

HELIA-D

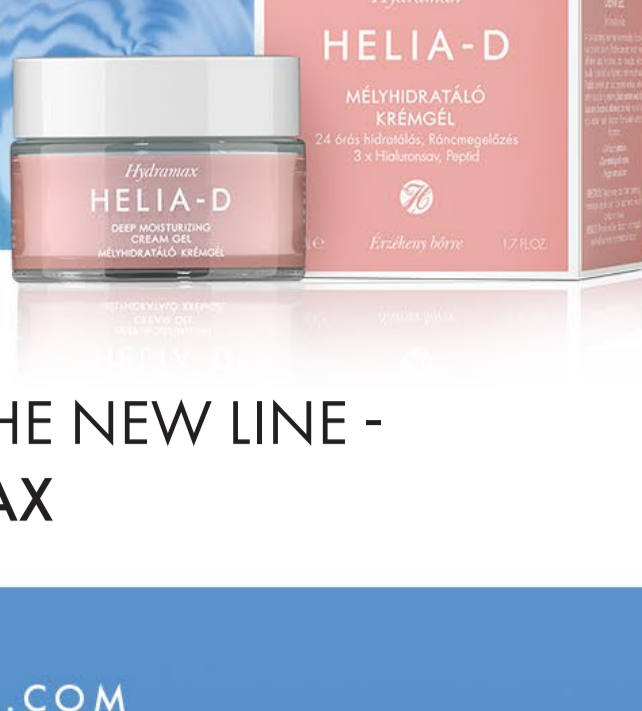


ZSUZSANNA JAKABOS
THE NEW HELIA-D HYDRAMAX AMBASSADOR

HELIA-D Hydramax

NEW HELIA-D
DEEP MOISTURISING CREAM GEL

MAXIMUM HYDRATION IN SECONDS



INTRODUCTION OF THE NEW LINE - HYDRAMAX

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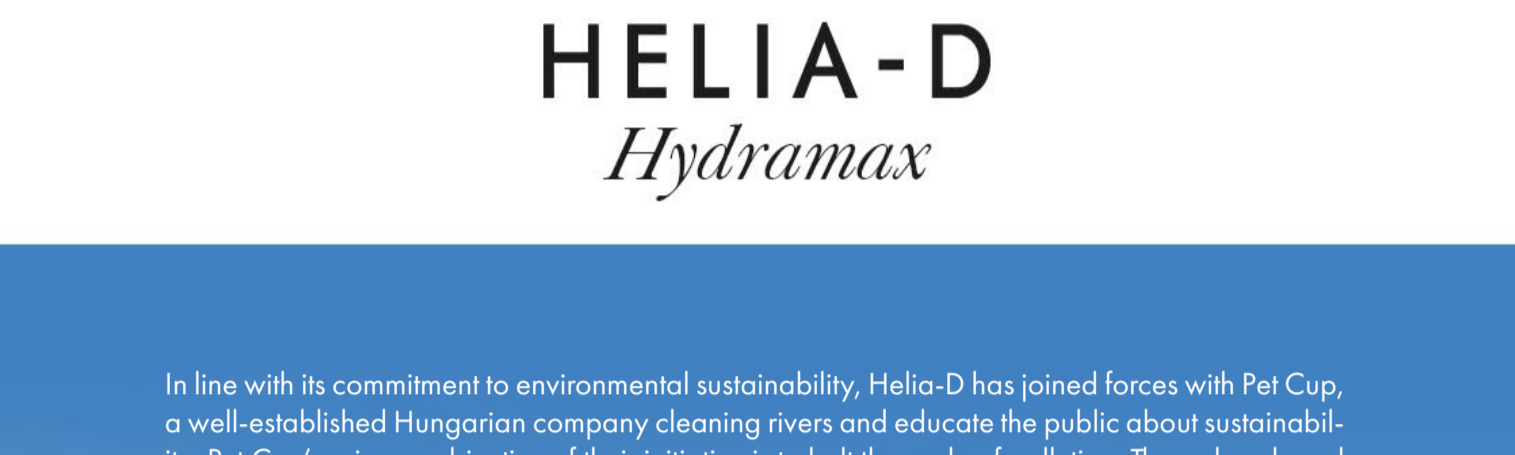
Helia-D has recently undergone some significant changes. The brand now boasts a new logo and a brand-new product line called Hydramax, which is specifically aimed at younger audiences between the ages of twenty and thirty-five. With its lightweight formula and refreshing scent, Hydramax promises to deliver effective and accessible skincare solutions for this age group. The new Hydramax range consists of three moisturisers for different skin types (normal-, dry- and sensitive skin), a night cream gel, a face mist, a SPF 50 cream and finally, five serums with active ingredients!

