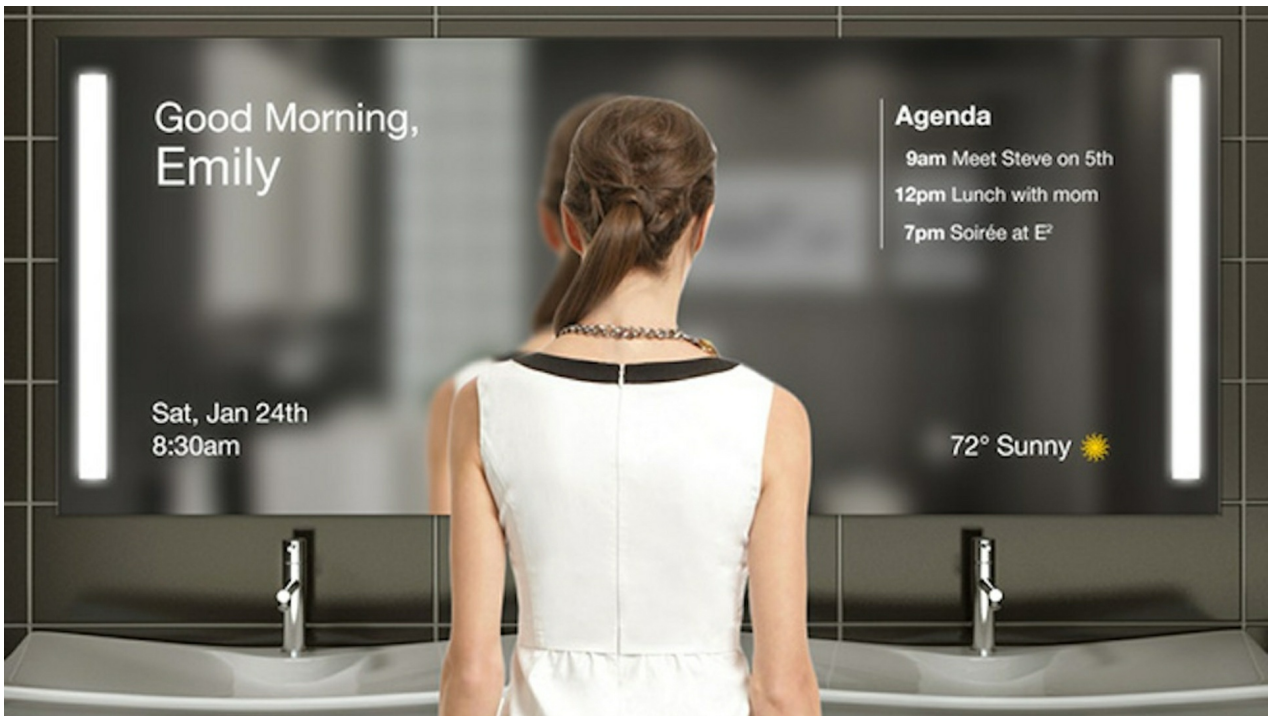
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ELECTRONICS



SMART MIRROR THAT IDENTIFIES SERIOUS ILLNESSES

Even an experienced physician cannot determine whether the patient is sick. But modern devices are able to identify the symptoms of various diseases, only by one “glance” at its user. The team of scientists has developed a smart mirror that does not have any differences from the usual one from the first sight. It has built in 3D-scanners, multispectral cameras and gas sensors which help to identify early signs of serious illnesses. The analysis of the human face (facial expressions, skin tone, fatty tissue content) helps to indicate the initial diagnosis.



Semeoticons researchers group
source - www.semeoticons.eu

The leading developer of the project Wize Mirror - so-called "intelligent" mirror – Sara Colantonio hopes that this device will help users learn more about the progressing disease and contact a doctor in time for the appropriate treatment.

Massimo Martinelli is one of engineers who works on the [Semeoticons project](#), he believes that Wize Mirror will give people the possibility to monitor their health themselves. The team of researchers would like to change people's lifestyle by suggesting information about diet, alcohol consumption, physical activity and smoking. The idea is to put "smart" mirror in people's houses or at gyms and pharmacies.

Also scientists are confident that Wize Mirror will help to prevent some illnesses. "Primary prevention is the most viable approach to reduce the socio-economic burden of chronic and widespread diseases, such as cardiovascular and metabolic diseases" according to the researchers.

The three-year project is now in its third year. No decisions have been made about commercializing an end-project. But researchers say the mirror could be self-learning, so its diagnoses would improve more people who come across.

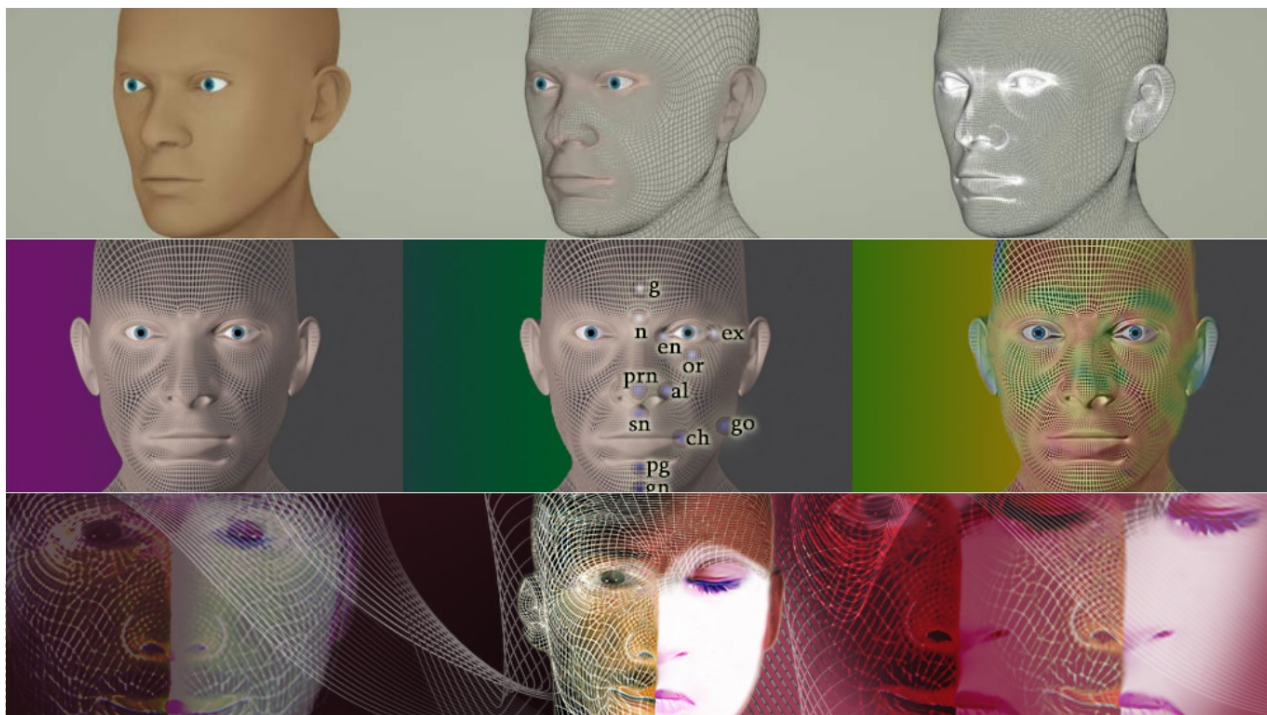
MOVING MEDICAL TO DIGITAL REALITY

According to medical semeiotics, the human face is a precious revealer of key information about the healthy or unhealthy status of individuals.

Scientific coordinator Giuseppe Coppini says: "The central idea of Semeoticons, which stands for Semeiotic Oriented Technology for Individual's Cardiometabolic risk self-assessment and self-monitoring, is to exploit the face as a major indicator of an individual's wellbeing by tracing traits of physical and expressive status."

In accordance to a semeiotics viewpoint, face signs will be mapped to measures and computational descriptors, automatically assessed.

"We (Semioticons) will design and construct an innovative multi-sensory system integrated into a hardware platform having the exterior aspect of a mirror: the so-called Wize Mirror. This will easily fit into users' home or other sites of their daily life such as fitness and nutritional centers, pharmacies, schools and so on" state the researchers.



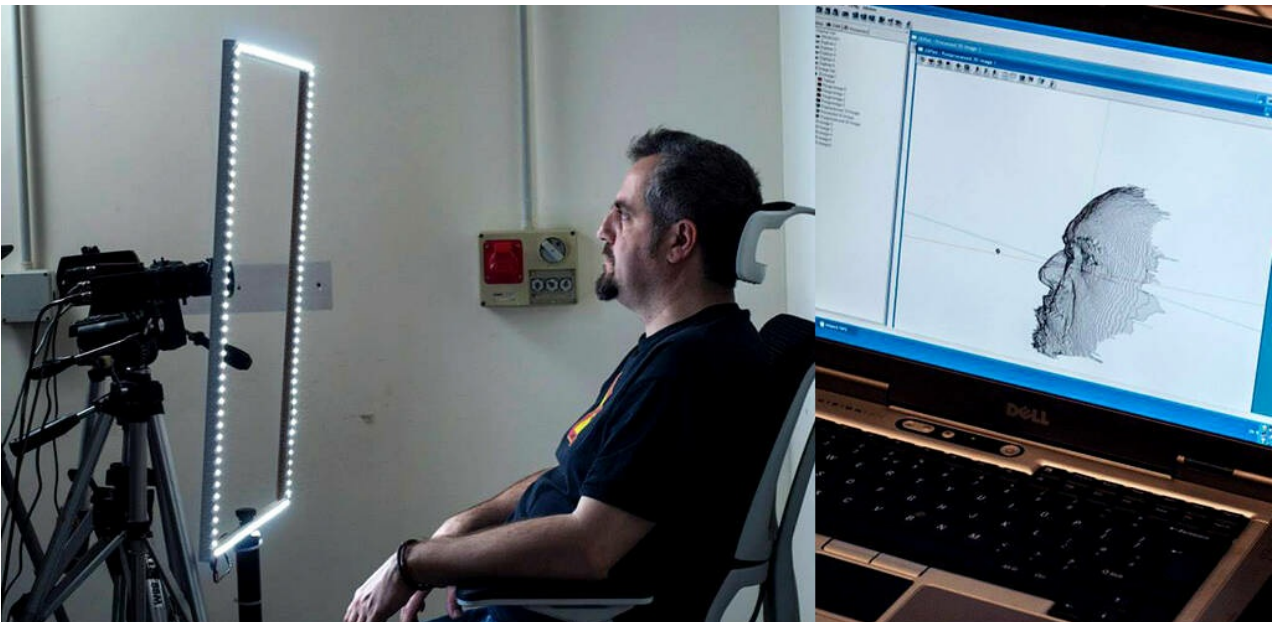
Human face is a precious revealer of key information about health
source - blog.applysci.com

EU FUNDS THE RESEARCH WIZE MIRROR

The Wize Mirror technology is the product of [European Union Commisison](#) that has funded

an [ICT-for-Health](#) research project. The researchers are confident that there can be innovative methods and effective tools that will monitor and help often over-looked but yet deadly health problems, such as cardiovascular and metabolic diseases. It will be a selfmonitoring system that will be able to guide people towards healthy lifestyles and wellness.

According to the report of [World Health Organization](#), cardiovascular diseases, such as heart attacks and stroke, kill around 38 million people each year. Unlike other health problems, [cardiovascular disease](#) is not limited to those with unhealthy lifestyles and can even affect healthy Olympic athletes. This makes them particularly hard to spot in its early stages. Metabolic diseases, such as [metabolic syndrome](#), are characterized by high blood sugar and obesity and can significantly increase a patient's risk for developing deadly health conditions such as heart disease. Unfortunately, both these conditions are difficult to detect. Developing methods of identifying those at risk of developing these health problems is just as important as working to treat them.



Clinical trials of Wize Mirror
source - iq.intel.de

PROJECT DETAILS

Contract number: 611516

Status: Execution

Start Date: 01/11/2013

End Date: 31/10/2016

Duration: 36 months

Total cost: 5,383,126 EUR

EU contribution: 3,870,000 EUR

Programme acronym: FP7-ICT

Subprogramme area: ICT-2013.5.1

HOW WIZE MIRROR WORKS?

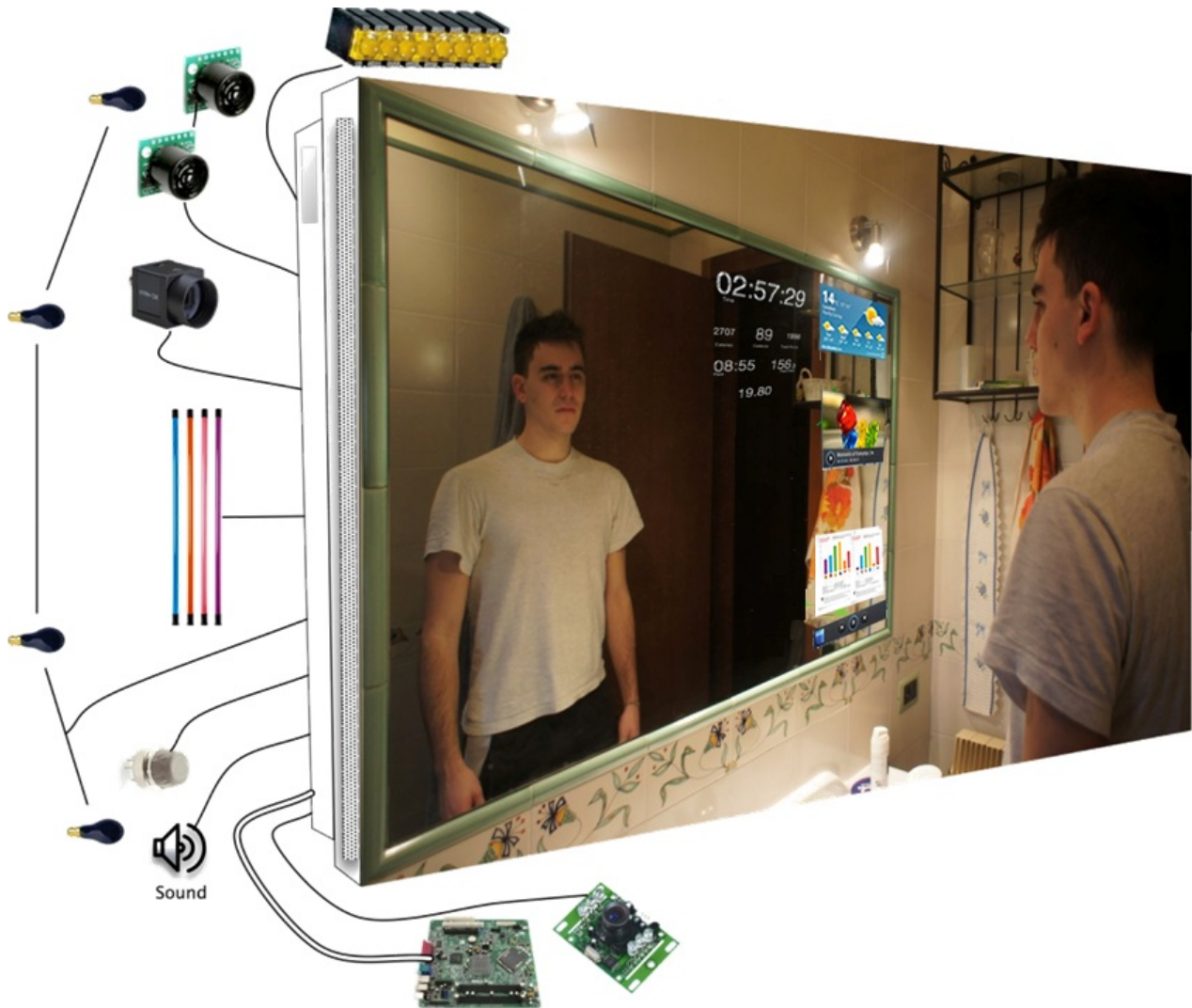
Wize Mirror is still in developmental stage of research. The device will look like a mirror, but actually it is a highly advanced scanner with facial recognition technology. It is going to use 3D scanners, multispectral cameras and gas sensors (breath monitors) to measure and analyze general health level of the user. The mirror will not need any additional mobile phone attachments, data applications or any other wearables.

Following technology is able to measure fatty tissue content, users facial expressions as indications of stress and anxiety, fluctuations in facial coloring whether the person is flushed or pale in order to catch the warning signs of serious illnesses at early stages.

The smart mirror can spot stress signs using facial recognition software.

The gas sensor or breathalyzer can detect blood sugar level of how much the user is drinking and smoking by taking samples of breath.

The built-in 3D scanners will analyse the shape of face to spot changes in gaining or losing weight.



Wize Mirror has built in 3D scanners, multispectral cameras and gas sensors
 source - www.fastcoexist.com

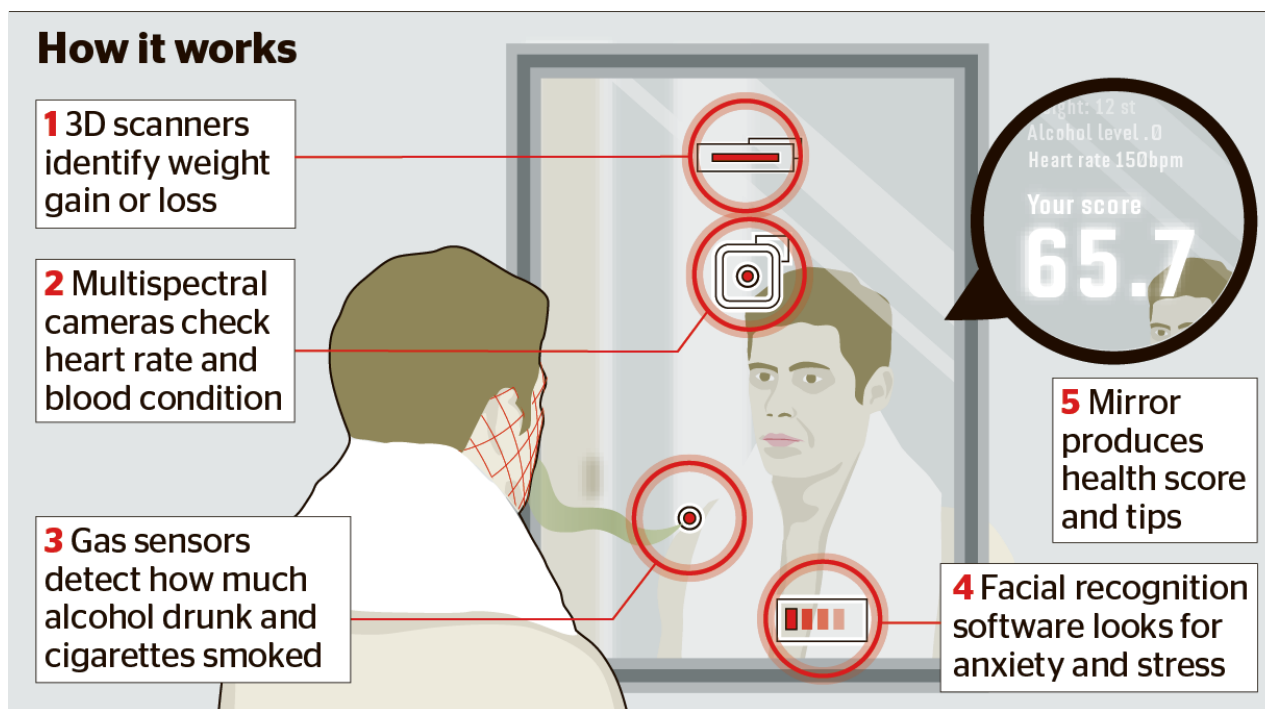
The multispectral cameras will be used to gauge heart rate and haemoglobin levels in the blood.

The mirror will act as a screen and after a minutelong checkup will display the health score (status) in the form of a numerical reading. It will also provide personal advice on how to improve health based on the scores. Such tips are offered in order to correct the lifestyle of a person and reduce noxious habits.

Users will be enabled to share data in their diary with health professionals so as to receive, when needed, direct expert guidance and support.

The Wize Mirror will collect data in the form of videos and images mainly. These will be processed by advanced dedicated methods to extract biometric, morphometric,

colorimetric, and compositional descriptors derived from individual's face. The "wellness index", derived from the integration of such descriptors into a Virtual Individual's Model, will trace and monitor the daily evolution of individual's status.



source - www.thetimes.co.uk

WIZE MIRROR VALIDATION

The clinical trials of the device started in 2016 on three volunteers from Italy and France. Sara Colantonio and her colleagues from the [National Research Council](#) of Italy, coordinate the project. They believe that Wize Mirror will address common long-term health issues that are difficult to treat once something has already gone wrong, like heart disease or diabetes.

The main goal of the research is to determine whether Wize Mirror's indicators will differ from the indicators of traditional medical devices. It is also important to understand how the life of the users will change after the usage of such a gadget.

Medical experts will validate the system with respect to the reproducibility of measurements, the efficacy in detecting changes in well-being and cardio-metabolic status as well as the acceptability by the end-users.

Dr Colantonio: "We expect that the exploitation of the Wize Mirror promotes new aggregations between health and wellbeing actors including industry, fitness, and schools. We also expect significant effects towards the development of new prevention strategies of cardio-metabolic diseases, with positive impacts on the reduction of avoidable disease burden and health expenditures."

The costs of current European health systems grow exponentially with the widespread use of complex, and often inappropriate, diagnostic procedures, as well as with the population ageing. This is particularly true in the case of cardiovascular and metabolic disease.

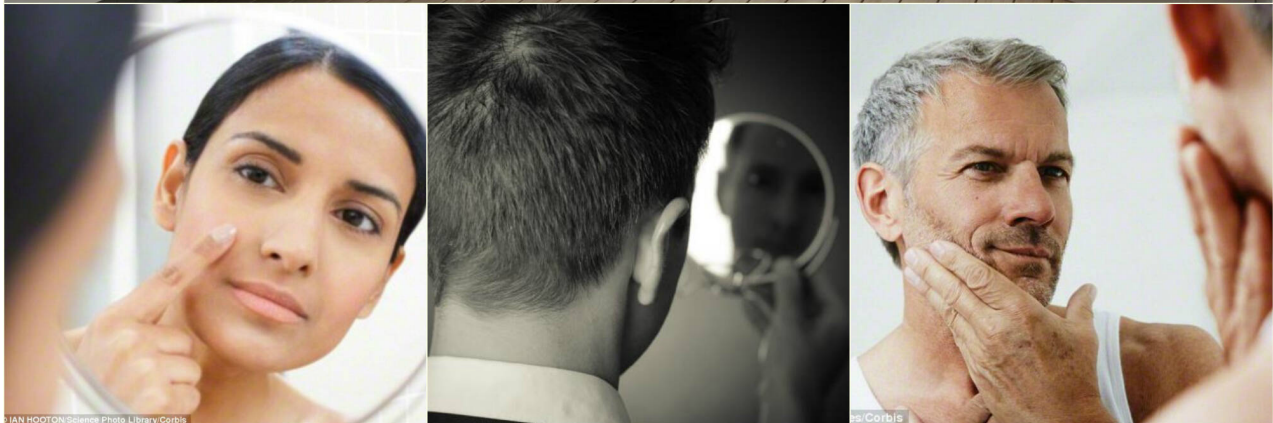
CONSORTIUM

The Semeoticons consortium includes ten partners from seven European Union countries with EU funding the project (France, Greece, Italy, Norway, Spain, Sweden, United Kingdom).

Six research institutions, both ICT and medical, and four industries are involved in the project that will be coordinated by the Italian National Council of Researches (CNR).

Three medical centers located in Pisa, Milan, and Lyon will support research and industrial partners and will host the Wize Mirror testing.

FEEDBACK IN THE MEDIA



source - www.dailymail.co.uk

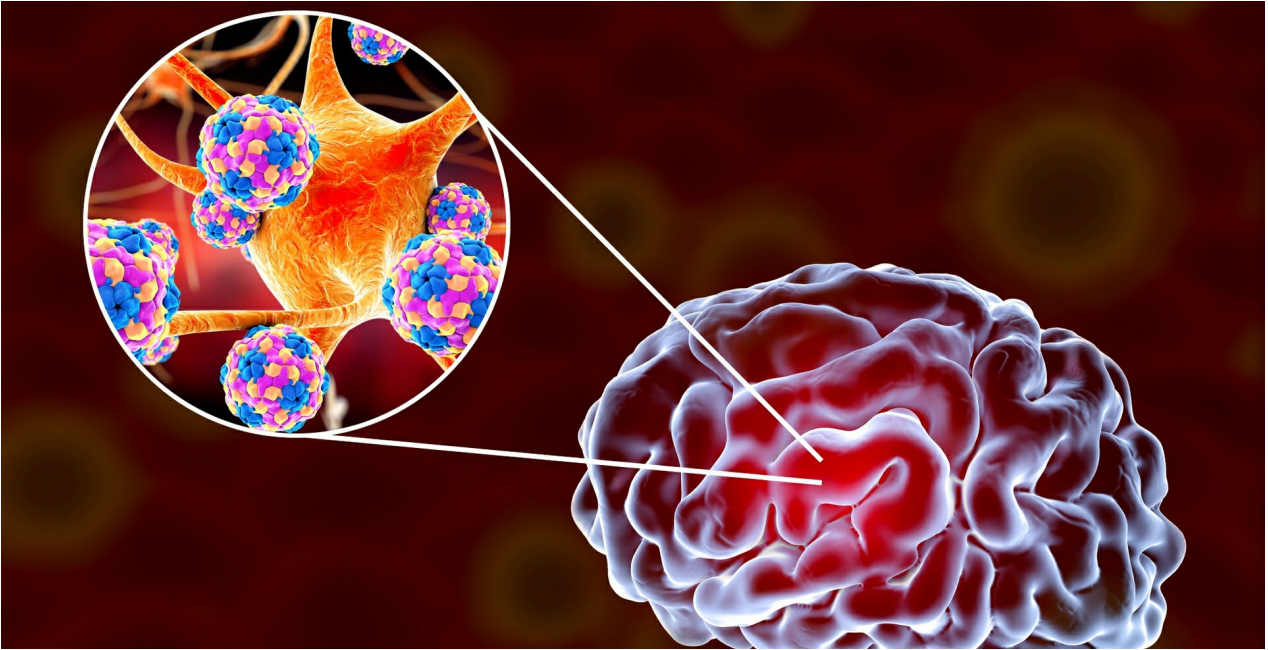
“The Wise Mirror may look like a mirror, but it is actually a highly advanced 3D scanner complete with gas scanners and facial recognition technology. When an individual gazes into the high-tech looking glass, their face will be scanned for tell-tale signs of illness, such as changes in fatty tissue content, fluctuations in facial coloring, and even indications of stress and anxiety displayed in an individual’s facial expression.” [New Scientist](#)

"We want to give people the possibility to monitor themselves," says Massimo Martinelli, one of the engineers working on the Semeoticons project. "We would like them to change their lifestyle, so we suggest information about diet, alcohol consumption, physical activity, and smoking." [The Daily Beast](#)

“The goal of researchers who are developing a high-tech mirror that can deliver a health assessment just by analyzing your facial features. It’s a new twist on preventative health care that could help nip chronic diseases, such as heart disease and stroke, in the bud.” [Blogs Discover Magazine](#)

“A new face-scanning gadget can diagnose early signs of diseases from diabetes to heart attack risk in just 60 seconds, forging a new frontier in the rapidly growing field of mobile medicine.” [Gadgets NDTV](#)

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Patent status: +
On market since: -
Regions: United States
Industries: Electronics
Source links: [Daily Mail](#)
[Vesti](#)
[IMT](#)
[Semeoticons](#)
[Fastcoexist](#)
[The Daily Beast](#)
Direct link: [click here](#)



ROBOTIC REHABILITATION SOLUTIONS FOR PATIENTS SUFFERING FROM A VARIETY OF NEUROLOGICAL DISEASES

Motorika is developing robotic rehabilitation solutions for patients suffering from a variety of neurological diseases (lat. Neurological morbis), including stroke, traumatic brain injury, and spinal cord injury. Since its founding by prominent medical technology entrepreneur Professor Shlomo Ben-Haim, Motorika has set out to create robot-assisted solutions to meet the therapeutic needs of patients suffering from a variety of neurological conditions, as well as orthopedic and post-surgery dysfunction. The company works with top experts in the field to develop and market high-end robotic-assisted rehabilitation products for upper and lower extremities.

At its core, [Motorika](#) is all about combining the most up-to-date clinical science that medicine has to offer and the most innovative robotic rehabilitation technology in the world today. The goal is to achieve optimal outcomes for patients who are coping with extremities impairment, resulting from neurological conditions such as stroke, traumatic brain injury, spinal cord injury, as well as many orthopedic injuries. **Motorika has established itself as an industry leader in the field.** With more than a decade of development and commercial experience, the company now has an Intellectual Property portfolio that includes 35 patents, active applications and planned filings for at least eight new patents.

Motorika's two signature robotic gait training platforms – the **ReoGo™** for upper extremities and the **ReoAmbulator™** for the lower – have become essential tools in hospitals and rehabilitation facilities around the globe, and have been shown to reduce patient care expense by maximizing rehabilitation and recovery, thereby reducing long-term costs for patient care. Both ReoGo™ and ReoAmbulator™ are designed and manufactured at **Motorika Medical Israel.**



Motorika combines the most up-to-date clinical science that medicine has to offer and the most innovative robotic rehabilitation technology in the world today
source - motorika.com

Motorika's innovative ReoGo™ is a highly effective robotic system for upper limb therapy. Fully motorized and ergonomic robotic arm makes ReoGo™ unique, along with advanced

software which combines personalized, patient-specific exercises and engaging games designed by leading therapists. This portable and user-friendly platform facilitate two-or three-dimensional movements, allowing patients who have suffered a stroke or other neurological injuries to essentially retrain the brain through measured repetitive motion and advanced biofeedback.

Underlying the treatment modality is the clinical principle that carefully designed, repetitive and guided neuromuscular training serves to enhance learning and promote cortical reorganization, which, in turn, contributes to functional recovery. As a robotic-assisted device, the ReoGo™ provides up to ten times more repetitions per session than an average non-robotic treatment, thereby improving recovery and treatment outcomes. Clinical research shows that ReoGo™ improves independence and functional ability. **Clinical evaluations of therapy using the ReoGo™ have been conducted in the US, Japan, Italy, Germany and Israel with a combined total of over 350 sub-acute and chronic stroke patients**, with conclusions showing that the platform is safe, has no side effects, and has a significant positive effect on proximal upper extremities movement and synergy movement, as well as on lower function cohort. The ReoGo™ offers dramatic functionality improvements in the shoulder, elbow, and forearm – improvements which are maintained over time.

The ReoAmbulator™ allows therapists to design patient-specific exercises that work towards improving patient balance, ambulation, coordination, stamina and posture through an intensive, repetitive re-training of normal movement of the entire leg – the hip, knee and ankle – as well as the pelvis, in order to reproduce reciprocal, synchronized natural gait pattern. The ReoAmbulator™ is suitable for patients suffering from a broad spectrum of neurological or orthopedic disorders. **The ReoAmbulator™ provides innovative and adaptive therapy based on advanced measurement capabilities and closed-loop feedback control.** Throughout the treatment, patients are continuously engaged in Virtual Reality environments, taking on a motor and cognitive challenges for the upper limbs, all while receiving instant audio and visual feedback. They are monitored during the entire session in order to evaluate their achievements while the program adapts accordingly. The ReoAmbulator™ has been implemented in various rehabilitation centers and successfully passed clinical and technical evaluations with various patents in multiple locations in Europe, Asia and Israel.

The ReoAmbulator™ incorporates advanced management software that provides the therapist with comprehensive data, allowing for real-time adjustments and modifications to therapy, as well as recording and reporting functions. The ergonomic design of the ReoAmbulator™ allows the system to be set up quickly, in less than ten minutes, and readily adapted to each individual patient. **The ReoAmbulator™ system offers each patient greater engagement in their own therapy through a Virtual Reality environment geared towards optimizing therapy sessions and improving outcomes.**

Both systems harness patients' own capacity to retrain the brain using principles of neuroplasticity, repetitive motion, and biofeedback, all of which are guided and mediated by the advanced, patient-specific functionality of the machines. Through personally designed repetitive motions, patients are able to effectively 'rewire' their brains' neural pathways and synapses to improve their range and speed of motion, accuracy and smoothness of movement, muscle strength, cognitive functions – and maintain these normal gait patterns.



Systems harness patients' own capacity to retrain the brain using principles of neuroplasticity, repetitive motion, and biofeedback
source - motorika.com

This proven approach places the patient at the center of his or her own rehabilitation regimen at the same time that it affords the therapist unequalled measurement, control,

and analytic data in order to provide fully personalized therapy sessions, at all times reflecting the patient's current capacity and clinical status. Prior to each session, the patient is measured for force and range of motion capabilities and Motorika's systems are able to provide recommended personalized session parameters that also give the therapist comprehensive real-time data at all stages of the rehabilitation process, leading to optimal solutions for improved outcomes. In every regard, **Motorika is committed to providing personalized adaptive treatment designed to enable the patient to retrain the brain and recover the maximum degree of function possible.**

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Website: www.motorika.com
Phone: +1-877-236-0313
Patent status: patented
On market since: +
Regions: United States, Israel
Industries: Electronics
Source links: [Motorika](#)
[Original](#)
[video](#)
[Original](#)
[video](#)
Direct link: [click here](#)



CARDIOMO REMOTE HEALTH MONITORING

The device that can help detect signs of a heart attack and alert the user was developed by Cardiomo. Over 17 million people die from cardiovascular diseases (CVDs) annually according to the global medical statistic. The World Health Organization believes up to 80% of them could have been saved if their conditions were detected in time. Cardiomo wearable technology provides 24/7 monitoring of heart vitals and helps detect a possible stroke or heart attack within 2 hours. The idea of creating Cardiomo came up with a simple wish to take care of relatives despite being far from each other. The company's team consists of engineers, cardiologists, designers and managers with different background and experience. They are driven by the idea of possibility to save millions of lives.

Most modern wearable technologies such as fitness trackers with pulse monitoring could not provide proper detection of CVDs. Many devices, including smartwatches, often have a weak signal, unstable connection, and a short battery life. They require ideal conditions to function properly and cost a lot. Cardiomo wearable technology is the system ready for Healthcare 3.0 age. The device monitors heart statistics 24/7 and sends notifications to a specified contact list should something go wrong. Cardiomo can be used to monitor the heart (lat. Vitium Cordis). **This is a new world for Health Wearable Devices.** The first clients have already experienced advantages of Cardiomo Family, their first limited series of **250 devices**. The company is already collecting pre-orders for **Cardiomo Series 2** with deliveries commencing in May 2018. The company applied for the [FDA](#) approval in the US and is looking for partners to obtain the [CE Mark](#) approval in Europe.

According to **Roman Belkin**, co-founder and CTO of [Cardiomo](#), right now, the medical industry is caught between the caregiving methods of the past and the health care of the future - a state of limbo between what was and what could be. Given the latest trends in the wearable device industry, in particular, a shift from fitness trackers to wearable patches, they are confident that Cardiomo is one of the most innovative products and the future of Wearable Technologies. They are sure it will become a top-selling product on the Internet of Health Things (IoHT) market.

Cardiomo is far ahead of the outdated analogue devices. It is highly reliable, flexible, practical and user-friendly. It allows actual continuous heart monitoring and provides better mobility. Cardiomo also has a much longer battery life cycle and low cost. Artificial intelligence analyzes each customer's data and focuses on a Patient's archetype to provide more accurate diagnosis and ensure proper treatment. **Cardiomo constantly monitors overall health statistics and sends push-notifications in case any deviation from the norm is detected.** The system can send messages directly to health care consultant. Most common monitoring will check for dysfunctional heart valves or an imminent heart attack. It is not just a new technology to gather accurate vital statistics, it is a completely new way of interacting with a medical practitioner. Cardiomo also reduces the distance between patient and practitioner. All these elements ensure a safe and equitable system with great patient feedback. It will give the confidence that loved ones are safe.



The Cardiomo's team
source - cardiomo.com

According to **Ksenia Belkina**, co-founder and CEO of Cardiomo, knowing that parents are healthy and surrounded by care and attention is an integral part of happiness for them. People would give anything to their dear people if they could. With Cardiomo, they can give them the most important thing – a gift of health and safety.

Cardiomo was successfully tested within the framework of pilot projects in partnership with the major state healthcare institutions and private clinics of **Ukraine, Austria and Portugal**. The device was also tested at employees who work in dangerous conditions to monitor their health together with the famous international affiliated company from Asia. In a partnership with German telecommunication provider [Telefonica](#), the device will be integrated into their network. The biggest Ukrainian mobile operator will support Cardiomo with distribution. The company was selected to present its product during [‘Startup Creasphere’](#) Selection Day in Munich, where startups in the Digital Health Solutions, Wearables, Personalized Health, Imaging and Big Data Analytics space will pitch to be a part of the 4-month program with founding corporate partner [Roche Diagnostics](#). The Munich Digital Health Accelerator powered by [Plug and Play](#), a global startup ecosystem and venture fund specializing in the development of early-to-growth stage technology startups. Such strong proof of concept opens many fields of the device application and foretells successful future for the product.



Cardiomo wearable technology provides 24/7 monitoring of heart vitals and helps detect a possible stroke or heart attack within 2 hours | source - cardiomo.com

The role wearable devices play in modern healthcare is growing. They become more vital as a fatality prevention tool. The new healthcare model is moving away from the pattern of the patient's visit to a medical facility. This new model focuses on the patient wherever he or she is. That is why consumers are hoping to see wearables becoming mainstream. Inventors are sure Cardiomo will become such a success as it meets customers' needs and expectations.

MEASUREMENT

ECG HiRes + Heart Rate
Respiratory Rate
Skin Temperature
Posture & Fall detection

ANALYSIS

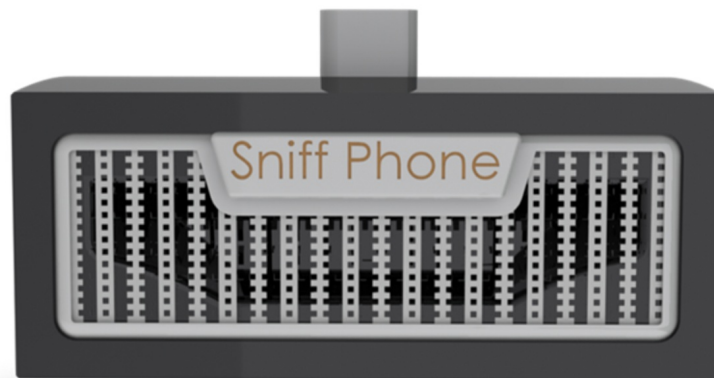
Overall status • Activity
Heart Stress • Task manager
Blood pressure • Pill reminder

PREVENTION

Lifestyle control
Prevention more than 40 diseases
Smart recommendations
Alerts to Relatives & Doctors

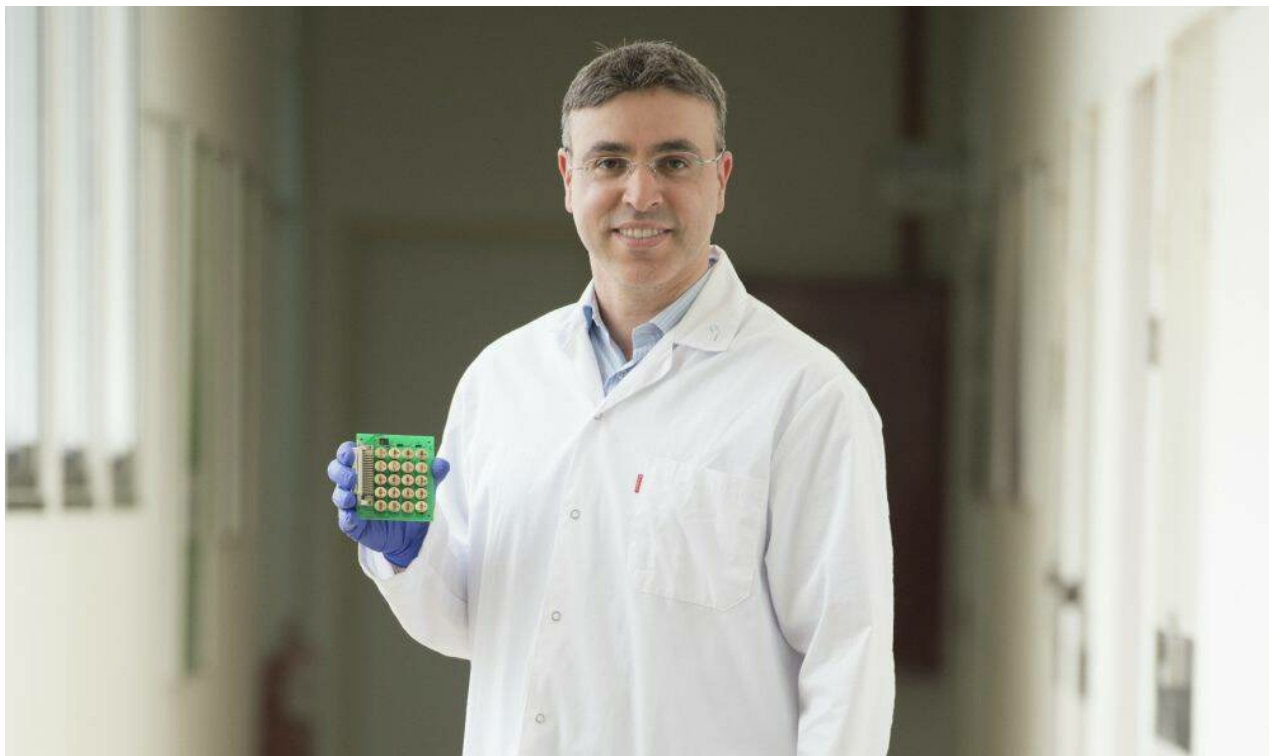
Cardiomo is one of the most innovative products and the future of Wearable Technologies
source -

Company name: Cardiomo
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Website: cardiomo.com
Phone: +1 (929) 360 5107
Patent status: patented
On market since: 2018
Regions: United States
Industries: Electronics, Pharma, Lifestyle, Wellness
Source links: [Cardiomo](#)
Direct link: [click here](#)



CANCER DETECTING BREATHALIZER

SniffPhone is a device incorporating a miniaturized version of the Na-Nose breathing technology that can connect to a smartphone and has the potential to detect dozens of disease by using one's breath. Both the SniffPhone and Na-Nose has been developed by Professor Hossam Haick at Technion - Israel Institute of Technology. Capable of capturing a compendium of volatile chemical compounds, this sensor can detect the distinctive odour given off by certain cancer cells, including lung cancer. Blowing onto the accessory that is connected to a smartphone gives a patient an initial diagnosis. The Na-Nose breathalyzer can detect diseases such as prostate, colorectal, ovarian and lung cancer. It also can detect multiple sclerosis, Crohn's, Parkinson's and the disease of the kidney.



Professor Hossam Haick - inventor of the Na-Nose breathing technology
www.jewishbusinessnews.com

Professor Haick, a member of the Wolfson Faculty of Chemical Engineering and a member of the [Technion's Russell Berrie Nanotechnology Institute](#), received the award for his tremendous contribution to the diagnosis of diseases through innovative markers that he discovered in his research at Technion. These are markers that are present in the breath and skin. In March 2016, Prof. Haick received the Humboldt Research Award, awarded by the Alexander von Humboldt Foundation in Germany. The award is given to prominent researchers who have significantly influenced their fields of study, provided they maintain some type of cooperation with research institutes in Germany. It is granted in recognition of a researcher's achievements as a whole – discoveries, theories, and insights.

Professor Haick is an expert in both noninvasive diagnostics and nanotechnology. In 2007, he appeared on the list of 50 leading Israelis and four saluted Israeli scientists. In 2008, he appeared on the [MIT Technology Review](#) list of 35 leading young scientists in the world. In 2010, he was named one of the [10 Most Promising Young Israeli Scientists](#) and one of the Young Israelis of the Year. In 2013, he received a listing of the "50 Sharpest Israeli Minds" by the Marker. In 2015 he received a listing as the world's top-100 influential innovators in the Digital Technology for 2015 by Nominet Trust (London, UK). In 2016, he received the listing of the world's top-100 influential scientists in the Medical Field for 2016 by the GOOD Magazine (Los Angeles, USA). On top of these listings, he was racked up a slew of

honors from several institutions and governments: the Technion's Hershel Rich Award, the Tenne Prize for Excellence in the Science of Nanotechnology, the Harvey Prize for Applied Science, along with more than 50 others. He leads three other medical technology consortia.

Prof. Haick earned his doctorate in the field of energy and only later switched to biomedical technology. He said, "Precisely because I am not a doctor I was able to conceive such a unique development – an inexpensive and noninvasive system for diagnosing diseases based on breath. Inspired by dogs, who know how to identify disease but not to tell the person what disease he has, I developed this digital system that accurately diagnoses the disease and its stage of development". Today he is working on several aspects of the system, including diagnosis of additional diseases and an interface that connects it to a smartphone.

