

Swiss Dermo-Cosmetics

Products Lines



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Swiss Dermo-Cosmetics

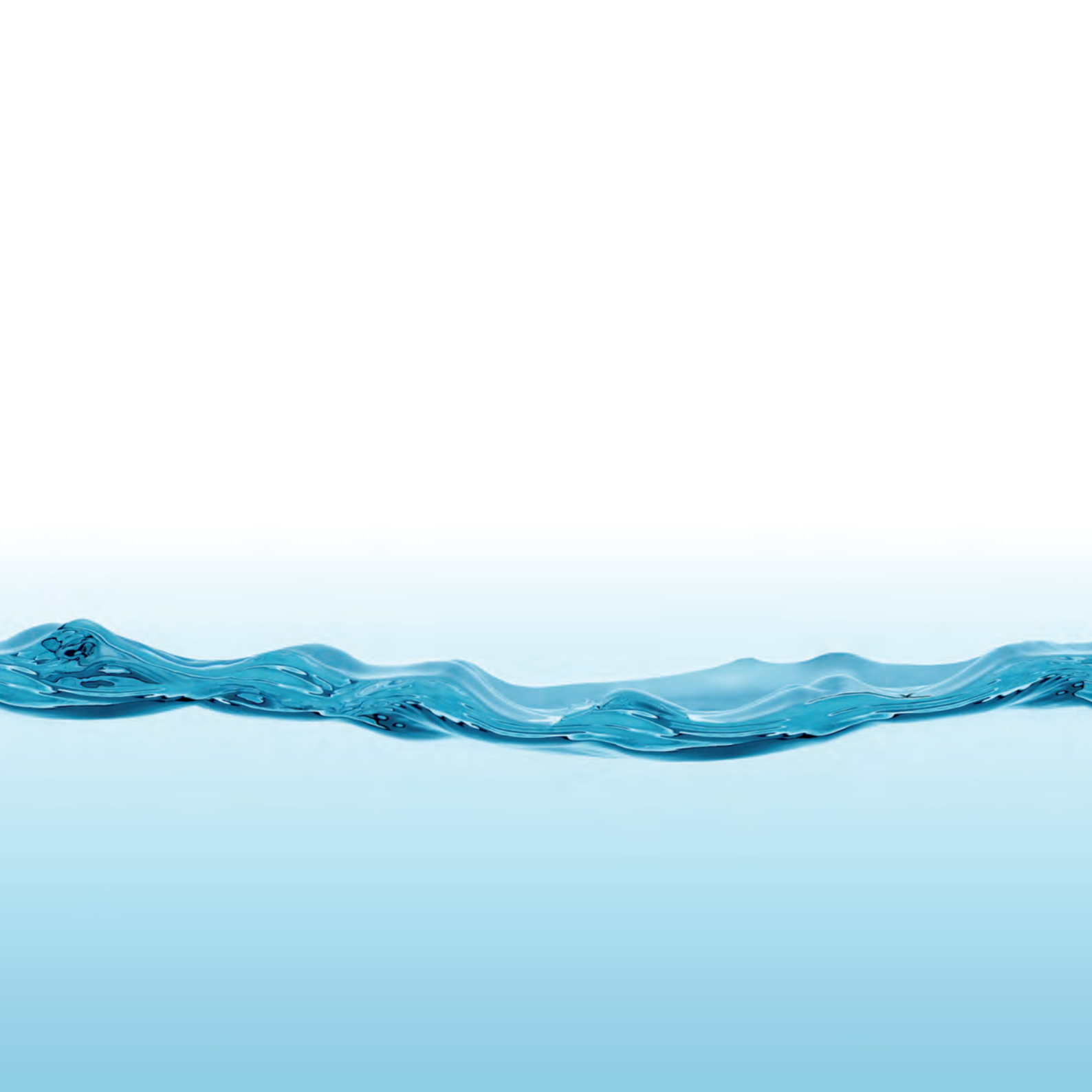
1. PURELAB ORIGINS

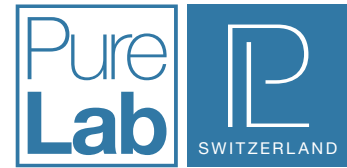
Naturally preserved within its Alpine setting, thermal water from the Swiss Summits has been filtered for decades, hence its ideal balanced mineral content. PureLab skincare draws its strength from this unique remarkable age-old properties.