The entire product line undergoes rigorous testing to ensure that each cream-gel is effortlessly absorbed, delivering 24-hour deep hydration without leaving a greasy residue. What's more, every product in the family is vegan, making it a guilt-free choice for your skincare routine.



CORPORATE SOCIAL RESPONSIBILITY – MAKING A CHANGE.

Another great announcement, two incredible women have joined Helia-D's ambassador, Ági Pataki. Along with the new line, Helia-D appointed a new brand ambassador for Hydramax, Zsuzsanna Jakabos ("Zsu"). Zsu is a Hungarian swimmer, European champion, and Olympian. For Zsu, every second counts, both in the water and in front of the mirror, making this line her number one choice.



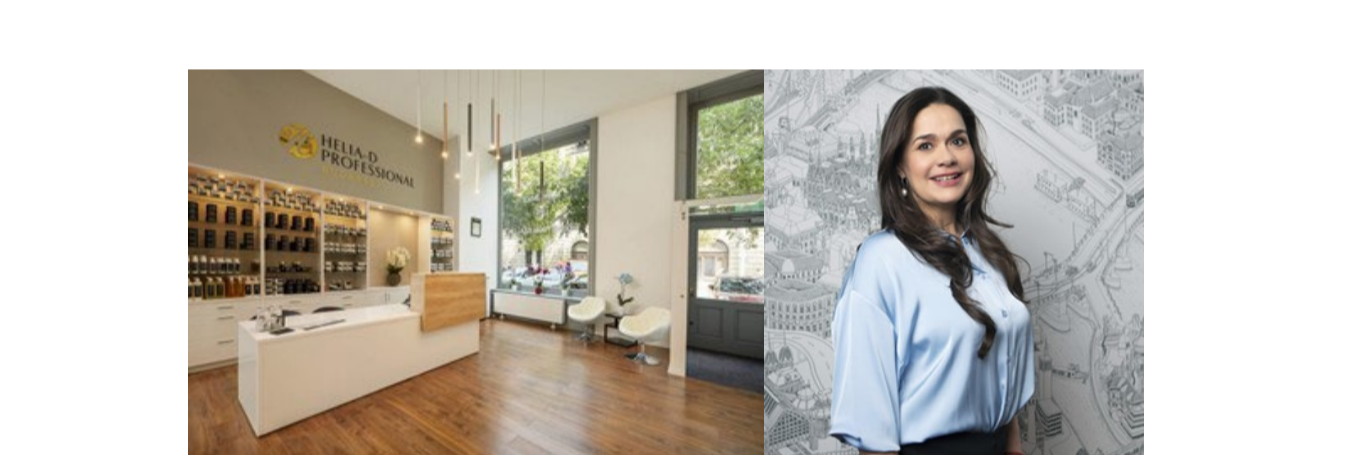
HELIA-D Hydramax

In line with its commitment to environmental sustainability, Helia-D has joined forces with Pet Cup, a well-established Hungarian company cleaning rivers and educate the public about sustainability. Pet Cup's primary objective of their initiative is to halt the cycle of pollution. Through a shared environmental initiative, Pet Cup and many other brands, including Helia-D, are working together to help clean up Hungary's rivers and floodplains by selectively collecting and repurposing plastic waste. By joining the sponsors of Pet Cup, Helia-D can contribute to a worthy cause and help make a positive impact on the environment.

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NEW BRAND AMBASSADORS

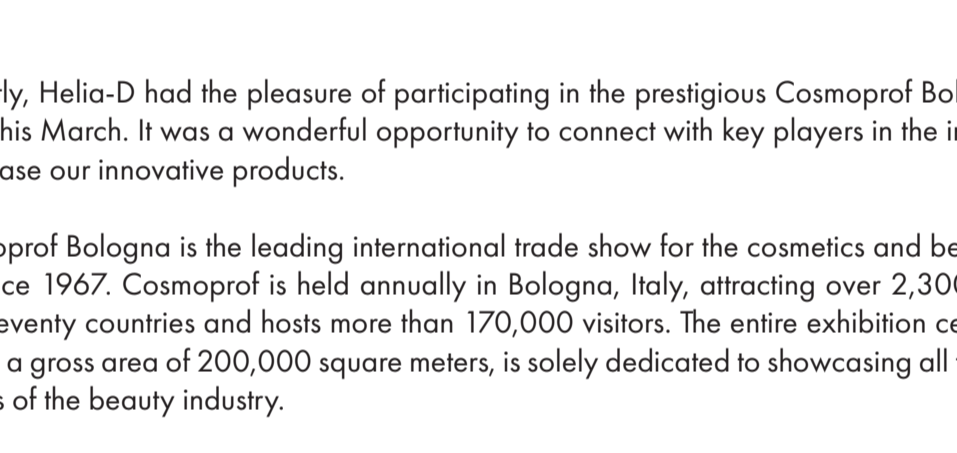
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Zsuzsanna Jakabos during the Tokyo Olympics, in 2021.