Haick has been working on the sensor component since 2006. The SniffPhone consortium is made up of universities and research groups from Germany, Latvia, Austria, Finland, and Ireland, as well as the corporations Siemens and NanoVation-GS in Israel. Early proofs of concept came out of studies with dogs, which have been able to sniff out prostate cancer, for instance, with 98% accuracy. But more practical than a cancer-sniffing dog would be an electronic nose, a sensor that isolates and identifies smell-producing molecules in a patient's breath.

"The [SniffPhone](#) is a winning solution. It will be made tinier and cheaper than disease detection solutions currently, consume little power, and most importantly, it will enable immediate and early diagnosis that is both accurate and non-invasive," Haick said in a statement. "Early diagnosis can save lives, particularly in life-threatening diseases such as cancer."

SniffPhone's description is absurdly simple but a marvel of ingenuity that has grand implications for public health: It can detect for example (lung) cancer in asymptomatic patients, catching the disease at an early stage. Also, its powers aren't limited only to lung cancer, but also other lung and neurodegenerative diseases. It's just one example within the non-invasive cancer diagnostics market, which is set to explode by 2023 according to a report from Transparency Market Research.



Desktop version of the breathalyzer with the Na-Nose technology
www.technion.ac.il

Early detection of lung cancer demands an exhaustive process of tests and invasive procedures. Many times, patients come into clinics after symptoms have already started to appear. It's by far the most common cause of cancer-related death, than the next three most common cancers — colon, breast, and pancreatic — combined. Currently, the only way to detect early-stage lung cancer is through an extensive process involving blood tests, biopsies, CT scans, ultrasound tests, and other procedures — and even then, detection is difficult.

The SniffPhone detects volatile organic compounds (VOCs) given off by lung tumors that actually produce an odor. The larger the tumor, the more noticeable the smell. Small quantities are not recognizable to the naked nose, but with breathalyzer technology [Na-Nose](#) (the Nanoscale Artificial NOSE), the device has shown an 86% average accurate reading thus far for diagnosing cancer with minute amounts of VOC. The NaNose system can detect the presence of tumors, both benign and malignant, more quickly, efficiently and cheaply than previously possible.

The smartphone device is just a vehicle to implement the Na-Nose technology that can be taken anywhere and used in any circumstances, including in rural areas of the developing world where bringing in sophisticated testing equipment is impossible. A chip with Na-Nose technology is installed in a device that is attached to a smartphone, and for an app to read the sensor data, analyzing it on the device or uploading it to the cloud for processing.



Prototype of the SniffPhone app interface
www.techtipsnapps.com

"Mostly the patient arrives for diagnosis when the symptoms of the sickness have already begun to appear," said Haick, describing the drawbacks in current detection protocols.

"Months pass before a real analysis is completed. And the process requires complicated and expensive equipment such as CT and mammography imaging devices. Each machine costs millions of dollars, and ends up delivering rough, inaccurate results."

How does it work?

A miniaturized array of highly sensitive nanomaterial-based chemical sensors reacts to the patient's breath. The results are stored and pre-processed by integrated miniature on-chip microfluidics and electronics. And then the relevant electrical signals are transferred wirelessly via the mobile phone's internet to an external server. If the data shows signs of disease, the doctor is alerted. High Tech that is Low Maintenance for patients and doctors! With SniffPhone patients can breathe into a mouth piece attachable to their smart phone and get instant results. With the results doctors can tell the patients whether they should come in for further testing or treatment.

The screening tool is made up of two parts: a white, desktop box with tube into which a person exhales, sending his or her breath into an array of sensors; and an attached computer with machine-learning software trained to recognize patterns from those

sensors. The array consists of thin layers of either gold nanoparticles or carbon nanotubes, each coated with organic ligands - sticky molecules that bind compounds in our breath. When VOCs in the breath bind to the ligands, it changes the electrical resistance between the nanoparticles or nanotubes, and that signal is sent to a computer. There, pattern-recognition software determines if the signal corresponds with a known chemical signature of a particular disease.



Desktop version of the breathalyzer with the Na-Nose technology

www.businessinsider.com

The device was trained on over 23 illnesses, teaching it to discriminate between a healthy individual and an individual with one of these catalogued diseases. But "that's the easy part," says Haick. Next, his team took the device into clinics, testing on over 8,000 patients to teach the software to discriminate between disease and confounding factors, such as contamination, age, gender, background disease (such as obesity or diabetes) and geography. And it worked! In 2016, for example, the team found that the tool could detect gastric cancer in a blinded test of patients with 92- to 94% accuracy.



Na-Nose module, which comprises the basis for the add-on device, attached to a smartphone
www.sniffphone.eu

The current study, for the first time, used the NaNose to detect and discriminate among 17 different diseases in the breath of 1,404 individuals across five countries, including cancers of the lung, colon, head and neck, ovaries, bladder, prostate, kidney and stomach; Crohn's disease; ulcerative colitis; irritable bowel syndrome; two distinct types of Parkinson's disease; multiple sclerosis; pulmonary hypertension; preeclampsia; and chronic kidney disease.

The project, funded by the European Union's Horizon 2020 Program's €6.8 million grant, is currently underway, but Haick expects the desktop box will reach doctors' offices much sooner. Currently the Na-Nose breathalyzer is already applied in more than two dozens of hospitals worldwide in a research phase. In the nearest future the device is expected to be launched into mass production. Prof. Haick is now working to miniaturize the device in the hopes of adding a module onto smartphones. A clinically validated prototype is expected to be achieved by 2019 with a price tag of around \$80. The developers include universities and research institutes from Germany, Austria, Finland, Ireland and Latvia, as well as Irish cell biology research firm Cellix, with the NaNose system the centerpiece of the technology. That Israeli-developed component will be delivered by an Israeli start-up called NanoVation-GS, a spinoff of the Technion. Professor Haick serves as the start-up's Chief Science Officer.

FEEDBACKS IN MEDIA:

"Adding sensors to smartphones has been a trend lately, with the newest models being able to detect changes in the likes of temperature, humidity, hand gestures or light. But there is one thing these devices can still not do at this point: analyse our breath. Although portable devices have already been commercialised to detect blood alcohol levels and display it on smartphones, using breath analysis technology to its full potential would be a killer feature for both smartphone manufacturers and app developers. A technology called 'Na-Nose' could well be the long-sought-after Holy Grail. Presented in a study published on ACS Nano in December 2016, the device can detect the chemical patterns of exhaled volatile organic compounds (VOCs) in patients' breath. The new study does not only demonstrate for the first time that specific diseases can be linked to such chemical patterns, but it also shows how Na-Nose can rely on gold nanoparticles and carbon nanotubes to diagnose as many as 17 different diseases including early stage forms of some cancers", [Phys Org](#)

"With every breath, our lungs expel carbon dioxide from our bodies, ready to be replaced with fresh air. There are also other components of air, nitrogen and unused oxygen. But there's also much more. The researchers identified more than 100 other chemical compounds exhaled in each breath, 13 of which were associated with certain diseases. The device includes an "artificially intelligent" nanoarray which analyzes the chemicals to assess what levels seem healthy, not just relying on one simple definition of levels that are "too high" or "too low." When concentrations of these chemicals differ from what's expected to be "normal," it's an indication that something is off. As a [press release](#) announcing the study points out, this is far from a new idea — in 400 B.C., Hippocrates told students "smell your patients' breath," since a sweet smell would indicate diabetes, for example", [Business Insider](#)

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Patent status: Yes

On market since: Expected 2020

Regions: United States

Industries: Electronics, Wellness

Source links: [Technion](#)
[Disrupt 100](#)
[Net](#)
[Explo](#)
[Times of Israel](#)
[Mobi Health](#)
[News](#)
[Europa](#)
[Geek Time](#)
[Haaretz](#)
[Business Insider](#)
[IEEE Spectrum](#)
[SniffPhone](#)

Files: [SniffPhone EU](#)
[Grant](#)

Direct link: [click here](#)



DEVICE THAT PERMANENTLY IMPROVES BREATHING

Small changes in the nasal cavity that can impact airflow and quality of life were discovered by researchers at The Ohio State University Wexner Medical Center. If you have chronic nasal congestion, it could be due to an obstruction caused by the shape of the internal nasal valve. A new device is designed to permanently address the problem, without the need for surgery.

Doctors use a novel, non-invasive method to reshape nasal tissue as part of a clinical trial. The Vivaer Nasal Airway Remodeling device delivers radiofrequency energy to the nasal valve area to treat nasal obstruction. Whilst medication and breathing strips or stents could help to temporarily open up problematic nasal valves, surgery is typically the only long-term solution. Aerin Medical's non-invasive device is currently also claimed to do the job permanently. It is done via a quick outpatient procedure performed in a doctor's office, in which radiofrequency energy is applied to cartilage using a wand that is inserted up the nose.

[The Ohio State University's](#) Dr. Brad Otto, leader of an ongoing clinical trial, stated that this technology reshapes the internal nasal valve region, which is a region where cartilage on the side of the nose meets the septum. Basically, it causes the cartilage to barely denature and change its shape just a little bit in order to open up that valve and improve airflow to that region.



Dr. Brad Otto uses the Vivaer Nasal Airway Remodeling device on a volunteer
source - wexnermedical.osu.edu

In order to see how the air flow through the patient's nasal cavity is affected and to objectively measure changes, CT scans are taken before and after the procedure. Part of the goal of this research is to understand better how this technology changes the airflow through the nose to make people feel happy with their nasal breathing.

Nasal obstruction could lead to chronic nasal congestion, difficulty breathing through the nose, difficulty sleeping and fatigue. Traditional treatments include medication, breathing strips and surgery to remove tissue and bone. Vivaer Nasal Airway Remodeling is performed under local anesthesia so patients could return to normal activities right away.



The Vivaer Nasal Airway Remodeling device applies radiofrequency energy to cartilage in the nose
source - wexnermedical.osu.edu

Organizers are still recruiting patients ages 18 to 75 with chronic nasal obstruction due to the shape of the nasal valve who have experienced positive response to temporary measures to open the nasal cavity such as with nasal strips and stents and where steroid medication failed to help. Patients with chronic sinusitis, prior nasal valve surgery or severe septal deviation or polyps are among those excluded. If somebody is interested in taking part in the clinical trial can contact online.

The research is being sponsored by Aerin Medical, the medical device company that developed the Vivaer Nasal Airway Remodeling Device.

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Patent status: -

On market since: -

Regions: United States

Industries: Electronics, Wellness

Source links: [Ohio State University Wexner Medical Center](#)
[Aerin Medical](#)

Direct link: [click here](#)

FOOD



DAVID RIO PROVIDES A RICH, INDULGENT CHAI EXPERIENCE

David Rio is an award-winning, premium chai and tea company based in San Francisco, California, offering customers only the finest products domestically and around the world. Established by co-founders David Scott Lowe and Rio Miura in 1996, it first started as a line of speciality tea, coffee, and accessories through an all Japanese catalogue, and transformed into America's premier chai company. David Rio is available in cafés, restaurants, and speciality food stores across the U.S. and in over 50 other countries. Furthermore, the company strives to be the global premium chai brand, exceeding customers' expectations, offering exceptional taste and quality, and delivering meaningful customer service. In addition, as a part of David Rio's corporate philosophy to support animal welfare, the company has maintained partnerships with local, regional, and international organizations such as the International Fund for Animal Welfare, Cat Tales Zoological Park and Peninsula Humane Society & SPCA.

David Rio was founded by Rio Miura and David Scott Lowe in 1996. They first began selling specialty teas, coffees, and accessories through an all-Japanese language catalogue for export to Japan, Rio's native country. David Rio's first chai, Elephant Vanilla, was intended to be sold in Japan only, but immediate domestic demand from both individuals and wholesalers led David Rio to offer its chai in the US market.

David Rio's success with Elephant Vanilla inspired Scott and Rio to create a new chai with stronger spice notes and developed its second blend, Tiger Spice Chai®, which quickly became the company's signature chai. Since then, David Rio has continued to create innovative flavours under its "Endangered Species Line" of premium chai products, to demonstrate its commitment to animal welfare. Each product is named after endangered, at-risk, or vulnerable animals.



Rio Miura and David Scott Lowe, co-founders
source - davidrio.com

With this deep commitment to animal welfare, David Rio donates annually to the International Fund for Animal Welfare ([IFAW](#))'s elephant and tiger programs. These donations contribute to IFAW's global initiatives, such as protecting endangered tigers and elephants around the world.

David Rio has also supported the San Francisco Bay Area's [Peninsula Humane Society & SPCA](#) since 2002, as well as partnered with [Cat Tales Zoological Park](#) in Mead,

Washington since 1999, where the company adopted a Bengal Tiger, Atlas.

Furthermore, Chai Bar by David Rio's passion for animals is also reflected in its logo of a strong, beautiful Bengal tiger.



In addition to offering exceptional service and superb products, Chai Bar by David Rio stands behind protecting endangered, at risk, or vulnerable animals
source - davidrio.com

Today, David Rio's premium chai and tea products are available in cafés, restaurants, and speciality retail stores in over 50 countries around the globe. With its strong domestic and global presence, the next step in the Company's vision was to create a retail café. In Spring 2015, David Rio opened the doors to Chai Bar by David Rio, a chai-centric café in San Francisco's Mid-Market, so that locals and consumers from around the world could enjoy signature David Rio Chai products, as well as have the opportunity and excitement to share in David Rio's newest offerings and products under development.

Company name: David Rio
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Phone: +1 800-454-9605
Patent status: -
On market since: 1996
Regions: United States
Industries: Drinks
Source links: [David Rio](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 1](#)
Direct link: [click here](#)



WORLD'S STRONGEST COFFEE

Death Wish Coffee is a coffee brand that bills itself as "the strongest coffee in the world" with 200% more caffeine than a regular cup of coffee. In a 12-ounce cup of coffee, there is an average of 650.4 milligrams of caffeine per serving. It is made from robusta coffee beans which are much higher in caffeine than arabica coffee beans, which is generally used in most commercial coffees and coffee houses. Death Wish Coffee provides extra energy and possesses a unique aroma and mild taste.

Based in Saratoga Springs, N.Y., [Death Wish](#) was founded by Michael Brown in 2008. It has 10,000 reviews and reportedly more five-star reviews than any other coffee bag on [Amazon.com](#). The product gained publicity when it was chosen as the winner of Intuit's "Small Business, Big Game" contest, allowing it to have a [Super Bowl](#) commercial carried nationwide free of charge during Super Bowl 50. When the company's simple but bold skull and crossbones logo was seen by roughly 167 million last year, it opened all sorts of new opportunities.

At Super Bowl a splashy 30-second ad featuring Vikings thirsting for their caffeine fix touted the brew as the "world's strongest coffee." But Death Wish's extra-strength grounds already had a cult following. Within seconds of it airing, more than 150,000 visitors hit Death Wish Coffee's website. The company's sales that Super Bowl Sunday were reportedly 20 to 25 times higher than what they were on an average Sunday.



Michael Brown - owner of Death Wish Coffee Company
www.foxbusiness.com

According to commercial analytics firm Spot Trender's national representative poll of Super Bowl ads, 64 percent of people said that they enjoyed the ad, and 87 percent said they would remember it. More than half said they were likely to buy the product. The next day, Death Wish Whole Bean Coffee was the No. 1 best-seller in the Grocery & Gourmet category on Amazon.com, and it was two of the top 10 spots in its Movers & Shakers category, meaning the company's sales rank increased 550% in just 24 hours. Announcing the company slogan, the commercial says, "Death Wish Coffee — fiercely caffeinated."

Watch the full Super Bowl ad below to see what all the fuss is about.

Six months later, that 30-second ad has changed the entire trajectory of Brown's coffee business. Death Wish's website traffic has leveled off and is now reportedly averaging 12,000 visitors a day, which is still double what it had per day the previous year.

"Once you put that logo out in front of people, it creates the intrigue you need," he said. "It's already turned it into a lifestyle brand" that has translated into clothing, stickers and, for some of the most hardcore fans, tattoos, he said. Sales were also up. In 2015, the company brought in about \$6 million in revenue. In 2016 the company had already matched and exceeded last year's number with a whopping \$10 million in sales.

"At least four people have Death Wish tattoos," said Mike Brown. "And those are just the ones I know about." Devotees of the hyper-caffeinated brew - one ounce of the stuff delivers about 54 milligrams of caffeine, making it three times as potent per serving as a standard [Starbucks](#) brew - include Ice Road Truckers star Rodd Dewey and heavy metal musician Zakk Wylde. On the company's [Facebook](#) page, which has some 300,000 followers, fans exchange coffee memes and compare Death Wish merch. "Some people have collections that blow me away," Brown said. "Its stuff even I don't have any more."



No need to drink a whole pot of coffee to get a boost of energy
www.caffeineinformer.com

The genesis of Death Wish was, appropriately, in a coffee shop. Brown had quit his job as an accountant for New York state, and was trying to figure out a different career path. "I

was spending a lot of time in coffee shops," Brown said. "I finally opened one in Saratoga Springs and put my life savings into it. I was really green, business-wise. At 30, I was borrowing money from my mom to make payroll. It was like, "Oh man, I made a mistake."

To offset some of the expenses of the coffee shop, Brown decided to try selling things online. One of the products he put up was a coffee blend that he had customized in the shop, an extra-strong blend that his customers kept clamoring for. "I had a vision; I wanted it to look dangerous," Brown said. "That's what I built the brand around." It started selling at a steady clip and, per Brown, "a light bulb went off."

In 2013, [Good Morning America](#) featured the brew on their show and sales went through the roof. "It almost buried us," Brown said. "We were operating out of the basement of the coffee shop, and I had to pull my customers to come help me pack up coffee and send it up."



Nothing beats a good boost of caffeine from a good cup of Death Wish Coffee
www.adweek.com

For a coffee that has a skull and crossbones on the bag, Death Wish makes for a surprisingly smooth, pleasant cup of coffee, with hints of chocolate and cherry. But like a so-delicious-you-forget-its-alcoholic, the agreeable taste can be a problem — have more than one cup, and, depending on your caffeine content, you'll start to get anything

between a strong buzz and a full-on case of the jitters.

The caffeine content comes from using Rubusto beans, which have double the strength of the more widely used Arabica beans but "tend to have a burned rubber kind of taste," Brown said. "The challenge is making it taste good." The formula of the actual blend changes depending on the coffee crop, but Brown's focus is making Death Wish more than a cup of coffee only a trucker could love.



Death Wish Coffee flavored vodka
www.money.cnn.com

Death Wish Coffee is organically grown, fair traded and shade grown to save more land, according to the company. "Initially everyone tries it for the caffeine content," Brown said. "We get a lot of energy junkies and caffeine fiends. But I would hope that the flavor is what gets people to have a second cup." Brown drinks it black, through a Chemex, but doesn't have a strong preference for how to brew it. He has, however, had to cut himself off at three cups a day. "I used to drink more," Brown said, "But it made me feel a little crazy."

Deathwish Coffee has the full flavor of dark-roasted Arabica coffee beans without the loss of caffeine during its. Explaining this as a rarity, Death Wish states that dark roasts typically contain less caffeine than lighter roasts due to the amount of time the beans are cooked. Fine grinds and longer steeping put more caffeine in the cup. Most importantly,

caffeine varies according to plant species. Coffee Robusta is more caffeinated than her sister bean, Coffee Arabica. Robusta also leans toward strong and bitter in flavor, and is typically valued in espresso blends. Arabica is the choice of premium coffee roasters, who find it smoother, more refined. Robusta is harder to grow, less expensive, and often mixed with arabica to help control costs.



Death Wish company uses Robusta beans instead of conventional Arabica
www.money.cnn.com

"At first I was thinking that it would be so strong that I would not be able to drink...but its very nice and smooth and gives a big boost of energy!!" one of Amazon users wrote.

The company is becoming more and more popular, and it's easy to see why. With a catchy concept, and a hardworking team of people, a total dream come true, and the brand is sure to become a staple in households across the US.

The best and easiest place to get it from is to order direct from the Death Wish Coffee website. Whether you want their original recipe coffee, or their Valhalla Java blend which has notes of chocolate in it, the Death Wish Coffee Co. website is the place to be — especially since the coffee is available in pod form for all the coffee machines.

Aside from ordering direct from Death Wish Coffee's own website, some of their products

are also available on Amazon at \$19. As the Death Wish website says, "You can buy Death Wish Coffee products either on this website or on Amazon.com". While this is the case at present, it's likely to change following the unveiling of their latest commercial and all of the people who will watch it. After all, the Super Bowl is renowned for having a massive audience (in 2015, it had upwards of 114 million viewers). That's a lot of potential customers, and future fans, of Death Wish Coffee.

Following the Super Bowl, Brown is still trying to keep up with demand. He has doubled the size of his staff (seven to 14 employees), and has expanded from 10 to 150 grocery stores in the Northeast. Brown's next step includes making more hires and consolidating the operation under one roof; the staff currently works out of four different warehouses.



Death Wish Coffee exclusive package design
www.topsy.one

FEEDBACK IN MEDIA:

"Mike Brown, the founder and owner of Death Wish Coffee, a blend with twice the amount of caffeine of most coffees, won a contest for small business owners who wanted to advertise during the Super Bowl. In the commercial a Viking ship forges through stormy seas, which turn into a river of strong brew that flows into the mouth of a satisfied coffee drinker. The contest sponsor, Intuit QuickBooks, paid for the production plus the cost to air it during the Super Bowl, a reported \$5 million for 30 seconds", [Forbes](#)

'Buy a bag, if you hate it, send it back (within 60 days) and we will refund you your money plus shipping. No Risk. It's the best part about selling a product we believe in,' [Daily Mail](#)

"Amazon data shows that Death Wish Whole Bean Coffee is No. 34 on the Best Seller list in the Grocery & Gourmet category, and No. 18 in the Coffee, Tea & Beverages category. It has an average rating of 4.7 stars out of 5, with 82 percent of customers ranking it with a 5-star rating", [CNBC](#)

Company name: Death Wish Coffee Company
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Phone: + 1 518 400 1050
Patent status: -
On market since: 2008
Regions: United States
Industries: Drinks
Source links: [Times Union](#)
[Daily Mail](#)
[Death Wish](#)
[Coffee](#)
[Fortune](#)
[Amazon](#)
[Mens Journal](#)
[Caffeine](#)
[Informer](#)
[Huffington](#)
[Post](#)
[Wikipedia](#)
Direct link: [click here](#)



WORLD-FIRST RAW MILK SAFE FOR DRINKING

Made by Cow is a manufacturer of world's first safe-to-drink raw milk. It uses a NSW Food Authority approved, new patented breakthrough cold pressure technology relying on careful herd management and more hygienic milking practices to produce a higher quality milk. Due to the advanced method the brand offers the Jersey milk known for a higher fat content preserving its properties, as well as essential nutrients and pure flavor. The customer now can taste milk the way nature intended. Made by Cow cold-pressed raw milk proved to be a hit selling out as soon as its product hits the store shelves.



Saxon Joye, the founder of Made by Cow
source - broadsheet.com.au

DAIRY INDUSTRY CHALLENGES

Raw milk has lots of benefits. It is rich in enzymes and contains all 22 essential amino acids. Raw milk is a source of calcium and phosphorus (essential for calcium absorption). It is an excellent source of vitamins containing vitamins A, B, C, and especially B12 which is difficult to find in non-meat products. Enzymes and antibodies in raw milk make it less susceptible to bacteria. It also contains a lipase helping in the digestion of fats and CLA, conjugated linoleic acid, acknowledged for its anti-tumor properties.

For all its usefulness raw unprocessed milk still represents a danger to health. In many countries the sale of raw milk for human consumption is illegal because it contains bacteria that can cause serious illness. In Australia raw milk selling has been banned for more than 70 years. It is often sold at farmers markets and branded as “beauty milk”. A number of people who disapprove of milk processing use this cosmetic product for drinking as having a better nutritional value. But since 2000 there have been five outbreaks of illness associated with raw milk. Thus to be authorized for selling it goes through heat

pasteurization, homogenization processes to become standardized milk. Pasteurization process implies heating milk to 72°C for 15 seconds to kill any harmful bacteria. While homogenizing the cream is broke down to make the product more liquefied. But the processes destroy important nutrients and enzymes in milk.



raw milk is an excellent source of vital nutrients for health and beauty
source - milklife.com

[Made by Cow](#) is an Australian based company that developed a method of cold pressing allowing people to safely enjoy the same natural taste and nutritional goodness of raw milk. The brand's product processed with a new technique received authorities' conclusion about its safety and is allowed to be sold in stores.

MILK WORLD INNOVATION

Made by Cow cold pressed milk was launched by three Aussies. The co-founder of the company and unique technology of milk processing, Saxon Joye was involved in food manufacturing industry for about 20 years. Few years ago he made up his mind to develop a method making raw milk safe without compromising on flavor. Prior milk had to make a long way from the cow to the customer undergoing multiple changes. Saxon's idea was to create milk that was less messed with and less processed. In 2014, the company started experimenting with a cold-press process to find the right time and pressure recipe. From the very beginning Made by Cow was closely working with the [New South Wales Food Authority](#) conducting numerous testing of the product. In two years the efforts resulted in a patented technology that meets the safety requirements and exceeds the heat pasteurization performance in terms of flavor and nutrition of the final product. To bring premium drinking milk to the market the company puts focus on three essential aspects: careful herd management, hygienic milking practices and cold-press process.

Made by Cow started launching its almost-raw milk with a small batch to check the market interest and needs. It has drawn enormous attention due to growing demand in natural, less-messed-with and safe products.

HERDING MANAGEMENT

To start a business Saxon Joye looked for dairy practicing careful herd management and hygienic milking. He chose the farm of Stuart and Hayley Menzies located at Numbaa south of Berry, the birthplace of dairy in New South Wales. They are both 3rd generation dairy farmers and are acknowledged for their high grade performance in producing exceptionally high quality milk. Made by Cow haven't had to change much to meet the quality demanded. The only structural changes needed were the addition of a second vat and second wash system.

The existing herd of the Menzies comprises 300 cows of [Jersey breed](#). Originally from the Channel Island of Jersey the breed was isolated from outside influence by other breeds for centuries. It is considered one of the oldest in the world. The cattle breed is appreciated worldwide for its high milk yield, high butterfat content and gentle temperament. The cows are grass fed on the pasture. Although the herd is not organic at this stage, the company is

investigating the possibilities to find a safe and effective organic alternative.

The company pays special attention to hygiene in the manufacturing process, as it is one of the guarantees of milk to be high quality and safe for drinking. Clean cups, a clean platform, clean people with gloves and aprons, clean milking equipment and the cows' udders are the core of hygienic milking practice. A pre and post milking teat spray is used to keep the cows' udder health in good condition. The cows are regularly checked by a veterinarian. To track their activity and sleep patterns in real time and check how they are performing, each of them carries heat-time monitors.



careful management of the single Jersey herd and hygienic milking contribute to exceptionally high quality milk source - madebycow.com.au

Having developed its own requirements to milk processing and worked out the way of milk from the cow to the store shelves, the company aims at increasing the herd and working with other farms to satisfy quickly growing demand.

ADVANCED TECHNOLOGY

From Numbaa farming area fresh Made by Cow milk makes a short 15-minute travel to a bottling station excluding opportunities for spoilage or contamination. Then it is transported to a treatment facility in Homebush, suburbs of Sydney, and is put through a

cold-press process. It is a finer alternative to conventional heat pasteurization that implies no heating, homogenizing, diluting or recombining. It provides milk equivalent to pasteurized in terms of safety, but tasting and looking better, and keeping the milk's nutrients intact.

The method is known as High Pressure Processing (HPP) and is similar to one used for 'cold pressed' juices. The technology implies the use of high hydrostatic pressure instead of heating milk to 70 degrees to destroy harmful microorganisms, bacteria and pathogens in food. The process has a lot of scientific rigor behind it, so its precise pressure and time recipe became a subject to a patent application. The bottle and milk inside are squashed in about 15% at 7000 times atmospheric pressure for several minutes. It is roughly equivalent to placing the milk bottle six times deeper than the deepest part of the ocean. Large pumps are used to generate pressure equally from all sides. Such high force applied makes dangerous bacteria removed from milk. The usage of cold temperature of water in the technique ensures little impact on original colour and taste of milk being gentle on its natural ingredients. Thus it preserves milk's natural flavor and goodness as if drinking milk direct from the cow, but comprises complete safety option.



high pressure of cold water makes bottle and milk inside squash in about 15% at 7000 times atmospheric pressure to remove dangerous pathogens

source - dailymail.co.uk, modernfarmer.com, broadsheet.com.au

High pressure processing is successfully used on a whole range of foods, but the Made by

Cow brand was the first in the world to use this method while milk processing and to apply for obtaining a patent. The company also plans to expand the business' product line producing cream, yogurt with cold pressed milk.

NUTRITIONAL PROFILE

Made by Cow cold pressed raw milk contains no preservatives or additives, has naturally low glycemic index. It is rich on vital nutrients straight from the cow like protein, vitamins and minerals. Per 100mL:

- Energy - 343 Kj
- Protein - 3.9g
- Fat total - 5.1g, including saturated - 3.4g
- Carbohydrate - 4.6g of sugars (lactose)
- Sodium - 33mg
- Potassium - 150mg
- Calcium - 140mg

RICH TASTE

Straight from the cow milk is significantly richer in comparison to its skim version. Besides its rich ingredient profile it is distinguished by and a layer of cream on top when left to settle. Made by Cow got Jersey milk work perfectly with innovative technology. The Jersey milk is the right option for cold-press processing, as while eliminating homogenization it keeps its properties of being a bit higher in fat. It is a happy medium between totally raw and pasteurized milk. The final product is delicious, wholesome and creamy. It has a very pale yellow color and thick consistence. The taste is similar to regular full-cream milk with subtle natural sweetness. The cold-pressed milk shows absolutely no sign of wateriness. It's far more filling than pasteurized milk.

Made by Cow milk is created to stand up to most of daily milk needs. It lends a welcome creaminess to cereal, adds a touch of sweetness to tea, gives more voluptuous note to coffee, and looks perfect for dipping cookies into.

APPROVAL

After two years of testing Made by Cow team received approval clearing it for sale a product from New South Wales Food Authority. [The Food Standards Code](#) requires milk to be pasteurized by any method to achieve food safety outcome. It was noted that the product of the company is not actually raw milk, as it passed "high pressure processing" to get rid of pathogens. The representatives of the Australian dairy company state that its milk belongs to a special category. Being something in the middle between raw and pasteurized milk, it retains after unusual sterilize all the nutrients and vitamins, which are usually destroyed by heat while conventional manner of milk processing. Currently Made by Cow is running tests confirming that its almost-raw milk has a vitamin profile closer to raw milk in comparison to pasteurized milk. All other unpasteurized milk is still illegal for selling as well as promoting raw milk for human consumption.



Made by Cow milk is more creamy, more delicious and richer in comparison to pasteurized source - [gourmettraveller.com.au](#), [madebycow.com.au](#), [dailymail.co.uk](#)

PRICING AND SALES

[The dairy industry in Australia](#) has struggled in recent years with reduced milk price tag in supermarkets. Two liter bottle of regular home brand milk is sold for as low as 50 cents in supermarket chains. A national campaign encouraged Australians to help dairy farmers and pay extra money for branded milk.

The first shipment of Made By Cow raw milk comprising 3000 bottles was sold out within 24 hours despite costing \$5 for 750mL. When the brand's milk appeared in Perth with a price tag of \$6, the shoppers were willing to pay for it and it sold out in days. Such admiration of a product is attributed to a massive demand for raw milk around the world that is almost entirely unmet. The market is enthusiastic about healthier, less processed products and money does not appear to be a deterrent. By developing a revolutionary new method of processing, Made By Cow brand attracts the customers for delicious, creamy and nutritious milk still being 100% safe from harmful bacteria.

The high price tag is explained by expenses on high quality source material. The company also makes sure the farmers who produce the milk are paid a good wage. It is proud to be paying over 50% more per litre than the major processors. With a premium salary in the industry Made By Cow encourages its farmers to keep on high-quality performance.



straight-from-the-cow milk tasting at the Good Food and Wine Show in Sydney
source - madebycow.com.au

Cold-pressed raw milk is now available at the selected stores in Australia, such as Harris Farm, Wholefoods House, Maloneys Grocers, AboutLife. Made by Cow is currently capable of producing 10.000 liters of milk per week. It has longer shelf life of about 4-5 weeks that contributes to easier distribution. The next step to expansion is FDA approval to open the market of the USA. The company received hundreds of inquiries from the country, as raw

milk is allowed to be sold in retail stores only in 12 states and 15 states permit sales at farmers markets or on the farm.

REVIEW IN MEDIA

"Cow to bottle" is apparently the latest craze in the "farm to fork" phenomenon. In what is being touted as a world first, an Australian startup has created a new, legal way for milk to be sold without pasteurisation. To make the milk stand up to regulatory requirements, it has been "cold-pressed" under intense water pressure. Like juice, but raw milk." [Mashable](#)

"Australia's first safe-to-drink "raw milk" has proved a hit with Perth shoppers willing to pay \$6 for a 750ml bottle. Despite costing three times as much as a two-litre bottle of regular milk, WA's first shipment of "cold pressed" unpasteurised milk sold out in days." [PerthNow](#)

"Saxon Joye, who is behind Made by Cow sourced from 300 cows on the NSW south coast, said his brand was the first in the world to use the process and while a small majority are hippie or hipster consumers, the majority are those who want an "authentic taste" to their milk. "After working on it for a few years and having a bit of an idea that it would be well accepted, we have been pretty-well bowled over by the response," he said." [The Daily Telegraph](#)

FEEDBACK

"I give this milk to my 18month old daughter. It is so much creamier than anything else available. It's so nice to know that she's getting maximum nutrition from her milk, it's absolutely worth the extra \$\$\$. Thank you Made by Cow, please keep up the good work!"
Brook

"This is a very good quality, creamy milk. I noticed the taste difference and difference in consistency immediately. I don't drink milk very often, but I do buy it for my children. It really is an excellent product and great to see some innovation in production techniques."
Wiggly

"Amazing product! I bought some as a treat for my partner and now he refuses to drink any other milk" kiddy08

“It was like having my own cow in the backyard without all the work. If I could sell it from my front door I would! Delicious. No more soy milk ruined coffees.” Chrissy



Lulu Joye drinking Made by Cow milk
source - dailytelegraph.com.au

“Finally found milk that is real. Less processing, the better.” Jacqui

“Udderly amazing. Look at the layer of cream under the seal of this bottle of cold pressed raw milk from Made by Cow. I was so excited when I took off the lid and foil seal and found this. I'm jumping over the moon right now. If you haven't tried it yet you should run for the shops and get your hands on some. Seriously good, simply superb” thebrothsisters

“I tried this gear for breakfast this morning, tasted fantastic. Reminded me of how milk use to taste.” Chefjust

“A mate of mine at work gave me a little to try of your milk and I must say, it tastes like real milk, the way it's meant to be!” Emil

“Made me fall in love with milk again. Real milk by a real cow.” Lena

Company name: Made by Cow
Contact person: contact inquiries
E-mail: info@madebycow.com
Website: <http://www.madebycow.com.au>
Phone: +61 477 417 059
Patent status: +
On market since: 2016
Regions: United States
Industries: Drinks, Food
Source links: [Made by Cow](#)
[The Daily](#)
[Telegraph](#)
[Daily Mail](#)
[The Weekly Times](#)
[The Grocery Geek](#)
[Gourmet](#)
[Traveller](#)
Direct link: [click here](#)

HAIRCARE



GUMBOO BEAR ALL-NATURAL HAIR&NAILS VITAMINS

Gumboo Bear Hair Gummies is the best natural hair vitamin complex that boosts hair general health stimulating new growth. The focus of Gumboo Bear is to provide a natural vitamin supplement that has quick and real results. It is created both for women and men to grow their hair or tackle common issues such as balding or thinning hair. It's also a great way to combat damage such as hair dye or over-styling with hot tools. Gumboo Bear was created to be free from all nasty additives and chemicals, and have no artificial colours or flavours, thus suitable for Vegans and contain no gelatin or dairy. Gumboo Bear hair vitamins have been formulated for all types of hair and ethnicities. It also works for all skin types - normal, dry, oily, combination or acne-prone. Being cruelty-free Gumboo Bear gummies contain all-natural ingredients such as a mix of Folic Acid, Vitamin C, A, E, B5, and Zinc. They are soft chewing and have a natural delicious fruit flavor that makes it easy and pleasant to take as a daily supplement.

THE STORY

Gumboo Bear was founded by a group of hair experts passionate about natural products. There are many companies out there overcharging for expensive hair supplements. This makes it harder to add the right hair vitamins to the diet and health regime. Gumboo Bear is a cheaper but effective hair supplement dedicated to cutting down on unnecessary costs for the customers and bringing more health benefits.

The company puts nature first and all the ingredients are sourced from it! The team worked hard to create a clean, safe and health-boosting supplement. Gumboo Bear remains one that says 'no' to toxic additives. The tasty bear-shaped vitamins are inspired by all things natural. That's why the company picked the cute bear shape for the product!

The main features of Gumboo Bear vitamins are:

- Made in Canada & FDA approved;
- Made of the highest ingredients that are 100% safe and natural;
- Free from chemicals, additives, and preservatives;
- Vegan, contain no dairy, soy or meat products;
- Sticks to tight standards of quality;
- No Artificial Colors or Flavors;
- All-natural;

PRODUCTS & PRICES

At the moment, the company produces jelly vitamins in the form of bears with a citrus taste. They have a pleasant texture and smell. Gumboo Bear hair vitamins taste like candy while restoring hair and nails. Such delicious taste has been created using only natural fruit juices. Gummies are carefully packed in PET jars of 60 pieces each. There is also a tight lid-protection against children, which only parents really can open, due to the specifics of the opening (tightly press down and only then a click allows you to scroll the lid). Gumboo Bear Hair Gummies are perfect for hair, nails and skin. Vitamins can be consumed by Women & Men. They are 100% Natural, Gluten Free, Non-GMO, No Artificial Colorings.



Soft chewable fruit vitamins Gumboo Bear perfect alternative of hard to swallow pills and traditional supplements
Photo Credit by Gumboo

Gumboo Bear's hair growth gummies are rich in Biotin, a vitamin essential for hair growth. They contain Vitamin A, C, D, Folic Acid and Zinc which work together to create an amazing beauty transformation. Soft chewable vitamins perfect alternative of hard to swallow pills and traditional supplements. Delicious hair gummies naturally cure thinning hair and boost its strength, thickness, density, moreover, they simultaneously care much about the nail plate and strengthen it with a unique blend of quality ingredients.

Healthy hair and nails are not the only benefits of this powerful beauty supplement. The ingredients in Gumboo Bear target many common skin conditions. They can support the clearing of skin rashes, acne, and blemishes.

Biotin



Gumbear Biotin is all-natural and a vegan-friendly product suitable for women and men of all ages, skin and hair types

Photo Credit by Gumbear

Biotin is a water-soluble B vitamin that is one of the most powerful people can take to support hair growth and health. It could be found in small quantities in foods such as sweet potato, avocado, salmon, nuts and seeds. Biotin is needed to improve keratin structure and works with the enzymes in a body. Keratin is the protein that makes up hair, skin, and nails. If the body has enough of this important vitamin, hair and scalp can grow healthy and long. In recent studies, Biotin was also found to help reverse shedding hair and promoted hair growth in areas that were thinning or balding. The highly effective vitamin will make sure hair grows beautifully long and in the fastest amount of time possible.

Vitamin A

Vitamin A is found in fruits and vegetables such as apricot, carrot, cantaloupe, spinach, and kale. Meat and dairy sources include liver, fish oils, milk, and eggs. Vitamin A helps the body metabolize amino acids which make up the foundation of healthy hair growth. It is also essential for good circulation. Healthy circulation to our scalp is vital for a clean, dandruff-free scalp that allows hair follicles to regenerate and grow strong hair. Vitamin A also helps in the production of sebum which protects and repairs scalp naturally. It is a

powerful antioxidant that guards against free-radical damage and boosts the immune system.

Folic Acid

Folic Acid food sources include legumes, eggs, beets, broccoli, brussels sprouts, and mixed berries. It is also known as B9 or folacin. It plays a key role when it comes to keeping our hair healthy and strong. It regulates red blood cells and can help treat conditions such as anemia which is known to include issues such as hair loss. Folic Acid has been found to slow down the aging process of the hair, keeping away premature grey hair and allowing our hair to look youthful and healthy.

Zinc

Zinc is naturally found in foods such as oysters, seafood, grains, and nuts, as well as fruits like apricots, blackberries, raspberries, raisins, and dates. It is an essential mineral for hair growth. It supports the health of hair follicles. It has even been found to assist with those suffering from hair loss disorders such as alopecia. Zinc was discovered to promote new re-growth in balding areas. Without the correct amount of Zinc, a deficiency can lead to hair loss as hair's protein structure begins to break down and suffers from a lack of this essential mineral. Zinc plays a part in the production of DNA and RNA, both needed for healthy hair follicle cells that produce shiny and gorgeous hair.

Directions for use: Take 2 vitamins daily to see hair, nail and skin transform. The results are seen in just a few weeks.

MARKETING & SALES

Currently, Gumboo Bear is made in Canada and ships Worldwide. The company has established itself as competitive in the US and Canadian markets and is ready for a global expansion seeking partners and official distributors for European countries and other world markets.

Recommended Retail Price of organic vitamins for 60 Gummies jar would be \$24.99;



A healthier head of hair is just 2 a day away!

Photo Credit by Gumboo

Maximum Retail Price of organic vitamins for 60 Gummies jar would be \$ 29.99;

Company name: Gumboo Products Inc.
Contact person: Garen Markarian
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Website: gumboohair.com
Phone: +1 818-805-3699
Patent status: -
On market since: 2018
Regions: Canada
Industries: Haircare, Nails
Source links: [Gumboo Bear Official Web Page](#)
[Gumboo Bear Official Facebook Page](#)
Files: [Gumboo Bear Leaflet](#)
Direct link: [click here](#)



SECRET DOSSIER ON GUMBOO BEAR ALL-NATURAL HAIR&NAILS VITAMINS

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ADDITIONAL MATERIALS

You can download product images by the [link](#)

You can download product video by the [link](#)

You can download the leaflet by the [link](#)

You can download the postcard by the [link](#)

You can download the price list by the [link](#)

Please remember that at the very bottom of this dossier you will find a large number of files for internal use only.

QUESTIONS FROM THE SYNDICATE MEMBERS

Since Syndicate members often have a lot of additional questions to the brand, we found a solution in the form of interactive feedbacks in Google Sheet not to integrate into the text of the dossier. You can find a series of questions/comments from Syndicate members and answers from Gumboo Bear by the [link](#). Maybe among them, you will find the answer to your question. Feel free to leave your comments and ask questions by the [link](#). Please do not share this file since it is for internal use only.

Company name: Gumboo Products Inc.
Contact person: Garen Markarian
E-mail: info@gumboohair.com
Website: gumboohair.com
Phone: +1 818-805-3699
Patent status: -
On market since: 2018
Regions: Canada
Industries: Haircare, Supplements
Source links: [Gumboo Bear Official Web Page](#)
[Gumboo Bear Official Facebook Page](#)
Files: [Gumboo Bear Leaflet](#)
[Gumboo Bear Postcard 4*6](#)
[Gumboo Bear Price List](#)
Direct link: [click here](#)



SLEEPER'S PAJAMAS: FROM BED TO PARTY

Sleeper, the luxury sleepwear brand founded by Asya Varesta and Kate Zubarieva, was not birthed the way most new fashion labels are born. Sleeper was formed with a brand mission infused with positive disruption and only \$2,000 of co-owner capital. Sleeper was founded as a way for Varesta and Zubarieva to express a positive voice, one that would bring joy in the simplest of situations: relaxation and rejuvenation. For founders, the comfort of their home is sort of a subculture; it's a tiny religion they are so vigilantly preaching. It is candid and personal. While sleepwear as streetwear has become a thing recently, at the time Sleeper was launched in 2014, it was really challenging to find elegant and luxury lounging clothes that could be worn outdoors. The founders met while working at leading fashion magazines. In true disrupter fashion, neither had ever designed clothes before starting their business. Their lack of experience showed through in their first collection.

A black-and-white line that was a 'disaster' and had to be taken apart and completely re-sewn in order to fulfill a requisition from a top retailer. As the founders picked themselves up from a near business-ending situation, they spent the next few months refining their supply chain and instilling a quality control discipline that has remained one of the key bedrocks of Sleeper.

They moved their business into a proper workshop and upskilled from a single seamstress to a team with decades of experience. The hard work and investment paid off. Half a year later, the garments were available at Moda Operandi - America's leading online retailer. This became a major reason the founders started factory production.



Asya Varesta and Kate Zubarieva
source - sleeper.com

True to their brand promise of positivity and social impact, Sleeper clothing is built upon ethical consciousness and artisan-manufacturing traditions. Each garment is made with natural, eco-friendly fibers like organic linen and silk. And because every Sleeper purchase is made-to-order, there is no excessive production. Each garment takes between 8 and 12 hours to sew by hand.