Formulated for the most delicate and reactive skin, PureLab solutions follow an uncompromising quest:

- 1 Pure Water from Swiss Summits
- 2 Hypoallergenic Formulae
- 3 Latest Skincare Technologies
- 4 Clean Ingredients Guaranteed

PureLab, Swiss Dermo-Cosmetics.





Swiss Dermo-Cosmetics

2. PURELAB ESSENTIALS

FUNDAMENTAL VALUES

As the 4 angles of the square, geometric identity of PureLab, our marketing strategy is focused on 4 values to meet today's new needs. Beyond the simple spread of a cream, we transformed this gesture as a source of pleasures, near to a professional act, full of ethic and self-esteem.

Even if each PureLab skincare thus becomes a source of protection, valuation and pleasure, PureLab end customers are looking for:

- **Original purity:** a hedonic motivation with the desire to deserve the best.
- **Medical caution:** primary physiological needs (Maslow) for people with skin problems and reassurance needs for the persons with psychological demands (Maslow).
- **Technology needs:** self-esteem, actualisation and aesthetic.
- **Security:** the most powerful urge once the primary physiological needs have been fulfilled.

PureLab, dermo-cosmetics concentrates on 4 essentials needs.

Essential No 1

PURE WATER FROM SWISS SUMMITS



PureLab cosmetics and skincare products based their strength on the pure water from the Swiss Summits and its remarkable ancient properties, steeped in tradition. This water, particularly gentle on the skin becomes the symbol for exclusive skincare products and molecules developed by PureLab laboratories.

These water supplies were protected in mountain cases for millennia in the form of ice and glaciers, when the Earth was free of pollution. The Swiss peaks water reaches us today still retaining its original, virgin qualities like no other, ideally mineralized and enhancing well-being.

From now on, its wealth is accessible to the skin, thanks to the innovative research conducted by our laboratories.



Essential No 2

HYPOALLERGENIC FORMULAE



Worshiped by Dermatologists, PureLab dermo-cosmetics are formulated for the most reactive skins, complying with an uncompromising Charter. Dermatologically and ophthalmologically tested, each skincare is made of highly respectful hypoallergenic active ingredients for the most fragile skin.

To ensure a safe effectiveness all PureLab dermo-cosmetics are developed from their origin without allergens or essential oils. The purity of the formulation is ensured by the mandatory hypoallergenic tests to qualify as PureLab.

Purelab, healthy ingredients for healthy skincare.



Essential No 3

LATEST SKINCARE TECHNOLOGIES



Formulated from active substances at the cutting edge of new skincare technologies, PureLab cosmetics benefit from exclusive molecules with unique properties, guaranteeing visible and lasting results.



■ **TechDerm®**: A complex of exclusive molecules – the fruit of current biotechnological research – its anti-ageing active substances promote skin tone whilst satisfying specific requirements. TechDerm® intervenes to ensure better cell cohesion, thus reinforcing the collagen structure for healthy, visibly younger skin.

■ **SoftDerm®**: A complex of exclusive molecules – the fruit of current biotechnological research – its revitalising active substances prevent and reduce skin inflammation. With its vasoconstrictor, ultra-moisturising properties, SoftDerm® leaves a pleasant comfortable and velvety sensation on the skin around the clock thanks to ceramides and soothing active substances.

Essential No 4

CLEAN INGREDIENTS



For 50 years, natural raw materials have been progressively and largely replaced by equivalent artificial ones, sourced mainly from chemicals and petrochemicals.