Zsuzsanna Jakabos the ambassador of the Hydramax line.

Next to Zsu, another new brand ambassador is Dorottya Geszler, who represents the Helia-D Professional Salon in Budapest, Hungary. Dorottya is a well-known persona in the Hungarian media, she is a tv presenter and former beauty pageant, in 1989. To this day, she is greatly acknowledged for her natural beauty, striking fit figure and positive, vibrant energy.



Helia-D Professional Salon in Budapest, Hungary.

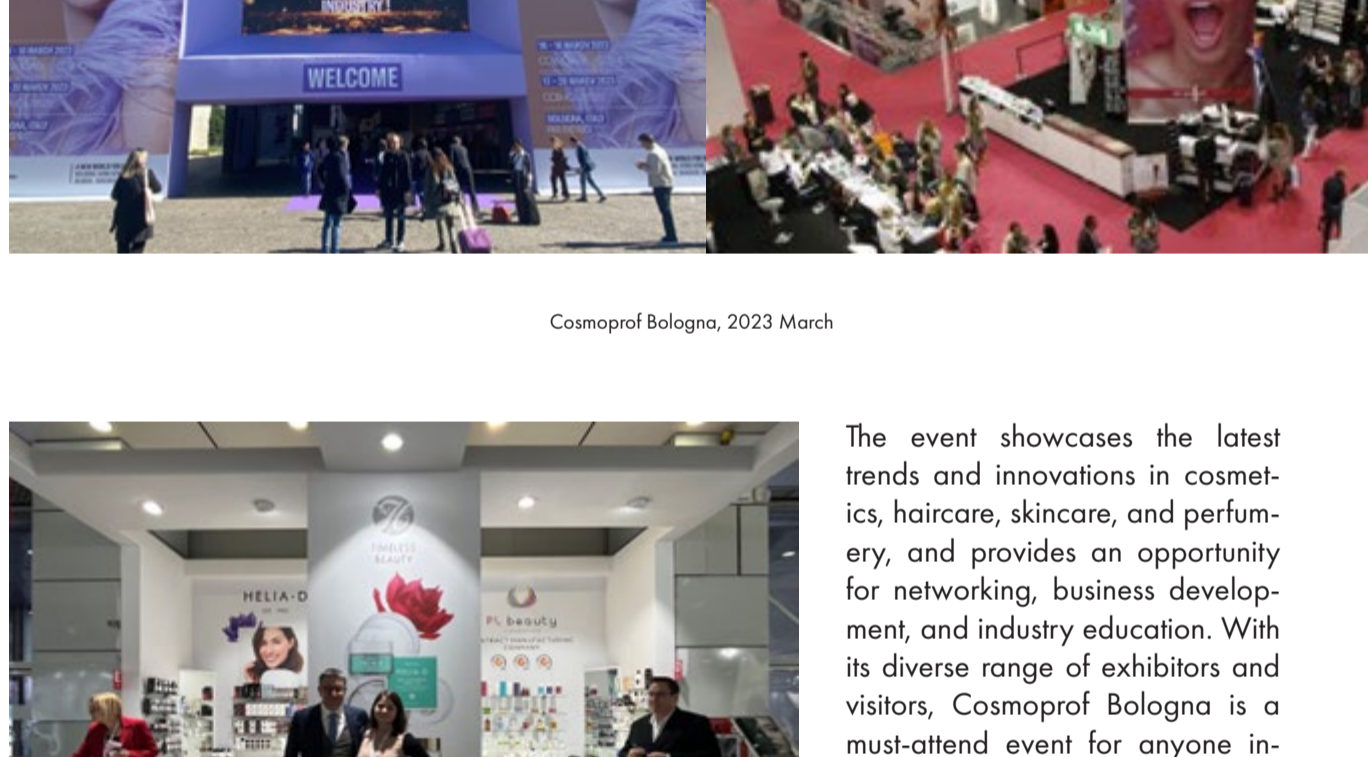
Dorottya Geszler as the new Helia-D Professional Salon Brand Ambassador.

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ACTIVITY OF HELIA-D ON THE EXPORT MARKET

Recently, Helia-D had the pleasure of participating in the prestigious Cosmoprof Bologna trade show this March. It was a wonderful opportunity to connect with key players in the industry and showcase our innovative products.

Cosmoprof Bologna is the leading international trade show for the cosmetics and beauty industry, since 1967. Cosmoprof is held annually in Bologna, Italy, attracting over 2,300 exhibitors from seventy countries and hosts more than 170,000 visitors. The entire exhibition center, which covers a gross area of 200,000 square meters, is solely dedicated to showcasing all the different sectors of the beauty industry.