Headquartered in Ukraine, Sleeper is currently planning to open a U.S. office with the hope of opening a flagship store in the near future. The ultimate goal is to house a learning center as part of a larger factory building where upcoming designers and fashion startups can learn and share industry experiences and educate new generations of seamstresses,

embroiderers, engineers, and technologists to design first-class clothes.



Pajama set with marabou feathers is the perfect outfit for dancing with a glass of champagne
source - sleeper.com

The founders biggest achievement is that they have instilled a culture of wearing pajamas outside the home. Asya and Kate want to encourage being yourself and doing what you want, no matter the circumstances, loving yourself just the way you are. This is what drives them to take new steps personally and with the development of Sleeper.



Noble classic is inspired by honorable masculinity
source - sleeper.com

Company name: Sleeper
Contact person: Asya Varesta
E-mail: wholesale@the-sleeper.com
Website: the-sleeper.com
Phone: -
Patent status: -
On market since: 2014
Regions: United States, Ukraine
Industries: Fashion
Source links: [Sleeper](#)
[ORIGINAL VIDEO](#)
Direct link: [click here](#)



WELT: THE SMART BELT FOR FASHION & HEALTH

WELT can track the three main general health indicators: waist size, activity and food intake. For activity, WELT's pedometer tracks steps taken while the belt also tracks sitting time. As the first belt wearable for everyday use, WELT is the first health tracker that can integrate all four of these functions. Waist size is a key starting point for gauging overall health. WELT's magnetic waist sensor is embedded in the buckle and tracks your waist size in real time. Monitor your progress over time as WELT can sense waist sizes from 28 to 44 inches in circumference.

Given the work-centered nature of modern life, it is difficult to find time to get up and move. Staying active is essential to a healthy lifestyle. With its embedded pedometer, WELT can track your Calorie burn by counting the steps you have taken. WELT can also track your inactivity by calculating your sitting time throughout the day. **WELT regards your stationary movement as sitting.** Even with exercise, prolonged sitting has been proven to have associated health risks.

WELT will ensure that both activity and inactivity periods are for the healthy duration. Abdominal fat is a product of excess calorie intake. Based on calorie intake, your waist can expand and contract over a duration as short as half an hour. WELT keeps track of these rapid variations in waist size to monitor patterns of overeating. **WELT's unbelievable battery life allows you to stay in style without having to charge constantly.**



WELT is the wellness Belt that makes wearables fashionable
source - weltcorp.com

Charged through a micro USB port, one full charge lasts for more than 20 days. WELT curates personalized health guidance that can be seen using WELT's mobile application. Intuitively organized into one screen, there is no need to stress your brain over raw data that isn't meaningful. WELT does the analysis for you and provides health insights and

warnings so you can focus on staying active. **WELT** looks and is worn just like any other belt in your closet.



Welt is better than any smartwatch
source - weltcorp.com

Made for everyday life and everyday outfits, WELT is both fashionable and functional. As the stylish alternative to previous belt fitness trackers, WELT can be worn at the office, on a walk or during your daily activities. **WELT will be offered in a variety of styles to match both casual and formal outfits.** With a line of fashionable buckles and belt straps, choose the one that fits your style.

Company name: WELT Corporation
Contact person: -
E-mail: help@weltcorp.com
Website: <https://www.weltcorp.com/>
Phone: -
Patent status: n.a.
On market since: 2017
Regions: United States
Industries: Electronics, Fashion, Health
Source links: [WELT Corporation](#)
[ORIGINAL VIDEO](#)
Direct link: [click here](#)

LIFESTYLE



OSCAR VALLADARES TOBACCO: PERFECTLY-ROLLED CIGARS WITH A LUSCIOUSLY OILY WRAPPE

Oscar Valladares Tobacco is located in Danli, Honduras. It started operating in 2012, the Factory was founded by Oscar Valladares, Hector Valladares and Bayron Duarte, with experience in the tobacco industry. Oscar worked for more than 9 years with Rocky Patel and Bayron worked for more than 20 years for General Cigars and Oliva. Oscar Valladares started in the cigar industry almost like a destiny turn, he worked for a travel agency taking Rocky Patel's Groups to make tours to the Factory. In a short time Rocky asked Oscar to be part of his team and for nine years he worked for him. During this time, Oscar met Bayron, who worked for General Cigars by that time and a long friendship began. On 2011, Oscar starts with his own cigar shop in Danli. He had a couple of rollers making fresh cigars in the shop. By the end of 2011, Bayron tells Oscar that there's an opportunity to buy a small

Factory, in which they decide to invest, with the help of Oscar's brother Hector.

2012 was the first Brand made by Oscar Valladares Tobacco & Co. The box included a bonus cigar, to be smoked December 21st, the end of the era. This cigar was wrapped in a tobacco leaf, simulating an ancient Mayan cigar, rustic and hand-rolled. This unique feature leads to the idea of the Leaf by Oscar. The first client of the Factory, Jim Robinson, asked Oscar Valladares Tobacco & Co., to make the house blend for his shop "Leaf and Bean" located in Pittsburg, but he wanted them wrapped in a tobacco leaf, just like the bonus Cigar of 2012, and that's how the Brand Leaf and Bean by Oscar was born. The first order of 5000 cigars was successfully sold out in a couple of weeks. After this, people around the United States were asking about this unusual cigar wrapped in a tobacco leaf. This cigar was distributed only in the United States, later the Brand changes its name to Leaf by Oscar.



2012 was the first Brand made by Oscar Valladares Tobacco & Co
source - oscartobacco.com

Afterwards, the Brand Rosalila was born, created by Bayron and Oscar, which was distributed only in Latin America and Europe. In Early 2014, the Factory moved to a bigger facility with 20 people in the production team. At that time, Leaf by Oscar and Rosalila were selling well in Germany, Denmark, Saint Marteen and Venezuela. In January 2016, the factory moved to former Oliva Factory, a 25000 square feet facility, with more than one hundred employees between production and administration. Today, Oscar Valladares Tobacco cigars can be found in more than 1000 stores in the US, and also in Germany,

Denmark, Sweden, Holland, Belgium, Slovenia, St. Marteen, Aruba, Venezuela among others.

Rosalila

This Toro comes in three Honduran puro blends: Maduro, Connecticut, and Corojo. Tobaccos grown for these amazing blends come from five tobacco farms specifically chosen by Oscar Valladares from provinces throughout Honduras and feature some tobaccos many connoisseurs may not have sampled. 'Rosalila' comes in a box of 20 premium cigars with an added bonus cigar, flavor infused with 'Chicha' the traditional Mayan corn-based liquor.



'Rosalila' comes in a box of 20 premium cigars with an added bonus cigar
source - oscartobacco.com

Island Jim

The Island Jim #2 designation is a pencil reference. It is a complex cigar that delivers in a full volume of smoke that has a note of chocolate and cedar to start with sweetness, spice, extremely rich tobacco, massive quantities of chocolates and coffee. The burn is near perfect and it has tight white ash. The smoke is very rich and creamy.



Island Jim is a complex cigar that delivers in a full volume of smoke
source - oscartobacco.com

Leaf by Oskar

Leaf by Oskar has the special feature of the leaf. While traditional manufacturers rely on films and packaging materials, gets the leaf a self-sheathing. Tobacco leaves are used for the protection of the cigar. This method of wrapping each individual cigar in a leaf doesn't just make it stand out and look interesting, it also serves a purpose, protecting the natural oils of the cigar. The bands of the cigars are all made of recycled organic tobacco paper.

Big Johnny

Big Johnny has a dark chocolate color with an oily complexion. There is some darker marbling on the wrapper, delivered some notes of mocha and pepper and sweetness.

The company is Headquartered in Honduras and has a Distribution centre in Huston, Taxes. There are no prices on the official webpage but in online retail, the price for a single cigar is up to \$10, for a box of 5 cigars is approx. \$45-55, a box of 20 costs approx \$150-200.



Tobacco leaves are used for the protection of the cigar
source - ocartobacco.com

Company name: Oscar Valladares Tobacco & Co

Contact person: Oscar Valladares

E-mail: oscar@oscartobacco.com

Website: oscartobacco.com

Phone: +1 832 6236304

Patent status: -

On market since: 2012

Regions: United States

Industries: Lifestyle

Source links: [Oscar Valladares Tobacco & Co](#)

[ORIGINAL VIDEO](#)

Direct link: [click here](#)



KIND SNACKS ACHIEVE A BALANCE OF HEALTH AND TASTE

Since 2004, KIND has been on a mission to make the world a little kinder one snack and act at a time. KIND was born out of its founder's desire to create a snack that was healthy and tasty, wholesome and convenient. What began as a line of premium Fruit & Nut bars sparked the creation of a new healthier snacking category. Today, KIND has a family of more than 70 snacks that offer solutions for a variety of occasions. Its recipes use nutrient-dense, premium ingredients like nuts, seeds, whole grains and fruit, which are recommended for a healthy diet. All snacks are gluten-free, do not contain genetically engineered ingredients and are not sweetened with sugar alcohols or artificial sweeteners. Kindness has always been at the core of its business. KIND was founded with a social mission, the KIND Movement, which celebrates and inspires kindness. Today, the Movement is brought to life through the brand and The KIND Foundation.

KIND was founded by [Daniel Lubetzky](#) and is headquartered in New York City. It has always been committed to bringing customers wholesome and delicious snacks. The company always chooses **high-quality ingredients over recipe short-cuts and provide snacks that are both healthy AND tasty** – not one or the other. In addition, KIND's team works tirelessly to live up to fans' expectations.

The company claims that food shouldn't be overly processed to attain an arbitrary nutrient profile or manipulated to the point that it loses its soul. Instead, it obsesses over creating recipes, using real food, that taste delicious and let the nutrition take care of itself. As KIND grows and evolves, it'll continue to stay true to its mission: real food, wholesome ingredients, and sound nutrition. The company aspires for maximum transparency and always strive to think long term, holistically and empathically as it evaluates all decisions on behalf of it KIND consumers and its community.



Daniel Lubetzky, the founder & CEO
source - kindsnacks.com

The company's recipes are based on the use as little sugar as possible without sacrificing the flavour and quality of products. KIND doesn't use high fructose corn syrup and customers will never find artificial sweeteners or added sugar alcohols in its snacks since they go against the company's philosophy of using premium ingredients that are KIND® to the body.

Furthermore, KIND prioritizes making low glycemic snacks that bring together unique, high-quality ingredients to energize the customer. The first and predominant ingredient in all of its snacks will always be a nutrient-dense food like nuts, whole grains or fruit. In an effort to build on its commitment to transparency surrounding products and their nutritional, KIND is sharing the added sugar content of the 60+ snacks across its portfolio, two years in advance of the deadline set by the [U.S. Food & Drug Administration](#).



The KIND Foundation believes that connecting people with diverse perspectives is one step towards building a kinder, more inclusive world
source - kindsnacks.com

In addition, the company has [The KIND Foundation](#) to foster kinder and more empathetic communities. Through the Foundation, the KIND community will strive to embrace shared humanity and improve the way people relate to one another.

Company name: KIND Healthy Snacks
Contact person: Jenna Thornton
E-mail: jthornton@kindsnacks.com; [customerservic...](#)
Website: kindsnacks.com
Phone: (212) 616-3006
Patent status: -
On market since: 2004
Regions: United States
Industries: Food
Source links: [KIND Healthy Snacks](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 1](#)
Direct link: [click here](#)

NAILS



KT TAPE: AN ELASTIC SPORTS TAPE DESIGNED TO RELIEVE PAIN WHILE SUPPORTING MUSCLES

KT Tape is an innovative product that helps to reduce pressure to the tissue and may reduce discomfort or pain. KT Tape and other sports medicine products respectively were developed by KT Health, which was formerly known as Lumos, Inc. The company was founded in 2008 and is based in Lindon, Utah. Its correct taping also provides support to muscles by improving the muscle's ability to contract, even when it is weak, and helps the muscle to not over-extend or over-contract. When an area of the body is injured through impact or over-use, the lymphatic fluid builds up causing inflammation and swelling. This accumulation of lymphatic fluids may cause increased pressure on muscles and tissue which can cause significant discomfort or pain. It is believed that when applied correctly, KT Tape lifts the skin, decompressing the layers of fascia, allowing for greater movement of lymphatic fluid which transports white blood cells throughout the body and removes waste products, cellular debris, and bacteria.

Whether training for the first marathon, getting ready for first game, reaching a personal fitness goal, or just trying to get through the day, pain and injury may slow down these processes. KT Tape is lightweight, comfortable to wear, and can be used for hundreds of common injuries such as lower back pain, knee pain, shoulder pain, carpal tunnel syndrome, sprained ankles, and tennis elbow - just to name a few. KT Tape provides pain relief and support so you don't have to slow down.

KT Tape Original and Gentle tape are made of 100% cotton fibers with specialized elastic cores. KT Tape PRO, PRO Extreme and PRO-X are made using a highly engineered, ultra-durable synthetic fabric with 30% stronger elastic cores. Both the cotton and synthetic materials create unidirectional elasticity which allows the tape to stretch in length but not in width. As a result, the elastic fibers provide stable support without restricting the range of motion like a traditional rigid athletic tape.



KT TAPE PRO-X Patch
source - kttape.com

KT Tape PRO's fibers allow for moisture release which is critical for comfort and wearability. As a result, the tape provides greater comfort over a longer period. KT Tape's specially formulated adhesive is latex-free, hypo-allergenic, and designed to last through humidity, sweat and showers, and multiple days of wear.

Based in American Fork, Utah and founded in 2008, KT Tape[®] has revolutionized the sports medicine industry with the introduction of the most advanced and recognized kinesiology tape and recovery products. KT Tape[®] is recognized as a leader in sports-related pain and injury treatment. The mission of the company is to develop breakthrough solutions to help enable athletes to compete at their best. KT Tape has become the athlete's choice for drug-free pain relief and injury management.



KT Tape: Full Knee Support
source - kttape.com

The Company currently designs, develops, and distributes a variety of kinesiology tape lines, including KT Tape[®] Original (cotton) and KT Tape[®] Pro[™] (synthetic), engineered for targeted pain relief and enhanced functionality, as well as lines of performance and recovery products.

KT TAPE GRIP TAPE \$12,99:

- Enhances grip during heavy barbell, kettlebell, CrossFit, and Olympic lifting;
- 2 inches (5cm) width works for all thumbs.

KT TAPE[®] COTTON \$12,99:

- Comfortable to wear for 1 to 3 days;

- Stays on in water;
- All-natural cotton for everyday wear;

KT TAPE® PRO \$19,99:

- Comfortable to wear for 4 to 7 days;
- Stays on in water;
- Durable 100% synthetic fibers are highly breathable.

KT TAPE® PRO EXTREME \$21,99:

- Extra strength adhesive;
- Highly Water-resistant;
- Comfortable to wear up to 7 days.

The Kinesio Taping® Method is a definitive rehabilitative taping technique that is designed to facilitate the body's natural healing process while providing support and stability to muscles and joints without restricting the body's range of motion as well as providing extended soft tissue manipulation to prolong the benefits of manual therapy administered within the clinical setting. Latex-free and wearable for days at a time, Kinesio® Tex Tape is safe for populations ranging from pediatric to geriatric, and successfully treats a variety of orthopaedic, neuromuscular, neurological and other medical conditions.



KT Tape: General Elbow
source - kttape.com

The Kinesio® Taping Method is a therapeutic taping technique not only offering your patient the support they are looking for, but also rehabilitating the affected condition as well. By targeting different receptors within the somatosensory system, Kinesio® Tex Tape alleviates pain and facilitates lymphatic drainage by microscopically lifting the skin. This lifting affect forms convolutions in the skin thus increasing interstitial space and allowing for a decrease in inflammation of the affected areas.

The products are sold online on [KT Tape website](#) and also available nationwide in fitness, sports and recreation facilities which could be checked with the [store locator](#).

Company name: KT Health LLC
Contact person: -
E-mail: Support@kttape.com
Website: kttape.com
Phone: +1 801-224-2717
Patent status: patented
On market since: 2008
Regions: United States
Industries: Nails
Source links: [KT Health](#)
[LLC](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 2](#)
Direct link: [click here](#)

ORALCARE



AMABRUSH: THE ORIGINAL FULLY AUTOMATIC 10-SECOND TOOTHBRUSH

This patent pending device brushes all your teeth at once, fully automatic, and finishes in just ten seconds. All you have to do is press a single button, wait ten seconds, and you'll have perfectly clean teeth. Toothbrushes should be held like pencils, so that pressure is as light as possible. The bristles should be soft, in order to not damage your gums. And you should just wiggle the toothbrush with subtle vibrations, instead of doing long strokes. Electric toothbrushes are handled differently than manual ones. With them, you shouldn't stroke at all. These toothbrushes are designed to be held in place, so that the micro vibrations of the bristles can do their job.

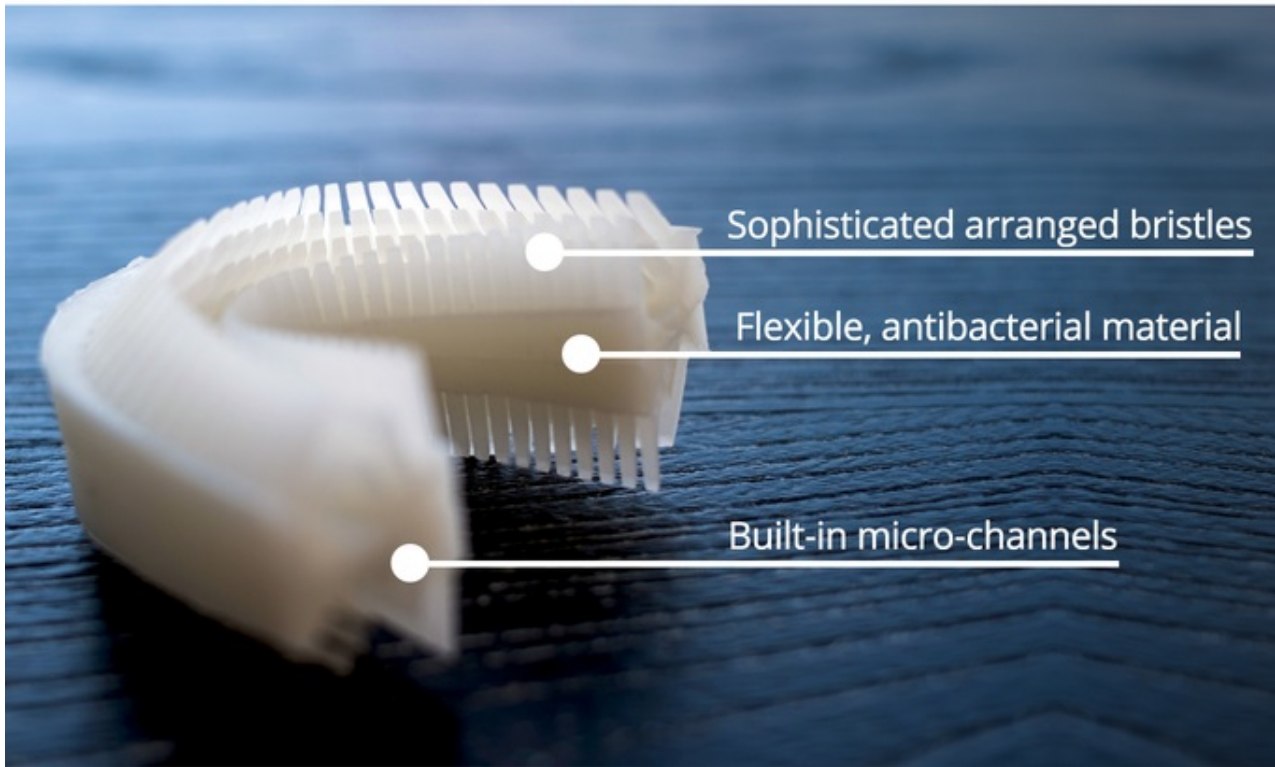
Amabrush covers all of the recommended methods. The bristles are aligned in a 45° angle against the gum line and are soft enough in order to rub instead of scratch. And the pressure against your teeth is light. Subtle vibrations move the bristles back-and-forth, which allows them to remove plaque and keep your gums undamaged. Amabrush was designed to **make toothbrushing less annoying**.

The flexible mouthpiece has built-in micro-channels that transport the toothpaste to your teeth. The mouthpiece is made of antibacterial silicone that **kills 99.99% of all bacteria and features 3D-arranged bristles on both sides to clean your teeth**. It's soft enough to prevent gum damage but strong enough to clean your teeth precisely. It can be cleansed by normal rinsing, as you would do it with regular toothbrushes. The bristles are directed in a 45° angle against your gingival cuff. This simulates the Bass method, which is recommended by dentists and experts. The bristles are comparable to soft-bristled toothbrushes. This ensures **the most comfortable, safest toothbrushing and makes gum-damage impossible**.

As with regular manual toothbrushes and electric toothbrush heads, the mouthpiece should be replaced every 3-6 months. Many studies prove that used bristles are not as effective in terms of plaque removal, as new ones. **A single mouthpiece will cost €6**. The handpiece contains all of the complex technology. It creates strong vibrations with an amplitude of 9.5G to oscillate the bristles and clean your teeth. A clever algorithm ensures the generation of different vibrations. This results in a coordinated movement of the bristles, which are designed to have different resonant frequencies.

Amabrush can brush your teeth in just 10 seconds because all your teeth are cleaned simultaneously. A built-in mechanism foams and delivers the right amount of toothpaste to your teeth, and the integrated battery lasts for 28 sessions of toothbrushing. So if you go on vacation without the charging station, you can brush your teeth for at least two weeks twice a day. The toothpaste is formulated and produced by a major toothpaste manufacturer with a history of over 100 years. This manufacturer fulfills the quality norm DIN EN ISO 13485 and the requirements of **IFS Household and Personal Care Products** and was one of the first manufacturers in Europe retrieving the [IFS-HPC certificate](#).

The Mouthpiece



The Original Fully Automatic 10-Second Toothbrush
source - amabrush.com

Company name: Amabrush
Contact person: Marvin Musialek
E-mail: info@amabrush.com
Website: <https://www.amabrush.com/>
Phone: -
Patent status: Patent Pending
On market since: 2017
Regions: United States
Industries: Oralcare
Source links: [Amabrush](#)
[ORIGINAL VIDEO](#)
Direct link: [click here](#)



VAVA HOME CAM: WIRE-FREE SECURITY WITH A ONE-YEAR BATTERY

VAVA Home Cam is a wireless security camera designed to go outdoors or indoors, sets up in minutes, and has no monthly service fees, giving you more choice over how you control your footage. Instead of complex systems requiring expert installation and ongoing monthly monitoring fees, the customers need simple, reliable home security that just works, outdoors AND indoors. VAVA Home Cam installs and sets up in minutes, and is designed to fit easily wherever you need an extra pair of eyes. Unlike other security cameras that need to constantly be plugged in, recharged or require expensive battery replacements, VAVA Home Cam comes with a specially-engineered rechargeable battery designed to last up to a year on a single charge.

By using more efficient video processing standards (H.265 encoding uses up to 50% less bandwidth when compared to H.264 compression standards) and a low-energy wireless communication protocol between the Home Cam and Base Station, the VAVA Home Cam is designed to save energy without compromising performance. **Each weather-resistant VAVA Solar Panel comes with its own mounting kit and 2M (6.5 ft) charging cable.**

VAVA Home Cam's Sony EXMOR IMX323 sensor, wide dynamic range, and advanced H.265 encoding mean clear, sharp pictures in every environment - even in complete darkness. Not all 1080p resolution is created equal, and the **VAVA Home Cam includes several details to help the user see clearer.** Each Home Cam is equipped with an industry-leading Sony EXMOR IMX323 sensor, wide dynamic range, and uses H.265 video encoding for crisper images and footage.



VAVA Home Cam
source - vava.com

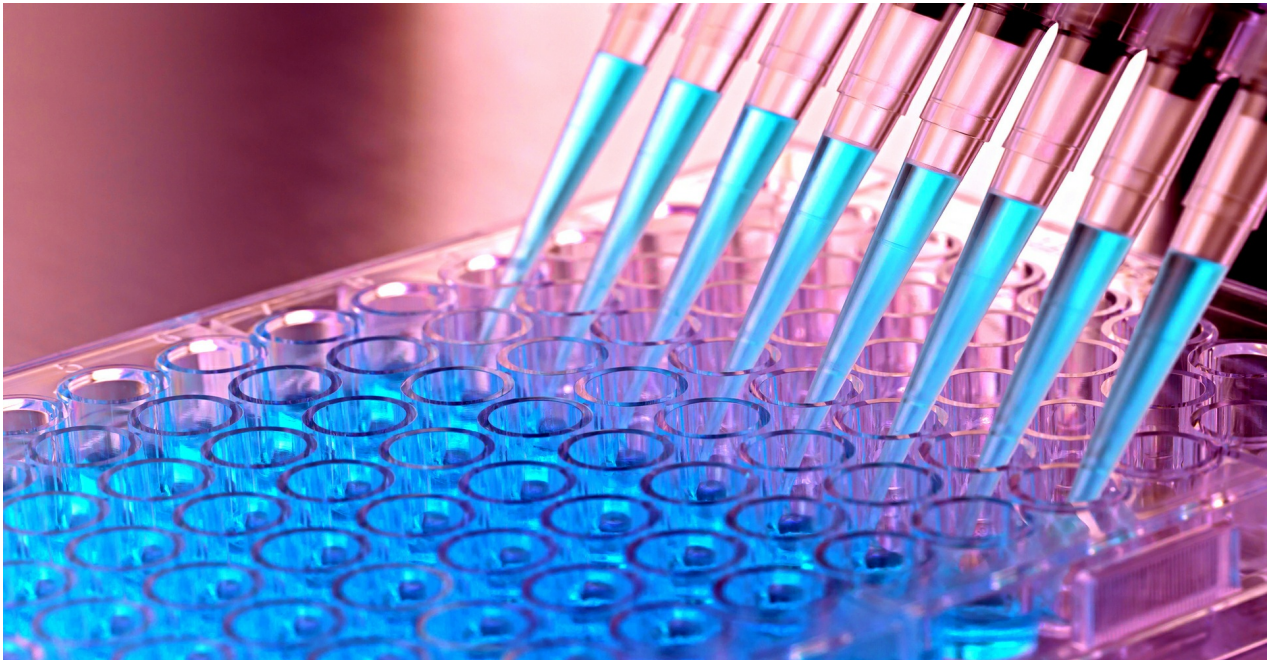
Wide dynamic range is designed to balance lighting in pictures and videos, and is especially helpful for situations where there is a contrast between lighting in the shade and elsewhere (front door entryways where it may be much brighter towards the street compared with directly in front of a door). H.265 video encoding allows for higher efficiency when transmitting video footage and takes up significantly less storage space. When compared with H.264 (which most cameras today use), **H.265 cameras can generally reduce bandwidth consumption and storage by 50%**, meaning a more seamless and

space-saving monitoring experience for the users.

Each VAVA Home Cam comes with three different mount types (outdoor mount, strong magnetic mount, and desktop mount) for easy placement on any surface. The VAVA Home Cam is as tough and versatile on the inside as it is on the outside - unlike most home security cameras that rely solely on one storage method, the VAVA Home Cam offers multiple options for locally encrypted storage. This includes support for storage on a microSD card (supports up to 128GB*), in addition to RTSP support so you can save footage on your personal NAS servers. The **VAVA Home Cam was designed to keep things simple in an industry that has traditionally been complicated and expensive.** Easy to install. **Easy to use.** Easy to maintain. This simplicity is what helps the VAVA Home Cam stand out because it's not just about the features - it's about the people who use them.

Company name: VAVA Home Cam
Contact person: -
E-mail: hello@vava.zendesk.com
Website: <https://www.vava.com/>
Phone: -
Patent status: n.a.
On market since: 2018
Regions: United States
Industries: Electronics, Home
Source links: [VAVA Home Cam](#)
[ORIGINAL VIDEO](#)
Direct link: [click here](#)

PHARMA

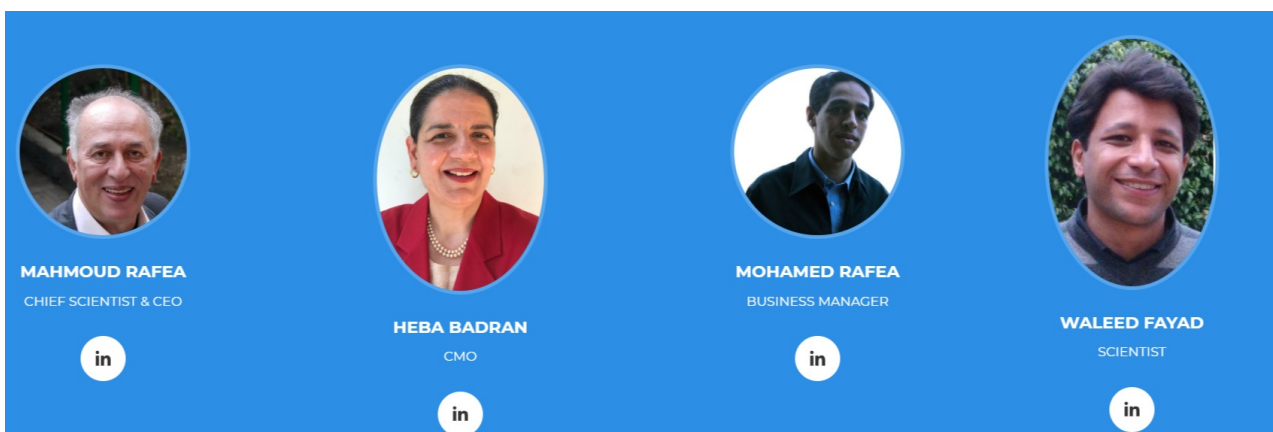


ERYTHRA: A SIMPLE SOLUTION TO DIFFICULT PROBLEMS

Erythra, a biotech company, which was founded in 2018 to make use of the dynamic antigen store idea and owns the patents for it. Using this idea an innumerable number of products can be produced. Erythra's mission is to conduct research and development based on the discovery of Erythrocytes Dynamic Antigens Store (EDAS) to manufacture highly reliable medical products for the welfare of human and animal. In the establishment phase, the team are all volunteers. The shareholders and the team are mainly believing in the values that Erythra is aiming to achieve, although the expected profits are beyond calculations.

The company has three main pillars representing three types of products: **diagnostics, vaccines, and treatment**. The future diagnostic products will be able to diagnose diseases while they are **in the incubation period**. This is crucial in malignant diseases. The early the diagnosis the more effective is the treatment. Moreover, it will be able to diagnose disorders that currently has no way to be diagnosed accurately, for example, the Alzheimer disease (the diagnostic kit of which is under development).

There are also many vaccines existing that show excellent impact on health management. In fact, if humanity wants to get rid of a particular disease, people should have a good vaccine for it. For example, smallpox disappeared from the world because there was an efficient vaccine. Polio is about to disappear because of the polio vaccine. The company's vision is **to prepare vaccines for malignant diseases and also try to improve the currently available vaccines**. The new products will be developed with the progress of the team's understanding of the idea.



The team: Mahmoud Rafea, CEO; Heba Badran, CMO; Mohamed Rafea; Walid Fayad
source - erythra.com

Furthermore, Erythra is also intended to create new products that can treat autoimmune disorders. Currently, there is no curing drug for those types of disorders. The treatment is based on palliative drugs. Erythra has already developed a **simple to use lateral flow test for tuberculosis (lat. Phthisis)**. The test is not only used for **diagnosis but also for managing of the treatment which spans for at least 6 months**. In effect, the company is introducing a new concept in diagnosis, they termed the product "Case Evaluation Diagnostics" because the test does not only diagnose the condition but also prognosis its severity and its response to treatment. The product's prototype has been developed, verified and validated. The next step is to start large scale production.

Based on what was presented to concerning lateral flow chromatographic assay for tuberculosis (**TB-Kit**), the technology is very acceptable and the price is very competitive. The company started a scientific project comparing TB RT PCR with the kit presented, till now all the results are very comparative. In addition, Erythra guarantees full shift to this technology at [NSA](#) labs with 37 branches all over Egypt when the product is commercially available.

Company name: Erythra
Contact person: -
E-mail: support@erythra.com
Website: <http://erythra.com/#home>
Phone: -
Patent status: patented
On market since: 2018
Regions: United States, AFRICA
Industries: Pharma, Wellness
Source links: [Erythra](#)
[ORIGINAL VIDEO](#)
Direct link: [click here](#)

SKINCARE



CURATIVA BAY PROPRIETARY ORGANIC SKINCARE - THE CURE FOR WHAT AGES YOU

Curativa Bay is an amazing skincare line that uses mineral-rich ingredients to create affordable, top-quality products. These formulations are designed not only to treat skin conditions but also improve skin health. Curativa Bay skincare line was founded in 2017 on a simple principle of making spa-quality products using only hand-selected organic and wild natural ingredients, sourced in the forest, ocean of the US Pacific Northwest. These ingredients are formulated by Jennifer Bell, Esthetician Skin Care Professional / Spa Owner, and Dr. Alfred Granite, Ph.D. Microbiology. Proprietary Hypochlorous Skin Spray, the highlight of the brand, was clinically tested to improve skin health. The unique formula is based on 100+ year old Breakthrough Technology Hypochlorous Acid (HOCL) that in recent years been made stable maintaining its safe and organic status. Curativa's HOCL Mist not only makes the skin feel very soft but speeds up the body's healing process, helping heal cuts, abrasions, burns very quickly.

THE BRAND

For those who are familiar with the Tampa Bay area, the brand grew up in Passé-une-Grille, the southernmost tip of St. Pete Beach Florida. The creators of the brand were a rugged bunch, fishing and diving in the Gulf of Mexico. They loved the Gulf of Mexico, spending long days in their treasured environment. Most of them had the first boat before they could drive. They had their share of torched, peeling and damaged skin that followed us later in life. And soon learned the consequences of not caring for the skin.

Curativa Bay had humble beginnings starting out in a little old place on a quiet bay developing formulations from nature and the sea that produced results and improved skin health. The team is a creative group educated in homeopathic skincare, Esthetics and a Ph.D. Microbiologist, Dr. Alfred Granite. He spent 20 years conducting experiments and testing diverse formulations for skin and pharmaceutical applications. The amazing cosmetic solution works in conjunction with the skin's natural defences to protect against environmental damage. There is just nothing comparable amongst the whole spectrum of natural products that can bring so many benefits to the skin.

Luxury, Health & Happiness



Photo Credit by Curativa Bay

THE BRAND'S USP - A World-Changing Discovery

One day, Dr. Granite, now the CTO of the brand, completed months of testing and research on a very promising technology, Stabilized Organic Hypochlorous Acid. He concluded this substance not only improved skin health but was very effective on acne, blemishes, rosacea, sunburn and more. It was very effective on eye afflictions such as blepharitis, dry eye, styes and found recent scientific studies showing that it kills the HPV virus on contact.

This substance had been studied and used since its discovery about 120 years ago for medical applications. During World War I, it was used to accelerate healing and to prevent infection on injured soldiers and was credited with saving thousands of lives and awarded the Nobel Prize. After the process of stabilization, providing up to a 2-year shelf life, [Curativa Bay \(HOCL\) Skin Spray](#) soon became the Flagship product used by thousands, providing a 5-star rating everywhere sold, even at [Amazon](#). Customers loved it and supported us. It was a truly humbling experience.

Curativa skincare line, made from all Natural and Organic ingredients, has a loyal following in the US and increasingly used in exclusive Spas and by Dermatologists and Cosmetic Surgeons. Curativa products have earned a 100% 5-star rating. Using the HOCL as a base to produce healthy skin and a results-driven skincare line to follow is a winning combination. With the help of some of the most caring and intelligent people, one will ever meet, the team has created, the best skincare line in existence using only natural and organic ingredients and when used with Curativa Organic Hypochlorous Skin Spray as a base, no one brand can't even come close to Curativa Bay.

THE PRODUCTS

Innovative Natural Science drives Curativa's manufacturing process. Curativa has developed products that enhance and improve most skincare concerns such as aging, health, acne/blemishes, dryness, peeling, redness, wrinkles and more. The company is also developing a Vegan skincare line that contains no animal products or byproducts, such as beeswax, creating beauty in abundance.

- No Animal Testing;
- FDA Registered;
- In-House Quality Control Systems;
- Kosher Certified Materials;

- Vegan Formulas;
- Sustainable Raw Materials;
- Sustainable Practices;
- Recycled packaging, shipping, and marketing materials;
- Biodegradable Products.



Photo Credit by Curativa Bay

Advanced Hypochlorous Skin Spray

Hypochlorous acid (HOCl) is the most important substance naturally made by the human body that can be produced at a commercial scale— pure and stable— and made available for routine use in cosmetic care. There is just nothing comparable amongst the whole spectrum of natural products that can bring so many benefits to skincare.

The scientific evidence supporting these effects is plentiful and is published in the most rigorous and prestigious biomedical and chemistry journals. Newly discovered features of HOCl have come about from the value of making it pure, homogeneous and more comparable to the way it's naturally made and delivered to the sites of need in the body.

Made by human white blood cells and others that reside in skin and brain tissues, HOCl serves as the body's 'first responder' to irritation and injury—correcting blemishes Acne, hurrying the healing of all kinds of wounds, and maintaining health and wellness of skin at all stages of life. Short-lived when applied topically, it quickly triggers cascades of local events that all contribute to restoring skin to its optimal condition, and overcoming the commonplace damage experienced by the body's largest organ—skin—as it deals with daily insults from the environment, physical, chemical and infectious.

Regular use of Curativa Bay HOCL offers an array of benefits that extend from enhancing skin tone and inhibiting the toll of skin ageing changes, to relief from skin anomalies and discomfort wherever there has been irritation or injury, with proven cleansing, soothing and calming effects at points of need. Redness and damaging changes from routine exposure to influences that can harm skin appearance and feel are intercepted and reversed. These outcomes are especially helpful after dermatological procedures, as an adjunct to recovery. Advanced skincare options are opened up with the adoption of daily topical pure HOCl for routine application, no matter what age or sex—good things will come about, and will be noticed and enjoyed. It's 100% Natural and Organic.

Curativa Bay's Hypochlorous Skin Spray has been used as a preventive measure by cleansing hands, face, and all surfaces. Thus the brand has recently increased in sales up to 5000 pieces per week because of spray's effect based only on its pure quality and research on Hypochlorous by customers (according to [Instagram Page](#)).

Retinol Moisturizer - 97% Naturally Derived and 71% Organic

A powerful cocktail of antioxidants combined with Vitamin A to diminish the appearance of fine lines, wrinkles, and premature aging due to sun exposure. This results-oriented formulation replenishes and protects the skin's moisture barrier while protecting skin against the abuse of the elements. A perfect solution for those individuals that are new to retinol regimes.

Directions for use. Take a small amount on the fingers and apply over the face and massage until fully absorbed.

Seaborne Moisturizer

A key component of Curativa Marine Complex face care protocol is this super hydrating creme. Phyto-chemicals and 90+ ocean minerals, structured water and polysaccharides combine with the finest of proven hydrating ingredients of shea butter and jojoba oil to provide super hydration and moisturization for the skin. Light and fresh for all skin types, this deeply penetrating and absorbing lotion is the perfect accompaniment for Curativa Seaborn Facial Cleanser and Hypochlorous Skin Spray. Seaborn Marine Moisturizer will rapidly restore firmness and elasticity to tired and overworked skin. Suitable for all skin types.



Moisturizers

Photo Credit by Curativa Bay

The key ingredients are:

- Organic Aloe Vera, Kosher Vegetable Glycerin, Organic Safflower Oil;
- Plant-Based Hyaluronic Acid, Ocean Mineral Complex, Organic Blue Green Algae;
- Irish Moss, Organic Yarrow, Shea Butter, Organic Jojoba Oil.

Age Defied Cleanser

All skin types will love this product! A foaming exfoliating cleanser with Glycolic Acid, Salicylic Acid, Hibiscus Petals, and Jojoba Beads gently slough off dead skin cells and reduce the look of pores. This formulation has been shown to help speed cellular turnover,

smooth complexions and refine skin tone, color, and texture. Tightens and brightens without stripping essential oils from the skin. Gentle enough for daily use.



Retinol Moisturizer is a result-oriented powerful cocktail of antioxidants combined with Vitamin A to diminish the appearance of fine lines, wrinkles, and premature aging due to sun exposure

Photo Credit by Curativa Bay

Directions for use. Apply a small amount to fingers, lather with warm water, gently wash face/neck/decollete to cleanse of all oils, dirt, and makeup. For best results use morning and night. It is recommended that prior to exposure to the sun, users cover areas where AHAs have been applied with sunscreen. Contact of the product with the skin must be of limited frequency and duration.

Seaborne Cleanser

Pamper own skin with ocean derived ingredients – long known for their benefits to achieve and maintain healthy and youthful skin. Saturated with a proprietary seaweed and mineral complex, this cleanser is packed with vitamin, minerals, trace elements and polysaccharides for a balanced and dewy complexion. When used with the Hypochlorous protocol, age spots disappear, wrinkles minimize and skin glows. Combined with other nourishing and skin enriching botanicals including, tea tree oil, burdock root, and red

clover, this is one of Curativa's favorite daily regiments!



Photo Credit by Curativa Bay

Directions for use. To be used daily, morning and night. Dispense a small amount into hands, later with warm water, wash in small rotating circles over the entire face, neck and decollete. Rinse with warm water. Use after application of Marine Complex Masque and follow with a spritzing of Marine Complex Toner.

Simply Clear Cleanser

Give the overworked skin some love with this effective, but gentle, cleanser. This powerful cleanser blends the anti-inflammatory benefits of cayenne with the antiseptic benefits of clove and the astringent benefits of willow bark. Perfect for all oily and blemish prone skin types, this face wash is designed to eliminate oils and dirt on skin, cornerstone to promote a cleaner, clearer complexion.



Curativa's Cleansers. Skincare that focuses on results and healthy skin
Photo Credit by Curativa Bay

Directions for use. Apply a small amount to fingers, lather with warm water, gently wash face/neck/decollete to cleanse of all oils, dirt, and makeup. For best results use morning and night. It can be used in a foaming bottle or with a pump.

Essential C Hyaluronic Acid - 98% Naturally Derived and 72% Organic

The perfect elixir for aging, sun-damaged skin. This Vitamin C serum is a concentrated delivery system for the highest form of active, bio-available Vitamin C. The vitamin C in the formulation is Stay C 50, a stabilized (phosphorylated) sodium salt of L-ascorbic acid. The esterification of ascorbic acid protects vitamin C from destruction by oxidation. The result is a stable, highly effective Vitamin C – combined with the superior moisturizing power of botanically derived hyaluronic acid and natural jojoba oil, the tightening and moisture retention power of Witch Hazel, along with the collagen production boosting properties of the amino acid Arginine. This serum works wonders to repair the effects of sun damage, lighten sun and age spots, smooth and brighten for more beautiful skin. You will love this serum!

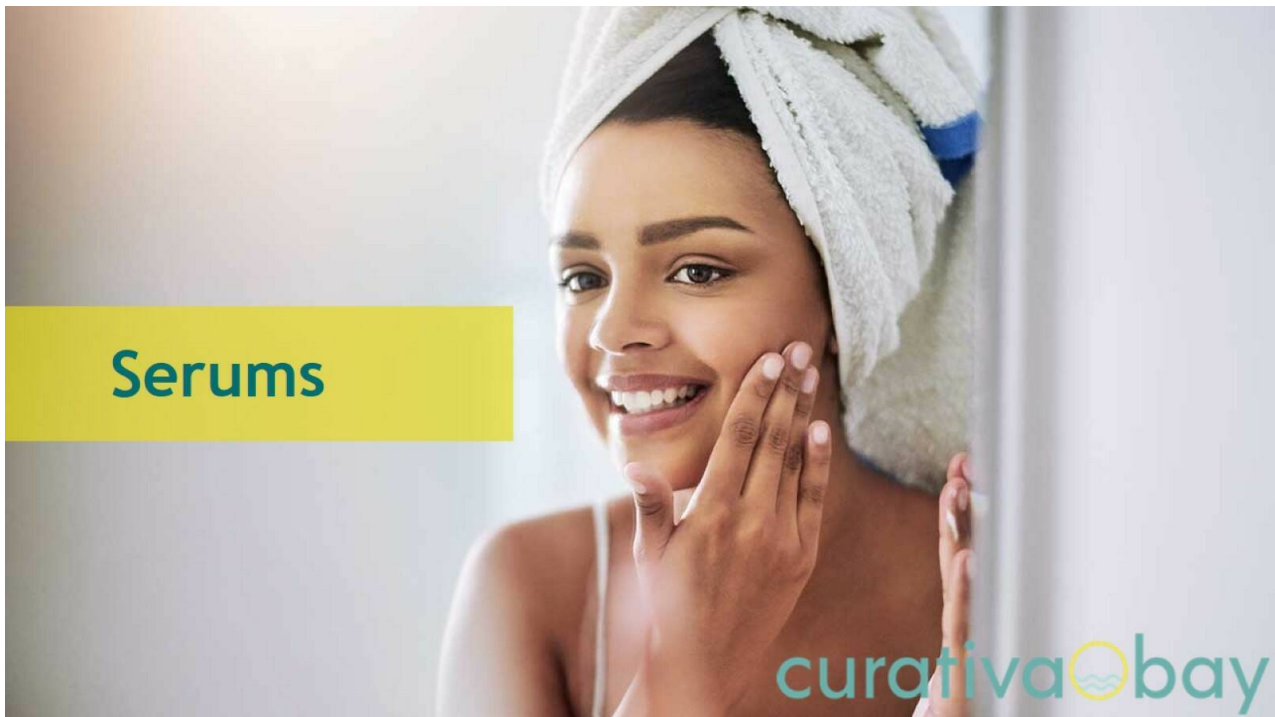


Photo Credit by Curativa Bay

Directions for use. Serums are delivery systems for ingredients. Wash and pat skin dry. If you are going to use a toner, apply the toner before the serum. Apply a small amount to entire face, neck and decollete. Allow drying. It can be used daily; can be used under makeup. Follow with any of Curativa moisturizers.