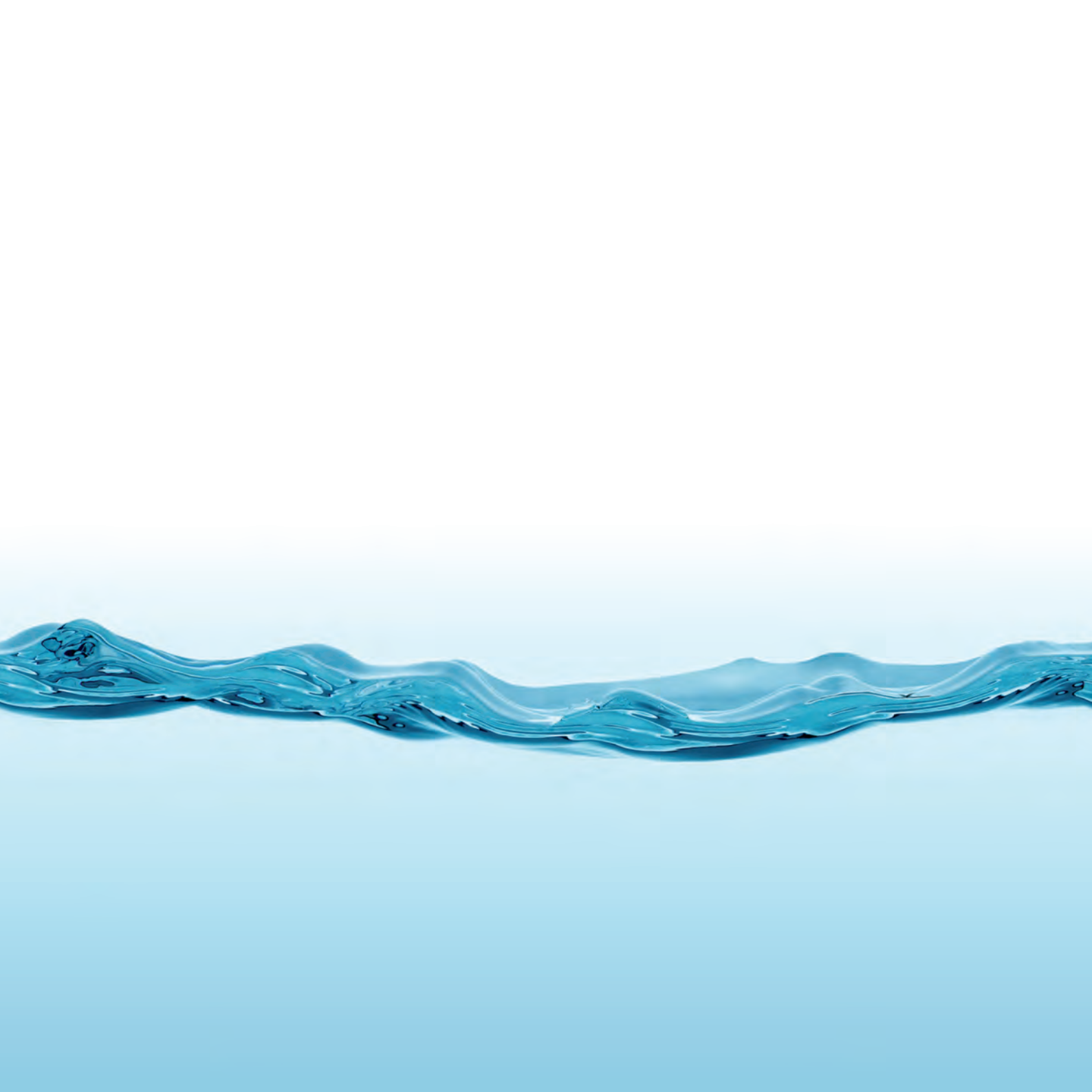
The skin, which is permeable, absorbs a major part of what we apply onto it. Some ingredients are eliminated naturally, others stay in the body forever and accumulate in “refuge” organs. Both the accumulation of these ingredients over the years and their combined effects represent a real danger in the long term.



Cosmetics are not as safe as we believe, despite existing regulations. Toxicologists, Scientists and Doctors continue to discover the serious side effects of some ingredients. Formaldehydes, parabens, phenols and other glycol ethers have been found in maternal milk, umbilical cords of fetuses and in high concentrations in cancer tissues. There is also suspicion that some of these ingredients may be active in organism poisoning, embryo malformations, cancers, Alzheimer's and many others diseases.

To optimize skin's total respect, PureLab guarantees sound formulas. Various scientific studies evidenced that 60% of cosmetic ingredients penetrate the bloodstream and spread into the body. That is precisely why PureLab guarantees formulae prohibiting any proven or suspected harmful component.

Purelab, dermo-cosmetics CleanTech expert.