Cosmoprof Bologna, 2023 March



Helia-D at Cosmoprof Bologna, 2023 March

The event showcases the latest trends and innovations in cosmetics, haircare, skincare, and perfumery, and provides an opportunity for networking, business development, and industry education. With its diverse range of exhibitors and visitors, Cosmoprof Bologna is a must-attend event for anyone involved in the cosmetics and beauty industry.

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THE HISTORY OF HELIA-D IN A NUTSHELL

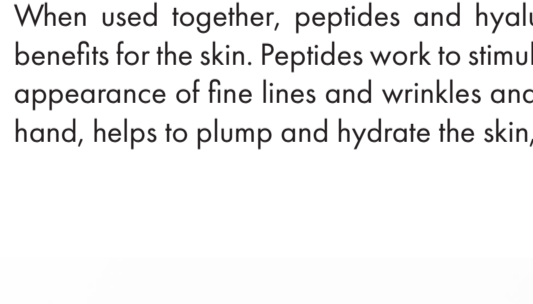
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Old Helia-D posters.

One of the key ingredients used in Helia-D products is the oil extracted from the stem of the sunflower plant. Sunflower oil is rich in vitamin E, which is known for its antioxidant properties and ability to protect the skin from environmental damage. It is also a natural source of linoleic acid, which can help to improve the skin's barrier function and reduce inflammation.



Helia-D's new products feature advanced formulations with active ingredients, meeting modern skincare requirements. The brand continually improves its formulas, technology, and image, staying ahead in the industry with innovative, quality skincare solutions.

Overall, Helia-D is a trusted and respected name in the world of Hungarian cosmetics, offering high-quality products that are both effective and gentle on the skin. With its commitment to natural ingredients and sustainable practices, Helia-D is a company that truly cares about the health and well-being of its customers and the planet.

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PEPTIDES AND HYALURONIC ACID

Peptides and hyaluronic acid are two ingredients that have become increasingly popular in skincare products due to their positive effects on the skin. Peptides are small chains of amino acids that help to stimulate collagen production and improve the overall texture and firmness of the skin. Hyaluronic acid, on the other hand, is a molecule that can hold up to 1000 times its weight in water, making it an excellent ingredient for hydrating the skin.

When used together, peptides and hyaluronic acid can provide a powerful combination of benefits for the skin. Peptides work to stimulate collagen production, which can help to reduce the appearance of fine lines and wrinkles and improve skin elasticity. Hyaluronic acid, on the other hand, helps to plump and hydrate the skin, giving it a smoother, more youthful appearance.

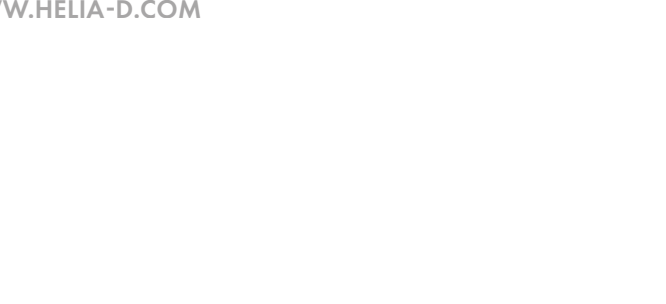
THE NEW HYDRAMAX LINE

HYALURONIC ACID

VEGAN FORMULA

QUICK ABSORPTION

PEPTIDE



In addition to their individual benefits, peptides and hyaluronic acid can also work together to enhance the overall health and appearance of the skin. By improving collagen production and hydration levels, these ingredients can help to reduce inflammation, improve skin texture, and texture, and even help to protect the skin from environmental stressors such as pollution and UV radiation.

ACTIVE INGREDIENTS IN HYDRAMAX

The formula for the products in the new Hydramax line incorporates three distinct sizes of Hyaluronic acids. The high molecular weight Hyaluronic acids, which typically provide a moisturizing effect on the skin's surface. The medium molecular weight Hyaluronic acids, on the other hand, bind a considerable amount of water. Lastly, the small molecular weight Hyaluronic acids penetrate the deeper layers of the skin.

Another key active ingredient in the line are Peptides (Progelin™). A peptide consisting of 3 amino acids that acts through the regulation of a new type of aging marker (progerin). Even when used in small concentrations, it can be effective in preventing wrinkles. In higher concentrations it can have an intensive anti-wrinkle effect.

Overall, peptides and hyaluronic acid are two powerful ingredients that can have a positive impact on the health and appearance of the skin. When used together, they can provide a range of benefits that can help to improve skin health and leave you with a more youthful and radiant complexion.

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