Natural Rose Serum

It's a comprehensive anti-aging serum that gets rid of redness ASAP. Panthenol and niacinamide work together to banish redness and dark spots. They lend a helping hand to those with acne, and they help the skin retain valuable moisture. CoQ10 and rose balance and protect against free radicals, while MSM rebuilds and maintains the skin from the inside out.

Hyaluronic acid hydrates and plumps for long-lasting cellular hydration. While soothing and cooling aloe and cucumber help keep things irritation-free. Organic aloe also contributes to advanced collagen production and skin repair. The results are clear, blemish and dark-spot-free skin. Formulated with Curativa's 100% natural and carbomer-free base, the aroma is a nice cucumber-rose, and the color a slightly opaque, mild orange-pink.

Directions for use. Apply to clean skin morning and/or night. It can be worn under makeup.

Natural Firming Eye Creme

The eyes have it all with this revolutionary product – a highly advanced formulation combines the cutting-edge peptides of Matrixyl 3000 and Tripeptide-5 plus ocean-based retinol and fruit-based Glycolic Acid to a firm, rejuvenate, repair and soothe fragile skin around the eye. This, combined with dozens of botanicals, pure plant oils, and organic vitamins and minerals will leave the eye area soft and hydrated with the look of fine lines and wrinkles minimized.

Directions for use. After cleansing, lightly pat small amount around the eye area, allow absorbing.

Natural Cranberry Blueberry Scrub

Blueberries and cranberries load the skin with anti-oxidant power and Vitamin C for free-radical scavenging. Pomegranate, rhubarb, and dandelion lend their youthening bioflavonoids to this blend. Jojoba beads, olive, and hibiscus decongest the pores and exfoliate the skin to receive the oxygen enhancing vitamins and minerals found in the detoxifying berries and herbs that make up this gentle scrub.

Directions for use. Use a small dollop in a circular fashion on the face and/or body for gentle exfoliation. It can use with fingertips or with a cloth. Rinse off with warm water.



Whether stay at home or away on vacation the skin routine is always important. Curativa Bay highly recommends Curativa Bay Natural Essential-C Hyaluronic Acid Serum into everyday routine
Photo Credit by Curativa Bay

Natural Cranberry Blueberry Masque

The first thing noticed is the amazing natural scent of wild berries. This berry-filled formulation will hyper-oxygenate the skin cells with its antioxidant load of berries. Blueberries bring to the skin an arsenal of anti-aging benefits. Cranberries add to the blend with active bioflavonoids as well as much needed vitamins. A gentle exfoliation utilizing fresh fruit pulp, and deeper cell renewal and collagen production with Glycolic acid. This decadent and restorative treatment is a must-have for every face.

Directions for use. Apply generously to face and neck area creating a thick coating. Mask does have glycolic so it may tingle on some clients but that is normal. Leave on for 15-30 minutes; can be applied under steam. Use a damp cloth or warm water to remove. Follow with one of Curativa foaming face washes, toner, serum and moisturizer for full treatment. Mask does have natural fibers so it great to leave on then use circular motions to slough off dead skin and exfoliate.



Curativa Cranberry Blueberry Masque is a real smoothie for a face with the amazing natural scent of wild berries. This berry-filled formulation will hyper-oxygenate skin cells with antioxidants, exfoliate, and ensure a deeper cell renewal

Photo Credit by Curativa Bay

MARKETING & SALES

Curativa Bay is offered for sale in over 100 stores in the US and Canada through Palko Distributing and 11 Independent Distributors. The brand is also sold online through own [website](#), and also at [Amazon](#), [Ebay](#), [Beautybridge.com](#), [Etsy.com](#), [Facebook](#), and [Instagram](#). The Esthetician line is a membership and produces custom made products for Spas and Independent brands throughout the US and Canada. Curativa Bay Inc. is a relatively young company with great ambitions and technologically strong products that actively develop locally and have already earned the love of many customers in the United States. Now the company is ready to enter new markets to earn the hearts of customers around the world.



Photo Credit by Curativa Bay

PRICES

Some Curativa Bay products recommended retail prices for the US are:

- Age Defied Cleanser - \$39,99;
- Seaborne Cleanser -\$37,99;
- Simply Clear Cleanser -\$39,99;
- Seaborne Moist -\$38,95;
- Natural Retinol Moist -\$39,95;
- Firming Eye Crème - \$38,95;
- Essential C Serum - \$38,95;
- Rose Serum - \$43,99;
- Blueberry Masque -\$45,00;
- Blueberry Scrub -\$39,99;
- Hypochlorous Spray - \$32,99.

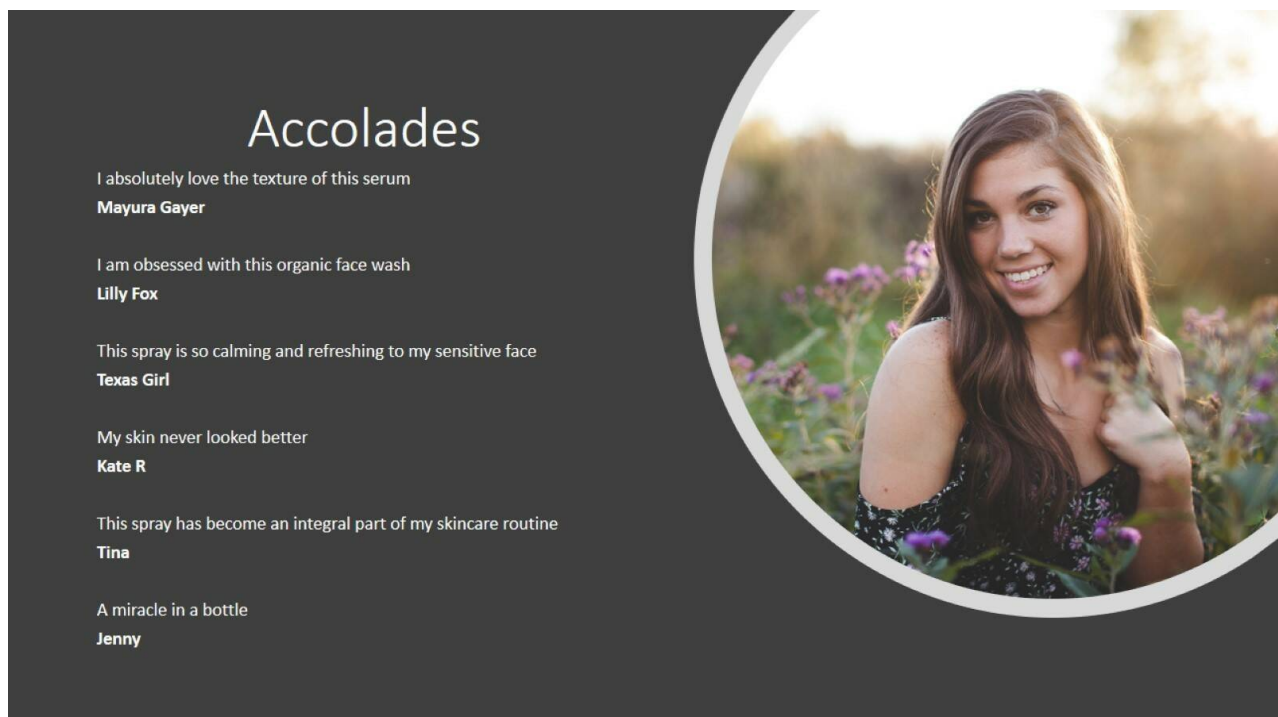
MEDIA

"Curativa Bay (www.curativabay.com) is a boutique Veteran Owned skin care manufacturer located in Clearwater Florida providing innovative natural and organic skin care solutions with an emphasis on Organic Hypochlorous Acid Skin Mist." [PRNewswire](#)

"Newly discovered features of HOCl have come about from the value of making it pure, homogeneous and more comparable to the way it's naturally made and delivered to the sites of need in the body. Benefits to the body: Regular use of Curativa Bay Hypochlorous Spray offers an array of benefits that extend from enhancing skin tone, and inhibiting the toll of skin ageing changes, to relief from discomfort wherever there has been irritation or injury, with proven cleansing, soothing and calming effects at points of need."

EINPresswire.com

REFERENCES



Accolades

I absolutely love the texture of this serum
Mayura Gayer

I am obsessed with this organic face wash
Lilly Fox

This spray is so calming and refreshing to my sensitive face
Texas Girl

My skin never looked better
Kate R

This spray has become an integral part of my skincare routine
Tina

A miracle in a bottle
Jenny

Photo Credit by Curativa Bay

Company name: Curativa Bay Inc.
Contact person: William Maher, CEO
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Phone: +1 727-742-6636
Patent status: patented
On market since: 2017
Regions: United States
Industries: Skincare
Source links: [Curativa Bay Webpage](#)
[Curativ Bay Facebook Page](#)
Files: [Curativa Bay Presentation](#)
[ppt](#)
Direct link: [click here](#)



HERBAL DYNAMICS BEAUTY IS A SYNERGY OF NATURE AND SCIENCE

Herbal Dynamics Beauty® harnesses the synergy of nature and science to deliver tangible results and real benefits. Making natural, creative and effective personal care products accessible remains the brand's guiding principle. Its diverse, rapidly growing line pairs exciting botanicals like prickly pear, green tea, mango and rose alongside advanced nourishing ingredients like hyaluronic acid, peptides, and vitamins. Colorful formulas and enjoyable scents emanate from simple, streamlined packaging to place the focus squarely on the benefits and good things within. With HDB customer chooses natural ingredients, science-based wellness and gentle but effective products designed to help look and feel better every day.

THE BRAND

Herbal Dynamics Beauty® was founded in 2017 in Scottsdale, Arizona with 5 key products and has been expanding rapidly online and into many retail stores and boutiques ever since. The CEO, Moe Kittaneh, has always been passionate about wellness and recognizes the importance of healthy ingredients both inside and out. Moe is the co-founder of Herbal Dynamics Beauty® as well as the co-founder of Amerisleep and other ventures in the tech space, like his newest innovation video technology, OCLU. As a lifelong entrepreneur, Moe seeks the challenge of starting new businesses and the reward of watching brands flourish.

The collection is a realization of Moe’s desire to make accessible, creative natural skincare products that are both effective and enjoyable to use. His core vision for the brand focuses on simplicity, transparency and education while creating products that offer true value to the people that use them. This philosophy alongside a strong social-focused approach has made Herbal Dynamics Beauty® one of the fastest-growing independent beauty brands in the US.

HDB develops a genuine connection with customers, emphasizing and maintaining a highly engaged, grassroots e-commerce and social media following. The brand's target audience is women and men between the ages of 18-65 who embrace a healthy lifestyle and natural living. HDB is a “masstige” brand that wants to reach as many people as possible to show them that combining the best in skincare science and nature can produce amazing benefits. The company believes that everyone should have access to healthy products.

PRODUCTS & PRICES

Vivid Revival® Mango & Green Tea Firming Eye Mask

Reduce the appearance of dark circles and puffiness with green tea and caffeine, like apple and mango extracts soothe and soften. Nourishing mango butter and phospholipids hydrate the delicate eye area for a youthful and fresh appearance.



Photo Credit by Herbal Dynamics Beauty

Key Ingredients: Mango Butter, Apple Extract, Phospholipids, Caffeine

• *SMOOTHING* • *BRIGHTENING* • *REFRESHING* • *HYDRATING*

Size: 15ml

Suggested Retail Price: €19,99

Youth Refresh® Prickly Pear Antioxidant Daily Moisturizer

Hydrate and balance skin with rare prickly pear seed oil and hyaluronic acid. Vitamin C and resurrection plant promote youthful, even skin tone as a wealth of plant extracts enhance natural radiance and hydrate for supple skin. Extracts of watermelon and seaweed replenish and soften skin while working to protect from environmental stressors.

Key Ingredients: Vitamin C, Prickly Pear, Hyaluronic Acid, Resurrection Plant, Watermelon, Oarweed

• *HYDRATING* • *ANTI-AGING* • *SOOTHING* • *BALANCING*

Size: 58ml

Suggested Retail Price: €24,99



Photo Credit by Herbal Dynamics Beauty

Youth Refresh® Hyaluronic Acid & Oat Overnight Recovery Mask

Recover from the weekend or refresh any night of the week with this nourishing mask. Hyaluronic acid and tremella mushroom help to hydrate skin as oat extract, rose oil, broccoli and aloe support skin's defences against environmental stressors.

Key Ingredients: Tremella Mushroom, Oat Extract, Broccoli Extract, Aloe

• *SOOTHING* • *DETOXIFYING* • *PROTECTIVE* • *MOISTURIZING*

Size: 30ml

Suggested Retail Price: €29,99

LipSoothe™ Acai & Mango Sugar Lip Scrub

Nourishing shea, cocoa and mango butters pair with exotic oils to soften as sugar provides gentle exfoliation, leaving lips plump, smooth and soft. Potent antioxidants from acai oil give delicate skin a more youthful appearance, as vitamin E and aloe soothe.

Key Ingredients: Acai Oil, Mango Butter, Cocoa Butter, Pistachio Oil, Macadamia Oil, Vitamin E



Photo Credit by Herbal Dynamics Beauty

• EXFOLIATING • SOFTENING • SMOOTHING • ANTI-AGING

Size: 15ml

Suggested Retail Price: €19,99

LipSoothe™ Volumizing & Smoothing Rapid Lip Mask

Get instantly fuller-looking lips with this velvety conditioning mask. Extract of the kiss-me-quick flower is paired with xylitol, a natural moisture magnet, for a plumping boost. Antioxidant-rich apple extract and an anti-wrinkle peptide promote softer, younger-looking lips.

Key Ingredients: Apple Extract, Kiss-Me-Quick, Peptides, Xylitol

• SMOOTHING • PLUMPING • HYDRATING • ANTI-AGING



Hydrate and plump lips with the LipSoothe™ Volumizing & Smoothing Lip Mask
Photo Credit by Herbal Dynamics Beauty

Size: 15ml

Suggested Retail Price: €23,99

Clean & Calm® Cooling Cucumber Eye Cream

Deeply hydrate, soothe and brighten the appearance of dark circles. This concentrated blend of anti-aging actives targets visible fine lines, wrinkles and puffiness, leaving tired eyes feeling fresh and revived.

Key Ingredients: Cucumber Extract, Hyaluronic Acid, Squalane, Peptide Complex

• DE-PUFFING • BRIGHTENING • HYDRATING • SMOOTHING

Size: 15ml

Suggested Retail Price: €24,99

RevitAge® White Truffle & Probiotic Neck Firming Treatment

Over 30 powerhouse botanicals deliver intense hydration and antioxidant benefits, promoting the look of youthful firmness in delicate neck and décolletage areas. Probiotics promote radiance and help protect the skin's moisture barrier. White truffle provides a plethora of vitamins and amino acids that nourish skin with hydration, while squalane gives

skin a smoother appearance.



RevitAge® White Truffle & Probiotic Neck Firming Treatment has over 30 powerhouse botanicals that provide intense hydration to the skin of the neck and decollete

Photo Credit by Herbal Dynamics Beauty

Key Ingredients: White Truffle, Probiotic Complex, Squalane, Blackcurrant, Green Tea

• *FIRMING* • *SMOOTHING* • *HYDRATING* • *BRIGHTENING*

Size: 58ml

Suggested Retail Price: €29,99

Clean & Calm® Cucumber & Blue Lotus Micellar Water

Gently and effectively cleanse skin of oils, makeup and other impurities with this one-step, complexion-brightening micellar solution featuring white water lily and blue lotus extracts.

Key Ingredients: Blue Lotus Extract, Water Lily, Cucumber Extract, Vitamin B5

• *BALANCING* • *PURIFYING* • *SOOTHING*

Size: 118ml

Suggested Retail Price: €14,99



Photo Credit by Herbal Dynamics Beauty

RevitAge® Precious Rose Concentrated Face Balm

A bouquet of extracts from black rose, damask rose, cabbage rose, French rose and alpine rose stem cells pair with delicate rose oil to deliver potent antioxidant benefits. Indian gentian extract promotes a smoother appearance, reducing the look of wrinkles over time. Shea butter and ultra-light safflower oil provide deep hydration.

Key Ingredients: Rose Extracts, Rose Oils, Indian Gentian, Shea Butter

• *PLUMPING* • *HYDRATING* • *SMOOTHING* • *ANTI-AGING*

Size: 30ml

Suggested Retail Price: €24,99

RevitAge® Diamond & Pearl Firming Gel Mask

Enhance radiance and instantly reduce signs of aging with this luxurious, glow-inducing mask. Unique peptide and diamond complex works to resurface and smooth the appearance of texture in the skin while skin-loving hydrators nourish and revitalize dull complexions. Enriched with amino acids, this treatment gives a supple, firm look for the ultimate youthful boost.



RevitAge® Diamond & Pearl Firming Gel Mask with diamond powder brightens and evens skin tone, hydrates and plumps to soften fine lines, fights inflammation and redness

Photo Credit by Herbal Dynamics Beauty

Key Ingredients: Acacia Seyal Extract, Roselle Flower, Hyaluronic Acid, Diamond Powder, Amino Acids

• *ANTI-AGING* • *SOOTHING* • *BRIGHTENING* • *FIRMING*

Size: 58ml

Suggested Retail Price: €29,99

HydraSoft™ Chamomile & Macadamia Gentle Body Wash

Gently cleanse while softening with luxurious macadamia, sunflower and almond oils. Chamomile oil and vitamin E soothe, while vitamin C and rice protein promote radiant, smooth skin.

Key Ingredients: Macadamia Oil, Chamomile Oil, Rice Protein, Vitamins C & E



Photo Credit by Herbal Dynamics Beauty

• *SOFTENING* • *CLEANSING* • *MOISTURIZING*

Size: 177ml

Suggested Retail Price: €14,99

HydraSoft™ Shea & Squalane Rich Body Butter

This decadent blend of soft butters combines with pistachio and macadamia oils for fast-absorbing, non-greasy moisture that leaves skin silky. Squalane and amino acids reinforce skin's natural barrier and reduce signs of aging.

Key Ingredients: Mango Butter, Shea Butter, Mowrah Butter, Pistachio Oil, Aloe

• *HYDRATING* • *SMOOTHING* • *FIRMING* • *SKIN BARRIER-ENHANCING*

Size: 116ml

Suggested Retail Price: €24,99

HydraSoft™ Mango & Macadamia Intense Body Balm



Photo Credit by Herbal Dynamics Beauty

Nutrient-rich macadamia, olive and avocado oils pair with shea, mango, cocoa, and mowrah butters for comforting hydration in a luxurious melting balm. Peptides and antioxidants promote smoother, brighter-looking skin over time. Ideal for all-over firming and hydration.

Key Ingredients: Shea Butter, Pistachio Oil, Goji Extract, Peptides, Macadamia Oil

• *FIRMING* • *PROTECTIVE* • *SOOTHING* • *ANTI-AGING*

Size: 58ml

Suggested Retail Price: €24,99

BRANDING & DESIGN



Photo Credit by Herbal Dynamics Beauty

The name “Herbal Dynamics Beauty” represents the fusion of botanicals with advanced actives to reveal beautiful skin. The herbal aspect of the brand recognizes the value of nature’s inherent benefits through vitamins, antioxidants, fatty acids, proteins and more. The word “dynamics” refers to change and growth, which is what the brand strives toward creating products that produce positive results for all.

The design is modern and clean, simple and streamlined. HBD likes to point out key ingredients that make the products unique and effective, backed by evidence and supported by education throughout our message to customers. Each product’s name is meant to clearly convey its purpose so the customers can hone in on their concerns to find the best solutions for them. Though function is key, the sensory experience is also a priority, the brand likes to display inviting textures, colors and natural scents.

The packaging used for all products is functional and easy to use, carefully chosen to preserve the quality of the formulas and deliver convenience along with an indie beauty aesthetic. The formulas are contained in durable, recyclable plastic jars and bottles that fit snugly inside their boxes. The boxes that hold them are made from the high-quality board with an aqueous coating, making them resistant to dirt and smudges as well as the usual wear and tear. They feature vibrant splashes of botanical key ingredients along with our signature HDB logo and branding.



Photo Credit by Herbal Dynamics Beauty

MARKETING & SALES

Launched in 2017 in Scottsdale, Arizona, HDB has continued to grow rapidly. Our high-performance products are favored across social media platforms and notably a fan favorite when it comes to bright, exciting colors and clean ingredients. Herbal Dynamics Beauty® has become a name that skincare and beauty lovers have come to know. To enhance brand visibility and sales, there have been continuous marketing and promotional activities both in the USA and internationally. Beyond the digital online advertisements, some of the brand activations have included:

- Print advertisements in leading lifestyle magazines;
- Digital wellness and lifestyle blog articles;
- Interactive posts on Instagram and other social media;
- Product sampling at trade shows and through social media;
- Inclusion in subscription beauty boxes;
- Influencer marketing and social media marketing.

The brand is currently sold in Australia, the Middle East, Germany, the UK and the USA and is planning to expand into Canada, China, France and worldwide.

MEDIA & AWARDS

Think Dirty: 2019 Dirty Thinkers' Choice Awards.

HDB has been featured in: [Huda Beauty](#), [The Spa Insider](#), [Beauty News NYC](#), [New Beauty](#), [Total Beauty](#), [Well + Good](#), [Harpers Bazaar](#), [Daily Mail](#), [OK Magazine Germany](#), [Wellness Magazine](#), [InStyle](#), [Belleza](#) & Many More!



HDB Essentials™ help to reduce signs of aging by boosting elasticity, hydrating and brightening, providing natural balance

Photo Credit by Herbal Dynamics Beauty

Company name: Herbal Dynamics Beauty
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Website: herbaldynamicsbeauty.com
Phone: +1 855-455-6225
Patent status: n/a
On market since: 2017
Regions: United States
Industries: Skincare
Source links: [Herbal Dynamics Beauty webpage](#)
[@herbaldynamicsbeauty](#)
[Herbal Dynamics Beauty Facebook](#)
[Herbal Dynamics Beauty YouTube](#)
Direct link: [click here](#)



THERAPEUTIC EYE TREATMENT PADS

eyeSlices are therapeutic eye treatment pads created for the beauty and wellness industry. Dermal delivery eye pads reduce the appearance of red eyes, dark circles under eyes, tired eyes, wrinkles and puffy eyes within 5 minutes of use. An innovative product is based on a global first cryogel polymer technology. eyeSlices, first in the world, are using natural essences with a bio-innovation to bring about an all-in-one solution to all common eye concerns.



Kerryne Krause-Neufeldt
www.financialmail.co.za

The story of [eyeSlices](#) began in 2009 in the Republic of South Africa, when Kerryne Krause-Neufeldt, the CEO of the company, first had an idea to create pads for therapeutic treatments of eye area. That time Kerryne couldn't predict that except for the CEO, she would become a technologist and a scientist. The 32-year old, Krause-Neufeldt became a founder of eyeSlices – an innovative product made of hydrogel polymer, which uses cryo technology for absorption of various active ingredients into a gel pad. Applied on the eye area, a disposable pad slowly releases active ingredients on the skin, targeting a set of cosmetic concerns. In the beginning, eyeSlices line was represented only in beauty salons. Nowadays eyeSlices are unique and conquer international market like a hurricane.

The idea of eyeSlices creation first sparked when Kerryne once came across an Italian fabric eye mask, saturated with different ingredients.

“I wanted to be an importer of those masks and develop them on the South African market, but the products seemed to me quite gimmicky, dried out too fast and didn't provide the expected effect”, recalls Kerryne.

After 3 years' work as a distributor of oxygen creams, Neufeldt realized that it was time to create her own product and find distributors in South Africa and other regions for its marketing.

“I knew exactly, that I had to create something effective – I wanted technology behind that product”, she says.

Kerryne knew exactly what she was going to create, when she met a manufacturer of products with aloe vera.

“After 2 weeks he got back to me and said that he had a technology for me, and it was already on the shelf in CSIR (Council for Scientific and Industrial Research)”, recalls Kerryne.

The mentioned technology was a water-soluble polymer gel, as Kerryne explains: “It was actually “a carrier” or what they called a dermal delivery system.”



www.pressdispensary.co.uk

The eyeSlices technology is based on Poly (vinyl alcohol) (PVA) - a hydrophilic polymer which is of special interest for the application in medicine owing to its excellent biocompatibility. Poly (vinyl alcohol) is one of the most ancient polymers and at the same time the most popular one used in this field. It is manufactured through freeze/thaw cycling of PVA polymer in solution resulting in the formation of physical cross-linking (i.e. weak bonding through a nonpermanent "association" of the polymer chains). PVA hydrogels formed in this manner are thermoreversible and are termed "[cryogels](#)". In general, cryogels are solid elastomers containing over 80% water which are produced when solutions of higher molecular weight Poly (vinyl alcohol) (PVA) of high degree of hydrolysis are

subjected to one or more freeze/thaw cycles. Such cryogels are tough, slippery, elastomeric, resilient, insoluble in water below 50 degrees Celsius and nontoxic.

Thus eyeSlices technologically advanced dermal delivery pad is unique in its properties:

- instant cooling without a fridge;
- creation of a thermo-gymnastics effect on the skin stimulating circulation;
- re-usable up to 10 times;
- manufactured through a natural&non-toxic process;
- effectively and slowly releases active ingredients into the skin.



www.eyeslices.com

But the technology had a long way before it became a marketable product.

“I thought I would just find a producer and sell the product all over the world, but it was not to happen at once”, recalls Kerryne.

The technology was so unique, that it was not possible to find the necessary equipment for its production, and the scientists, which created this technology, left the country long ago.

Unperturbed, Kerryne decided to become a scientist herself.

“We returned to the lab, cooked up polymer in a slow-cooker, bought several pre-used

freezers and conducted experiment after experiment with hundreds of freeze/thaw cycles. If you didn't do it perfectly at the right temperature for the right amount of time and repetitions, the eye pad was either too gooey or too rubbery," she remembers.

Once she got the right formula, Kerryne immediately faced the problem of its packaging.

"The initial recipe from CSIR was to lay out the gel on the trays and cookie-cut it, but it made the process too labor-intensive and didn't give an opportunity of mass production", says Kerryne.

Together with her team, Kerryne created a special technology of freezing, thawing and filling in special customized trays, and subsequently purchased a packaging machine, which turned out to be the right solution.

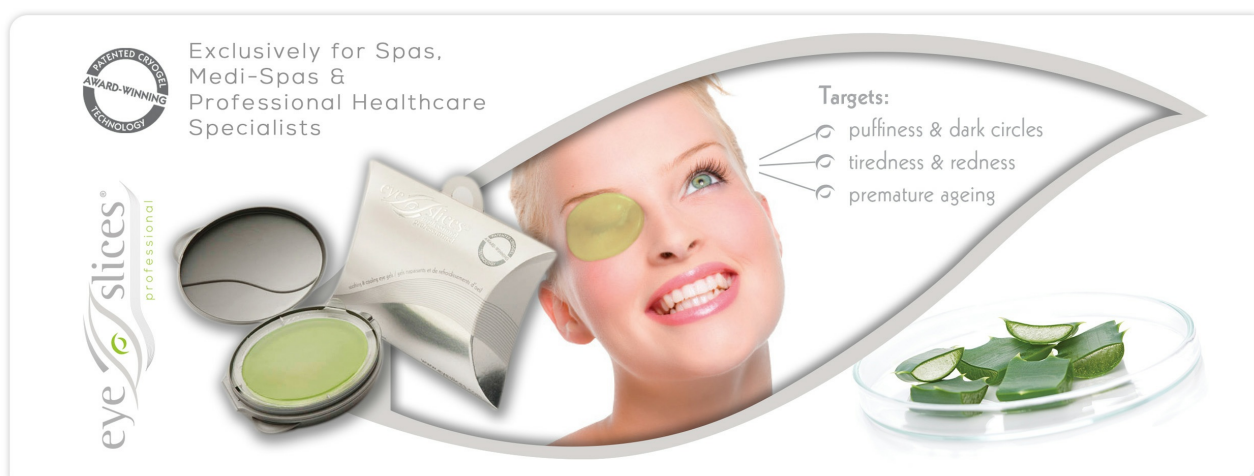


eyeSlices Biotanix range
www.eyeslices.com

It took 6 years in total before the product reached perfection. Meanwhile, Kerryne was trying to get investments wherever she could. The technology was so impressive, that she managed to collect \$3,3 million from 13 different organizations.

“My husband worked as a video-operator and we tried to earn everywhere we could in free time, just to support ourselves and invest in the project. Finally eyeSlices were introduced on the professional exhibition in Galagher Estate. We sold out everything within just first 2 hours – it was a great break-through”, says Kerryne.

Having launched the products to beauty salons to secure the professional reputation, Kerryne took to creation of the retail line. The interest was global and the demand arrived from retail boutiques, cosmetics stores, airlines and large retail chains. No doubt, that Kerryne began to reap the crop of the long painstaking work.



www.eyeslices.com

Imagine a product that fills a billion dollar gap in the market, a product in demand, an innovative product based on a global first cryogel polymer technology. eyeSlices is fast becoming both a global business player and a truly South African success story. The company is aware of the responsibility that they have to their country and together eyeSlices will strive to ensure that they represent South Africa proudly on the global business stage. eyeSlices is both proud of the reputation of their brand and their relationships with customers, business partners, government agencies and community in South Africa. This reputation has to hold eyeSlices into the future as they walk onto the global stage. eyeSlices continually strive for standards of excellence with regard to their products, service, systems and attitudes. The company is aware that its team is only as strong as the weakest link and thus depends upon each and every individual to adopt the same culture of excellence and integrity within themselves and their work.

Incorporating the use of eyeSlices into the SPA, pharmacies, hotels and retail stores will

add versatility and profit to your business.



www.eyeslices.com

Adding value to your treatments with eyeSlices:

- incorporate eyeSlices into facials or massages as an extra add-on eye treatment. Apply eyeSlices during the mask time for 25 minutes and remove any residue from eyeSlices with cotton pads;
- eyeSlices help to soothe and calm inflamed or irritated skin whilst reducing puffiness and irritations around the eye area after permanent make-up applications;
- add eyeSlices into a bridal package for an extra-special treat or for those pre-wedding emotional moments! A few minutes of relaxing with eyeSlices before a bride applies her make-up will leave her looking and feeling bright-eyed and beautiful;
- retail eyeSlices for everybody to enjoy. eyeSlices make great gift ideas and add to your bottom line with fantastic profit margins;
- eyeSlices look great in your salon;
- eyeSlices Professional have specifically been designed for beauty salon and SPA use.

I-Slices Manufacturing has won the prestigious 2011 Technology Top 100 (TT100) Award for sustainability. The Technology Top 100 programme is focused on identifying the true South

African role models, who through innovation, tenacity and a passionate belief in people, have been able to take their organisations to new levels of competitiveness. The programme seeks to identify role models who are either users or developers of technology.



eyeSlices Professional range
www.eyeslices.com

The assortment of EyeSlices consists of:

[Professional line](#) - created specially for SPAs, beauty salons, medi-SPAs and professional beauticians. The range targets tiredness, dark circles, puffiness, redness and wrinkles. All in 1 product! Professional line is available in a retail version with re-usable pads and in a salon version with disposable pads. Results are visible within one application due to the efficacy of the dermal delivery system PLUS the 20% active ingredients contained within the product.



eyeSlices Biotanix range
www.eyeslices.com

[Biotanix line](#) - for pharmacies, optometries and department stores. Re-usable up to 10 times! The brand new eyeSlices Biotanix retail range is a wonderfully innovative creation. Four unique variants targeting specific symptoms, using active ingredients sourced from natural and organic plant extracts.

- Bright Eyes – fights with dark circles and puffy eyes;
- Beautiful Eyes – reduces tiredness and redness;
- Clear Eyes – fights with seasonal irritants and inflammation;
- Gorgeous Eyes – reduce fine lines and wrinkles.

FEEDBACKS IN MEDIA

"If the eyes are the window to the soul, the delicate skin around the eye certainly provides insight to the hectic lifestyle we lead and possibly how many birthdays are behind us! Giving yourself 10 minutes in the day to close your eyes and take a breath will not only do wonders for your body but your soul too. So instead of letting the rolling blackouts cause more stress, embrace the break from your schedule with a short meditation and a chance to take a little time for yourself with eyeSlices", [Les Nouvelles Blog](#)

"eyeSlices come in a handy retail pack that can be displayed at till points, making them a great impulse-buy offering or gift idea for customers. The retail pads can be re-used up to ten times and once opened, customers can conveniently store them in the fridge at home. They come packaged in a handy refillable clam, encouraging regular users to make special

salon visits in order to purchase refills", [SPA&Beauty](#)

"Developed in South Africa specifically for professional use, and already highly successful in the US, Middle East and parts of Europe, eyeSlices Professional offers health and beauty experts an entirely new and therapeutic way of treating the eyes", [Massage Mag](#)

Company name: eyeSlices Inc.
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Phone: +27 0 10 224 0134
Patent status: Gold
On market since: 2009
Regions: United States
Industries: Skincare
Source links: [EyeSlices](#)
[Pansyfa](#)
[Reviews Essays](#)
[Entrepreneur Mag](#)
Files: [eyeSlices company&product profile](#)
Direct link: [click here](#)



HIGHER EDUCATION SKINCARE WITH THE NEXT GENERATION IN MIND

Higher Education Skincare is an American dermatologist approved, award-winning skincare collection for younger skin. It was founded by beauty industry veteran and esthetician Deb Nash and was born out of necessity. When her two daughters entered college, she noticed that the market lacked quality skincare products targeted to their age group and unique skin concerns. Working alongside a leading dermatologist and cosmetic chemists, she formulated products specifically for younger generations of women, making sure they were made of the highest quality and were clean, safe & healthy. Her goal was to develop a higher standard of quality skincare that revolved around simple yet effective skincare regimens and product education. All products are packed with effective and safe ingredients like hyaluronic acid, bentonite clay and fractionated melanin to help create healthy skin, preserve its youth, and keep it glowing. The company eagerly supports sustainability initiatives. All packaging is made from previously recycled materials.

THE FOUNDER

While raising two teenage daughters Deb Nash, a longtime esthetician was frustrated by the lack of skin care products that were clean, effective and specially formulated to care for younger skin. This sparked her passion for the dedication to developing a quality skincare collection that was not only clean, safe and healthy, but revolved around ingredient and product education. She had the vision to develop a higher standard of skincare one that was effective for all skin types as well as clean sustainable and ethically conscious.

Finally, in 2018 the Higher Education Skincare or HES collection became available on college campuses nationwide. HES was created with Next Generation in mind. All skincare products and information the company provides is made to teach youngsters about skincare in order to give the possibility to feel good in own skin confidence. The cornerstones of the brand are education and conversation with the youngsters. HES empowers young adults with confidence for a clear bright future.



The Founder Deb Nash with her daughters that inspired her to create HES
Photo Credit by HES

THE BRAND STORY

The dermatologist-approved skincare collection is clean beauty at its best: products packed with powerful active ingredients like Hyaluronic Acid, Bentonite Clay and Fractionated Melanin to protect the health of your skin, preserve its youth, and keep glowing through every memory-making moment. Before the launch in 2018, it was nearly impossible to find clean, safe, and healthy skincare products that were specifically formulated to nurture young skin. The founder, Deb Nash, knew that she wanted to develop a higher standard of quality skincare for her two college-bound daughters that revolved around product education and a simple “yet effective” skincare regimen. This standard became the driving force behind the Higher Education mission and the inspiration for the brand name.

There is a special online Skin Analysis tool that determines which products are best for your unique skincare needs (accessible on highereducationskincare.com). Teach one skin to be on its best behaviour with Higher Education Skincare and look confidently toward a clear, bright future.



Photo Credit by HES

Because education and learning are so important, HES has partnered with SEO, Sponsors for Educational Opportunities, to help give life-changing educational opportunities to

deserving students who are determined to make a positive difference in their lives and the lives of others. The company also believes that beauty goes beyond skin deep, which is why it's important to preserve the beauty of nature. The packaging is made from previously recycled materials and the brand is aiming to be a fully eco-conscious beauty in the future. As such, HES has pledged support to Ocean Conservancy to help reduce plastic waste as part of the sustainability initiatives, with more conservation milestones in the works.

POINTS OF DIFFERENCE

Every single product from Higher Education Skincare combines the best of science and nature to provide high-quality products that are:

- dermatologist-approved;
- clean and safe;
- paraben-free;
- vegan;
- cruelty-free;
- nut-free;
- gluten-free;
- sulfate-free.

As a brand that is committed to sustainability, reducing our footprint and protecting the planet for future generations, HES single product is:

- made with PCR (post-consumer resin);
- packaged in 100% recyclable paper;
- made in the USA.

BRAND USP

Has integrity. Higher Education Skincare is an open book! It is honest about the ingredients, where they come from, and how they work.

Is inclusive. Higher Education Skincare is for everyone of every gender, every race and

every sexual orientation.

We Are



DERMATOLOGIST
APPROVED



CLEAN
& SAFE



PARABEN
FREE



VEGAN



CRUELTY
FREE



NUT
FREE



GLUTEN
FREE



SULFATE
FREE



MADE
WITH
PCR



PLEASE
RECYCLE



USA
MADE

Photo Credit by HES

Practices sustainability. Clean products are PCR packaged and company is committed to reducing plastic waste.

Drives education. The skincare was developed by an esthetician and a dermatologist is rooted in science and provides product education through our Skin Analysis tool.

Enables empowerment. Young adults know they're making a difference in their skin and

their planet when they use Higher Education products, so they look good and feel good, too.

Is accessible. The retailers and brand loyalists on social media make it easy for young adults to discover Higher Education Skincare.

PRODUCTS & PRICES

All HES products are paraben-free, gluten-free, sulfate-free, nut-free, cruelty-free, vegan, and made in the USA.

CLEANSE

CHEAT SHEET® Makeup Removing Wipes. Manufacturer Suggest Retail Price (MSRP) \$12.00

All Skin Types.

Biodegradable wipes that gently and effectively remove all traces of makeup even waterproof! Leaves skin feeling refreshed, hydrated and clean.



Photo Credit by HES

Star Ingredients: Aloe Leaf Extract, Chamomile Flower Extract, Cucumber Fruit Extract and Oat Kernel Extract

Bonus: Easily fits in a gym bag, handbag or backpack for on the go freshness!

Benefits:

- Thoroughly removes makeup, even waterproof
- Wipes are 100% biodegradable and compostable
- Dissolves dirt, oil and environmental pollutants
- Attracts moisture to the skin for long-term hydration
- Leaves skin soft and supple without any residue
- Contains skin-loving ingredients that reduce redness, soothes, and calms

Directions: Use AM or PM to remove makeup. Wipe all over face, eyes, and neck. Repeat as necessary with a new wipe until all traces of makeup are removed. Reseal package after each use to keep wipes fresh. Contains 25 wipes. Recycle package when empty.

PRE REQ® Purifying Facial Cleanser. MSRP \$29.00

Oily to Combination Skin.

Removes excess oils, impurities and exfoliates without stripping skin of essential moisture.

Star Ingredients: Glycolic Acid, Tea Tree Oil, Cabbage Leaf Extract and Carrot Root Extract

Pro Tip: Use with favorite cleansing device for an invigorating, extra foamy experience and a deep clean.

Benefits:

- Removes excess oils, impurities and environmental pollutants
- Rebalances skin and controls shine
- Dissolves dead skin cells and encourages cellular turnover w/5% Glycolic Acid
- Purifies skin and helps remove bacteria that can cause breakouts
- Thoroughly cleanses without stripping the skin of essential moisture



Photo Credit by HES

Directions: Use AM and PM after removing makeup. Apply a small amount to wet hands and massage all over the face and neck until foamy. Rinse with lukewarm water and pat dry. Recycle container when empty.

NO BRAINER® Gentle Facial Cleanser. MSRP \$29.00

Dry Sensitive Skin.

Soothes, protects and restores skin's natural moisture barrier.

Star Ingredients: Hydrolyzed Rice Protein, Rice Amino Acids and Fermented Bamboo

Pro Tip: A perfect shaving gel alternative for dry and sensitive skin. No more razor burn!

Benefits:

- Calms and soothes dry and sensitive skin
- Attracts and locks in moisture
- Reduces redness and inflammation
- Leaves skin soft and supple to the touch
- Supports overall skin health
- Protects skin's microbiome



Photo Credit by HES

Directions: Use AM and PM after removing makeup. Apply a small amount to wet hands and massage all over the face and neck until foamy. Rinse with lukewarm water and pat dry. Recycle container when empty.

EXFOLIATE

EASY A® Glycolic Acid Exfoliating Pads. MSRP \$27.00

All Skin Types

Exfoliates, minimizes the appearance of pores, replenishes moisture and boosts skin's radiance.

Star Ingredients: Glycolic Acid (5%), Allantoin and Sodium Hyaluronate

Pro Tip: Use on the arms daily after showering to reduce the appearance of keratosis pilaris.



Photo Credit by HES

Benefits:

- Gently exfoliates to remove dead skin cells

- Minimizes the look of pores
- Helps skin retain moisture
- Softens and soothes skin
- Increases radiance and improves texture
- Pads are biodegradable and compostable

RUSH[®] Salicylic Acid Complexion Pads. MSRP \$27.00

Oily to Combination Skin.

Controls oil, removes blackheads, clears breakouts and minimizes the appearance of pores.

Star Ingredients: Salicylic Acid (2%), Lactic Acid, Allantoin and Rosa Canina Fruit Extract

Pro Tip: Use before and immediately after a workout to control breakouts!

Benefits:

- Controls excess oil production
- Dislodges blackheads and clears breakouts
- Minimizes the appearance of pores
- Immediately mattifies the skin
- Leaves skin feeling clean, cool, and refreshed
- Pads are biodegradable and compostable



Photo Credit by HES

Directions: Use twice daily. After cleansing, sweep one pad over the entire face and other areas of concern. Do not rinse. Always close the cap tightly after each use. Contains 60 pads. Recycle container when empty.

GRINDING AWAY® Skin Polishing Scrub. MSRP \$34.00

All Skin Types.

Exfoliates, clears congestion and improves texture. Complexion appears smoother, brighter and more even in tone.

Star Ingredients: Lactic Acid (AHA), Glycolic Acid (AHA) and Vitamin E

Pro Tip: Use as a body exfoliator prior to applying a safe self-tanner for a streak-free application!

Benefits:

- Natural exfoliants provide physical exfoliation
- AHAs provide chemical exfoliation
- Helps to clear congestion and prevent breakouts
- Skin appears more radiant immediately after using
- Minimizes the look of visible pores
- Evens out skin tone and texture



Photo Credit by HES

Directions: Use 2-4 times a week in the AM or PM as tolerated. Apply a generous amount to moistened face, neck, and chest. Massage for 30 seconds. Rinse with warm water. Recycle container when empty.

MOISTURIZE

DOUBLE MAJOR® Hyaluronic Acid Gel Moisturizer. MSRP \$38.00

All Skin Types.

Hydrates, soothes and improves appearance of uneven texture and dullness in an oil-free and lightweight formula.

Star Ingredients: Hyaluronix™ Multi Molecular Hyaluronic Acid, Niacinamide (Vitamin B3), Squalane, Ginger Root Extract and Sea Kelp Extract

Pro Tip: Can be used A.M. & P.M. underneath a daily moisturizer for an extra boost of hydration!



Photo Credit by HES

Benefits:

- Locks in moisture for all-day hydration
- Supports the skin's natural Hyaluronic Acid production
- Provides lightweight hydration in an oil-free formula
- Visibly improves the tone and texture of skin
- Skin feels soft, smooth and comfortable after application
- Protects skin's microbiome

Directions: Use twice daily on the face, neck, and chest or as needed throughout the day for an extra moisture boost. Apply sunscreen after AM application. Recycle container when empty.

CRAM SESSION® Blue Light Blocking Moisturizer. MSRP \$42.00

All Skin Types

Hydrates, nourishes and protects skin from damaging blue light emitted from digital devices.

Star Ingredients: Fractionated Melanin, Sodium Hyaluronate, Jojoba Seed Oil, Vitamin E, Vitamin A and Vitamin C

Pro Tip: Use daily on face, neck and chest in conjunction with blue light glasses to guard against High Energy Visible (HEV) light, which causes premature aging.

Benefits:

- Protects skin from damaging blue-light emitted by digital devices
- Hydrates and promotes healthy skin
- Provides antioxidant protection and neutralizes free radicals
- Fortifies the skin's natural moisture barrier

Directions: Use AM. Apply generously to the face, neck and chest. Apply sunscreen after AM application. Recycle container when empty.