3. CLEANSING LINE



LOTION

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SENSITIVE EYE
MAKEUP REMOVER

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GENTLE
EXFOLIATING CREAM

page 12

LOTION

Hypoallergenic cleanser that leaves sensitive skin thoroughly cleansed, fresh and rebalanced. PureLab Lotion cleanses the skin while respecting its hydrolipidic film. Its high-tolerance formula removes make-up and alleviates redness and irritations while balancing the skin's pH, leaving it clean and healthy.

Attributes

- Provides effective cleansing while alleviating redness
- Reduces feelings of tightness and other skin reactions
- Restores skin's radiance and well being

Composition

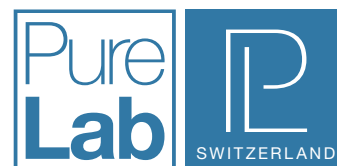
An exclusive active ingredient with protective properties to boost skin tolerance. An essential ingredient thanks to its anti-inflammatory, anti-redness properties and its ability to instantly soften skin.

Directions

Apply to the face and neck, both morning and evening, using cotton wool dabbed in PureLab Lotion Douceur. Repeat until cotton wool is left perfectly clean.

9 M

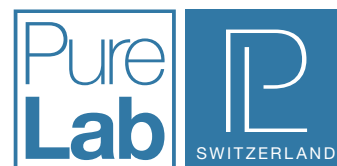
200 ml / 6.7 Fl. Oz.



Swiss Dermo-Cosmetics



SENSITIVE EYE MAKEUP REMOVER



Swiss Dermo-Cosmetics

Hypoallergenic, high-tolerance and non-irritating makeup remover for the most delicate eyes. PureLab Sensitive Eye Makeup Remover is a specially formulated cleanser designed for sensitive eyes and their fragile contours. Ophthalmologically tested, it gently cleanses and removes make-up without irritating or drying out skin. This daily skincare product is highly effective on waterproof make-up, removing all traces within seconds.

Attributes

- Ophthalmologically tested, and effective on waterproof makeup.
- Soothes and unblocks eyelids.
- Thoroughly cleanses and provides a sensation of comfort.

Composition

Cornflower: the champion of active ingredients for skincare used on extra-sensitive eyes. Its soothing properties make this an exceptional ingredient.

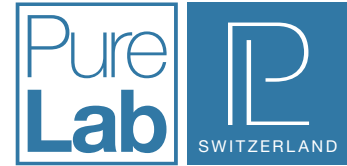
Directions

Apply Eyes makeup remover in the evening using cotton wool. Beginning from the eyelid, wipe downwards in the direction of eyelash growth, from root to tip. Next, wipe from the inner corner of the eye to the outer corner. Use a fresh piece of cotton wool for each eye. Repeat as necessary until cotton wool contains no traces of make-up.

9 M

100 ml / 3.4 Fl. Oz.





Swiss Dermo-Cosmetics

GENTLE EXFOLIATING CREAM

Gentle exfoliator for delicate and sensitive skin. Soap-free and containing no abrasive particles, this exfoliating cream removes dead skin cells and other impurities while stimulating microcirculation. With its gentle action, this dermatologically tested exfoliator enhances skin, maintains its elasticity and tightens pores.

Attributes

- Eliminates dead cells and impurities
- Moisturises and soothes without weakening the skin
- Restores skin's natural functions

Composition

Special active ingredient : The Bamboo ensures the gentlest of exfoliations thanks to the micro-grains. Dead skin cells and other impurities are stripped away, without abrasion, and comedogenic blockages gently eliminated. With its suffocating layer removed, skin can breathe again and regenerative processes are restored.

Directions

Apply a small amount to cleansed skin, over the entire face and neck. Scrub gently for 1-2 minutes, depending on the level of skin sensitivity. Pay particular attention to the T-zone (forehead, nose and chin). Rinse thoroughly then apply the Lotion.

9 M

100 ml / 3.4 Fl. Oz.



4. SENSITIVE SKIN LINE



SENSITIVE SKIN
DAY CREAM SPF 15

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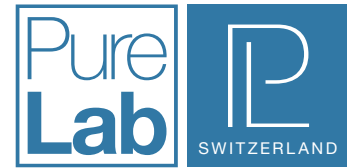
SENSITIVE SKIN
NIGHT CREAM

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SENSITIVE SKIN
SERUM

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Swiss Dermo-Cosmetics

SENSITIVE SKIN DAY CREAM SPF 15

The Sensitive Skin Day Cream SPF 15 is a must-have for fragile skins. Effective protection against UVA and UVB rays, pollution and free radicals, it provides intensive hydration, tones skin tissue and delays the appearance of wrinkles. Dermatologically tested, it boosts skin tolerance for an increased feeling of comfort.