GOAL DIGGER® Soothing Gel Crème. MSRP \$42.00

Dry Sensitive Skin.

Intensely hydrates and visibly improves the appearance of redness, uneven skin tone, fine lines and dullness.



Photo Credit by HES

Star Ingredients: Hyaluronix™ Multi Molecular Hyaluronic Acid, Cucumber Extract, Turmeric Root, Kale Extract, Niacinamide (Vitamin B3) and Ginger Root Extract

Pro Tip: Mix a small amount with your liquid foundation for added moisture, radiance, and seamless blendability.



Photo Credit by HES

TREAT

STUDY BUDDY® Detoxifying Bentonite Clay Mask. MSRP \$34.00

All Skin Types.

Exfoliates, brightens, and decongests pores. Can your mask do that? STUDY BUDDY® uses Bentonite Clay to draw out impurities and improve skin's texture and tone. Winner of the 2019 Teen Vogue Acne Award for Best Mask.

Star Ingredients: Bentonite Clay, Lactic Acid (AHA), Glycolic Acid, Turmeric and Vitamin C

Benefits:

- Natural clay absorbs impurities and detoxifies the skin
- Decongests and tightens pores to improve overall skin texture
- Brightens and evens-out skin tone
- Warms upon application to melt away impurities
- AHAs gently exfoliate skin to reveal smoother, more radiant skin

Directions: Use 1 to 2 times a week, AM or PM. Apply a generous layer to clean, dry skin avoiding the eye area. Leave on 15-20 minutes or until completely dry. Rinse with warm water. Recycle container when empty.

Pro Tips:

- Use STUDY BUDDY® as an overnight spot treatment on pesky pimples to reduce redness and inflammation.
- Steam your face prior to using STUDY BUDDY® for deeper product penetration (a really great technique if one has blackheads on the nose and chin that are hard to extract.)
- Use on shoulders, back, arms, and chest to control body acne.

MBA® Renewing 0.5% Retinol Serum. MSRP \$52.00

All Skin Types

MBA,® a retinol serum to gently activate, hydrate, and brighten skin's appearance. As if that

wasn't enough, this super ingredient diminishes the appearance of breakouts, hyperpigmentation, and prevents early signs of aging. Follow up with your favorite moisturizer to lock in hydration. Increases cellular turnover, improves radiance, reduces breakouts and diminishes the appearance of post-inflammatory hyperpigmentation.

Star Ingredients: Retinol, Sodium Hyaluronate, Allantoin and Oat Kernel Extract



2019 TEEN VOGUE Award “Best Mask”

Photo Credit by HES

Benefits:

- Drastically increases cellular turnover
- Boosts radiance and evens skin tone
- Visibly improves texture of the skin

- Reduces post-inflammatory hyperpigmentation
- Prevents future breakouts and heals existing breakouts

Directions: For PM use only. Apply on clean, dry skin. Massage 1-2 pumps evenly on face, neck, and chest. Follow with a moisturizer. Begin treatment by using twice a week and gradually increase to nightly usage as tolerated. Use a sunscreen of SPF 30 or higher every day when using this product. Recycle container when empty.

Pro Tips:

- Use MBA® as an overnight spot treatment on pesky pimples to speed up healing time and prevent scarring.
- Introduce MBA® gradually to avoid flaking, peeling and/or redness when incorporating retinol into your skincare routine.
- Protect that fresh skin! Use a sunscreen of SPF 30 or higher every day when using MBA.®

Warning:

- This product contains Retinol and will increase your skin's sensitivity to the sun.
- Use a sunscreen of SPF 30 or higher and limit sun exposure while using this product.
- For external use only.
- Do not use if pregnant or lactating.
- One might experience flaking, peeling, and/or redness until skin is acclimated to Retinol.
- Keep out of eyes. If contact occurs, rinse thoroughly with cool water.

NIGHT OWL® Caffeinated Eye Crème. MSRP \$32.00

All Skin Types

Massaging rollerball applicator reduces puffiness, brightens, tightens and hydrates delicate skin

around the eye area.

Star Ingredients: Caffeine, Kojic Acid Ester, Ubiquinone (CoQ10) and Soft Focus Powders



Meet MBA,® a retinol serum to gently activate, hydrate, and brighten skin's appearance
Photo Credit by HES

Pro Tip: Keep in your skincare fridge for an invigorating experience upon application that instantly diminishes puffiness around the eyes.

PROTECT

SPRING BREAK® Oil Free Sunscreen SPF 30. MSRP \$34.00



NIGHT OWL® under eye cream with soft focus and special caffeinated formula
Photo Credit by HES

All Skin Types

Non comedogenic formula provides broad spectrum UVA and UVB protection.

Star Ingredients: Vitamin E, Chamomile Flower Extract, Cucumber Fruit Extract, Camellia Flower Extract and Grape Seed Extract

Pro Tip: This sunscreen is safe for sensitive skin, and doubles as a lightweight mattifying foundation primer.



Photo Credit by HES

MAKE OUT READY® Vegan Lip Balm w/ SPF 15. MSRP \$9.00

All Skin Types

Keeps lips soft, smooth and protected.

Star Ingredients: Organic Sunflower Seed Oil, Organic Cacao Butter and Coconut Oil, Vitamin E and Organic Rosemary leaf extract
WHAT'S SO UNIQUE: 100% vegan formula with UVA UVB protection.

KITS

Power of 3® Discovery Kits

- Oily & acne prone skin
- Dry & sensitive skin
- Combination skin



BRANDING & DESIGN

The brand strategy is based on education and skincare. There is a smart combination of Higher Education + Skincare as a play on words, hence the name proclaims what the company focuses on namely young adults who mostly enter or study at higher education institutions and educate the younger generation to take care of their skin. The brand is not afraid to use bright colorful marketing activities. The marketing activity shines with various bright colours and is aimed at attracting the younger generation of teenagers and those who study in higher educational institutions to the brand. Although in the design of packaging and sets the soft, stylish, seasoned pastel colors prevail.

MARKETING & SALES

The company actively conducts various marketing campaigns, provides support to purchasing partners and supports sales with different initiatives and free giveaways of its

own merchandising products. It has various Beach House Public Relations (PR, Social, Marketing), makes Beauty Editorial Support (Media Outlets, Influencers), drives Social Media Strategies (drive traffic to Channel Partner), arranges Gift with Purchase.



Display Unit Concept
Photo Credit by HES

HES TARGET CONSUMER IS:

- THOUGHTFUL & INVOLVED IN THE COMMUNITY;
- BUSY & GOAL-ORIENTED;
- LIVE AN ACTIVE & HEALTHY LIFESTYLE;
- SOCIAL & VALUE HEALTHY RELATIONSHIPS;
- VALUE EXPERIENCES OVER MATERIAL GOODS;
- CONCERNED ABOUT THE ENVIRONMENT;
- EMBRACE INDIVIDUALITY & DIVERSITY.

PARTNER EXCLUSIVES

- Exclusive Initial Launch Offering;
- Exclusive Initial Launch Sets;
- Exclusive New Product Launches;

- Exclusive GWP's Promotional Materials;
- Exclusive Sampling on Channel Partner .com;
- Travel Sizes in Select Units.



Photo Credit by HES

ONGOING SUPPORT

- Activations & Programs to Support Channel Partner;
- Ongoing In-Store Sales Education Support.

RETAIL&SALES SUPPORT

- Ongoing in-store sales & education support;
- Generous gratis program for retail partners sales associate.

INSTORE CONSUMER SUPPORT

- QR Codes on every product to drive promotions;
- Educational videos and product storytelling.

ONLINE CONSUMER SUPPORT

- Evolved E-Learning Platform;
- Innovative, dermatologist-approved Skin Analysis Tool to provide a touch-free in-store consultation;
- ‘THE GLOW’ monthly blog to engage and empower customers, and drive traffic to retail partners and .com.

INITIATIVES

Clean beauty is a no-brainer.

So is a clean ocean. Every continent is connected by oceans and how people treat impacts, everyone, everywhere. Higher Education Skincare is a proud partner of The Ocean Conservancy and its Champions for Sea Change program, where the company help to protect the ocean and its invaluable marine life by doing our part to reduce plastic waste. | www.oceanconservancy.org

Education is everything.

Learning results in growth, which is why Higher Education Skincare pushes boundaries to create the most intelligent beauty formulas for ever-changing skin. It’s also why we’ve partnered with SEO, Sponsors for Educational Opportunities, a nonprofit that provides education, mentorship, and career development to talented youth in underserved and underrepresented communities nationwide. | www.seo-usa.org

HES strives to create a legacy of learning and believe in lifelong education, so also created National Skincare Education Day, which designates that June 1 of each calendar year is National Skincare Education Day, certified and proclaimed by the National Day Archives.



Photo Credit by HES

MEDIA & AWARDS

Daily Mail
GLAMOUR
The New York Times
HER CAMPUS™
BUSTLE
POPSUGAR
BRIT+CO

allure

HIGHER EDUCATION SKINCARE

HER CAMPUS
ACNE AWARDS 2019
teenVOGUE
ACNE AWARDS

HIGHER EDUCATION STUDY BUDDY
CLAY MASK
All Skin Types
2.5 oz / 70 ml

The Press Says We Are:

- Approachable
- Fun
- Effective
- Educated
- Rooted in Science
- Inclusive
- Leaders
- Self-Aware

eCRM
Buyer's Choice Award
First Place Winner
PURPOSE DRIVEN & INDIE BRANDS PROGRAM, 2020
dsn

Company name: Higher Education Skincare, LLC
Contact person: Chris Kraneiss Vice President, International...
E-mail: ckraneiss@highereducationskincare.com
Website: highereducationskincare.com
Phone: +17143569431
Patent status: n/a
On market since: 2019
Regions: United States
Industries: Skincare
Source links: [HES webpage](#)
[HES Instagram](#)
[HES Facebook](#)
Direct link: [click here](#)



BIOPEPTIX EVIDENCE-BASED SKINCARE LINE

BIOPEPTIX – is a unique series of innovative cosmetic products developed by Israeli company Aviv Cosmetics and produced in the USA. The line contains active ingredients, based on the latest research findings in dermatology - biopeptides, growth factors and anti-glycation agents. At the same time Biopeptix includes plant extracts, fruit acids in therapeutic concentration and natural fruit puree. Combination of scientific research and natural ingredients made this line a real breakthrough in cosmetology, offering patients best of the two worlds.

BIOPEPTIX was founded in 2007 by Dr. Dov Luxman in Tel-Aviv, Israel. The name Biopeptix symbolizes the ingredients in these skincare products - biopeptides - short-chain proteins, which bind to skin cell receptors and stimulate regeneration and protection of the skin, weakened and lost by the skin in the result of damage, caused by ecological factors and premature ageing. Today, Israel is considered to be the medical capital of the world, as medicine and aesthetics in this country stepped so far that no one can compete with it. Israeli cosmetics can be discussed for hours - it is a natural and high-tech, and contains unique ingredients of the Dead Sea. If you still have not paid attention to beauty products from Israel, then it is time to correct this mistake and discover BIOPEPTIX.



source - www.missbagira.ru

This unique skincare line was created with the combination of the most effective formulas under careful supervision of Dr. Luxman, a practicing physician for 30 years.

“To me it seems patently clear that the field of professional cosmetics comes close to and even overlaps areas of aesthetic medicine, i.e. dermatology and plastic surgery. Products and treatments alike should be based on scientific evidence. Fresh findings should be made public for the benefit of all those engaged in the field and subject to systematic

review. This way, the field of professional cosmetics will earn the acclaim it truly deserves! When I conceived the Biopeptix product line, what I had in mind was to combine the best in cosmetic tradition with cutting-edge cosmetic technology suited to the third millennium”, says Dr. Luxman.

Evidence-based skincare - is the motto of BIOPEPTIX. All the formulations were created on the basis of active agents with proved efficacy in the sphere of regeneration of the skin balance and treatment of the skin disorders. The production of Biopeptix is completely eco-friendly and the products are not tested on animals.



source - www.estet-portal.com

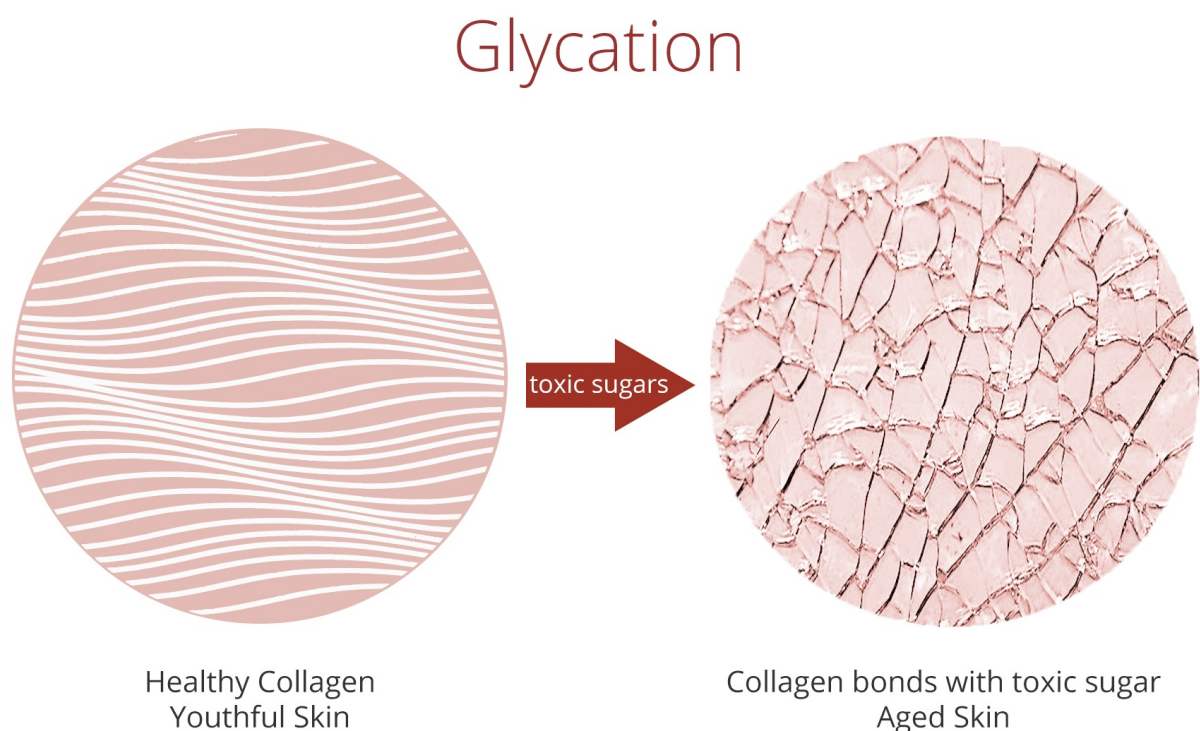
Why do we age?

The human body is aging for several internal and external reasons. Among them are genetic predisposition, hormonal changes, photo-aging due to exposure to sunlight, nutrient deficiency, the effect of toxins (tobacco, alcohol, etc.). However, in the center of the mechanism of aging, there are two chemical reactions - oxidation and glycation.

Glycation - is a chemical reaction that occurs as a result of fixing the free sugars to protein molecules. It affects the whole body. At the last stage of this chemical reaction, appear end products of glycosylation - Advanced Glycation Endproducts (A.G.E). They are a major

cause of skin aging, because the effects of glycation are most susceptible to elastin and collagen - fibrillar proteins of the dermis. Over time, they become tougher and tougher because of all the greater fixation of sugar molecules to proteins. And the result: laxity, wrinkles, pigmentation and redness worsening, violation of skin scarring. All these signs of aging are directly or indirectly caused by the process of glycosylation, which occurs in our body continuously, and with age only increases.

Unfortunately, our body has no defense system against glycation. It can only be slowed down by choosing a healthy lifestyle, avoiding excessive exposure to sun, doing physical exercises, quitting smoking and alcohol, balanced nutrition, avoiding too fried and sugary foods. But for the fight with glycation and its consequences (A.G.E.), you can use external tools.



source - www.meg21.com

All BIOPEPTIX products contain anti-glycation agents, considered to be the latest findings in the anti-ageing sphere. One of these agents is aminoguanidine - a powerful activator of cell division. It stimulates the division of cells of the basal layer of the skin, accelerates regeneration and stimulates collagen synthesis. The division of the basal cells is the first phase of renewal of the epidermis. Newly formed cells displace cells of the upper layer of

the skin and subsequently renew the epidermis completely.

Oxidation of cells is also one of the basic processes of skin aging. On the one hand, life is impossible without oxygen, and each cell needs it in order to produce energy and saturate proteins. On the other hand, it causes depletion of oxygen, destruction and disintegration, and as a result, aging and death of cells. Environment, pollution, solar radiation and cigarette smoke generate free radicals, which can have various degrees of damaging effects. The proteins (collagen, elastine), cell membrane lipids and DNA can be damaged by free radicals, which cause premature aging and even cancer. In recent years, numerous anti-aging medical research focused on the study of oxidation and free radicals, trying to slow down these processes.

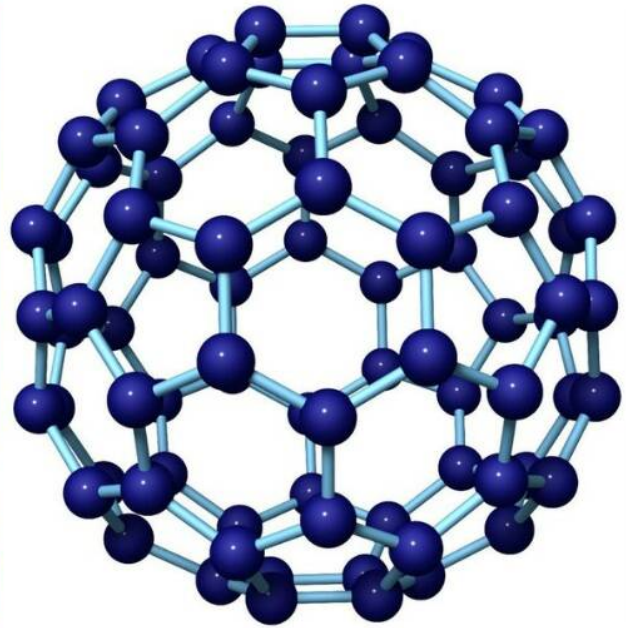


source - www.antiwrinklecreme.org

BIOPEPTIX line is enriched with powerful anti-oxidants (lycopene, bioflavon, resveratrol, vitamins), anti-bacterial compounds (proanthocyanins), healing and toning agents (allantoin, squalane and Centella Asiatica), as well as excellent moisturizers (hyaluronic acid, glycosaminoglycans).

The ingredients' great efficacy is further boosted through the use of the latest innovation in

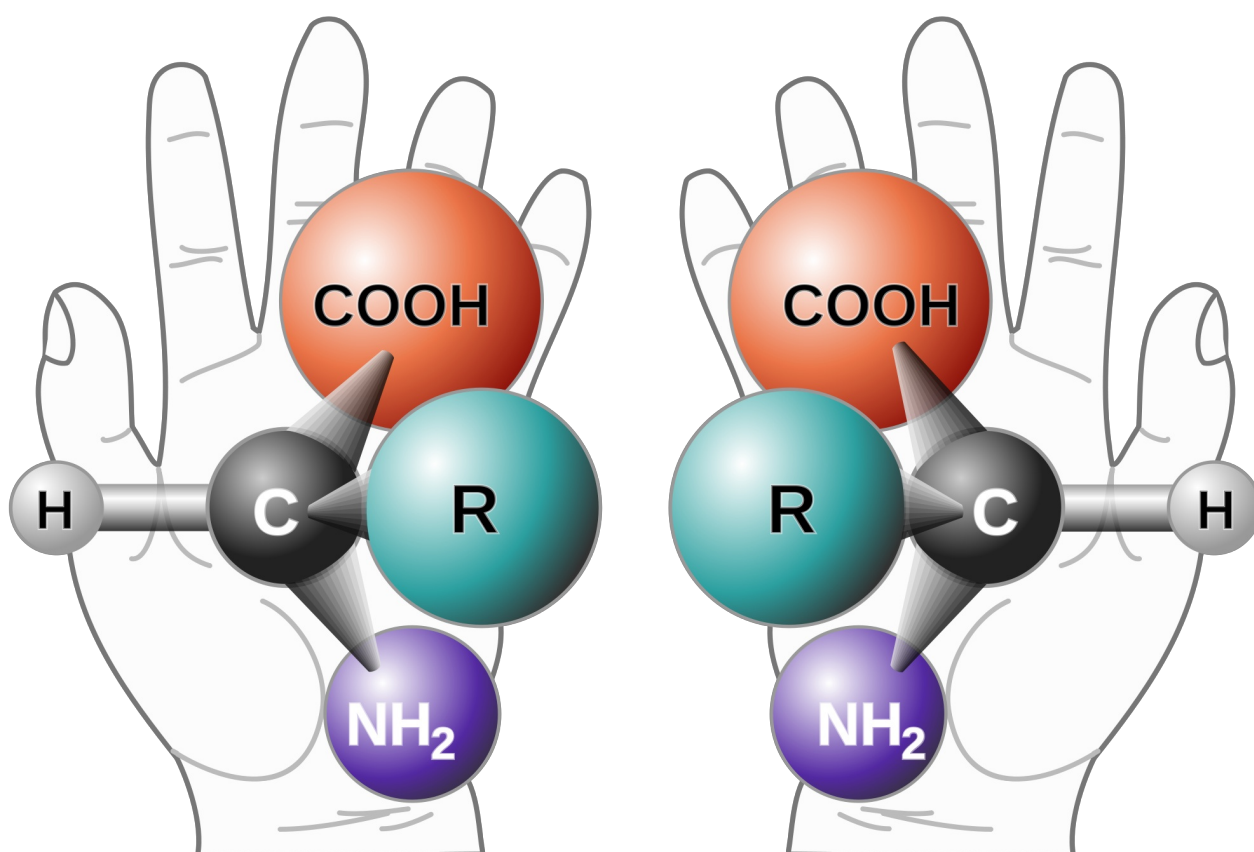
conduction means – the [fullerenes](#). Fullerenes - are molecular compounds made, as diamonds, only of carbon atoms, which are arranged at the vertices of regular hexagons and pentagons, which constitute the surface of a sphere. A spatial structure enveloping the active compounds that helps them penetrate the skin deeply with an efficiency that is tens of times greater than that of liposome-mediated penetration. For this breakthrough, the fullerene discoverers received a Nobel Prize in 1997.



Fullerene (source - www.lookfordiagnosis.com)

Fullerenes are the most powerful antioxidants among known to date, and their mechanism of action is fundamentally different from that of all other antioxidants. They act even in microdoses, maintaining efficiency for a long time. Fullerenes reduce concentration of free radicals, normalize cellular metabolism, increase the ability of cells to regenerate, thus preserving youth. By efficacy, fullerenes exceed the most famous of antioxidants, vitamin C, for 125 times! If other antioxidants are consumed during the reaction, the fullerene facilitates mutual destruction of free radicals and at the same time it is not consumed at all. Instead of attacking neighboring molecules, free radicals can react with each other and form harmless compounds. But the meeting of two free radicals are not so likely at their low concentrations. Fullerenes have an ability to collect them on their surfaces, thus providing their meeting. Combined, they destroy each other, and wherein the fullerene does not change. That is why the fullerene acts as effectively as the majority of other antioxidants, and that is why it has a long-lasting effect.

Currently another phenomenon is receiving increasing attention in the creation of pharmaceutical and cosmetic preparations - [chirality](#). Most natural substances are produced in more than one form. These forms differ from each other not only in structure and shape, but in activity and effectiveness as well. Most compounds have two asymmetrical forms designated as left (L for Levo) or right (D for Dextro). Incorporation of organic compounds in cosmetic products requires careful selection of these ingredients. Ingredients that are either (L) or (D) may not absorb into skin at the same rate and may have lower effectiveness. BIOPEPTIX cosmeceuticals utilize the ingredients in their correct left (L) or right (D) form in all cosmetic formulations to assure optimal absorption and effectiveness.



Two enantiomers of a generic amino acid that is chiral (source - www.en.wikipedia.org)

The advantage of Biopeptix treatments is a two-stage peeling of the skin with natural fruit acids, allowing to reach the maximum anti-ageing effect by a so called "controlled trauma", based on the concept "peel and heal". Biopeptix injures the skin to stimulate natural renewal processes.

Patients with mature skin will discover the advantage of [Pome-Peel](#) and [Pump-Skin Peel](#).

Pome Peel contains natural pomegranate puree. Glycolic and Lactic acids gently exfoliate the skin, increase moisture level and reduce irritation and dryness. Pomegranate puree is rich in antioxidant polyphenols and contains a high concentration of anti-inflammatory, anti-bacterial and anti-viral compounds. Pome-peel provides visible regeneration and rejuvenation of the skin. Pump-Skin Peel is a fruit-acid/enzyme formula based on organic pumpkin fruit specially developed as an exfoliation accelerator with outstanding keratolytic properties. Pumpkin Puree, Wine and Enzymes are used as an exfoliation accelerator, a powerful antioxidant and a mild retinoic acid substitute. Pump-Skin Peel activates receptors responsible for activating cell-turnover. It is a perfect exfoliator for mature skin and environmentally-stressed skin.



source - www.biopeptix.com

[Blue Enzyme Peel](#) with L-Lactic acid and plant-derived enzymes will provide exfoliation and toning to the dry skin. [Sali Zyme Peel](#) and [4-Berry Peel](#) were created specifically for patients with oily and acnetic skin, prone to infections and inflammations. The 4-Berry Peel is a 100% natural red cherry puree blended with chiral AHA's of L-Lactic Acid, L-Tartaric

Acid, L-Malic Acid, BHA Salicylic Acid and enzymes. Highly active ingredients exert their anti-bacterial, anti-inflammatory, soothing and regenerative effects to calm the skin and improve its appearance and structure. Sali-Zyme Peel is a professional strength chemical peeling based on Salicylic acid and plant-derived exfoliating enzymes. Salicylic acid is a highly effective keratolytic compound and Bromelain/Papain is an enzymatic complex that enhances exfoliation and moisturizes the skin. Sali-Zyme Peel protects the skin from harmful environmental influence and has anti-inflammatory effect.

[Cranberry Peel](#) is a superb formula for smoothing, firming, toning and mildly exfoliating the sensitive skin. It contains D-Cranberry Complex – highly beneficial for its antioxidant and its gentle anti-bacterial properties. Cranberry Peel boosts the healing process within the skin. Subtropical Peel from Effect Plus line provides especially strong rejuvenating effect. Refreshing All Around Mint Peel will suit all types of skin. Deep peeling is enhanced by a Pre-Peel toner, which reduces PH level of the skin and allows for maximum effect.

Apart for effective peelings, patients are offered a wide range of creams, masks, cleansers, scrubs and serums. [Pro-Lift](#) serum will provide instant firming effect. Its powerful formula, based on botox-like ingredient Syn-Ake, acts like a snake venom and reduces wrinkles.

[Spin Trap](#) mask is a unique formula created for protection of the skin from free radicals and solar radiation. It contains a wide range of powerful anti-oxidants and neutralizes toxins.

[Clear&Fresh](#) eye serum reduces puffiness and dark circles in the eye-area. And [Multi-Peptide](#) eye cream with a powerful peptide formula with reduce wrinkles and restore collagen.

Currently BIOPEPTIX offers its customers 52 products for each skin type and 8 effective treatments:

- acne&scars treatment – for oily skin;
- anti-aging treatment - for mature skin;
- instant lifting treatment – for mature skin;
- rosacea treatment;
- sensitive skin treatment;
- bio-rejuvenation treatment – for mature and photo-aged skin;
- uplift protocol – for sagging skin;
- extra moisture treatment – for dry skin.

Biopeptix products are not sold in retail chains or online stores. These products can be purchased only from official trained representatives or beauty institutions. Interested beauticians are invited to visit BIOPEPTIX training center in Tel-Aviv to derive the most of this unique brand and treatments.



source - www.biopeptix.com

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Website: biopeptix.com/
Phone: +972 3 624 33 16
Patent status: Yes
On market since: 2007
Regions: United States, Israel
Industries: Skincare
Source links: [Biopeptix](#)
[Wikipedia Chirality](#)
[Wikipedia](#)
[Fullerene](#)
[Estet Portal](#)
Files: [Biopeptix Catalogue \(eng\)](#)
Direct link: [click here](#)



ALL-NATURAL LUXURY BATH, BODY AND SKINCARE PRODUCTS BY MYSIA

Welcome to the world of MYSIA naturals. The company is dedicated to giving its customers the best natural bath and body products. The main focus is to use organic and natural ingredients, with no additives and chemicals that can be harmful to humans, animals and all the planet. MYSIA naturals founded by Sinan Ergin, whose aspiration is to design and create the best possible products without causing any harm to human lives and the planet. By adopting this mission, MYSIA naturals became the brand whose priority is giving the best natural products to its customers in the health and wellness industry. The company's vision is to build a future in which people live in harmony with nature.

The exquisitely hand-crafted products are designed for a much higher purpose than simply keeping the skin clean and hydrated. MYSIA naturals aim to remind every customer to take a moment away from the busy daily life and to relax and enjoy it because MOOD IS EVERYTHING!

THE FOUNDER

The brand was founded by Sinan Ergin in 2019. His aspiration for natural products led him to create the brand MYSIA naturals. The brand products are hand-made with natural ingredients and never tested on animals. MYSIA naturals brand is 100% eco-friendly and sustainable with the ingredients and materials that are used in production.

Sinan was born in Ankara, Turkey. After he completed his high school education, Sinan moved to Canada and for university education. After his graduation, he gained few years of work experience in different fields until he found the opportunity in the natural health and skincare industry.

Sinan took the importance of olive oil, in the skincare industry. Thus, the brand's foundation started with the idea. Still today olive oil is the crucial ingredient in MYSIA naturals soaps. The company works with the best soap makers and chemical engineers to create different soaps for different purposes such as acne, cellulite, eczema etc.

Sinan Ergin's mission with MYSIA naturals brand is to create all-natural products that can be used by anyone with their unique needs. Also, he aims to educate society to use non-chemical products for a bright future of humanity and nature.

THE STORY

Natural skincare industry is booming every other day. By the time when people understand the importance of natural ingredients in skincare products the demand rises.

Although supply is not always well and satisfying. Many brands frequently come up with new products however the effect and quality mostly upsetting. This led people to have a suspicious look at the "natural product" industry.

MYSIA naturals passion is nature! The brand's mission is to protect the nature that all love for the next generations. MYSIA naturals aims to create and provide healthy and effective skincare products that are designed to treat, rejuvenate, and improve the skin and enhance our customer's looks, as well as improve the overall lifestyles of our customers by

helping them look beautiful and regaining their confidence.

The brand's story started with passion and continue with creating and enlarging the product lines to be part of the peoples life's all around the world. MYSIA naturals is not just a brand, it is a mission for the future of the skincare industry. MYSIA naturals story is enlarging with each customer need and experience.

MYSIA naturals started this journey as a brand but every other day it is becoming a bigger family. The company hopes each customer will enjoy and be part of MYSIA naturals family.



MYSIA Authentic Turkish Collection of Soaps
Photo Credit by MYSIA

THE BRAND

MYSIA is an ancient civilization, who lived in today's Aegean-Mediterranean region. It is where the best olives have been cultivated since ancient times. MYSIA civilization lived at the same age as Trojans and Lydians. This led MYSIA to be one of the pioneer civilizations that used money in history.

To honour the history of MYSIA, the brand adopted the Aphrodite figure on the MYSIA coin to be MYSIA logo. Three different colors represent three crucial aspects of MYSIA. Dark

green represents the color of olive trees and olives. Azure color represents the heavenly looking water sources and seas that have been part of many legends since the Greek mythology began. Last but not least, terra color represents the fertile soils which led to cultivate the best olives since ages.

WHAT MAKES MYSIA PRODUCTS SPECIAL?

Just like in ancient times, MYSIA naturals extra-virgin olive oil-based soaps are handmade by artisans. The same in-house method has been using by MYSIA artisans for decades and it passes from elder masters to young apprentices for generations.

MYSIA's soaps are produced completely by traditional methods. Using cold press extra-virgin olive oil which comes from the world's leading top-quality olive farms from Aegean and Mediterranean coasts. Mixing with essential oils and other natural ingredients and combining the mastered knowledge and experiences of decades brings out top-notch quality products. Each soap is cured in special rooms without humidity to dry for at least 45 days, then they get packed and ready to ship out from MYSIA naturals production site.

The pH ratio of MYSIA's soaps is between 8-9 which is great to clean dead cells on the skin and to keep the skin hydrated.

MYSIA naturals soaps do not contain SLS, parabens, additives, chemical colorants and palm oil. The main ingredient is olive oil. The company uses only 100% natural root colors. The scents in MYSIA products come from essential oils that it brings from all around the world for the best results. The packaging is 100% recyclable, and MYSIA naturals is plastic FREE.

OLIVE OIL SOAP IS NATURALLY RICH IN VITAMINS

Olive oil is known to be natural source of essential nutrients and vitamins that are important to help one look and feel healthy at all times. Also rich in vitamins E and A, olive oil can help improve the skin's appearance and boost immunity at the same time. Its beta carotene content can also help stimulate the growth of new cells, promoting a more glowing and youthful appearance.



MYSIA GRAPE SEED
Photo Credit by MYSIA

A NATURAL ANTI-AGING BEAUTY REGIMEN

Olive oil is considered an effective anti-aging solution because it contains oleic acid and polyphenols. These important components work together in order to improve the texture and skin tone. Because olive oil soap is so nourishing, it can help replenish the oils that skin loses as it gets older. In return, it gives us a much smoother complexion, including minimized wrinkles, and a healthy glowing appearance.

OLIVE OIL SOAP IS BEST FOR ALL SKIN TYPES

Since olive oil is a natural and healthy component, it can be used for any skin type. Everyone in the family from babies to adults can be able to take advantage of the natural olive oil soap benefits. That's because it's not harsh on even the most sensitive skin. Olive oil is also guaranteed to be hypoallergenic, which simply means there's no need to worry about nasty skin reactions.



MYSIA NATURAL EXTRA-VIRGIN OLIVE OIL-BASED SOAPS ARE HANDMADE BY ARTISANS
PHOTO CREDIT BY MYSIA

PROMOTES HEALTHIER AND MORE RADIANT SKIN

Since olive oil is rich in antioxidants, it can contribute to healthier and more radiant skin through reversing oxidation as well as repelling unnatural and damage-causing free radicals. These elements are responsible for health problems, breakouts and skin diseases.

BAR SOAPS

The olive oil-based bar soaps from MYSIA naturals are obtained from 100% cold-pressed virgin olive oil and enriched with notes of Mediterranean fragrances which comes from essential oils.

The bar soap is compact but, at the same time, is very soluble in water. It is versatile for frequent washing for the face, hands and body, while also suitable for cleansing the most sensitive skin. It produces a white and thick foam, very delicate with remarkable detergent and emollient properties.

MYSIA's soaps are the result of a completely innovative technology that combines the millennial tradition of ALEPPO soaps with the most modern manufacturing needs.



MYSIA Roman Collection of Soaps
Photo Credit by MYSIA

BRAND USP

MYSIA naturals soaps do not contain SLS, parabens, additives, chemical colorants and palm oil. The main ingredient is olive oil. MYSIA use only 100% natural root colors. The scents in the products come from essential oils that MYSIA bring from all around the world for the best results. The packaging is 100% recyclable, and the brand is plastic FREE.

The brand's mission is not only to produce eco-friendly and sustainable products but also to educate younger generations and making them understand the importance of eco-friendly life for a better and bright future.

MYSIA naturals supports Sustainable Development Goals (SDGs), which are a global agenda, adopted by countries in 2015, with a vision of ending poverty, protecting the planet and ensuring that all people enjoy peace and prosperity.

All the soaps are produced completely by traditional methods. Using cold press extra-virgin olive oil which comes from the world's leading top-quality olive farms from Aegean and Mediterranean coasts. Mixing with essential oils and other natural ingredients and

combining the mastered knowledge and experiences of decades brings out top-notch quality products. Each soap is cured in special rooms without humidity to dry for at least 45 days, then they get packed and ready to ship out from the production site.



Bath Bombs MYSIA
Photo Credit by MYSIA

The company carefully selects every single ingredient (natural resources, handpicked). All products are:

- Organic;
- Vegan (Only few soaps include milk, honey and propolis);
- Cruelty-free (No Animal Test);
- Powerful effectiveness from plant sources;
- Without parabens;
- Without SLS;
- Without sulphates;
- Without glycerine;
- Without refined oils;
- Without pesticides.

PRODUCTS & PRICES

MYSIA naturals uses only very special and expensive oils and ingredients in their products. It carefully selects each individual ingredient. Typical natural cosmetic products use essential oils, which lead to allergic reactions in the face and body. MYSIA naturals only uses oils and ingredients with less allergic reactions. It is crucial to avoid, that customer

reacts on natural cosmetic products. **MYSIA naturals** performed for all the products a dermatological test with outstanding results even for customers with very sensitive skin or skin problems.



MYSIA RED WINE
Photo Credit by MYSIA

MYSIA's products can be used daily, and they can be used for both face and body. The main focus of the company is to create the best possible product for its customers need and can be afford and used by them without harm to the environment.

The company plans to expand the lineup of natural products for personal care. The additional products that will be launched are:

- Face & Body Lotions;
- Liquid wash (Hand & Body);
- Perfumed was series (99% natural);
- CBD infused bath and skincare products.

SOAPS COLLECTIONS

MYSIA naturals presents 5 unique collections of handcraft soaps that not only care for the skin but also solve the main serious problems thanks to their composition of correctly selected natural ingredients. There are Moroccan, Victorian, Roman, Mayan and Turkish Collection. The recommended price for all soaps from the manufacturer MSRP is 12 USD for 110 grams bar. There are also minis of 5 grams each. The RRP for minis is 5 USD. The bars go in a case of 8 pieces. It is possible to familiarize yourself with the full lineup and all types of soaps in the catalogue at the bottom of the page or on [MYSIA's website](#). Also, it is possible to order GIFT Sets.

TUMERIC SOAP (Moroccan Collection)

This soap lightens the skin for a visibly brighter, even skin tone by reducing uneven pigmentation. Turmeric gently exfoliates dead skin cells and is considered a luxurious form of acne treatment. This soap is known for its anti-inflammatory and anti-aging properties.

Ingredients: Saponified coconut oil, cold-pressed extra virgin olive oil, American hazelnut, seed oil, dried ground leaves of turmeric, and water.

GOAT MILK SOAP (Victorian Collection)

Goat milk soap soothes and hydrates even the most sensitive skin thanks to its pH balance that is similar to human skin. It protects against external factors such as bacteria and chemicals and prevents skin rashes and itchiness. This soap can be used with all skin types.

Ingredients: Saponified coconut oil, cold-pressed extra virgin olive oil, goat milk, jojoba seed oil, and water.



MYSIA GIFT SET brings the double benefits of being a wonderful gift, as well as overcome all skin problems and provide nutrition and skin care for a long time

Photo Credit by MYSIA

FIG SEED SOAP (Roman Collection)

This soap increases blood circulation when used continuously and helps reduce cellulite. It also opens clogged pores and prevents the formation of oil and blackheads. Fig Seed soap is rich in minerals and with the orange, oregano, and rosemary oils in its formula, the skin will look healthy and energized. Can be used for sensitive skin.

Ingredients: Saponified coconut oil, saponified sesame oil, cold-pressed extra virgin olive oil, rosemary oil, oregano leaf oil, bitter orange flower oil, fig seed oil, and water.



TUMERIC SOAP (Moroccan Collection) & GOAT MILK SOAP (Victorian Collection) are the best care to fulfil main skin needs

Photo Credit by MYSIA

GRAPE SEED SOAP (Turkish Collection)

Grape seeds are loaded with antioxidants which allow this soap to rid the skin off toxins and heal imperfections quickly. Use this soap to keep the skin healthy and reduce the signs of aging.

Ingredients: Saponified coconut oil, cold-pressed extra virgin olive oil, grapevine seed powder/oil, and water.

CARBON SOAP (Mayan Collection)

Carbon soap is the perfect addition to the skincare routine and well-known treatment for blackheads. It clears the pores in the skin, nourishes it with the vitamin E in its formula, and leaves the skin feeling detoxed, hydrated and refreshed.

Ingredients: Saponified sweet almond and coconut oil, cold-pressed extra virgin olive oil, carbon, and water.



FIG SEED, GRAPE SEED and CARBON extraordinary and effective natural skin protection
Photo Credit by MYSIA

BATH BOMBS & SALTS

MYSIA's all-natural and handcrafted bath bombs are SLS, parabens and chemical colourants FREE. They are exquisitely handcrafted using a mixture of salts and essential oils and dried flower petals. Floral notes in the scent and calendula flowers add an exotic sensation to the pampering sessions and help to relax and enjoy a bath. Essential oils moisturize the skin and will let the skin freshen and hydrated more than ever.

CBD INFUSED PRODUCTS

WHAT IS CBD?

CBD is the abbreviation for cannabidiol, one of the many cannabinoids, or chemical compounds, found in marijuana and hemp. CBD is a chemical compound present in the Cannabis Sativa plant. Manufacturers can combine CBD with an oil, such as hemp or coconut oil, to create CBD oil. People can purchase CBD oil or a range of beauty products

that incorporate CBD oil to use on their skin. Due to its potential anti-inflammatory properties, CBD may be useful for treating many skin conditions, including acne, eczema, and psoriasis.

CRYSTAL-INFUSED WATER BOTTLES

A water bottle is an amazing healing tool. It integrates healing energy crystals into the human bodies. The crystal water bottle operates at the molecular and vibration level, by moving the properties of crystals into the water, helps its charging for energy. It has the power to promote and soothe the minds and feelings. Unlike ordinary water bottles, the use of the healing crystal-infused water bottles combines the natural healing properties of the liquid crystals. This is not only beneficial to the mind and body but to the environment as it reduces the use of crystal-clear water bottles by Gems and Vibes. Using a precious stone water bottle has the ability to improve mind and body functions throughout the day. You can take it to the gym, work, school, etc.

MARKETING & SALES

MYSIA naturals has established itself very well in the Turkish market as a manufacturer of the best quality natural skin care products, as well as a creator of the unique collections of natural soaps that overcome various skin problems and also help the skin stay healthy and improve its look preventing the aging process. The brand is ready to develop globally, enter the international market with new lines and products and is looking for reliable distributors in the markets with which it is ready to build long-term mutually beneficial partnerships.



Amethyst
MN-050001



Rose Quartz
MN-050002



Black Obsidian
MN-050003



Rainbow Quartz
MN-050004

Photo Credit by MYSIA

Company name: MYSIA naturals
Contact person: Sinan Ergin
E-mail: info@mysianaturals.com
Website: mysianaturals.com
Phone: +1647535399
Patent status: n/a
On market since: 2019
Regions: Canada, Turkey
Industries: Skincare
Source links: [MYSIA Webpage](#)
[MYSIA Instagramm page](#)
Direct link: [click here](#)



SECRET DOSSIER ON HIGHER EDUCATION SKINCARE

Higher Education Skincare is an American dermatologist approved, award-winning skincare collection for younger skin. It was founded by beauty industry veteran and esthetician Deb Nash and was born out of necessity. When her two daughters entered college, she noticed that the market lacked quality skincare products targeted to their age group and unique skin concerns. Working alongside a leading dermatologist and cosmetic chemists, she formulated products specifically for younger generations of women, making sure they were made of the highest quality and were clean, safe & healthy. Her goal was to develop a higher standard of quality skincare that revolved around simple yet effective skincare regimens and product education. All products are packed with effective and safe ingredients like hyaluronic acid, bentonite clay and fractionated melanin to help create healthy skin, preserve its youth, and keep it glowing. The company eagerly supports sustainability initiatives. All packaging is made from previously recycled materials.

THE FOUNDER

While raising two teenage daughters Deb Nash, a longtime esthetician was frustrated by the lack of skin care products that were clean, effective and specially formulated to care for younger skin. This sparked her passion for the dedication to developing a quality skincare collection that was not only clean, safe and healthy, but revolved around ingredient and product education. She had the vision to develop a higher standard of skincare one that was effective for all skin types as well as clean sustainable and ethically conscious.

Finally, in 2018 the Higher Education Skincare or HES collection became available on college campuses nationwide. HES was created with Next Generation in mind. All skincare products and information the company provides is made to teach youngsters about skincare in order to give the possibility to feel good in own skin confidence. The cornerstones of the brand are education and conversation with the youngsters. HES empowers young adults with confidence for a clear bright future.



The Founder Deb Nash with her daughters that inspired her to create HES
Photo Credit by HES

THE BRAND STORY

The dermatologist-approved skincare collection is clean beauty at its best: products packed with powerful active ingredients like Hyaluronic Acid, Bentonite Clay and Fractionated Melanin to protect the health of your skin, preserve its youth, and keep glowing through every memory-making moment. Before the launch in 2018, it was nearly impossible to find clean, safe, and healthy skincare products that were specifically formulated to nurture young skin. The founder, Deb Nash, knew that she wanted to develop a higher standard of quality skincare for her two college-bound daughters that revolved around product education and a simple “yet effective” skincare regimen. This standard became the driving force behind the Higher Education mission and the inspiration for the brand name.