Attributes

- Protects against UVA and UVB rays and pollution.
- Soothes and boosts skin tolerance.
- Reduces skin reactivity in the face of oxidative stress.
- Proactive effect that reduces redness and prickling.
- Leaves a pleasant sensation of comfort and smoothness thanks to SoftDerm®, its complex of exclusive molecules.

Composition

SoftDerm®

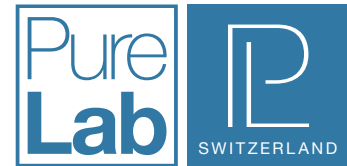
Ultra revitalizing exclusive molecular complex, it leaves skin with a pleasant comfort the whole day. With soothing and moisturizing active ingredients, this unique PureLab complex, reduces skin reactivity and boosts its tolerance.

Directions

Apply in the morning after cleansing the face and the neck.

📅 12 M
50 ml / 1.7 Fl. Oz.





Swiss Dermo-Cosmetics

SENSITIVE SKIN NIGHT CREAM

By developing skin's defense process, this Night Cream restores cell cohesion and provides a sensation of total comfort. Essential counterpart to the Day Cream, this intensive skin repairer carries out fundamental restructuring work. Both perfectly tolerated and highly active, its revitalizing and nourishing properties accelerate skin's nightly regeneration process, for a radiant and stronger skin.

Attributes

- Regenerates and nourishes skin deep down during the night-time cycle.
- Strengthens skin overnight to fight against daily pollution.
- Proactive effect that reduces redness and prickling.
- Leaves a pleasant sensation of comfort and smoothness thanks to SoftDerm[®], its complex of exclusive molecules.

Composition

SoftDerm[®]

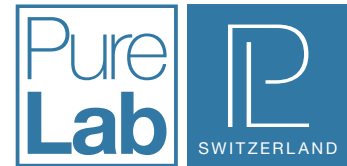
Ultra revitalizing exclusive molecular complex, it leaves skin with a pleasant comfort the whole day. With soothing and moisturizing active ingredients, this unique PureLab complex, reduces skin reactivity and boosts its tolerance.

Directions

Each evening, apply the Night Cream on the face and neck.

12 M
50 ml / 1.7 Fl. Oz.





Swiss Dermo-Cosmetics

SENSITIVE SKIN SERUM

This precious Serum restores skin's natural defenses while preventing the appearance of wrinkles and fine lines. Its protective and reparative action is complemented by soothing agents, to restore a pleasant sensation of comfort. With its high concentration of revitalizing active ingredients, this Serum is the regenerating elixir to strengthen the skin.

Attributes

- Ultra-concentrated, it restructures, revitalizes, and nourishes the skin.
- Restores skin's natural defenses while preventing wrinkles and fine lines.
- Proactive effect that reduces redness and prickling.
- Leaves a pleasant sensation of comfort and smoothness thanks to SoftDerm[®], its complex of exclusive molecules.

Composition

SoftDerm[®]

Ultra revitalizing exclusive molecular complex, it leaves skin with a pleasant comfort the whole day. With soothing and moisturizing active ingredients, this unique PureLab complex, reduces skin reactivity and boosts its tolerance.

Directions

Each morning and evening, apply a few drops of Anti-Aging Serum to the face and neck. In the morning, it should be applied before the Day Cream or any makeup. In the evening, apply alone.

6 M
30 ml / 1 Fl. Oz.



5. ANTI-AGING LINE



ANTI-AGING
DAY CREAM

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ANTI-AGING
NIGHT CREAM

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ANTI-AGING
SERUM

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ANTI-WRINKLE
SERUM

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ANTI-AGING DAY CREAM

This hypoallergenic Day Cream protects even the most demanding skin. Its pure water-based formula ensures an optimum hydration to boost cells regeneration. It also provides an anti-pollution barrier that prevents dirt and chemical build up from penetrating into the skin. With its smooth and light texture, it tones skin thanks to an exclusive plumping ingredient. It also protects from free radicals responsible for the premature aging of skin tissue.