There is a special online Skin Analysis tool that determines which products are best for your unique skincare needs (accessible on highereducationskincare.com). Teach one skin to be on its best behaviour with Higher Education Skincare and look confidently toward a clear, bright future.



Photo Credit by HES

Because education and learning are so important, HES has partnered with SEO, Sponsors for Educational Opportunities, to help give life-changing educational opportunities to

deserving students who are determined to make a positive difference in their lives and the lives of others. The company also believes that beauty goes beyond skin deep, which is why it's important to preserve the beauty of nature. The packaging is made from previously recycled materials and the brand is aiming to be a fully eco-conscious beauty in the future. As such, HES has pledged support to Ocean Conservancy to help reduce plastic waste as part of the sustainability initiatives, with more conservation milestones in the works.

POINTS OF DIFFERENCE

Every single product from Higher Education Skincare combines the best of science and nature to provide high-quality products that are:

- dermatologist-approved;
- clean and safe;
- paraben-free;
- vegan;
- cruelty-free;
- nut-free;
- gluten-free;
- sulfate-free.

As a brand that is committed to sustainability, reducing our footprint and protecting the planet for future generations, HES single product is:

- made with PCR (post-consumer resin);
- packaged in 100% recyclable paper;
- made in the USA.

BRAND USP

Has integrity. Higher Education Skincare is an open book! It is honest about the ingredients, where they come from, and how they work.

Is inclusive. Higher Education Skincare is for everyone of every gender, every race and

every sexual orientation.

We Are



DERMATOLOGIST
APPROVED



CLEAN
& SAFE



PARABEN
FREE



VEGAN



CRUELTY
FREE



NUT
FREE



GLUTEN
FREE



SULFATE
FREE



MADE
WITH
PCR



PLEASE
RECYCLE



USA
MADE

Photo Credit by HES

Practices sustainability. Clean products are PCR packaged and company is committed to reducing plastic waste.

Drives education. The skincare was developed by an esthetician and a dermatologist is rooted in science and provides product education through our Skin Analysis tool.

Enables empowerment. Young adults know they're making a difference in their skin and

their planet when they use Higher Education products, so they look good and feel good, too.

Is accessible. The retailers and brand loyalists on social media make it easy for young adults to discover Higher Education Skincare.

PRODUCTS & PRICES

All HES products are paraben-free, gluten-free, sulfate-free, nut-free, cruelty-free, vegan, and made in the USA.

CLEANSE

CHEAT SHEET® Makeup Removing Wipes. Manufacturer Suggest Retail Price (MSRP) \$12.00

All Skin Types.

Biodegradable wipes that gently and effectively remove all traces of makeup even waterproof! Leaves skin feeling refreshed, hydrated and clean.



Photo Credit by HES

Star Ingredients: Aloe Leaf Extract, Chamomile Flower Extract, Cucumber Fruit Extract and Oat Kernel Extract

Bonus: Easily fits in a gym bag, handbag or backpack for on the go freshness!

Benefits:

- Thoroughly removes makeup, even waterproof
- Wipes are 100% biodegradable and compostable
- Dissolves dirt, oil and environmental pollutants
- Attracts moisture to the skin for long-term hydration
- Leaves skin soft and supple without any residue
- Contains skin-loving ingredients that reduce redness, soothes, and calms

Directions: Use AM or PM to remove makeup. Wipe all over face, eyes, and neck. Repeat as necessary with a new wipe until all traces of makeup are removed. Reseal package after each use to keep wipes fresh. Contains 25 wipes. Recycle package when empty.

PRE REQ® Purifying Facial Cleanser. MSRP \$29.00

Oily to Combination Skin.

Removes excess oils, impurities and exfoliates without stripping skin of essential moisture.

Star Ingredients: Glycolic Acid, Tea Tree Oil, Cabbage Leaf Extract and Carrot Root Extract

Pro Tip: Use with favorite cleansing device for an invigorating, extra foamy experience and a deep clean.

Benefits:

- Removes excess oils, impurities and environmental pollutants
- Rebalances skin and controls shine
- Dissolves dead skin cells and encourages cellular turnover w/5% Glycolic Acid
- Purifies skin and helps remove bacteria that can cause breakouts
- Thoroughly cleanses without stripping the skin of essential moisture



Photo Credit by HES

Directions: Use AM and PM after removing makeup. Apply a small amount to wet hands and massage all over the face and neck until foamy. Rinse with lukewarm water and pat dry. Recycle container when empty.

NO BRAINER® Gentle Facial Cleanser. MSRP \$29.00

Dry Sensitive Skin.

Soothes, protects and restores skin's natural moisture barrier.

Star Ingredients: Hydrolyzed Rice Protein, Rice Amino Acids and Fermented Bamboo

Pro Tip: A perfect shaving gel alternative for dry and sensitive skin. No more razor burn!

Benefits:

- Calms and soothes dry and sensitive skin
- Attracts and locks in moisture
- Reduces redness and inflammation
- Leaves skin soft and supple to the touch
- Supports overall skin health
- Protects skin's microbiome



Photo Credit by HES

Directions: Use AM and PM after removing makeup. Apply a small amount to wet hands and massage all over the face and neck until foamy. Rinse with lukewarm water and pat dry. Recycle container when empty.

EXFOLIATE

EASY A® Glycolic Acid Exfoliating Pads. MSRP \$27.00

All Skin Types

Exfoliates, minimizes the appearance of pores, replenishes moisture and boosts skin's radiance.

Star Ingredients: Glycolic Acid (5%), Allantoin and Sodium Hyaluronate

Pro Tip: Use on the arms daily after showering to reduce the appearance of keratosis pilaris.



Photo Credit by HES

Benefits:

- Gently exfoliates to remove dead skin cells

- Minimizes the look of pores
- Helps skin retain moisture
- Softens and soothes skin
- Increases radiance and improves texture
- Pads are biodegradable and compostable

RUSH ® Salicylic Acid Complexion Pads. MSRP \$27.00

Oily to Combination Skin.

Controls oil, removes blackheads, clears breakouts and minimizes the appearance of pores.

Star Ingredients: Salicylic Acid (2%), Lactic Acid, Allantoin and Rosa Canina Fruit Extract

Pro Tip: Use before and immediately after a workout to control breakouts!

Benefits:

- Controls excess oil production
- Dislodges blackheads and clears breakouts
- Minimizes the appearance of pores
- Immediately mattifies the skin
- Leaves skin feeling clean, cool, and refreshed
- Pads are biodegradable and compostable



Photo Credit by HES

Directions: Use twice daily. After cleansing, sweep one pad over the entire face and other areas of concern. Do not rinse. Always close the cap tightly after each use. Contains 60 pads. Recycle container when empty.

GRINDING AWAY® Skin Polishing Scrub. MSRP \$34.00

All Skin Types.

Exfoliates, clears congestion and improves texture. Complexion appears smoother, brighter and more even in tone.

Star Ingredients: Lactic Acid (AHA), Glycolic Acid (AHA) and Vitamin E

Pro Tip: Use as a body exfoliator prior to applying a safe self-tanner for a streak-free application!

Benefits:

- Natural exfoliants provide physical exfoliation
- AHAs provide chemical exfoliation
- Helps to clear congestion and prevent breakouts
- Skin appears more radiant immediately after using
- Minimizes the look of visible pores
- Evens out skin tone and texture



Photo Credit by HES

Directions: Use 2-4 times a week in the AM or PM as tolerated. Apply a generous amount to moistened face, neck, and chest. Massage for 30 seconds. Rinse with warm water. Recycle container when empty.

MOISTURIZE

DOUBLE MAJOR® Hyaluronic Acid Gel Moisturizer. MSRP \$38.00

All Skin Types.

Hydrates, soothes and improves appearance of uneven texture and dullness in an oil-free and lightweight formula.

Star Ingredients: Hyaluronix™ Multi Molecular Hyaluronic Acid, Niacinamide (Vitamin B3), Squalane, Ginger Root Extract and Sea Kelp Extract

Pro Tip: Can be used A.M. & P.M. underneath a daily moisturizer for an extra boost of hydration!



Photo Credit by HES

Benefits:

- Locks in moisture for all-day hydration
- Supports the skin's natural Hyaluronic Acid production
- Provides lightweight hydration in an oil-free formula
- Visibly improves the tone and texture of skin
- Skin feels soft, smooth and comfortable after application
- Protects skin's microbiome

Directions: Use twice daily on the face, neck, and chest or as needed throughout the day for an extra moisture boost. Apply sunscreen after AM application. Recycle container when empty.

CRAM SESSION® Blue Light Blocking Moisturizer. MSRP \$42.00

All Skin Types

Hydrates, nourishes and protects skin from damaging blue light emitted from digital devices.

Star Ingredients: Fractionated Melanin, Sodium Hyaluronate, Jojoba Seed Oil, Vitamin E, Vitamin A and Vitamin C

Pro Tip: Use daily on face, neck and chest in conjunction with blue light glasses to guard against High Energy Visible (HEV) light, which causes premature aging.

Benefits:

- Protects skin from damaging blue-light emitted by digital devices
- Hydrates and promotes healthy skin
- Provides antioxidant protection and neutralizes free radicals
- Fortifies the skin's natural moisture barrier

Directions: Use AM. Apply generously to the face, neck and chest. Apply sunscreen after AM application. Recycle container when empty.

GOAL DIGGER® Soothing Gel Crème. MSRP \$42.00

Dry Sensitive Skin.

Intensely hydrates and visibly improves the appearance of redness, uneven skin tone, fine lines and dullness.



Photo Credit by HES

Star Ingredients: Hyaluronix™ Multi Molecular Hyaluronic Acid, Cucumber Extract, Turmeric Root, Kale Extract, Niacinamide (Vitamin B3) and Ginger Root Extract

Pro Tip: Mix a small amount with your liquid foundation for added moisture, radiance, and seamless blendability.



Photo Credit by HES

TREAT

STUDY BUDDY® Detoxifying Bentonite Clay Mask. MSRP \$34.00

All Skin Types.

Exfoliates, brightens, and decongests pores. Can your mask do that? STUDY BUDDY® uses Bentonite Clay to draw out impurities and improve skin's texture and tone. Winner of the 2019 Teen Vogue Acne Award for Best Mask.

Star Ingredients: Bentonite Clay, Lactic Acid (AHA), Glycolic Acid, Turmeric and Vitamin C

Benefits:

- Natural clay absorbs impurities and detoxifies the skin
- Decongests and tightens pores to improve overall skin texture
- Brightens and evens-out skin tone
- Warms upon application to melt away impurities
- AHAs gently exfoliate skin to reveal smoother, more radiant skin

Directions: Use 1 to 2 times a week, AM or PM. Apply a generous layer to clean, dry skin avoiding the eye area. Leave on 15-20 minutes or until completely dry. Rinse with warm water. Recycle container when empty.

Pro Tips:

- Use STUDY BUDDY® as an overnight spot treatment on pesky pimples to reduce redness and inflammation.
- Steam your face prior to using STUDY BUDDY® for deeper product penetration (a really great technique if one has blackheads on the nose and chin that are hard to extract.)
- Use on shoulders, back, arms, and chest to control body acne.

MBA® Renewing 0.5% Retinol Serum. MSRP \$52.00

All Skin Types

MBA,® a retinol serum to gently activate, hydrate, and brighten skin's appearance. As if that

wasn't enough, this super ingredient diminishes the appearance of breakouts, hyperpigmentation, and prevents early signs of aging. Follow up with your favorite moisturizer to lock in hydration. Increases cellular turnover, improves radiance, reduces breakouts and diminishes the appearance of post-inflammatory hyperpigmentation.

Star Ingredients: Retinol, Sodium Hyaluronate, Allantoin and Oat Kernel Extract



2019 TEEN VOGUE Award “Best Mask”

Photo Credit by HES

Benefits:

- Drastically increases cellular turnover
- Boosts radiance and evens skin tone
- Visibly improves texture of the skin

- Reduces post-inflammatory hyperpigmentation
- Prevents future breakouts and heals existing breakouts

Directions: For PM use only. Apply on clean, dry skin. Massage 1-2 pumps evenly on face, neck, and chest. Follow with a moisturizer. Begin treatment by using twice a week and gradually increase to nightly usage as tolerated. Use a sunscreen of SPF 30 or higher every day when using this product. Recycle container when empty.

Pro Tips:

- Use MBA® as an overnight spot treatment on pesky pimples to speed up healing time and prevent scarring.
- Introduce MBA® gradually to avoid flaking, peeling and/or redness when incorporating retinol into your skincare routine.
- Protect that fresh skin! Use a sunscreen of SPF 30 or higher every day when using MBA.®

Warning:

- This product contains Retinol and will increase your skin's sensitivity to the sun.
- Use a sunscreen of SPF 30 or higher and limit sun exposure while using this product.
- For external use only.
- Do not use if pregnant or lactating.
- One might experience flaking, peeling, and/or redness until skin is acclimated to Retinol.
- Keep out of eyes. If contact occurs, rinse thoroughly with cool water.

NIGHT OWL® Caffeinated Eye Crème. MSRP \$32.00

All Skin Types

Massaging rollerball applicator reduces puffiness, brightens, tightens and hydrates delicate skin

around the eye area.

Star Ingredients: Caffeine, Kojic Acid Ester, Ubiquinone (CoQ10) and Soft Focus Powders



Meet MBA,® a retinol serum to gently activate, hydrate, and brighten skin’s appearance
Photo Credit by HES

Pro Tip: Keep in your skincare fridge for an invigorating experience upon application that instantly diminishes puffiness around the eyes.

PROTECT

SPRING BREAK®Oil Free Sunscreen SPF 30. MSRP \$34.00



NIGHT OWL® under eye cream with soft focus and special caffeinated formula
Photo Credit by HES

All Skin Types

Non comedogenic formula provides broad spectrum UVA and UVB protection.

Star Ingredients: Vitamin E, Chamomile Flower Extract, Cucumber Fruit Extract, Camellia Flower Extract and Grape Seed Extract

Pro Tip: This sunscreen is safe for sensitive skin, and doubles as a lightweight mattifying foundation primer.



Photo Credit by HES

MAKE OUT READY® Vegan Lip Balm w/ SPF 15. MSRP \$9.00

All Skin Types

Keeps lips soft, smooth and protected.

Star Ingredients: Organic Sunflower Seed Oil, Organic Cacao Butter and Coconut Oil, Vitamin E and Organic Rosemary leaf extract WHAT'S SO UNIQUE: 100% vegan formula with UVA UVB protection.

KITS

Power of 3® Discovery Kits

- Oily & acne prone skin
- Dry & sensitive skin
- Combination skin



BRANDING & DESIGN

The brand strategy is based on education and skincare. There is a smart combination of Higher Education + Skincare as a play on words, hence the name proclaims what the company focuses on namely young adults who mostly enter or study at higher education institutions and educate the younger generation to take care of their skin. The brand is not afraid to use bright colorful marketing activities. The marketing activity shines with various bright colours and is aimed at attracting the younger generation of teenagers and those who study in higher educational institutions to the brand. Although in the design of packaging and sets the soft, stylish, seasoned pastel colors prevail.

MARKETING & SALES

The company actively conducts various marketing campaigns, provides support to purchasing partners and supports sales with different initiatives and free giveaways of its

own merchandising products. It has various Beach House Public Relations (PR, Social, Marketing), makes Beauty Editorial Support (Media Outlets, Influencers), drives Social Media Strategies (drive traffic to Channel Partner), arranges Gift with Purchase.



Display Unit Concept
Photo Credit by HES

HES TARGET CONSUMER IS:

- THOUGHTFUL & INVOLVED IN THE COMMUNITY;
- BUSY & GOAL-ORIENTED;
- LIVE AN ACTIVE & HEALTHY LIFESTYLE;
- SOCIAL & VALUE HEALTHY RELATIONSHIPS;
- VALUE EXPERIENCES OVER MATERIAL GOODS;
- CONCERNED ABOUT THE ENVIRONMENT;
- EMBRACE INDIVIDUALITY & DIVERSITY.

PARTNER EXCLUSIVES

- Exclusive Initial Launch Offering;
- Exclusive Initial Launch Sets;
- Exclusive New Product Launches;

- Exclusive GWP's Promotional Materials;
- Exclusive Sampling on Channel Partner .com;
- Travel Sizes in Select Units.



Photo Credit by HES

ONGOING SUPPORT

- Activations & Programs to Support Channel Partner;
- Ongoing In-Store Sales Education Support.

RETAIL&SALES SUPPORT

- Ongoing in-store sales & education support;
- Generous gratis program for retail partners sales associate.

INSTORE CONSUMER SUPPORT

- QR Codes on every product to drive promotions;
- Educational videos and product storytelling.

ONLINE CONSUMER SUPPORT

- Evolved E-Learning Platform;
- Innovative, dermatologist-approved Skin Analysis Tool to provide a touch-free in-store consultation;
- ‘THE GLOW’ monthly blog to engage and empower customers, and drive traffic to retail partners and .com.

INITIATIVES

Clean beauty is a no-brainer.

So is a clean ocean. Every continent is connected by oceans and how people treat impacts, everyone, everywhere. Higher Education Skincare is a proud partner of The Ocean Conservancy and its Champions for Sea Change program, where the company help to protect the ocean and its invaluable marine life by doing our part to reduce plastic waste. | www.oceanconservancy.org

Education is everything.

Learning results in growth, which is why Higher Education Skincare pushes boundaries to create the most intelligent beauty formulas for ever-changing skin. It’s also why we’ve partnered with SEO, Sponsors for Educational Opportunities, a nonprofit that provides education, mentorship, and career development to talented youth in underserved and underrepresented communities nationwide. | www.seo-usa.org

HES strives to create a legacy of learning and believe in lifelong education, so also created National Skincare Education Day, which designates that June 1 of each calendar year is National Skincare Education Day, certified and proclaimed by the National Day Archives.



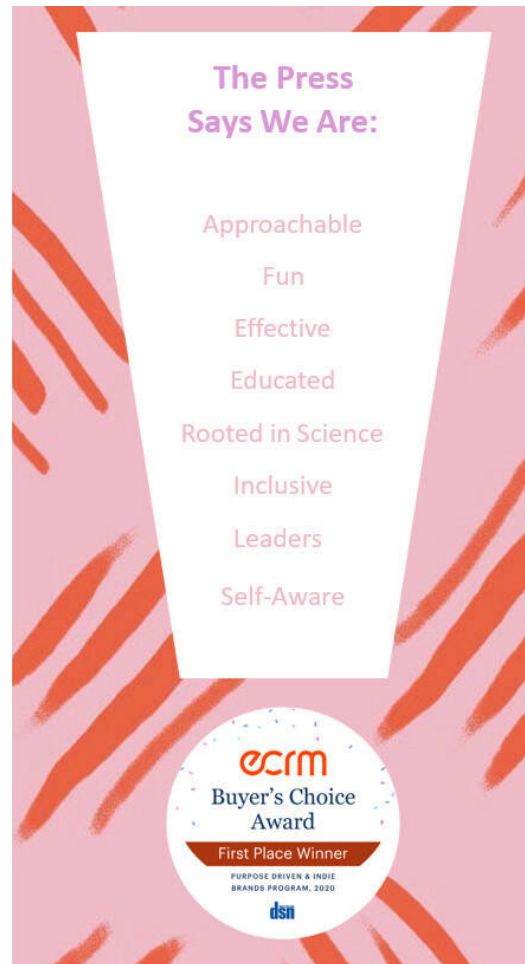
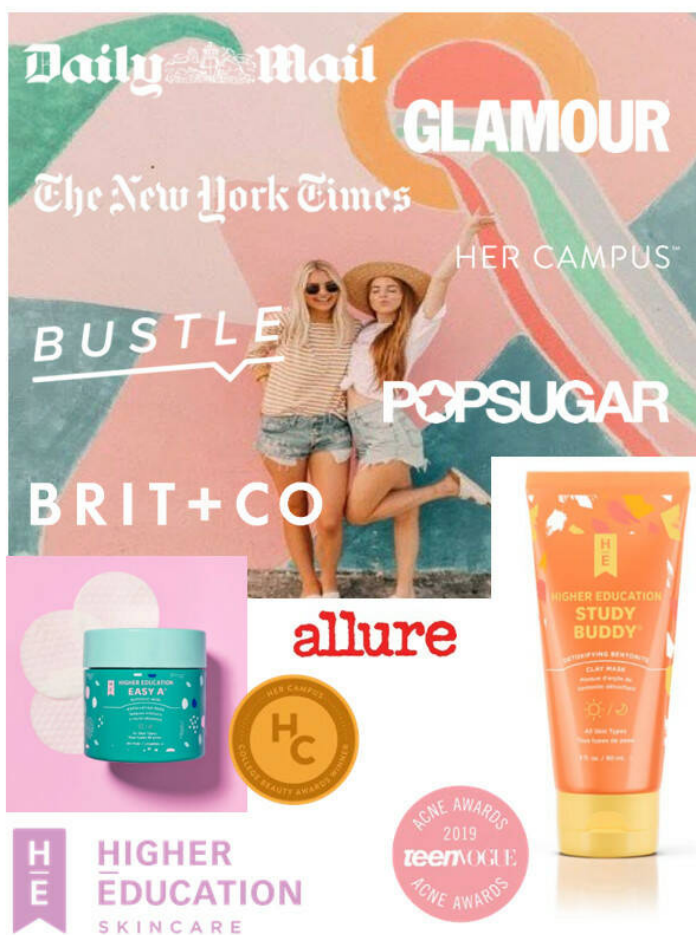
Photo Credit by HES

MEDIA & AWARDS

ADDITIONAL MATERIALS

You can download logistics and prices by the [link](#)

You can download the products catalogue by the [link](#)



Please, remember that at the very bottom of this dossier you will find a large number of files for internal use only.

QUESTIONS

Since members often have a lot of additional questions to the brand, we found a solution in the form of interactive feedbacks in Google Sheet not to integrate into the text of the dossier. You can find a series of questions/comments from members and brand answers by the link. Maybe among them, you will find the answer to your question. Feel free to leave your comments and ask questions by the link. Please, do not share this file since it is for internal use only.

Company name: Higher Education Skincare, LLC

Contact person: Chris Kraneiss Vice President, International...

E-mail: ckraneiss@highereducationskincare.com

Website: highereducationskincare.com

Phone: +17143569431

Patent status: n/a

On market since: 2019

Regions: United States

Industries: Skincare

Source links: [HES webpage](#)
[HES Instagram](#)
[HES Facebook](#)

Files: [2022 HES Price list](#)
[SPINOFF NEW HES BRAND DECK 102521 NO VIDEO](#)
[Training Deck.pdf](#)
[Training Manual - June 2021.pdf](#)
[QuickStartGuide - June 2021.pdf](#)

Direct link: [click here](#)



SECRET DOSSIER ON MYSIA

Welcome to the world of MYSIA naturals. The company is dedicated to giving its customers the best natural bath and body products. The main focus is to use organic and natural ingredients, with no additives and chemicals that can be harmful to humans, animals and all the planet. MYSIA naturals founded by Sinan Ergin, whose aspiration is to design and create the best possible products without causing any harm to human lives and the planet. By adopting this mission, MYSIA naturals became the brand whose priority is giving the best natural products to its customers in the health and wellness industry. The company's vision is to build a future in which people live in harmony with nature. The exquisitely hand-crafted products are designed for a much higher purpose than simply keeping the skin clean and hydrated. MYSIA naturals aim to remind every customer to take a moment away from the busy daily life and to relax and enjoy it because MOOD IS EVERYTHING!

THE FOUNDER

The brand was founded by Sinan Ergin in 2019. His aspiration for natural products led him to create the brand MYSIA naturals. The brand products are hand-made with natural ingredients and never tested on animals. MYSIA naturals brand is 100% eco-friendly and sustainable with the ingredients and materials that are used in production.

Sinan was born in Ankara, Turkey. After he completed his high school education, Sinan moved to Canada and for university education. After his graduation, he gained few years of work experience in different fields until he found the opportunity in the natural health and skincare industry.

Sinan took the importance of olive oil, in the skincare industry. Thus, the brand's foundation started with the idea. Still today olive oil is the crucial ingredient in MYSIA naturals soaps. The company works with the best soap makers and chemical engineers to create different soaps for different purposes such as acne, cellulite, eczema etc.

Sinan Ergin's mission with MYSIA naturals brand is to create all-natural products that can be used by anyone with their unique needs. Also, he aims to educate society to use non-chemical products for a bright future of humanity and nature.

THE STORY

Natural skincare industry is booming every other day. By the time when people understand the importance of natural ingredients in skincare products the demand rises.

Although supply is not always well and satisfying. Many brands frequently come up with new products however the effect and quality mostly upsetting. This led people to have a suspicious look at the "natural product" industry.

MYSIA naturals passion is nature! The brand's mission is to protect the nature that all love for the next generations. MYSIA naturals aims to create and provide healthy and effective skincare products that are designed to treat, rejuvenate, and improve the skin and enhance the customer's looks, as well as improve the overall lifestyles of MYSIA customers

by helping them look beautiful and regaining their confidence.

The brand's story started with passion and continue with creating and enlarging the product lines to be part of the peoples life's all around the world. MYSIA naturals is not just a brand, it is a mission for the future of the skincare industry. MYSIA naturals story is enlarging with each customer need and experience.

MYSIA naturals started this journey as a brand but every other day it is becoming a bigger family. The company hopes each customer will enjoy and be part of MYSIA naturals family.



MYSIA Authentic Turkish Collection of Soaps
Photo Credit by MYSIA

THE BRAND

MYSIA is an ancient civilization, who lived in today's Aegean-Mediterranean region. It is where the best olives have been cultivated since ancient times. MYSIA civilization lived at the same age as Trojans and Lydians. This led MYSIA to be one of the pioneer civilizations that used money in history.

To honour the history of MYSIA, the brand adopted the Aphrodite figure on the MYSIA coin to be MYSIA logo. Three different colors represent three crucial aspects of MYSIA. Dark

green represents the color of olive trees and olives. Azure color represents the heavenly looking water sources and seas that have been part of many legends since the Greek mythology began. Last but not least, terra color represents the fertile soils which led to cultivate the best olives since ages.

WHAT MAKES MYSIA PRODUCTS SPECIAL?

Just like in ancient times, MYSIA naturals extra-virgin olive oil-based soaps are handmade by artisans. The same in-house method has been using by MYSIA artisans for decades and it passes from elder masters to young apprentices for generations.

MYSIA's soaps are produced completely by traditional methods. Using cold press extra-virgin olive oil which comes from the world's leading top-quality olive farms from Aegean and Mediterranean coasts. Mixing with essential oils and other natural ingredients and combining the mastered knowledge and experiences of decades brings out top-notch quality products. Each soap is cured in special rooms without humidity to dry for at least 45 days, then they get packed and ready to ship out from MYSIA naturals production site.

The pH ratio of MYSIA's soaps is between 8-9 which is great to clean dead cells on the skin and to keep the skin hydrated.

MYSIA naturals soaps do not contain SLS, parabens, additives, chemical colorants and palm oil. The main ingredient is olive oil. The company uses only 100% natural root colors. The scents in MYSIA products come from essential oils that it brings from all around the world for the best results. The packaging is 100% recyclable, and MYSIA naturals is plastic FREE.

OLIVE OIL SOAP IS NATURALLY RICH IN VITAMINS

Olive oil is known to be natural source of essential nutrients and vitamins that are important to help one look and feel healthy at all times. Also rich in vitamins E and A, olive oil can help improve the skin's appearance and boost immunity at the same time. Its beta carotene content can also help stimulate the growth of new cells, promoting a more glowing and youthful appearance.



MYSIA GRAPE SEED
Photo Credit by MYSIA

A NATURAL ANTI-AGING BEAUTY REGIMEN

Olive oil is considered an effective anti-aging solution because it contains oleic acid and polyphenols. These important components work together in order to improve the texture and skin tone. Because olive oil soap is so nourishing, it can help replenish the oils that skin loses as it gets older. In return, it gives us a much smoother complexion, including minimized wrinkles, and a healthy glowing appearance.

OLIVE OIL SOAP IS BEST FOR ALL SKIN TYPES

Since olive oil is a natural and healthy component, it can be used for any skin type. Everyone in the family from babies to adults can be able to take advantage of the natural olive oil soap benefits. That's because it's not harsh on even the most sensitive skin. Olive oil is also guaranteed to be hypoallergenic, which simply means there's no need to worry about nasty skin reactions.



MYSIA NATURAL EXTRA-VIRGIN OLIVE OIL-BASED SOAPS ARE HANDMADE BY
ARTISANS
PHOTO CREDIT BY MYSIA

PROMOTES HEALTHIER AND MORE RADIANT SKIN

Since olive oil is rich in antioxidants, it can contribute to healthier and more radiant skin through reversing oxidation as well as repelling unnatural and damage-causing free radicals. These elements are responsible for health problems, breakouts and skin diseases.

BAR SOAPS

The olive oil-based bar soaps from MYSIA naturals are obtained from 100% cold-pressed virgin olive oil and enriched with notes of Mediterranean fragrances which comes from essential oils.

The bar soap is compact but, at the same time, is very soluble in water. It is versatile for frequent washing for the face, hands and body, while also suitable for cleansing the most sensitive skin. It produces a white and thick foam, very delicate with remarkable detergent and emollient properties.

MYSIA's soaps are the result of a completely innovative technology that combines the millennial tradition of ALEPPO soaps with the most modern manufacturing needs.



MYSIA Roman Collection of Soaps
Photo Credit by MYSIA

BRAND USP

MYSIA naturals soaps do not contain SLS, parabens, additives, chemical colorants and palm oil. The main ingredient is olive oil. MYSIA uses only 100% natural root colors. The scents in the products come from essential oils that MYSIA brings from all around the world for the best results. The packaging is 100% recyclable, and the brand is plastic FREE.

The brand's mission is not only to produce eco-friendly and sustainable products but also to educate younger generations and making them understand the importance of eco-friendly life for a better and bright future.

MYSIA naturals supports Sustainable Development Goals (SDGs), which are a global agenda, adopted by countries in 2015, with a vision of ending poverty, protecting the planet and ensuring that all people enjoy peace and prosperity.

All the soaps are produced completely by traditional methods. Using cold press extra-virgin olive oil which comes from the world's leading top-quality olive farms from Aegean and Mediterranean coasts. Mixing with essential oils and other natural ingredients and

combining the mastered knowledge and experiences of decades brings out top-notch quality products. Each soap is cured in special rooms without humidity to dry for at least 45 days, then they get packed and ready to ship out from the production site.



Bath Bombs MYSIA
Photo Credit by MYSIA

The company carefully selects every single ingredient (natural resources, handpicked). All products are:

- Organic;
- Vegan (Only few soaps include milk, honey and propolis);
- Cruelty-free (No Animal Test);
- Powerful effectiveness from plant sources;
- Without parabens;
- Without SLS;
- Without sulphates;
- Without glycerine;
- Without refined oils;
- Without pesticides.

PRODUCTS & PRICES

MYSIA naturals uses only very special and expensive oils and ingredients in their products. It carefully selects each individual ingredient. Typical natural cosmetic products use essential oils, which lead to allergic reactions in the face and body. MYSIA naturals only uses oils and ingredients with less allergic reactions. It is crucial to avoid, that customer

reacts on natural cosmetic products. MYSIA naturals performed for all the products a dermatological test with outstanding results even for customers with very sensitive skin or skin problems.



MYSIA RED WINE
Photo Credit by MYSIA

MYSIA's products can be used daily, and they can be used for both face and body. The main focus of the company is to create the best possible product for its customers need and can be afford and used by them without harm to the environment.

The company plans to expand the lineup of natural products for personal care. The additional products that will be launched are:

- Face & Body Lotions;
- Liquid wash (Hand & Body);
- Perfumed was series (99% natural);
- CBD infused bath and skincare products.

SOAPS COLLECTIONS

MYSIA naturals presents 5 unique collections of handcraft soaps that not only care for the skin but also solve the main serious problems thanks to their composition of correctly selected natural ingredients. There are Moroccan, Victorian, Roman, Mayan and Turkish Collection. The recommended price for all soaps from the manufacturer MSRP is 12 USD for 110 grams bar. There are also minis of 5 grams each. The RRP for minis is 5 USD. The bars go in a case of 8 pieces. It is possible to familiarize yourself with the full lineup and all types of soaps in the catalogue at the bottom of the page or on [MYSIA's website](#). Also, it is possible to order GIFT Sets.

TUMERIC SOAP (Moroccan Collection)

This soap lightens the skin for a visibly brighter, even skin tone by reducing uneven pigmentation. Turmeric gently exfoliates dead skin cells and is considered a luxurious form of acne treatment. This soap is known for its anti-inflammatory and anti-aging properties.

Ingredients: Saponified coconut oil, cold-pressed extra virgin olive oil, American hazelnut, seed oil, dried ground leaves of turmeric, and water.

GOAT MILK SOAP (Victorian Collection)

Goat milk soap soothes and hydrates even the most sensitive skin thanks to its pH balance that is similar to human skin. It protects against external factors such as bacteria and chemicals and prevents skin rashes and itchiness. This soap can be used with all skin types.

Ingredients: Saponified coconut oil, cold-pressed extra virgin olive oil, goat milk, jojoba seed oil, and water.



MYSIA GIFT SET brings the double benefits of being a wonderful gift, as well as overcome all skin problems and provide nutrition and skin care for a long time

Photo Credit by MYSIA

FIG SEED SOAP (Roman Collection)

This soap increases blood circulation when used continuously and helps reduce cellulite. It also opens clogged pores and prevents the formation of oil and blackheads. Fig Seed soap is rich in minerals and with the orange, oregano, and rosemary oils in its formula, the skin will look healthy and energized. Can be used for sensitive skin.

Ingredients: Saponified coconut oil, saponified sesame oil, cold-pressed extra virgin olive oil, rosemary oil, oregano leaf oil, bitter orange flower oil, fig seed oil, and water.



TUMERIC SOAP (Moroccan Collection) & GOAT MILK SOAP (Victorian Collection) are the best care to fulfil main skin needs

Photo Credit by MYSIA

GRAPE SEED SOAP (Turkish Collection)

Grape seeds are loaded with antioxidants which allow this soap to rid the skin off toxins and heal imperfections quickly. Use this soap to keep the skin healthy and reduce the signs of aging.

Ingredients: Saponified coconut oil, cold-pressed extra virgin olive oil, grapevine seed powder/oil, and water.

CARBON SOAP (Mayan Collection)

Carbon soap is the perfect addition to the skincare routine and well-known treatment for blackheads. It clears the pores in the skin, nourishes it with the vitamin E in its formula, and leaves the skin feeling detoxed, hydrated and refreshed.

Ingredients: Saponified sweet almond and coconut oil, cold-pressed extra virgin olive oil, carbon, and water.



FIG SEED, GRAPE SEED and CARBON extraordinary and effective natural skin protection
Photo Credit by MYSIA

BATH BOMBS & SALTS

MYSIA's all-natural and handcrafted bath bombs are SLS, parabens and chemical colourants FREE. They are exquisitely handcrafted using a mixture of salts and essential oils and dried flower petals. Floral notes in the scent and calendula flowers add an exotic sensation to the pampering sessions and help to relax and enjoy a bath. Essential oils moisturize the skin and will let the skin freshen and hydrated more than ever.

CBD INFUSED PRODUCTS

WHAT IS CBD?

CBD is the abbreviation for cannabidiol, one of the many cannabinoids, or chemical compounds, found in marijuana and hemp. CBD is a chemical compound present in the Cannabis Sativa plant. Manufacturers can combine CBD with an oil, such as hemp or coconut oil, to create CBD oil. People can purchase CBD oil or a range of beauty products

that incorporate CBD oil to use on their skin. Due to its potential anti-inflammatory properties, CBD may be useful for treating many skin conditions, including acne, eczema, and psoriasis.

CRYSTAL-INFUSED WATER BOTTLES

A water bottle is an amazing healing tool. It integrates healing energy crystals into the human bodies. The crystal water bottle operates at the molecular and vibration level, by moving the properties of crystals into the water, helps its charging for energy. It has the power to promote and soothe the minds and feelings. Unlike ordinary water bottles, the use of the healing crystal-infused water bottles combines the natural healing properties of the liquid crystals. This is not only beneficial to the mind and body but to the environment as it reduces the use of crystal-clear water bottles by Gems and Vibes. Using a precious stone water bottle has the ability to improve mind and body functions throughout the day. It is possible to take it to the gym, work, school, etc.

MARKETING & SALES

MYSIA naturals has established itself very well in the Turkish market as a manufacturer of the best quality natural skin care products, as well as a creator of the unique collections of natural soaps that overcome various skin problems and also help the skin stay healthy and improve its look preventing the aging process. The brand is ready to develop globally, enter the international market with new lines and products and is looking for reliable distributors in the markets with which it is ready to build long-term mutually beneficial partnerships.

ADDITIONAL MATERIALS



Amethyst
MN-050001



Rose Quartz
MN-050002



Black Obsidian
MN-050003



Rainbow Quartz
MN-050004

Photo Credit by MYSIA

You can download images by the [link](#)

You can download the price list by the [link](#)

You can download the catalogue by the [link](#)

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QUESTIONS

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Company name: MYSIA naturals
Contact person: Sinan Ergin
E-mail: info@mysianaturals.com
Website: mysianaturals.com
Phone: +1647535399
Patent status: n/a
On market since: 2019
Regions: Canada, Turkey
Industries: Skincare
Source links: [MYSIA Webpage](#)
[MYSIA Instagramm page](#)
Files: [MYSIA naturals Soap Sheet](#)
[MYSIA naturals Catalogue](#)
[MYSIA naturals Prices & Logistic information](#)
Direct link: [click here](#)



SECRET DOSSIER ON BIOPEPTIX BY AVIV COSMETICS

BIOPEPTIX is a unique series of innovative cosmetic products developed by Israeli company Aviv Cosmetics. The line contains active ingredients, based on the latest research findings in dermatology such as biopeptides, growth factors and anti-glycation agents. At the same time, BIOPEPTIX includes plant extracts, fruit acids in therapeutic concentration and natural fruit puree. Combination of scientific research and natural ingredients made this line a real breakthrough in cosmetology, offering patients the best of the two worlds. The brand has already gained fame at a local market among professional beauty salons and spas and is also represented in European countries and is preparing for global distribution.

[BIOPEPTIX](#) was founded in 2007 by Dr. Dov Luxman in Tel-Aviv, Israel. The name BIOPEPTIX symbolizes the ingredients in these skincare products - biopeptides - short-chain proteins, which bind to skin cell receptors and stimulate regeneration and protection of the skin, weakened and lost by the skin in the result of damage, caused by ecological factors and premature ageing. Today, Israel is considered to be the medical capital of the world, as medicine and aesthetics in this country stepped so far that no one can compete with it. Israeli cosmetics can be discussed for hours - it is natural and high-tech, and contains unique ingredients of the Dead Sea. If you still have not paid attention to beauty products from Israel, then it is time to correct this mistake and discover BIOPEPTIX.



source - www.missbagira.ru

This unique skincare line was created with the combination of the most effective formulas under the careful supervision of Dr. Luxman, a practising physician for 30 years.

“To me it seems patently clear that the field of professional cosmetics comes close to and even overlaps areas of aesthetic medicine, i.e. dermatology and plastic surgery. Products and treatments alike should be based on scientific evidence. Fresh findings should be made public for the benefit of all those engaged in the field and subject to systematic

review. This way, the field of professional cosmetics will earn the acclaim it truly deserves! When I conceived the BIOPEPTIX product line, what I had in mind was to combine the best in cosmetic tradition with cutting-edge cosmetic technology suited to the third millennium”, says Dr. Luxman.

Evidence-based skincare - is the motto of BIOPEPTIX. All the formulations were created on the basis of active agents with proved efficacy in the sphere of regeneration of the skin balance and treatment of the skin disorders. The production of BIOPEPTIX is completely eco-friendly and the products are not tested on animals.



source - www.estet-portal.com

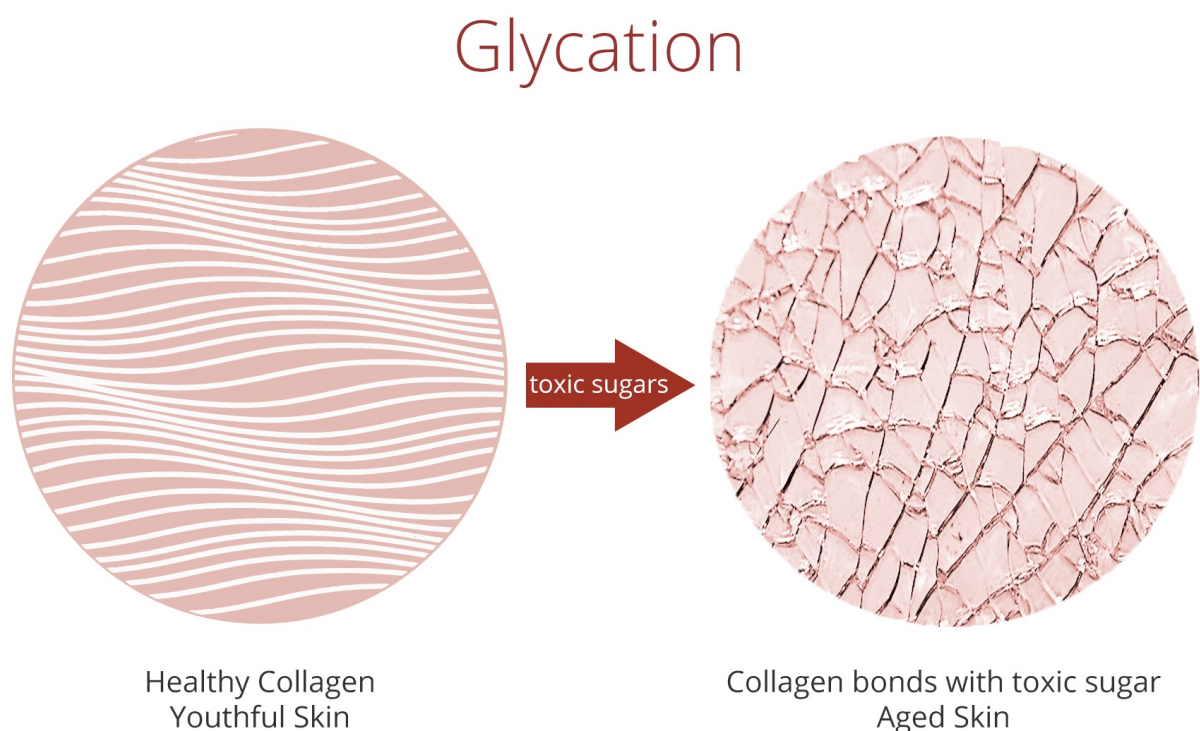
Why do we age?

The human body is aging for several internal and external reasons. Among them are a genetic predisposition, hormonal changes, photo-aging due to exposure to sunlight, nutrient deficiency, the effect of toxins (tobacco, alcohol, etc.). However, in the center of the mechanism of aging, there are two chemical reactions - oxidation and glycation.

Glycation - is a chemical reaction that occurs as a result of fixing the free sugars to protein molecules. It affects the whole body. At the last stage of this chemical reaction, appear end products of glycosylation - Advanced Glycation Endproducts (A.G.E). They are a major

cause of skin aging, because the effects of glycation are most susceptible to elastin and collagen - fibrillar proteins of the dermis. Over time, they become tougher and tougher because of all the greater fixation of sugar molecules to proteins. And the result: laxity, wrinkles, pigmentation and redness worsening, violation of skin scarring. All these signs of aging are directly or indirectly caused by the process of glycosylation, which occurs in our body continuously, and with age only increases.

Unfortunately, our body has no defence system against glycation. It can only be slowed down by choosing a healthy lifestyle, avoiding excessive exposure to sun, doing physical exercises, quitting smoking and alcohol, balanced nutrition, avoiding too fried and sugary foods. But for the fight with glycation and its consequences (A.G.E.), you can use external tools.



source - www.meg21.com

All BIOPEPTIX products contain anti-glycation agents, considered to be the latest findings in the anti-ageing sphere. One of these agents is aminoguanidine - a powerful activator of cell division. It stimulates the division of cells of the basal layer of the skin, accelerates regeneration and stimulates collagen synthesis. The division of the basal cells is the first phase of the renewal of the epidermis. Newly formed cells displace cells of the upper layer

of the skin and subsequently renew the epidermis completely.

Oxidation of cells is also one of the basic processes of skin aging. On the one hand, life is impossible without oxygen, and each cell needs it in order to produce energy and saturate proteins. On the other hand, it causes depletion of oxygen, destruction and disintegration, and as a result, aging and death of cells. Environment, pollution, solar radiation and cigarette smoke generate free radicals, which can have various degrees of damaging effects. The proteins (collagen, elastine), cell membrane lipids and DNA can be damaged by free radicals, which cause premature aging and even cancer. In recent years, numerous anti-aging medical research focused on the study of oxidation and free radicals, trying to slow down these processes.

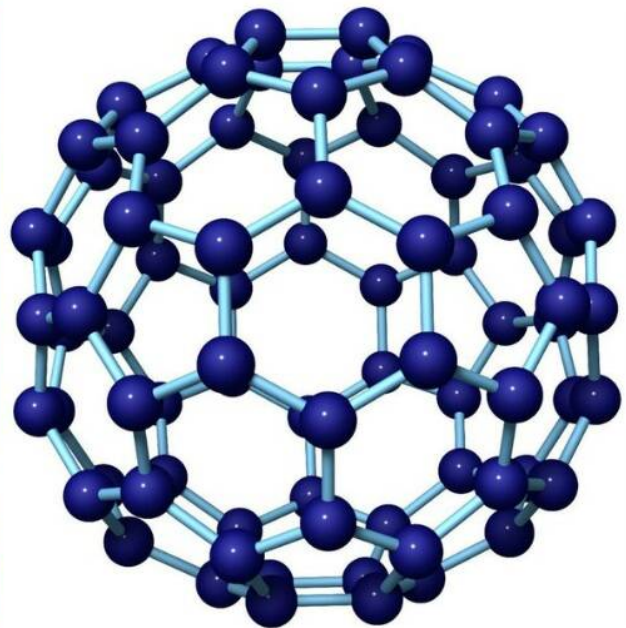


source - www.antiwrinklecreme.org

BIOPEPTIX line is enriched with powerful antioxidants (lycopene, bioflavonoid, resveratrol, vitamins), anti-bacterial compounds (proanthocyanins), healing and toning agents (allantoin, squalane and Centella Asiatica), as well as excellent moisturizers (hyaluronic acid, glycosaminoglycans).

The ingredients' great efficacy is further boosted through the use of the latest innovation in

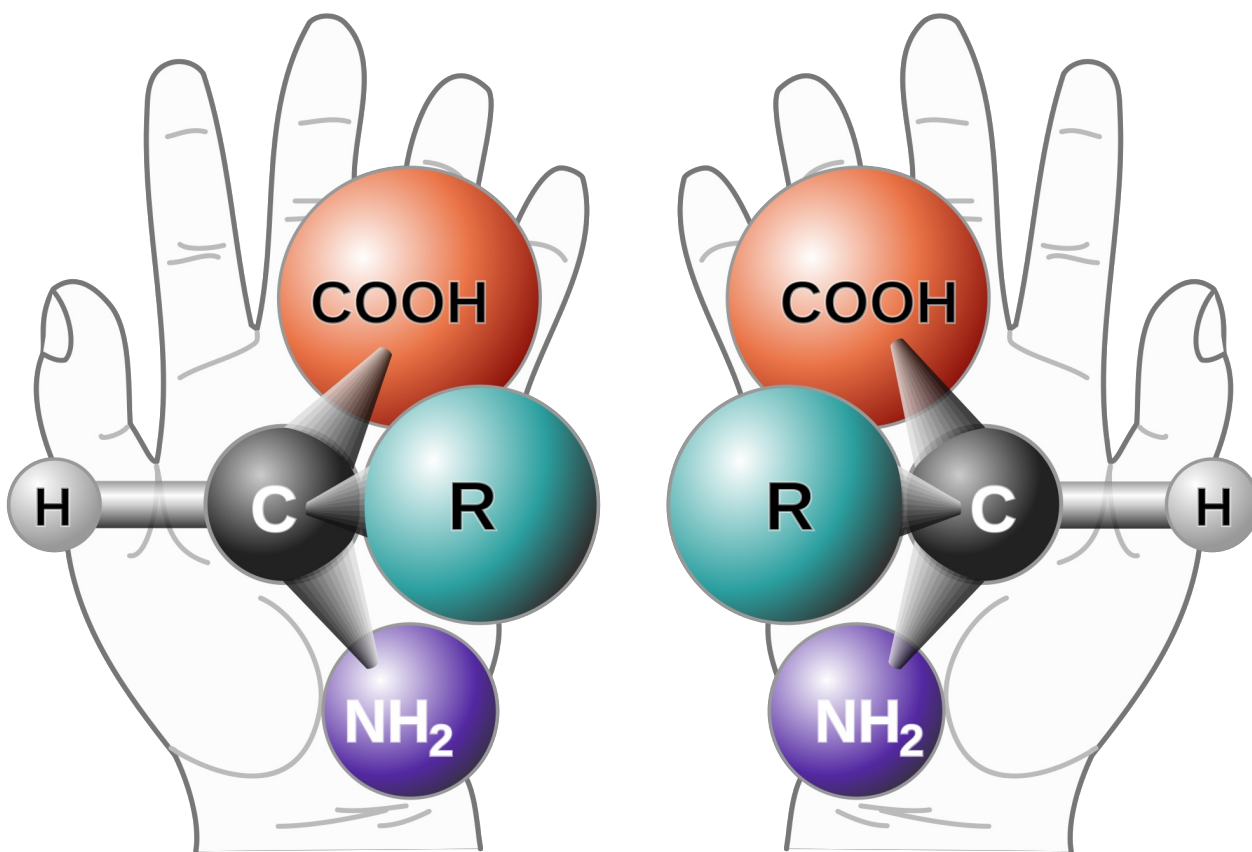
conduction means – the [fullerenes](#). Fullerenes - are molecular compounds made, as diamonds, only of carbon atoms, which are arranged at the vertices of regular hexagons and pentagons, which constitute the surface of a sphere. A spatial structure enveloping the active compounds that helps them penetrate the skin deeply with an efficiency that is tens of times greater than that of liposome-mediated penetration. For this breakthrough, the fullerene discoverers received a Nobel Prize in 1997.



Fullerene (source - www.lookfordiagnosis.com)

Fullerenes are the most powerful antioxidants among known to date, and their mechanism of action is fundamentally different from that of all other antioxidants. They act even in microdoses, maintaining efficiency for a long time. Fullerenes reduce the concentration of free radicals, normalize cellular metabolism, increase the ability of cells to regenerate, thus preserving youth. By efficacy, fullerenes exceed the most famous of antioxidants, vitamin C, for 125 times! If other antioxidants are consumed during the reaction, the fullerene facilitates mutual destruction of free radicals and at the same time it is not consumed at all. Instead of attacking neighboring molecules, free radicals can react with each other and form harmless compounds. But the meeting of two free radicals are not so likely at their low concentrations. Fullerenes have an ability to collect them on their surfaces, thus providing their meeting. Combined, they destroy each other, and wherein the fullerene does not change. That is why the fullerene acts as effectively as the majority of other antioxidants, and that is why it has a long-lasting effect.

Currently, another phenomenon is receiving increasing attention in the creation of pharmaceutical and cosmetic preparations - [chirality](#). Most natural substances are produced in more than one form. These forms differ from each other not only in structure and shape but in its activity and effectiveness as well. Most compounds have two asymmetrical forms designated as left (L for Levo) or right (D for Dextro). Incorporation of organic compounds in cosmetic products requires careful selection of these ingredients. Ingredients that are either (L) or (D) may not absorb into skin at the same rate and may have lower effectiveness. BIOPEPTIX cosmeceuticals utilize the ingredients in their correct left (L) or right (D) form in all cosmetic formulations to assure optimal absorption and effectiveness.



Two enantiomers of a generic amino acid that is chiral (source - www.en.wikipedia.org)

The advantage of BIOPEPTIX treatments is a two-stage peeling of the skin with natural fruit acids, allowing to reach the maximum anti-ageing effect by a so-called "controlled trauma", based on the concept "peel and heal". Biopeptix injures the skin to stimulate natural renewal processes.

Patients with mature skin will discover the advantage of [Pome-Peel](#) and [Pump-Skin Peel](#).

Pome Peel contains natural pomegranate puree. Glycolic and Lactic acids gently exfoliate the skin, increase moisture level and reduce irritation and dryness. Pomegranate puree is rich in antioxidant polyphenols and contains a high concentration of anti-inflammatory, anti-bacterial and anti-viral compounds. Pome-peel provides visible regeneration and rejuvenation of the skin. Pump-Skin Peel is a fruit-acid/enzyme formula based on organic pumpkin fruit specially developed as an exfoliation accelerator with outstanding keratolytic properties. Pumpkin Puree, Wine and Enzymes are used as an exfoliation accelerator, a powerful antioxidant and a mild retinoic acid substitute. Pump-Skin Peel activates receptors responsible for activating cell-turnover. It is a perfect exfoliator for mature skin and environmentally-stressed skin.



source - www.biopeptix.com

[Blue Enzyme Peel](#) with L-Lactic acid and plant-derived enzymes will provide exfoliation and toning to the dry skin. [Sali Zyme Peel](#) and [4-Berry Peel](#) were created specifically for patients with oily and acnetic skin, prone to infections and inflammations. The 4-Berry Peel is a 100% natural red cherry puree blended with chiral AHA's of L-Lactic Acid, L-Tartaric

Acid, L-Malic Acid, BHA Salicylic Acid and enzymes. Highly active ingredients exert their anti-bacterial, anti-inflammatory, soothing and regenerative effects to calm the skin and improve its appearance and structure. Sali-Zyme Peel is a professional strength chemical peeling based on Salicylic acid and plant-derived exfoliating enzymes. Salicylic acid is a highly effective keratolytic compound and Bromelain/Papain is an enzymatic complex that enhances exfoliation and moisturizes the skin. Sali-Zyme Peel protects the skin from the harmful environmental influence and has an anti-inflammatory effect.

[Cranberry Peel](#) is a superb formula for smoothing, firming, toning and mildly exfoliating the sensitive skin. It contains D-Cranberry Complex – highly beneficial for its antioxidant and its gentle anti-bacterial properties. Cranberry Peel boosts the healing process within the skin. Subtropical Peel from Effect Plus line provides the especially strong rejuvenating effect. Refreshing All-Around Mint Peel will suit all types of skin. Deep peeling is enhanced by a Pre-Peel toner, which reduces PH level of the skin and allows for maximum effect.

Apart from effective peelings, patients are offered a wide range of creams, masks, cleansers, scrubs and serums. [Pro-Lift](#) serum will provide an instant firming effect. Its powerful formula, based on botox-like ingredient Syn-Ake, acts like snake venom and reduces wrinkles. [Spin Trap](#) mask is a unique formula created for the protection of the skin from free radicals and solar radiation. It contains a wide range of powerful anti-oxidants and neutralizes toxins. [Clear&Fresh](#) eye serum reduces puffiness and dark circles in the eye area. And [Multi-Peptide](#) eye cream with a powerful peptide formula with reduce wrinkles and restore collagen.

Currently, BIOPEPTIX offers its customers 52 products for each skin type and 8 effective treatments:

- Acne & scars treatment – for oily skin;
- Anti-aging treatment - for mature skin;
- Instant lifting treatment – for mature skin;
- Rosacea treatment;
- Sensitive skin treatment;
- Bio-rejuvenation treatment – for mature and photo-aged skin;
- Uplift protocol – for sagging skin;
- Extra moisture treatment – for dry skin.

BIOPEPTIX products are not sold in retail chains or online stores. These products can be purchased only from official trained representatives or beauty institutions. Interested beauticians are invited to visit BIOPEPTIX training center in Tel-Aviv to derive the most of this unique brand and treatments. The Brand is currently presented in the domestic Israeli market, Portugal, Spain, Ukraine and Russia and is currently open for international expansion.



source - www.biopeptix.com

TERMS OF WORK WITH SPINOFF

Spinoff Syndicate has signed Agency Agreement with BIOPEPTIX to exclusively present the brand on all global markets to professional distributors.

IMPORTANT! Price lists are not for publication on the Internet and for inner use only. Biopeptix products can only be sold through professional beauticians, not online.

ADDITIONAL MATERIALS

General information about the products is available on the official Biopeptix [web page](#), the

Russian version by [link](#).

You will find a video demonstrating the full protocol of treatment by the [link](#).

You can find the promotional video on the official [Biopeptix Facebook page](#).

You can download all the pictures by the [link](#)

You can download Biopeptix presentation by the [link](#)

You can download the distribution prices for all products by the [link](#)

You can download Biopeptix CPNP European Certification Codes by the [link](#)

You can download graphic files for labels by the [link](#)

You can download the merchandise catalogue by the [link](#)

You can download the audio of the conference call with advice and the best practices from an official distributor from Portugal and Spain Dr. Mariline Hortigueira by the [link](#) and the protocol by the [link](#)

Please remember that at the very bottom of this dossier you will find a large number of files for internal use only.

OPEN QUESTIONS FROM THE MEMBERS

Since Syndicate members often have a lot of additional questions to the brand, we found a solution in the form of interactive feedbacks in Google Sheet not to integrate into the text of the dossier. You can find the series of questions/comments from Syndicate members and answers from the brand's owner by the [link](#). Feel free to leave your comments and ask questions Aviv Cosmetics about the BIOPEPTIX products by the [link](#). Please do not share this file since it is for internal use only.

Company name: Aviv-Cosmetics LTD.

Contact person: Orli Borger

E-mail: sales@avivcosmetics.com

Website: biopeptix.com/

Phone: +972 3 624 33 16

Patent status: Yes

On market since: 2007

Regions: United States, Israel

Industries: Skincare

Source links: [BIOPEPTIX OFFICIAL](#)
[Wikipedia Chirality](#)
[Wikipedia](#)
[Fullerene](#)
[Estet Portal](#)
[BIOPEPTIX OFFICIAL RU](#)
[BIOPEPTIX OFFICIAL VIDEO Protocol no sound](#)
[BIOPEPTIX VIDEO](#)
[BIOPEPTIX VIDEO TREATMENT](#)

Files: [Biopeptix Catalogue with full product line EN](#)
[Biopeptix Presentation PDF](#)
[BIOPEPTIX - CPNP European Cerification](#)
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[BIOPEPTIX merchandise catalogue and price list \(Jan 2020\)](#)
[Graphic philes for the labels EN](#)
[Biopeptix Export Price List 02-2021](#)
[אורלי בורגר La'isha on Biopeptix article Hebrew](#)

Direct link: [click here](#)



SECRET DOSSIER ON HERBAL DYNAMICS BEAUTY

Herbal Dynamics Beauty® harnesses the synergy of nature and science to deliver tangible results and real benefits. Making natural, creative and effective personal care products accessible remains the brand's guiding principle. Its diverse, rapidly growing line pairs exciting botanicals like prickly pear, green tea, mango and rose alongside advanced nourishing ingredients like hyaluronic acid, peptides, and vitamins. Colorful formulas and enjoyable scents emanate from simple, streamlined packaging to place the focus squarely on the benefits and good things within. With HDB customer chooses natural ingredients, science-based wellness and gentle but effective products designed to help look and feel better every day.

THE BRAND

Herbal Dynamics Beauty® was founded in 2017 in Scottsdale, Arizona with 5 key products and has been expanding rapidly online and into many retail stores and boutiques ever since. The CEO, Moe Kittaneh, has always been passionate about wellness and recognizes the importance of healthy ingredients both inside and out. Moe is the co-founder of Herbal Dynamics Beauty® as well as the co-founder of Amerisleep and other ventures in the tech space, like his newest innovation video technology, OCLU. As a lifelong entrepreneur, Moe seeks the challenge of starting new businesses and the reward of watching brands flourish.

The collection is a realization of Moe’s desire to make accessible, creative natural skincare products that are both effective and enjoyable to use. His core vision for the brand focuses on simplicity, transparency and education while creating products that offer true value to the people that use them. This philosophy alongside a strong social-focused approach has made Herbal Dynamics Beauty® one of the fastest-growing independent beauty brands in the US.

HDB develops a genuine connection with customers, emphasizing and maintaining a highly engaged, grassroots e-commerce and social media following. The brand's target audience is women and men between the ages of 18-65 who embrace a healthy lifestyle and natural living. HDB is a “masstige” brand that wants to reach as many people as possible to show them that combining the best in skincare science and nature can produce amazing benefits. The company believes that everyone should have access to healthy products.

PRODUCTS & PRICES

Vivid Revival® Mango & Green Tea Firming Eye Mask

Reduce the appearance of dark circles and puffiness with green tea and caffeine, like apple and mango extracts soothe and soften. Nourishing mango butter and phospholipids hydrate the delicate eye area for a youthful and fresh appearance.



Photo Credit by Herbal Dynamics Beauty

Key Ingredients: Mango Butter, Apple Extract, Phospholipids, Caffeine

• *SMOOTHING* • *BRIGHTENING* • *REFRESHING* • *HYDRATING*

Size: 15ml

Suggested Retail Price: €19,99, EXW €10

Youth Refresh® Prickly Pear Antioxidant Daily Moisturizer

Hydrate and balance skin with rare prickly pear seed oil and hyaluronic acid. Vitamin C and resurrection plant promote youthful, even skin tone as a wealth of plant extracts enhance natural radiance and hydrate for supple skin. Extracts of watermelon and seaweed replenish and soften skin while working to protect from environmental stressors.

Key Ingredients: Vitamin C, Prickly Pear, Hyaluronic Acid, Resurrection Plant, Watermelon, Oarweed

• *HYDRATING* • *ANTI-AGING* • *SOOTHING* • *BALANCING*

Size: 58ml

Suggested Retail Price: €24,99, EXW €12,50



Photo Credit by Herbal Dynamics Beauty

Youth Refresh® Hyaluronic Acid & Oat Overnight Recovery Mask

Recover from the weekend or refresh any night of the week with this nourishing mask. Hyaluronic acid and tremella mushroom help to hydrate skin as oat extract, rose oil, broccoli and aloe support skin's defences against environmental stressors.

Key Ingredients: Tremella Mushroom, Oat Extract, Broccoli Extract, Aloe

• SOOTHING • DETOXIFYING • PROTECTIVE • MOISTURIZING

Size: 30ml

Suggested Retail Price: €29,99, EXW €15

LipSoothe™ Acai & Mango Sugar Lip Scrub

Nourishing shea, cocoa and mango butters pair with exotic oils to soften as sugar provides gentle exfoliation, leaving lips plump, smooth and soft. Potent antioxidants from acai oil give delicate skin a more youthful appearance, as vitamin E and aloe soothe.

Key Ingredients: Acai Oil, Mango Butter, Cocoa Butter, Pistachio Oil, Macadamia Oil, Vitamin E



Photo Credit by Herbal Dynamics Beauty

• EXFOLIATING • SOFTENING • SMOOTHING • ANTI-AGING

Size: 15ml

Suggested Retail Price: €19,99, EXW €10

LipSoothe™ Volumizing & Smoothing Rapid Lip Mask

Get instantly fuller-looking lips with this velvety conditioning mask. Extract of the kiss-me-quick flower is paired with xylitol, a natural moisture magnet, for a plumping boost. Antioxidant-rich apple extract and an anti-wrinkle peptide promote softer, younger-looking lips.

Key Ingredients: Apple Extract, Kiss-Me-Quick, Peptides, Xylitol

• SMOOTHING • PLUMPING • HYDRATING • ANTI-AGING



Hydrate and plump lips with the LipSoothe™ Volumizing & Smoothing Lip Mask
Photo Credit by Herbal Dynamics Beauty

Size: 15ml

Suggested Retail Price: €19,99, EXW €10

Clean & Calm® Cooling Cucumber Eye Cream

Deeply hydrate, soothe and brighten the appearance of dark circles. This concentrated blend of anti-aging actives targets visible fine lines, wrinkles and puffiness, leaving tired eyes feeling fresh and revived.

Key Ingredients: Cucumber Extract, Hyaluronic Acid, Squalane, Peptide Complex

• DE-PUFFING • BRIGHTENING • HYDRATING • SMOOTHING

Size: 15ml

Suggested Retail Price: €24,99, EXW €12,50

RevitAge® White Truffle & Probiotic Neck Firming Treatment

Over 30 powerhouse botanicals deliver intense hydration and antioxidant benefits, promoting the look of youthful firmness in delicate neck and décolletage areas. Probiotics promote radiance and help protect the skin's moisture barrier. White truffle provides a plethora of vitamins and amino acids that nourish skin with hydration, while squalane gives

skin a smoother appearance.



RevitAge® White Truffle & Probiotic Neck Firming Treatment has over 30 powerhouse botanicals that provide intense hydration to the skin of the neck and décolleté

Photo Credit by Herbal Dynamics Beauty

Key Ingredients: White Truffle, Probiotic Complex, Squalane, Blackcurrant, Green Tea

• FIRMING • SMOOTHING • HYDRATING • BRIGHTENING

Size: 58ml

Suggested Retail Price: €29,99, EXW €15

Clean & Calm® Cucumber & Blue Lotus Micellar Water

Gently and effectively cleanse skin of oils, makeup and other impurities with this one-step, complexion-brightening micellar solution featuring white water lily and blue lotus extracts.

Key Ingredients: Blue Lotus Extract, Water Lily, Cucumber Extract, Vitamin B5

• BALANCING • PURIFYING • SOOTHING

Size: 118ml

Suggested Retail Price: €14,99, EXW €7,50



Photo Credit by Herbal Dynamics Beauty

RevitAge® Precious Rose Concentrated Face Balm

A bouquet of extracts from black rose, damask rose, cabbage rose, French rose and alpine rose stem cells pair with delicate rose oil to deliver potent antioxidant benefits. Indian gentian extract promotes a smoother appearance, reducing the look of wrinkles over time. Shea butter and ultra-light safflower oil provide deep hydration.

Key Ingredients: Rose Extracts, Rose Oils, Indian Gentian, Shea Butter

• *PLUMPING* • *HYDRATING* • *SMOOTHING* • *ANTI-AGING*

Size: 30ml

Suggested Retail Price: €24,99, EXW €12,50

RevitAge® Diamond & Pearl Firming Gel Mask

Enhance radiance and instantly reduce signs of aging with this luxurious, glow-inducing mask. Unique peptide and diamond complex works to resurface and smooth the appearance of texture in the skin while skin-loving hydrators nourish and revitalize dull complexions. Enriched with amino acids, this treatment gives a supple, firm look for the ultimate youthful boost.



RevitAge® Diamond & Pearl Firming Gel Mask with diamond powder brightens and evens skin tone, hydrates and plumps to soften fine lines, fights inflammation and redness

Photo Credit by Herbal Dynamics Beauty

Key Ingredients: Acacia Seyal Extract, Roselle Flower, Hyaluronic Acid, Diamond Powder, Amino Acids

• *ANTI-AGING* • *SOOTHING* • *BRIGHTENING* • *FIRMING*

Size: 58ml

Suggested Retail Price: €29,99, EXW €15

HydraSoft™ Chamomile & Macadamia Gentle Body Wash

Gently cleanse while softening with luxurious macadamia, sunflower and almond oils. Chamomile oil and vitamin E soothe, while vitamin C and rice protein promote radiant, smooth skin.

Key Ingredients: Macadamia Oil, Chamomile Oil, Rice Protein, Vitamins C & E



Photo Credit by Herbal Dynamics Beauty

• *SOFTENING* • *CLEANSING* • *MOISTURIZING*

Size: 177ml

Suggested Retail Price: €14,99, EXW €7,50

HydraSoft™ Shea & Squalane Rich Body Butter

This decadent blend of soft butters combines with pistachio and macadamia oils for fast-absorbing, non-greasy moisture that leaves skin silky. Squalane and amino acids reinforce skin's natural barrier and reduce signs of aging.

Key Ingredients: Mango Butter, Shea Butter, Mowrah Butter, Pistachio Oil, Aloe

• *HYDRATING* • *SMOOTHING* • *FIRMING* • *SKIN BARRIER-ENHANCING*

Size: 116ml

Suggested Retail Price: €24,99, EXW €12,50

HydraSoft™ Mango & Macadamia Intense Body Balm



Photo Credit by Herbal Dynamics Beauty

Nutrient-rich macadamia, olive and avocado oils pair with shea, mango, cocoa, and mowrah butters for comforting hydration in a luxurious melting balm. Peptides and antioxidants promote smoother, brighter-looking skin over time. Ideal for all-over firming and hydration.

Key Ingredients: Shea Butter, Pistachio Oil, Goji Extract, Peptides, Macadamia Oil

• *FIRMING* • *PROTECTIVE* • *SOOTHING* • *ANTI-AGING*

Size: 58ml

Suggested Retail Price: €24,99, EXW €12,50



Photo Credit by Herbal Dynamics Beauty

All products added to the dossier are EU registered and can be found in the CPNP portal. The company can ship from either the US or the EU currently.

BRANDING & DESIGN

The name “Herbal Dynamics Beauty” represents the fusion of botanicals with advanced actives to reveal beautiful skin. The herbal aspect of the brand recognizes the value of nature’s inherent benefits through vitamins, antioxidants, fatty acids, proteins and more. The word “dynamics” refers to change and growth, which is what the brand strives toward creating products that produce positive results for all.

The design is modern and clean, simple and streamlined. HBD likes to point out key ingredients that make the products unique and effective, backed by evidence and supported by education throughout our message to customers. Each product’s name is meant to clearly convey its purpose so the customers can hone in on their concerns to find the best solutions for them. Though function is key, the sensory experience is also a priority, the brand likes to display inviting textures, colors and natural scents.



Photo Credit by Herbal Dynamics Beauty

The packaging used for all products is functional and easy to use, carefully chosen to preserve the quality of the formulas and deliver convenience along with an indie beauty aesthetic. The formulas are contained in durable, recyclable plastic jars and bottles that fit snugly inside their boxes. The boxes that hold them are made from the high-quality board with an aqueous coating, making them resistant to dirt and smudges as well as the usual wear and tear. They feature vibrant splashes of botanical key ingredients along with our signature HDB logo and branding.

MARKETING & SALES

Launched in 2017 in Scottsdale, Arizona, HDB has continued to grow rapidly. Our high-performance products are favored across social media platforms and notably a fan favorite when it comes to bright, exciting colors and clean ingredients. Herbal Dynamics Beauty® has become a name that skincare and beauty lovers have come to know. To enhance brand visibility and sales, there have been continuous marketing and promotional activities both in the USA and internationally. Beyond the digital online advertisements, some of the brand activations have included:

- Print advertisements in leading lifestyle magazines;
- Digital wellness and lifestyle blog articles;

- Interactive posts on Instagram and other social media;
- Product sampling at trade shows and through social media;
- Inclusion in subscription beauty boxes;
- Influencer marketing and social media marketing.

The brand is currently sold in Australia, the Middle East, Germany, the UK and the USA and is planning to expand into Canada, China, France and worldwide.

MEDIA & AWARDS

Think Dirty: 2019 Dirty Thinkers' Choice Awards.

HDB has been featured in: [Huda Beauty](#), [The Spa Insider](#), [Beauty News NYC](#), [New Beauty](#), [Total Beauty](#), [Well + Good](#), [Harpers Bazaar](#), [Daily Mail](#), [OK Magazine Germany](#), [Wellness Magazine](#), [InStyle](#), [Belleza](#) & Many More!

ADDITIONAL MATERIALS

You can download images by the [link](#)

You can download the price list by the [link](#)



HDB Essentials™ help to reduce signs of aging by boosting elasticity, hydrating and brightening, providing natural balance

Photo Credit by Herbal Dynamics Beauty

You can download the presentation by the [link](#)

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QUESTIONS

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dossier. You can find a series of questions/comments from members and brand answers by the [link](#). Maybe among them, you will find the answer to your question. Feel free to leave your comments and ask questions by the [link](#). Please do not share this file since it is for internal use only.

TESTIMONIALS OF KEY OPINION LEADERS:

"let see if it works now"

Alexander Miller (Co-Founder at SPINOFF.COM)

Company name: Herbal Dynamics Beauty
Contact person: Ashley Stovall
E-mail: sales@herbaldynamicsbeauty.com
Website: herbaldynamicsbeauty.com
Phone: +1 855-455-6225
Patent status: n/a
On market since: 2017
Regions: United States
Industries: Skincare
Source links: [Herbal Dynamics Beauty webpage](#)
[@herbaldynamicsbeauty](#)
[Herbal Dynamics Beauty Facebook](#)
[Herbal Dynamics Beauty YouTube](#)
Files: [HDB - Welcome](#)
[HDB Presentation -](#)
[EU](#)
[HDB Order Form -](#)
[Spinoff](#)
Direct link: [click here](#)



SECRET DOSSIER ON CURATIVA BAY

Curativa Bay is an amazing skincare line that uses mineral-rich ingredients to create affordable, top-quality products. These formulations are designed not only to treat skin conditions but also improve skin health. Curativa Bay skincare line was founded in 2017 on a simple principle of making spa-quality products using only hand-selected organic and wild natural ingredients, sourced in the forest and ocean of the US Pacific Northwest. These ingredients are formulated by Jennifer Bell, Esthetician Skin Care Professional / Spa Owner, and Dr. Alfred Granite, Ph.D. Microbiology. Proprietary Hypochlorous Skin Spray, the highlight of the brand, was clinically tested to improve skin health. The unique formula is based on 100 + year old Breakthrough Technology Hypochlorous Acid (HOCL) that in recent years been made stable maintaining its safe and organic status. Curativa's HOCL Mist not only makes the skin feel very soft but speeds up the body's healing process, helping heal cuts, abrasions, burns, and bruises very quickly.

THE BRAND

For those who are familiar with the Tampa Bay area, we grew up in Passé-une-Grille, the southernmost tip of St. Pete Beach Florida. We were a rugged bunch, fishing and diving in the Gulf of Mexico. We loved the Gulf of Mexico spending long days in our treasured environment. Most of us had our first boat before we could drive. We had our share of torched, peeling and damaged skin that followed us later in life. We soon learned the consequences of not caring for our skin.

Curativa Bay had humble beginnings starting out in a little old place on a quiet bay developing formulations from nature and the sea that produced results and improved skin health. We were a creative group educated in homeopathic skincare, Esthetics and a Ph.D. Microbiologist, Dr. Alfred Granite. He spent 20 years conducting experiments and testing diverse formulations for skin and pharmaceutical applications. The amazing cosmetic solution works in conjunction with the skin's natural defenses to protect against environmental damage. There is just nothing comparable amongst the whole spectrum of natural products that can bring so many benefits to the skin.

Luxury, Health & Happiness



Photo Credit by Curativa Bay

THE BRAND'S USP - A World-Changing Discovery

One day, Dr. Granite, now our CTO, completed months of testing and research on a very promising technology, Stabilized Organic Hypochlorous Acid. He concluded this substance not only improved skin health but was very effective on acne, blemishes, rosacea, sunburn and more. It was very effective on eye afflictions such as blepharitis, dry eye, styes and found recent scientific studies showing that it kills the HPV virus on contact.

This substance had been studied and used since its discovery about 120 years ago for medical applications. During World War I, it was used to accelerate healing and to prevent infection on injured soldiers and was credited with saving thousands of lives and awarded the Nobel Prize. After the process of stabilization, providing up to a 2-year shelf life, [Curativa Bay \(HOCL\) Skin Spray](#) soon became our Flagship product used by thousands, providing a 5-star rating everywhere sold, even at [Amazon](#). Customers loved it and supported us. It was a truly humbling experience.

Our skincare line, made from all Natural and Organic ingredients, has a loyal following in the US and increasingly used in exclusive Spas and by Dermatologists and Cosmetic Surgeons. Our products have earned a 100% 5-star rating. Using our HOCL as a base to produce healthy skin and a results-driven skincare line to follow is a winning combination. With the help of some of the most caring and intelligent people you will ever meet, we have created, the best skincare line in existence using only natural and organic ingredients and when used with our Organic Hypochlorous Skin Spray as a base, no one brand can't even come close to Curativa Bay.

THE PRODUCTS

Innovative Natural Science drives Curativa's manufacturing process. We have developed products that enhance and improve most skincare concerns such as aging, health, acne/blemishes, dryness, peeling, redness, wrinkles and more. We are also developing a Vegan skincare line that contain no animal products or byproducts, such as beeswax, creating beauty in abundance.

- No Animal Testing;
- FDA Registered;
- In-House Quality Control Systems;
- Kosher Certified Materials;

- Vegan Formulas;
- Sustainable Raw Materials;
- Sustainable Practices;
- Recycled packaging, shipping, and marketing materials;
- Biodegradable Products.



Photo Credit by Curativa Bay

Advanced Hypochlorous Skin Spray

Hypochlorous acid (HOCl) is the most important substance naturally made by the human body that can be produced at a commercial scale— pure and stable— and made available for routine use in cosmetic care. There is just nothing comparable amongst the whole spectrum of natural products that can bring so many benefits to skincare.

The scientific evidence supporting these effects is plentiful and is published in the most rigorous and prestigious biomedical and chemistry journals. Newly discovered features of HOCl have come about from the value of making it pure, homogeneous and more comparable to the way it's naturally made and delivered to the sites of need in the body.

Made by human white blood cells and others that reside in skin and brain tissues, HOCl serves as the body's 'first responder' to irritation and injury—correcting blemishes Acne, hurrying the healing of all kinds of wounds, and maintaining health and wellness of skin at all stages of life. Short-lived when applied topically, it quickly triggers cascades of local events that all contribute to restoring skin to its optimal condition, and overcoming the commonplace damage experienced by your body's largest organ—skin—as it deals with daily insults from the environment, physical, chemical and infectious.

Regular use of Curativa Bay HOCL offers an array of benefits that extend from enhancing skin tone and inhibiting the toll of skin ageing changes, to relief from skin anomalies and discomfort wherever there has been irritation or injury, with proven cleansing, soothing and calming effects at points of need. Redness and damaging changes from routine exposure to influences that can harm skin appearance and feel are intercepted and reversed. These outcomes are especially helpful after dermatological procedures, as an adjunct to recovery. Advanced skincare options are opened up with the adoption of daily topical pure HOCl for routine application, no matter your age or sex—good things will come about, and will be noticed and enjoyed. It's 100% Natural and Organic.

Curativa Bay's Hypochlorous Skin Spray has been used as a preventive measure by cleansing hands, face, and all surfaces. Thus the brand has recently increased in sales up to 5000 pieces per week because of spray's effect based only on its pure quality and research on Hypochlorous by customers (according to [Instagram Page](#)). Please find the additional materials and studies on the Hypochlorous Skin Spray disinfecting action at Files at the bottom of the page.

Retinol Moisturizer - 97% Naturally Derived and 71% Organic

A powerful cocktail of antioxidants combined with Vitamin A to diminish the appearance of fine lines, wrinkles, and premature aging due to sun exposure. This results-oriented formulation replenishes and protects the skin's moisture barrier while protecting skin against the abuse of the elements. A perfect solution for those individuals that are new to retinol regimes.

Directions for use. Take a small amount on the fingers and apply over the face and massage until fully absorbed.

Seaborne Moisturizer

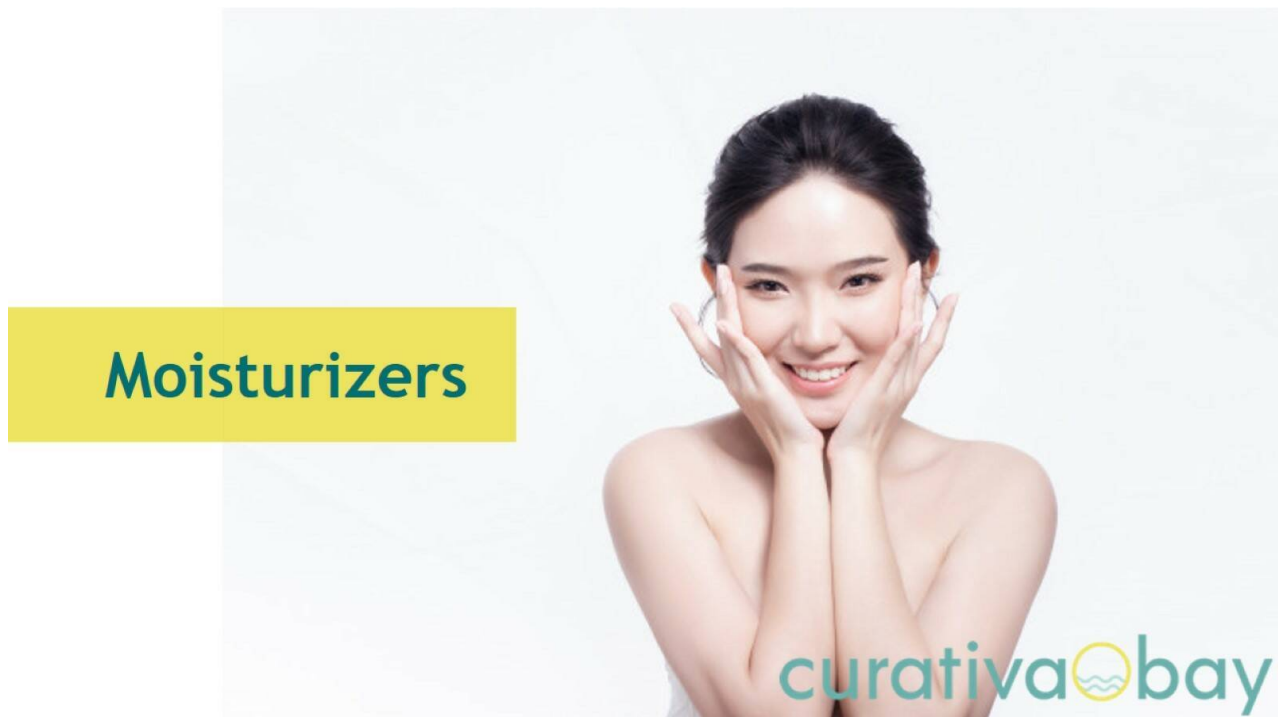


Photo Credit by Curativa Bay

A key component of our Marine Complex face care protocol is this super hydrating creme. Phyto-chemicals and 90+ ocean minerals, structured water and polysaccharides combine with the finest of proven hydrating ingredients of shea butter and jojoba oil to provide super hydration and moisturization for your skin. Light and fresh for all skin types, this deeply penetrating and absorbing lotion is the perfect accompaniment for our Seaborn Facial Cleanser and Hypochlorous Skin Spray. Seaborn Marine Moisturizer will rapidly restore firmness and elasticity to tired and overworked skin. Suitable for all skin types.

The key ingredients are:

- Organic Aloe Vera, Kosher Vegetable Glycerin, Organic Safflower Oil;
- Plant-Based Hyaluronic Acid, Ocean Mineral Complex, Organic Blue Green Algae;
- Irish Moss, Organic Yarrow, Shea Butter, Organic Jojoba Oil.

Age Defied Cleanser



Retinol Moisturizer is a result-oriented powerful cocktail of antioxidants combined with Vitamin A to diminish the appearance of fine lines, wrinkles, and premature aging due to sun exposure

Photo Credit by Curativa Bay

All skin types will love this product! A foaming exfoliating cleanser with Glycolic Acid, Salicylic Acid, Hibiscus Petals, and Jojoba Beads gently slough off dead skin cells and reduce the look of pores. This formulation has been shown to help speed cellular turnover, smooth complexions and refine skin tone, color, and texture. Tightens and brightens without stripping essential oils from the skin. Gentle enough for daily use.

Directions for use. Apply a small amount to fingers, lather with warm water, gently wash face/neck/decollete to cleanse of all oils, dirt, and makeup. For best results use morning and night. It is recommended that prior to exposure to the sun, users cover areas where AHAs have been applied with sunscreen. Contact of the product with the skin must be of limited frequency and duration.

Seaborne Cleanser



Photo Credit by Curativa Bay

Pamper your skin with ocean derived ingredients – long known for their benefits to achieve and maintain healthy and youthful skin. Saturated with a proprietary seaweed and mineral complex, this cleanser is packed with vitamin, minerals, trace elements and polysaccharides for a balanced and dewy complexion. When used with our Hypochlorous protocol, age spots disappear, wrinkles minimize and skin glows. Combined with other nourishing and skin enriching botanicals including, tea tree oil, burdock root, and red clover, this is one of our favorite daily regiments!

Directions for use. To be used daily, morning and night. Dispense a small amount into hands, later with warm water, wash in small rotating circles over the entire face, neck and decollete. Rinse with warm water. Use after application of Marine Complex Masque and follow with a spritzing of Marine Complex Toner.

Simply Clear Cleanser

Give your overworked skin some love with this effective, but gentle, cleanser. This powerful cleanser blends the anti-inflammatory benefits of cayenne with the antiseptic benefits of clove and the astringent benefits of willow bark. Perfect for all oily and blemish prone skin types, this face wash is designed to eliminate oils and dirt on skin, cornerstone to promote a cleaner, clearer complexion.



Curativa's Cleansers. Skincare that focuses on results and healthy skin
Photo Credit by Curativa Bay

Directions for use. Apply a small amount to fingers, lather with warm water, gently wash face/neck/decollete to cleanse of all oils, dirt, and makeup. For best results use morning and night. It can be used in a foaming bottle or with a pump.

Essential C Hyaluronic Acid - 98% Naturally Derived and 72% Organic

The perfect elixir for aging, sun-damaged skin. This Vitamin C serum is a concentrated delivery system for the highest form of active, bio-available Vitamin C. The vitamin C in our formulation is Stay C 50, a stabilized (phosphorylated) sodium salt of L-ascorbic acid. The esterification of ascorbic acid protects vitamin C from destruction by oxidation. The result is a stable, highly effective Vitamin C – combined with the superior moisturizing power of botanically derived hyaluronic acid and natural jojoba oil, the tightening and moisture retention power of Witch Hazel, along with the collagen production boosting properties of the amino acid Arginine. This serum works wonders to repair the effects of sun damage, lighten sun and age spots, smooth and brighten for more beautiful skin. You will love this serum!

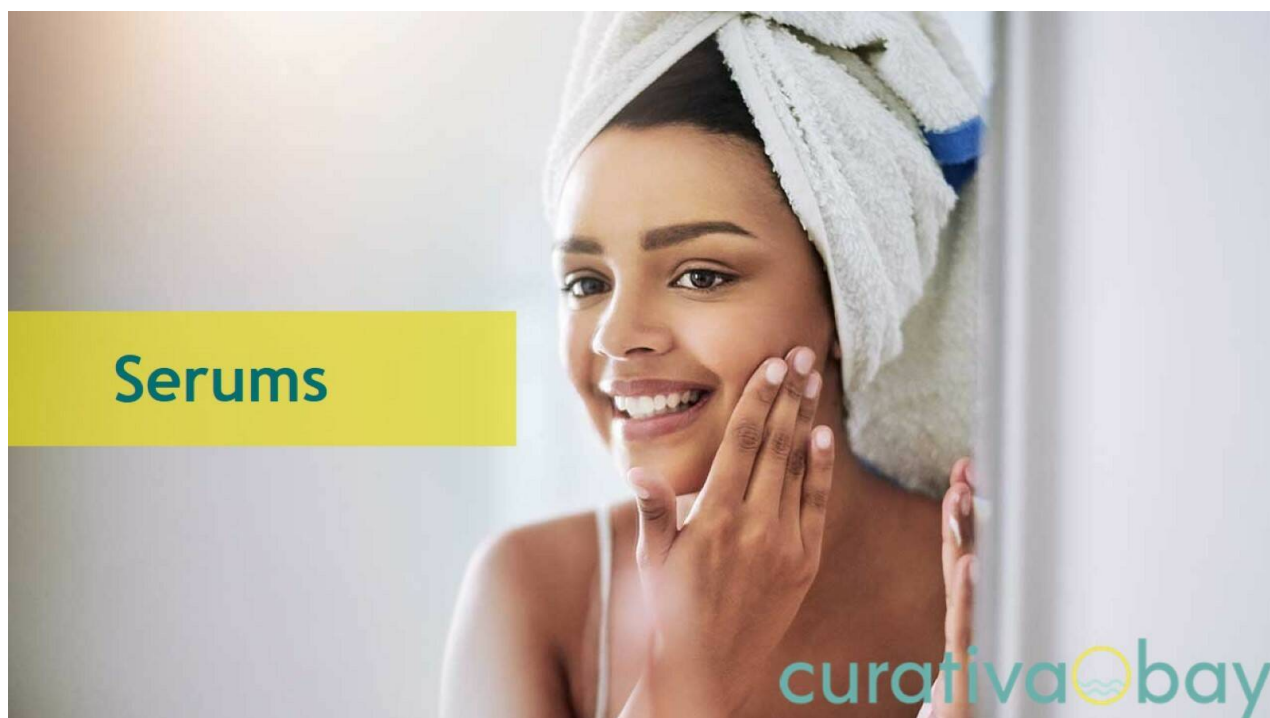


Photo Credit by Curativa Bay

Directions for use. Serums are delivery systems for ingredients. Wash and pat skin dry. If you are going to use a toner, apply the toner before the serum. Apply a small amount to entire face, neck and decollete. Allow drying. It can be used daily; can be used under makeup. Follow with any of our moisturizers.

Natural Rose Serum

It's a comprehensive anti-aging serum that gets rid of redness ASAP. Panthenol and niacinamide work together to banish redness and dark spots. They lend a helping hand to those with acne, and they help the skin retain valuable moisture. CoQ10 and rose balance and protect against free radicals, while MSM rebuilds and maintains the skin from the inside out.

Hyaluronic acid hydrates and plumps for long-lasting cellular hydration. While soothing and cooling aloe and cucumber help keep things irritation-free. Organic aloe also contributes to advanced collagen production and skin repair. The results are clear, blemish and dark-spot-free skin. Formulated with our 100% natural and carbomer-free base, the aroma is a nice cucumber-rose, and the color a slightly opaque, mild orange-pink.

Directions for use. Apply to clean skin morning and/or night. It can be worn under makeup.