Attributes

- Protects the skin and prevents the penetration of free radicals.
- Reduces wrinkles and fine lines.
- Provides deep down hydration and helps skin to restore tone and radiance.
- Firms the skin and slows down the aging process thanks to TechDerm[®], its exclusive anti-aging complex.


Composition

TechDerm[®]

Anti-aging exclusive molecular complex issued from clean technology research, TechDerm[®] promotes skin tone and reinforces the collagen structure for a healthy and visibly younger skin.

Directions

Apply in the morning after cleansing the face and the neck.

 12 M
50 ml / 1.7 Fl. Oz.



ANTI-AGING NIGHT CREAM

Essential complement to the Anti-Aging Day Cream, this hypoallergenic Night Cream works to reduce age spots during the nightly repair cycle. Specially formulated for the needs of sensitive and reactive skin, it restores the key functions of the epidermis. Rich in nourishing active ingredients, the Anti-aging Night Cream provides deep down action for skin that is radiant upon waking.

Attributes

- Reduces age spots on the skin.
- Regenerates and nourishes deep down during the nightly repair cycle.
- Rebalances the skin and boosts its essential oxygenation mechanisms.
- Tones the skin and slows down the aging process thanks to TechDerm®, its exclusive anti-aging complex.


Composition

TechDerm®

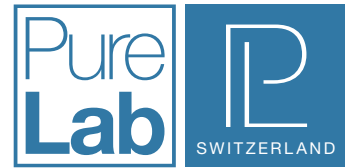
Anti-aging exclusive molecular complex issued from clean technology research, TechDerm® promotes skin tone and reinforces the collagen structure for a healthy and visibly younger skin.

Directions

Each evening, apply the Night Cream on the face and neck.

 12 M
50 ml / 1.7 Fl. Oz.





Swiss Dermo-Cosmetics

ANTI-AGING SERUM

Formulated to repair cellular DNA, this Anti-Aging Serum soothes the skin while preventing oxidative stress and protecting from free radicals. An effective skincare firming tissues, smoothing wrinkles and fine lines, for restoring the skin's youthfulness.

Attributes

- Repairs cellular DNA.
- Protects skin from free radicals.
- Acts as a shield against oxidative stress in skin tissue.
- Tones the epidermis while reducing wrinkles and fine lines.
- Hydrates, nourishes and regenerates the skin.
- Slows down the aging process thanks to its exclusive TechDerm® complex.

Composition

TechDerm®

Anti-aging exclusive molecular complex issued from clean technology research, TechDerm® promotes skin tone and reinforces the collagen structure for a healthy and visibly younger skin.

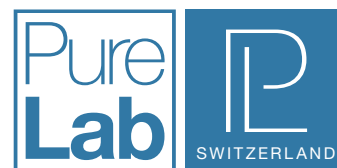
Directions

Each morning and evening, apply a few drops of Anti-Aging Serum to the face and neck. In the morning, it should be applied before the Day Cream or any makeup. In the evening, apply alone.

6 M
30 ml / 1 Fl. Oz.



ANTI-WRINKLE EYE SERUM



Swiss Dermo-Cosmetics

Ophthalmologically tested, this ultra concentrated Serum corrects time effects thanks to a high level of anti-wrinkle ingredients. It also provides long-lasting hydration, nourishment and smoothing. Adapted to most sensitive eyes due to its high-tolerance properties, this exceptional Serum tones, lifts and plumps the eyes contour.

Attributes

- Nourishes and hydrates deep down, restoring the eye contour skin.
- Repairs skin thanks to its anti-wrinkle and anti-oxidant active ingredients.
- Restructures and tones the skin.
- Lifts eyes contour tissues and slows down the aging process thanks to its exclusive TechDerm® complex.


Composition

TechDerm®

Anti-aging exclusive molecular complex issued from clean technology research, TechDerm® promotes skin tone and reinforces the collagen structure for a healthy and visibly younger skin.

Directions

Using gentle circular motions and light dabbing, apply the Serum morning and evening to cleansed eyes. Work from the inner to the outer eye.

 6 M
30 ml / 1 Fl. Oz.