Natural Firming Eye Creme

The eyes have it all with this revolutionary product – a highly advanced formulation combines the cutting-edge peptides of Matrixyl 3000 and Tripeptide-5 plus ocean-based retinol and fruit-based Glycolic Acid to a firm, rejuvenate, repair and soothe fragile skin around the eye. This, combined with dozens of botanicals, pure plant oils, and organic vitamins and minerals will leave your eye area soft and hydrated with the look of fine lines and wrinkles minimized.

Directions for use. After cleansing, lightly pat small amount around the eye area, allow absorbing.

Natural Cranberry Blueberry Scrub

Blueberries and cranberries load the skin with anti-oxidant power and Vitamin C for free-radical scavenging. Pomegranate, rhubarb, and dandelion lend their youthening bioflavonoids to this blend. Jojoba beads, olive, and hibiscus decongest the pores and exfoliate the skin to receive the oxygen enhancing vitamins and minerals found in the detoxifying berries and herbs that make up this gentle scrub.

Directions for use. Use a small dollop in a circular fashion on the face and/or body for gentle exfoliation. It can use with fingertips or with a cloth. Rinse off with warm water.



Whether stay at home or away on vacation the skin routine is always important. Curativa Bay highly recommends Curativa Bay Natural Essential-C Hyaluronic Acid Serum into everyday routine
Photo Credit by Curativa Bay

Natural Cranberry Blueberry Masque

The first thing noticed is the amazing natural scent of wild berries. This berry-filled formulation will hyper-oxygenate your skin cells with its antioxidant load of berries. Blueberries bring to your skin an arsenal of anti-aging benefits. Cranberries add to the blend with active bioflavonoids as well as much needed vitamins. A gentle exfoliation utilizing fresh fruit pulp, and deeper cell renewal and collagen production with Glycolic acid. This decadent and restorative treatment is a must-have for every face.

Directions for use. Apply generously to face and neck area creating a thick coating. Mask does have glycolic so it may tingle on some clients but that is normal. Leave on for 15-30 minutes; can be applied under steam. Use a damp cloth or warm water to remove. Follow with one of our foaming face washes, toner, serum and moisturizer for full treatment. Mask does have natural fibers so it great to leave on then use circular motions to slough off dead skin and exfoliate.



Curativa Cranberry Blueberry Masque is a real smoothie for a face with the amazing natural scent of wild berries. This berry-filled formulation will hyper-oxygenate skin cells with antioxidants, exfoliate, and ensure a deeper cell renewal

Photo Credit by Curativa Bay

MARKETING & SALES

Curativa Bay is offered for sale in over 100 stores in the US and Canada through Palko Distributing and 11 Independent Distributors. We are also sold online through our [website](#), [Amazon](#), [Ebay](#), [Beautybridge.com](#), [Etsy.com](#), [Facebook](#), and [Instagram](#). The Esthetician line is a membership and produces custom made products for Spas and Independent brands throughout the US and Canada. Curativa Bay Inc. is a relatively young company with great ambitions and technologically strong products that actively develop locally and have already earned the love of many customers in the United States. Now the company is ready to enter new markets to earn the hearts of customers around the world.



Photo Credit by Curativa Bay

PRICES

Some Curativa Bay products recommended retail prices for the US are:

- Age Defied Cleanser - \$39,99;
- Seaborne Cleanser -\$37,99;
- Simply Clear Cleanser -\$39,99;
- Seaborne Moist -\$38,95;
- Natural Retinol Moist -\$39,95;
- Firming Eye Crème - \$38,95;
- Essential C Serum - \$38,95;
- Rose Serum - \$43,99;
- Blueberry Masque -\$45,00;
- Blueberry Scrub -\$39,99;
- Hypochlorous Spray - \$32,99.

MEDIA

Product	SKU	Retail	Wholesale	Distributor
Age Defied Cleanser	1001	\$ 39.99	\$ 18.00	\$ 14.60
Seaborne Cleanser	1002	\$ 37.99	\$ 17.00	\$ 13.90
Simply Clear Cleanser	1003	\$ 39.99	\$ 18.00	\$ 14.60
Seaborne Moist	1004	\$ 38.95	\$ 17.00	\$ 13.90
Natural Retinol Moist	1005	\$ 39.95	\$ 18.00	\$ 14.60
Firming Eye Crème	1006	\$ 38.95	\$ 17.00	\$ 13.90
Essential C Serum	1007	\$ 38.95	\$ 17.00	\$ 13.90
Rose Serum	1008	\$ 43.99	\$ 19.00	\$ 15.25
Blueberry Masque	1009	\$ 45.00	\$ 19.00	\$ 15.25
Blueberry Scrub	1010	\$ 39.99	\$ 18.00	\$ 14.60
Hypochlorous Spray	1011	\$32.99	\$ 25.00	\$ 17.50

Prices are provided by Curativa Bay as of January 2020 for comparative analysis of the potential distributors at their markets

"Curativa Bay (www.curativabay.com) is a boutique Veteran Owned skin care manufacturer located in Clearwater Florida providing innovative natural and organic skin care solutions with an emphasis on Organic Hypochlorous Acid Skin Mist." [PRNewswire](#)

"Newly discovered features of HOCl have come about from the value of making it pure, homogeneous and more comparable to the way it's naturally made and delivered to the sites of need in the body. Benefits to the body: Regular use of Curativa Bay Hypochlorous Spray offers an array of benefits that extend from enhancing skin tone, and inhibiting the toll of skin ageing changes, to relief from discomfort wherever there has been irritation or injury, with proven cleansing, soothing and calming effects at points of need."

EINPresswire.com

REFERENCES

Accolades

I absolutely love the texture of this serum

Mayura Gayer

I am obsessed with this organic face wash

Lilly Fox

This spray is so calming and refreshing to my sensitive face

Texas Girl

My skin never looked better

Kate R

This spray has become an integral part of my skincare routine

Tina

A miracle in a bottle

Jenny

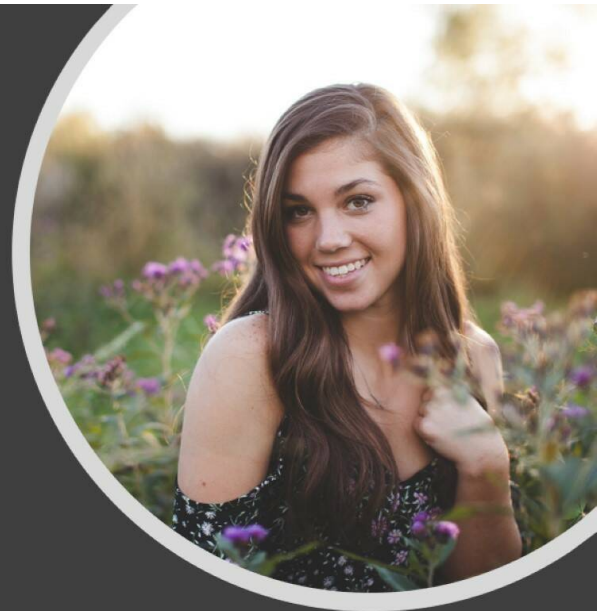


Photo Credit by Curativa Bay

ADDITIONAL MATERIALS

You can download all the product photos by the [link](#)

You can download the presentation of Curativa Bay by the [link](#)

You can download 2020 Curativa Bay price sheet for distributors by the [link](#)

You can download the Presentation on Hypochlorous Skin Spray disinfecting action by the [link](#)

You can download the studies of Dr.Granite on Hypochlorous Skin Spray action against Covid by the [link](#)

Please remember that at the very bottom of this dossier you will find a large number of files for internal use only.

OPEN QUESTIONS FROM THE SYNDICATE MEMBERS

Since Syndicate members often have a lot of additional questions to the brand, we found a

solution in the form of interactive feedbacks in Google Sheet not to integrate into the text of the dossier. You can find a series of questions/comments from Syndicate members and answers from the Curativa Bay CEO by the [link](#). Maybe among them, you will find the answer to your question. Feel free to leave your comments and ask questions by the [link](#). Please do not share this file since it is for internal use only.

Company name: Curativa Bay Inc.
Contact person: William Maher, CEO
E-mail: info@curativabay.com
Website: curativabay.com
Phone: +1 727-742-6636
Patent status: patented
On market since: 2017
Regions: United States
Industries: Skincare
Source links: [Curativa Bay Webpage](#)
[Curativ Bay Facebook Page](#)
Files: [Curativa Bay Presentation](#)
[ppt](#)
[Curativa Bay Product Photos](#)
[2020 Curativa Bay price sheet for distributors.pdf](#)
[Presentation Hypochlorous Skin Spray disinfecting action](#)
[Studies Dr.Granite Hypochlorous Skin Spray Against Covid](#)
Direct link: [click here](#)

SUPPLEMENTS



NATURAL SHILAJIT - PUREST BODY CLEANER AND ENERGIZER

Shilajit or moomiyo, that can produce energy within cells is a traditional ayurvedic product that gets extracted from the solidity of animal and plant material over millions of years in the Himalayan regions of Tibet and in India. Herbal remedy known as Shilajit is considered the best carrier of nutrition and energy for the body. Now, it is found in most of the countries and has been used in many products because of its healing properties. Natural Shilajit is rich in many nutrients and contains minerals, humic acid, loads of vitamins and fulvic acid, which are considered key components that act as good cleansers since they remove harmful metals from the human body. The founder of the Natural Shilajit Brand Andrey Konovalov is the first who introduced and expanded the authentic Altai Shilajit as a dietary supplement to the US market and looks forward to the global market expansion.

Shilajit, also called mineral pitch, is the result of a long process of breaking down plant matter and minerals. It is a sticky, black, tar-like substance that comes from rocks in high mountain ranges. Shilajit sourced in India and Tibet, has been used in traditional Ayurvedic medicine for centuries, and the compounds in it appear to be beneficial for many conditions i.e. brain function, heart health, aging, help fight off viruses, anemia, chronic fatigue syndrome, altitude sickness, obesity, male fertility and even certain types of cancer cells. Shilajit is available as a powder or as a supplement that can be dissolved in milk or water. The recommended dose of Shilajit is 300 to 500 milligrams per day. However, it is important that a person speaks with a doctor before taking any natural supplements. Research suggests that Shilajit is safe for long-term use as a dietary supplement. However, there are some potential side effects of using Shilajit. Shilajit may lower blood pressure, which can be dangerous for people on high blood pressure medications. People with active heart disease or with a history of hypotension should be careful and more likely to avoid taking Shilajit to prevent a drop in blood pressure.



Pure shilajit contains minerals, humic acid, loads of vitamins and fulvic acid, which are considered key components that act as good cleansers since they remove harmful metals from the human body source - naturalshilajit.com

Shilajit is popularly referred to as the “Destroyer of Weaknesses”. This resin has a wide array of therapeutic benefits and is used all around the world as a panacea for almost

every health problem. It is very rich in many nutrients such as humic acid and fulvic acid as well as many other micronutrients. Fulvic acid, is an integral carrier molecule of bioactive substances in several transport systems, while Humic acid helps improve physical and mental health. In recent years, scientists have found small amounts of Dibenzopyrenes (DBPs) in Shilajit. DBP is an important biomolecule that helps restore and maintain the normal functioning of the mitochondria (the cell's powerhouse), thus boosts energy (ATP) production. Shilajit resin is also rich in trace elements such as calcium, iron, zinc, copper, manganese and magnesium which also contribute significantly to your healthy lifestyle.

Traditional Shilajit was taken with hot organic milk or with some ghee to deliver stamina and energy to the body. The producers of the product recommend to dissolve it with a hot tea, coffee or warm milk and also non-chlorinated water. The Shilajit also dissolves under the tongue just after swallowing it.

All of Natural Shilajit products are 100% organic, natural and wild-crafted. The company works directly with long-time trusted supplier in the Altai Mountains, so can be extra confident in the product's authenticity. Each new batch goes through vigorous testing to ensure the product's purity before being processed & packed at an FDA-certified facility.

Today, the main income brings online retail. The manufacturer sells 700 jars of Natural Shilajit per month through bloggers and affiliate programs. The price for Natural Shilajit Resin 7g jar is \$35, for 15g is \$49 that now goes as Bestseller for \$36,75. In addition to the Natural Shilajit, the company also offers honey sticks called NutriHoney which are a mixture of Natural Shilajit Resin and Raw Honey sealed in dose sticks. Since 2016, Natural Shilajit has been sold on [Amazon](#) and is in the top 5 in search results on request for Shilajit. Taking into account the income from cooperation with farmers, the revenue of the company today equals \$50,000-60,000 per month, while net profit is \$35,000-40,000. Healthy Nutrition Group LLC plans to begin the expansion of the Altai dietary supplement to other countries and find new niches. The company is pinning great hopes on the cosmetics market, which global volume in 2018 was \$12.6 billion.



Customers can buy the product from websites that offer Shilajit for sale at a reasonable price source - naturalshilajit.com

Company name: HEALTHY NUTRITION GROUP LLC

Contact person: Andrey Konovalov

E-mail: support@naturalshilajit.com

Website: naturalshilajit.com

Phone: +1 (800) 649-7067

Patent status: +

On market since: 2016

Regions: United States

Industries: Supplements

Source links: [Natural Shilajit](#)

[Original Video](#)

Direct link: [click here](#)

WELLNESS



FUSION GENOMICS: A NEW ERA IN PATHOGEN SEQUENCING

FUSION GENOMICS is a Vancouver-based company that is advancing molecular diagnostics by developing identification tests for pathogens using proprietary technologies in combination with Next Generation Sequencing. Its ONETest™ products, in combination with the FUSIONCloud™ data analysis platform, enable rapid identification of the genetic signatures of human pathogens and cancers accurately and economically. Furthermore, FUSION's ONETest™ platform is currently being tested at various key opinion leaders in Canada and the European Union.

The company's mission is to provide global and local healthcare providers with the tools they need to perform both population surveillance and individual diagnosis of pathogens to prevent unnecessary deaths and halt the growing problem of disease drug resistance.

To do this, FUSION GENOMICS is developing highly sensitive and massively multiplex DNA/RNA sequencing-based diagnostics that combine its proprietary QUANTUMProbes™ technology with Next Generation Sequencing and its ever-expanding FUSIONCloud™ to bring results directly to the desktop or mobile devices. The use of FUSION GENOMICS' reliably rapid, highly sensitive and cost-effective ONETest™ products will advance the field of molecular diagnostics beyond the limitations and shortcomings of molecular assays currently in use.

ONETest™



Disruptive DNA/RNA Capture Technology
source - fusiongenomics.com

ONETest™ platform offers a complete 12 hours “Benchtop to Desktop” solution for next-generation sequencing based diagnostic testing of infectious diseases. It comprises the patent pending and proprietary UNIPrep™, QUANTUMProbes™ and the FUSIONCloud™ with 1000X the sensitivity over PCR and up to 9000X target enrichment over metagenome sequencing. **The ONETest™ is able to identify any pathogen.** Importantly, this platform has been validated with institutes and organizations around the world.

The AI eDNA ONETest proves the company's claims on high limit-of-detection, sensitivity and specificity by being the only test to date that **can detect and genotype avian influenza from wetland sediments in wild bird habitats.** Its upcoming Hepatitis C tests is similarly designed to give much improved clinically actionable data in a single test and FUSION GENOMICS has a pipeline of other tests such as **HPV, MDR/XDR Tuberculosis (lat. Phthisis), blood screening multiplex, sepsis, etc.**

In addition, the company's vision is of a world where humans are healthier because

diseases are identified faster and treated/cured sooner through the use of assays that employ advanced sequencing technologies.

Company name: FUSION GENOMICS
Contact person: -
E-mail: info@fusiongenomics.com
Website: <http://www.fusiongenomics.com/>
Phone: +1.604.428.7701
Patent status: patented
On market since: 2013
Regions: Canada
Industries: Wellness
Source links: [FUSION GENOMICS](#)
[ORIGINAL VIDEO](#)
Direct link: [click here](#)



JOYLUX: EMPOWERING WOMEN TO LIVE THEIR BEST LIVES

Joylux, a Seattle-based company, creates innovative health solutions targeting the enormous, but underserved female intimate care market. Joylux provides customers with LED-focused medical devices that are transforming women's pelvic floor health. Available exclusively in international markets outside of the U.S., vSculpt is the world's first home-use vaginal rejuvenation device using light-energy, gentle heat and sonic technology to treat the vaginal tissue and pelvic floor muscles. vSculpt is cleared as a Class II OTC Medical Device for the treatment of incontinence, vaginal dryness and pelvic pain in Canada, Europe, Australia and other parts of the world.

According to the [WHO](#), sexual health is a state of physical, mental and social well-being in relation to sexuality. It requires a positive and respectful approach to sexuality and sexual relationships, as well as the possibility of having pleasurable and safe sexual experiences, free of coercion, discrimination and violence. Despite all these facts, women's sexual health and wellbeing have been neglected too long. Moreover, even today, the issues of female sexual health are taboo in some cultures, social, religious and economic strata.

Therefore, women started to develop innovative products and create new business models for this market. Colette Courtion, which is known for pioneering transformational beauty products and medical devices, founded Joylux that offers an at-home pelvic-floor toning and vaginal rejuvenation device for women affected by pelvic-floor issues. Joylux, Inc. was formerly known as ISIS Labs, Inc. The company was incorporated in 2013 and is based in Seattle, Washington.

Joylux' first product [vSculpt](#) is available in two models: **vSculpt** and **vSculpt PRO**. vSculpt is sold online and through select retailers in the U.K. and Canada. **It is a simple and effective solution to tone, tighten, and rejuvenate the vaginal tissue and muscles of the pelvic floor.** Furthermore, the device is fast since it requires less than 10 minutes per day to be used; effective (9 out of 10 women experience results); safe (non-surgical, noninvasive, and hormone-free); and easy to use (apply in the comfort and privacy of home).

vSculpt PRO, featuring additional LED power, a 12-minute treatment time, and 10 therapeutic vibration modes, allows achieving maximum results faster. It is available exclusively in professional offices through the company's network of distributors in the U.K., Canada, Switzerland, Germany, Australia, Chile, and South Africa.

Another company's technology is represented by [vFit](#) and [vFit PLUS](#) - **the world's first and only home-use solutions using red-light to help improve intimate wellness.** OB/GYN-designed, Joylux' patented combination of red-lights, gentle heat, and sonic technology will help to improve intimate wellness, including increased sensation and hydration. vFit or vFit PLUS are also available exclusively through doctors. In addition, the company has raised **\$7 million in Series A round**, led by [Keiretsu Capital](#).



Joylux for woman's health
source - foundersfightcancer.charity

Company name: Joylux Inc.
Contact person: Heather Dazell
E-mail: heather@joyluxinc.com; info@joyluxinc.com
Website: <https://www.joyluxinc.com/>
Phone: -
Patent status: patented
On market since: 2013
Regions: United States
Industries: Wellness
Source links: [Joylux](#)
[vSculpt](#)
[vFit](#)
[WHO](#)
[ORIGINAL VIDEO](#)
Direct link: [click here](#)

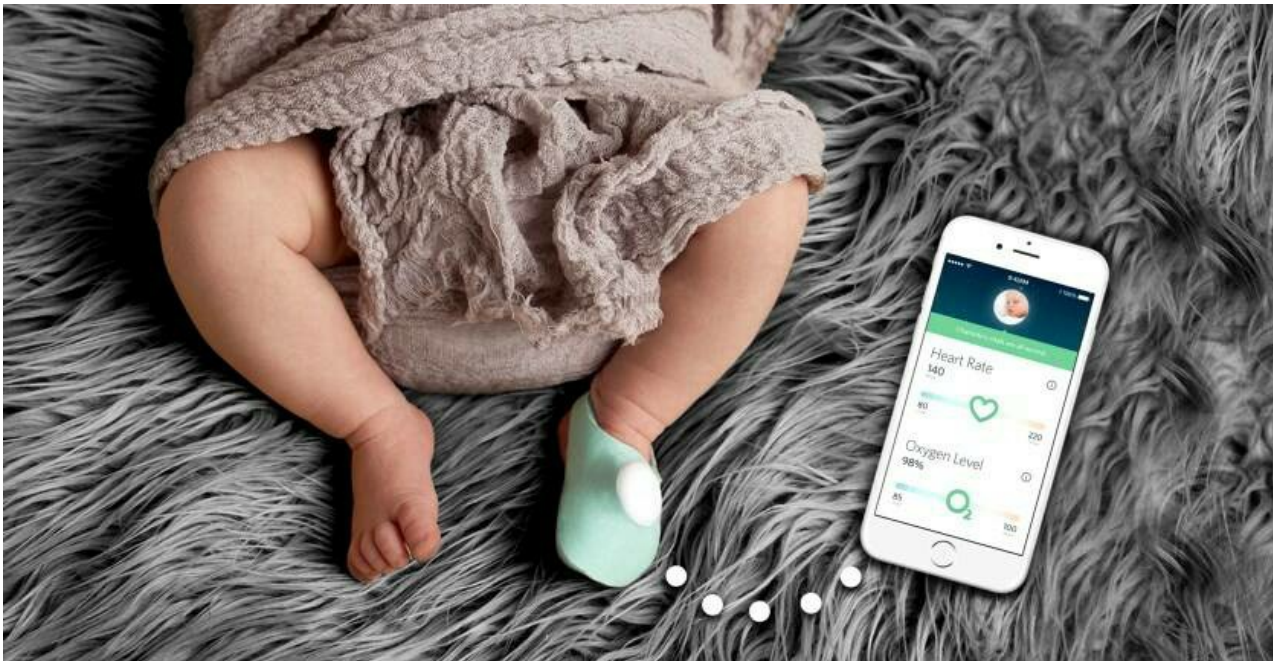
MEDTECH



OWLET CAN TRACK BABY'S HEART RATE AND OXYGEN LEVELS

Owlet Baby Care is a health technology company. The company's flagship product is the Smart Sock Baby Monitor, which uses pulse oximetry technology to track such biomarkers as a baby's heart rate and oxygen levels during sleep. Owlet's mission is to empower parents with the right information at the right time. The Smart Sock comfortably wraps around baby's foot to track heart rate, oxygen levels and sleep. The base station glows green to let know everything is okay but notifies with lights and sounds if heart rate or oxygen levels leave preset zones. Parents can see live readings using Owlet's app but can also use trended sleep data and historical heart and oxygen information using the Connected Care app to improve their baby's overall wellness.

The [Owlet Smart Sock](#) is worn comfortably on a baby's foot. Pulse oximetry – a technology found in most hospitals – is used to track the baby while sleeping. The Smart Sock sends notifications via a Bluetooth low energy (BLE) base station, to the parents' smartphone, making it easy to check if their baby is sleeping soundly. If a baby's heart rate or oxygen levels deviate outside of pre-set levels, parents are notified via an alarm. According to **Owlet CEO and co-founder, Kurt Workman**, who is the father of two young children, the first year of life poses the highest sleep-related risks to infants and the greatest stress for parents. The company clinically-proven technology delivers key information to parents, when and where they need it. **The Owlet Smart Sock helps provide peace of mind, and a better night's sleep for all.** Since launching in 2015, Owlet has taken the US market by storm, selling more than 150,000 Smart Sock products in just 24 months. Australia is the first market outside of the US to officially get the Smart Sock.



The Smart Sock Baby Monitor uses pulse oximetry technology to track such biomarkers as a baby's heart rate and oxygen levels during sleep
source -owletcare.com

Owlet takes clinically-proven technology and makes it appropriate for, and accessible in, the home. The Smart Sock is wireless, wearable and comfortable. It's designed with parents in mind, and is made easy to use. Eighty-three percent of parents report that their own sleep is improved using the Smart Sock. To provide a greater level of information and historical data analysis, parents can also download the additional Owlet Connected Care app. The new app also provides insights for parents to better understand their baby's sleep patterns. In addition, parents can choose to share the data with the family

paediatrician to proactively address infant health issues and make more informed decisions. Owlet Baby Care announced the closing of a **\$24 million Series B investment**. The round was led by [Trilogy Equity Partners](#), with participation from existing investors, including [Eclipse Ventures](#), [Broadway Angels](#), and **Enfield Ventures**, and the addition [Pelion Venture Partners](#).

Company name: Owlet
Contact person: Kurt Workman
E-mail: kurt@owletcare.com
Website: www.owletcare.com
Phone: +1 844 334-3717
Patent status: patented
On market since: +
Regions: United States
Industries: Medtech
Source links: [Owlet](#)
Direct link: [click here](#)



NON-SURGICAL CHIN CORRECTION

Kybella is a less invasive, non-surgical option for the treatment of submental fullness invented by Kythera Biopharmaceuticals Inc. (Canada), a biopharmaceutical company focused on discovering, developing and commercializing innovative drugs and medical devices targeting large, global market opportunities.



www.ultiskin.com

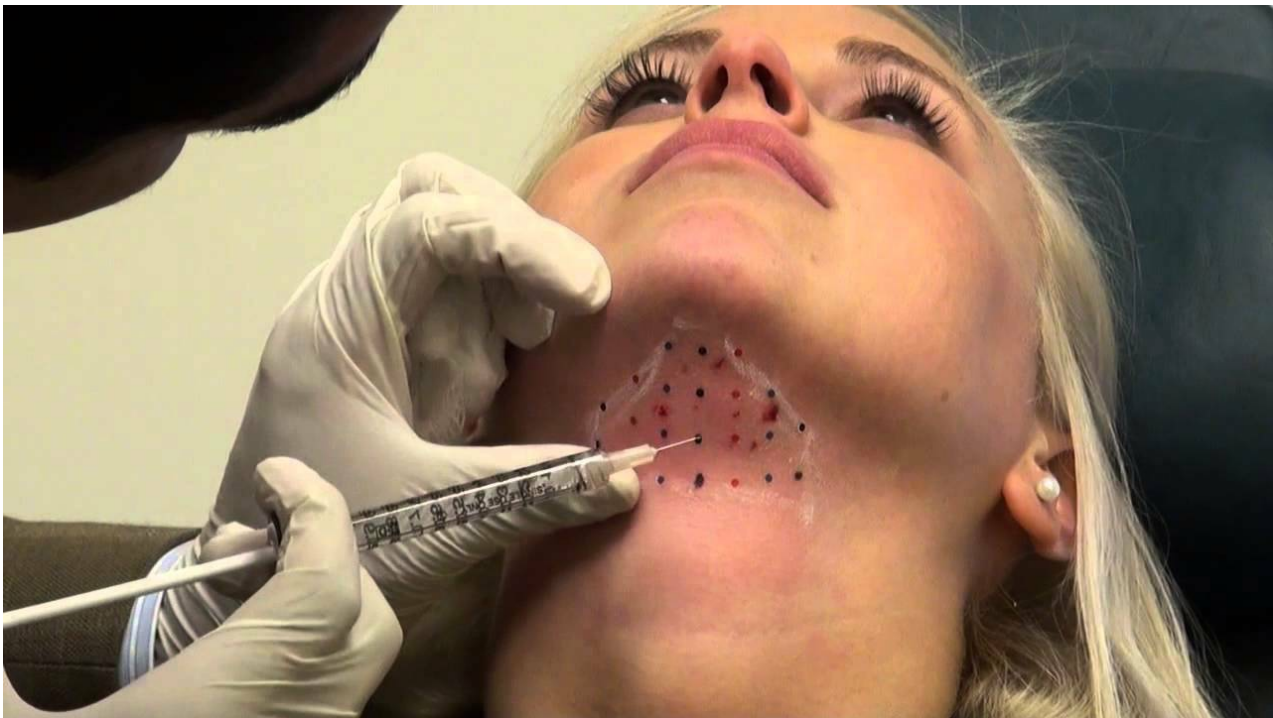
Chin fullness is a concern for a lot of people, as it affects the appearance and adds age significantly. Submental fat appears as a result of ageing or a genetic predisposition, and mostly it is not reduced by diets or physical exercises. According to specialists, a lot of patients complain on melancholy, caused by excessive chin fullness and would like to receive a non-invasive corrective treatment of the fat tissue. Up to now, a set of treatments included a limited choice of surgical manipulations, held under anesthesia, such as liposuction. [Kybella](#) is a first solution for patients, which care about their appearance and prefer non-invasive treatments.

Kybella is supplied in sterile disposable 2 ml ampoules. The treatments are repeated at an interval of not less than 4 weeks, until the desired effect is reached to a maximum of 6 treatment sessions. However, usually the result is seen before all the 6 treatments were applied. The majority of the patients are satisfied after 2-4 treatments. Clinical studies demonstrated the longevity of the effect up to 4 years. Unlike other injectables, Kybella must not be retreated as it destroys fat cells completely. Patients with the help of specialists can estimate the effect and decided whether they should apply one more treatment.

Among the main advantages of Kybella:

- Kybella is a noninvasive, in-office procedure that takes five minutes;
- drug is injected in grid of tiny dots where max amount of fat under chin is;

- patients heal in 2-3 days and can walk out without wearing a bandage;
- drug destroys membranes of fat cells, causing them to permanently disappear;
- side effects include short-term swelling, bruising and numbness.



www.spa35.com

Dr. Weinkle, a dermatologist, who had been working with Kybella since 2007, remarked that many patients had chin fullness, even if they were not overweight. To inject the medication, Dr. Weinkle marked the chin with dots in the areas of maximum fat allocation and subsequently injected Kybella in them. Weinkle reported that the treatment took not more than 5 minutes and patients recover in two to three days - and don't even need to wear a bandage.

The drug is a formulation of deoxycholic acid, a 'naturally occurring molecule' that helps our bodies break down the fat we receive from food, according to manufacturer KYTHERA Biopharmaceuticals.

Dr. Derek Jones, who presented Kybella to the FDA, said the drug destroys the membranes and their remains are naturally absorbed back into the body, while the cells are destroyed permanently. As with any drug, there are side effects. They include short-lasting swelling, bruising and numbness that was

found to be 'mild to moderate', according to dermatologist Adam M. Rotunda. Rotunda noted in the trials that the intensity of the side effects decreased with each additional treatment session, he told Dermatology Times. Although the drug reaches its maximum desired effect if the patient undergoes six treatments spaced a month apart, Rotunda said he does not believe 'most patients' will require that many. Rotunda said Kybella will take chin contour correction of the new level.



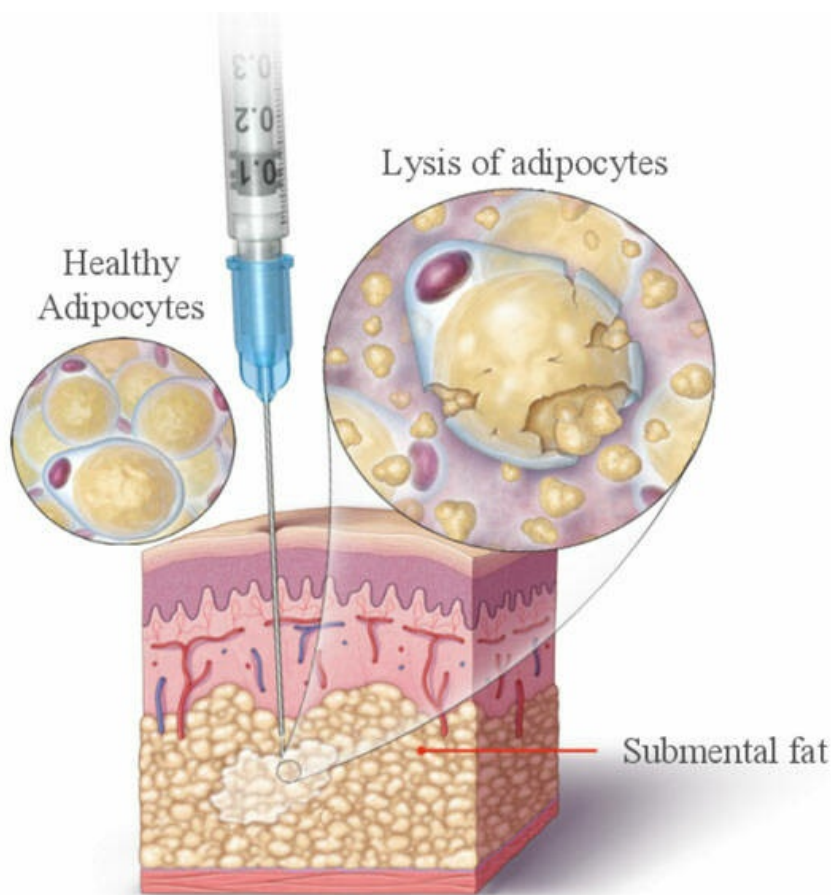
www.genesis-medspa.com

"We've been accustomed to addressing patient aesthetic concerns primarily from the chin up", he told Dermatology Times. However, the neck is critical in framing the lower half of the face and creating our profile. Changes in the neck as we age or gain weight can have profound effect on our self-esteem.

Kybella is approved by the U.S. Food and Drug Administration (FDA).

KYTHERA is engaged in a global clinical development program for Kybella. A New Drug Submission was provided to Health Canada in August 2014 and a Marketing Authorization Application (MAA) was submitted in October 2014 in Switzerland. Additionally, a New Drug Submission was submitted to the Therapeutic Goods Administration (TGA) in Australia in February 2015.

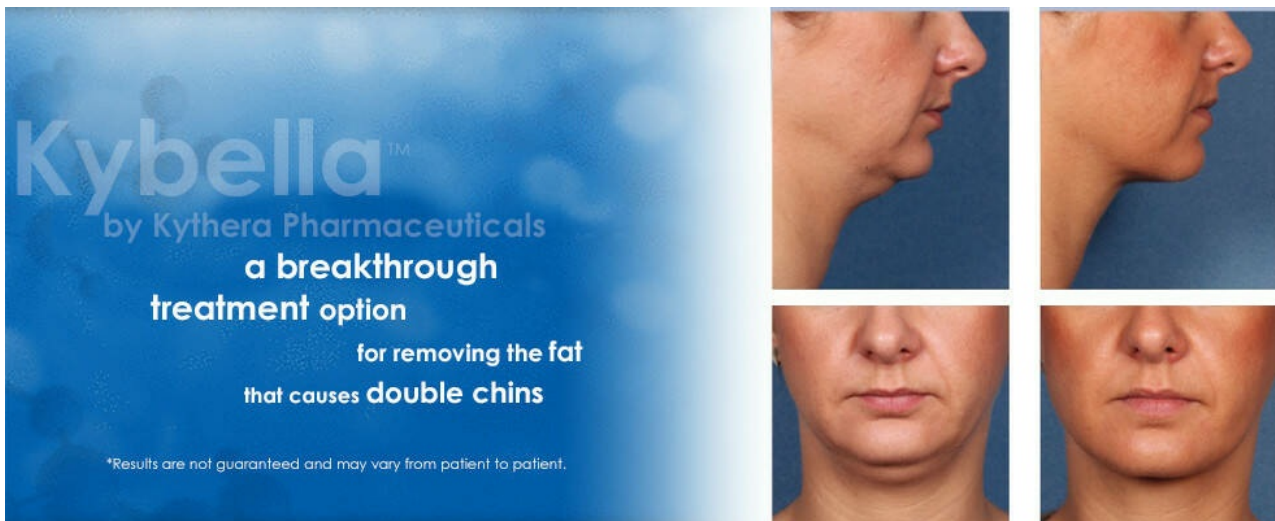
The clinical development program for Kybella includes 20 phase 1-to-3 treatment studies, 18 of which directly investigated or supported the SMF indication and 2 of which investigated treatment of lipomas.



Destruction of fat cells
www.kythera.com

Throughout the Kybella clinical program, including the 2 identical, adequate and well-controlled Phase 3 studies conducted in the US and Canada, efficacy endpoints were rigorously collected and analyzed using appropriate, pre-specified statistical methods. Across studies, the efficacy results repeatedly demonstrated the superiority of Kybella relative to placebo in the reduction of SMF and other relevant outcomes. Consistent improvement in the appearance of moderate to severe convexity or fullness associated with SMF is observed from the perspective of the clinician, the patient, and objective measurements using MRI and calipers, and these observable improvements have a positive impact on the patient. A course of a double chin treatment's cost is \$2,000.

On October 1, 2015, Allergan plc (NYSE: AGN), a leading global pharmaceutical company announced that it has successfully completed the acquisition of Kythera Biopharmaceuticals, Inc. Allergan acquired Kythera in an all-cash transaction valued at approximately \$2.1 billion. In 2010, KYTHERA licensed the commercial rights to Kybella outside of the U.S. and Canada to Bayer Consumer Care AG.



www.hallandwrye.com

"We are very pleased to acquire all rights to Kybella outside the U.S. and Canada, giving us full global rights to develop and commercialize Kybella," said Keith Leonard, KYTHERA's president and CEO. "We appreciate Bayer's investment in the Kybella global development program over the past four years. During that time we strengthened our financial position and assembled a senior executive team with global aesthetic development and commercialization expertise. I am confident in our ability to maximize the long-term global value of Kybella. While our primary focus remains filing our U.S. New Drug Application in the second quarter of 2014, we also plan to make multiple ex-U.S. regulatory submissions in the next 12 months".

Under the new agreement, KYTHERA Holdings Ltd., a wholly-owned Bermuda subsidiary of KYTHERA Biopharmaceuticals, Inc., acquired rights to develop and commercialize Kybella outside the U.S. and Canada. Bayer will receive \$33 million in KYTHERA common stock, plus a \$51 million note, payable no later than 2024. Bayer is also eligible to receive certain long-term sales

milestone payments on annual sales outside of the U.S. and Canada. For the past six years, Kybella has been the focus of a global clinical development program that has enrolled more than 2,500 patients worldwide, of which more than 1,600 have been treated with Kybella. In addition, positive and consistent results from multiple Phase III trials were reported in the U.S. and Europe. Kybella became a first-in-class submental contouring injectable drug.



www.hallandwrye.com

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Patent status: yes

On market since: 2015

Regions: United States

Industries: Medtech

Source links: [Allergan](#)

[Kythera](#)

[Web MD](#)

[Fusion](#)

Files: [FDA DATA](#)

Direct link: [click here](#)



MEDOPAD PROVIDES BETTER HEALTHCARE USING AI

Medopad is a London-based company, that would like to create a world where people can live longer. Medopad' technology takes a modular approach which means it covers a wide variety of disease areas to deliver better and more personalized care by transforming the way patients and data interact with clinicians. Medopad' Artificial Intelligence division uses data collected through their platform to generate predictive insights which will be able to detect life-threatening medical conditions. The company partners closely with the world's largest healthcare systems, pharma companies, research institutes, insurers and technology companies like Apple and Tencent to solve some of the biggest problems in rare, chronic and complex disease monitoring.

Since early days in 2011, Medopad has expanded across every facet of digital health, transforming how healthcare providers, doctors, and patients connect with each other in the process. Their remote patient monitoring applications, mobile technology, advanced data analytics, and digital biomarkers unite to deliver a highly personalized, efficient care experience. Medopad' solutions are used by various prestigious organizations such as NHS trusts, [HCA](#), [Bayer](#), national healthcare providers, global pharmaceutical organizations, insurance providers, governments, charities, sporting clubs and brands, and countless others.

The developed technology empowers at-risk patients to better manage their health. **Successfully managing cardiovascular diseases** requires at-risk patients to be closely monitored 24/7. Medopad enables patients to better manage their own condition while keeping their clinical team informed. The app allows **tracking various symptoms such as chest pain, shortness of breath and many more**. It also can be integrated with wearables for constant heart rate monitoring.

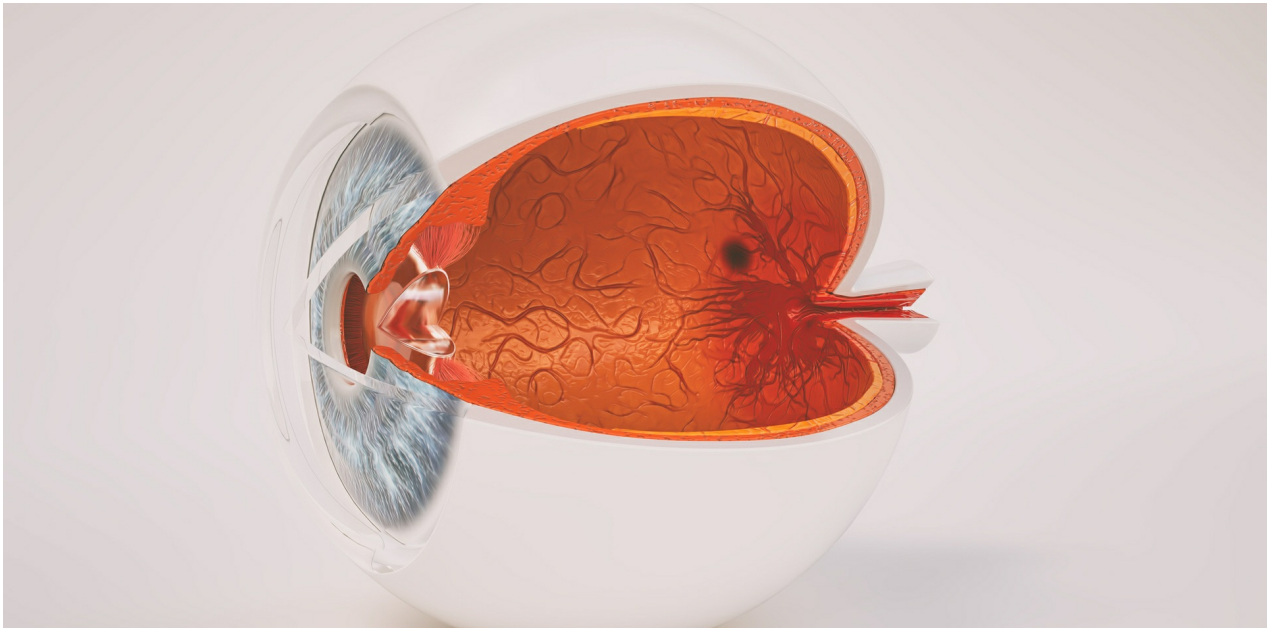


Symptom tracking. Blood glucose visibility through data input or connected devices
source - mobihealthnews.com

The system has medication reminders and can provide a better correlation of symptoms against medication adherence. The technology can be applied to cancer (lat. Carcinoma) patients in the way of **delivering a clearer picture of patient progress**.

Metabolic diseases demand a careful blend of proactive treatment, dietary control, patient support, and lifestyle management. Therefore, Medopad can also deliver world-class care outside of the hospital with a direct link to their doctor and highly personalized solutions. In addition, Medopad has raised **\$28 million in Series A round**.

Company name: Medopad
Contact person: -
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Website: [Medopad provides better healthcare using A](#)
Phone: -
Patent status: patented
On market since: 2011
Regions: United States
Industries: Medtech
Source links: [Medopad](#)
[ORIGINAL VIDEO](#)
Direct link: [click here](#)



VERANA HEALTH: DIGITAL AND DEVICE COMBINATION FOR OPHTHALMOLOGY

Verana Health exists to improve patient lives by accelerating healthcare innovation through data insights. The team has a deep understanding of the barriers to innovation through decades of experience working with and within life science and healthcare data companies. They are committed to building innovative technologies that turn real-world clinical data into real-world insights that enable our life science partners to make intelligent decisions. The Verana platform combines state-of-the-art analytics with longitudinal EHR data from the American Academy of Ophthalmology's IRIS Registry®, the nation's first comprehensive eye disease clinical registry and the largest specialty-based clinical registry in all of medicine.

Verana sheds light on the patient experience across the continuum of ophthalmic care to equip clinical and commercial teams with real-world insights to advance innovation.

Clinical Trial Insights:

Though drug and device innovation is rapidly evolving in response to the proliferation of patient health data, randomized, controlled trials are the gold standard when introducing new therapies to market. At Verana, the team uses information from the largest clinical ophthalmic dataset in the world, combined with advanced analytic tools developed by a team with demonstrated specialty expertise, to **accelerate clinical trials**.



Verana Health Raises \$30 Million Series C Led by GV to Accelerate Innovation in Healthcare
source - veranahealth.com

Market Insights:

Reach beyond the limitations of traditional sales and marketing data sources to drive commercial success. Verana enables commercial teams to maintain their competitive edge with real-world clinical data insights that shed light on national and regional market dynamics. Leverage intelligence on market share, patient demographics, and treatment patterns to inform sales and marketing decisions.

Post-Market Clinical Insights:

Regulatory agencies increasingly rely on real-world data to drive post-market reimbursement decisions and assess long-term efficacy, safety, and side effect profiles for drugs and devices. **The Verana data and technology platform enables life science companies to address post-market clinical needs**, from adverse events reporting to utilizing real-world evidence for label expansion, observational studies, and beyond.



Miki Kapoor, Newly Appointed President and Chief Executive Officer of Verana Health
source - veranahealth.com

Verana Health began developing its specialty data platform in 2017, when it was selected by the [American Academy of Ophthalmology](#) as its exclusive partner for all commercial applications of the [IRIS Registry](#). Launched in 2014, the IRIS Registry features more than 50 million unique patients in its database, representing 211 million patient visits and billions of data points.

Company name: Verana Health, Inc
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Phone: +1 650 223 5560
Patent status: Patented
On market since: 2017
Regions: United States
Industries: Medtech
Source links: [Verana Health, Inc](#)
Direct link: [click here](#)