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Chapter I.

A HAVEN OF BEAUTY AND BOTANICAL BLISS: HELIA-D HERBA-CASTLE IN TOKAJ-HEGYALJA

Nestled in the heart of the exquisite historical wine region of Tokaj-Hegyalja, precisely in Tolcsva, stands the Desseffy Castle, a stunning 17th-century architectural marvel. Within its grand walls, a remarkable transformation has taken place – the birth of Helia-D Herba-Castle Herbal and Beauty Centre. Helia-D, driven by a vision, has revitalized this charming castle with a purpose – to bring the realms of beauty care, cosmetic crafting, and the captivating world of herbal wonders closer to the devoted admirers of quality cosmetics.

This restoration project breathes new life into the petite castle, transforming it into a sanctuary where the art of beauty meets the allure of nature. With every step you take, you're invited to explore the captivating world of herbal treasures and beauty secrets, all amidst the enchanting backdrop of the historical Tokaj-Hegyalja wine region.

The Helia-D Herba-Castle is more than a destination – it's an experience, a symphony of scents, textures, and sensations that transport you to a realm where nature and beauty coalesce. Immerse yourself in the world of premium cosmetics, indulge in the art of crafting exquisite skincare, and embark on a journey through the bountiful gardens of herbal splendor.

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Chapter II.

UNVEILING THE HYDRAMAX COLLECTION

PR Campaign

On May 24th, we proudly introduced our latest product line, Hydramax, to the press in a captivating event intertwined with a roundtable discussion. This gathering marked the debut of three brand ambassadors: Ági Pataki, Zsuzsanna Jakabos, and Orsi Tapasztó, who joined Geszler Dorottya, the face of Helia-D Professional Salon, for an engaging conversation. The topics ranged from skincare practices to timeless beauty and the roles of women in today's world.



Starting from May, the C-Vitamin & Hyaluron Duo Serum becomes available as part of the Hydramax product range. This serum offers a plethora of benefits, providing antioxidant protection, anti-inflammatory properties, and the ability to fade pigmentation spots. Enriched with not only Vitamin C but also two different molecular weights of hyaluronic acid, it ensures hydration across the skin's surface and deeper layers, effectively smoothing out minor wrinkles caused by dehydration. Its gentle formulation makes it suitable even for those with sensitive skin, ensuring a safe experience for all.

Although the product line is designed with individuals in their 20s and 30s in mind, the key ingredients encompass elements that can seamlessly integrate into the routines of all generations, transcending age boundaries.

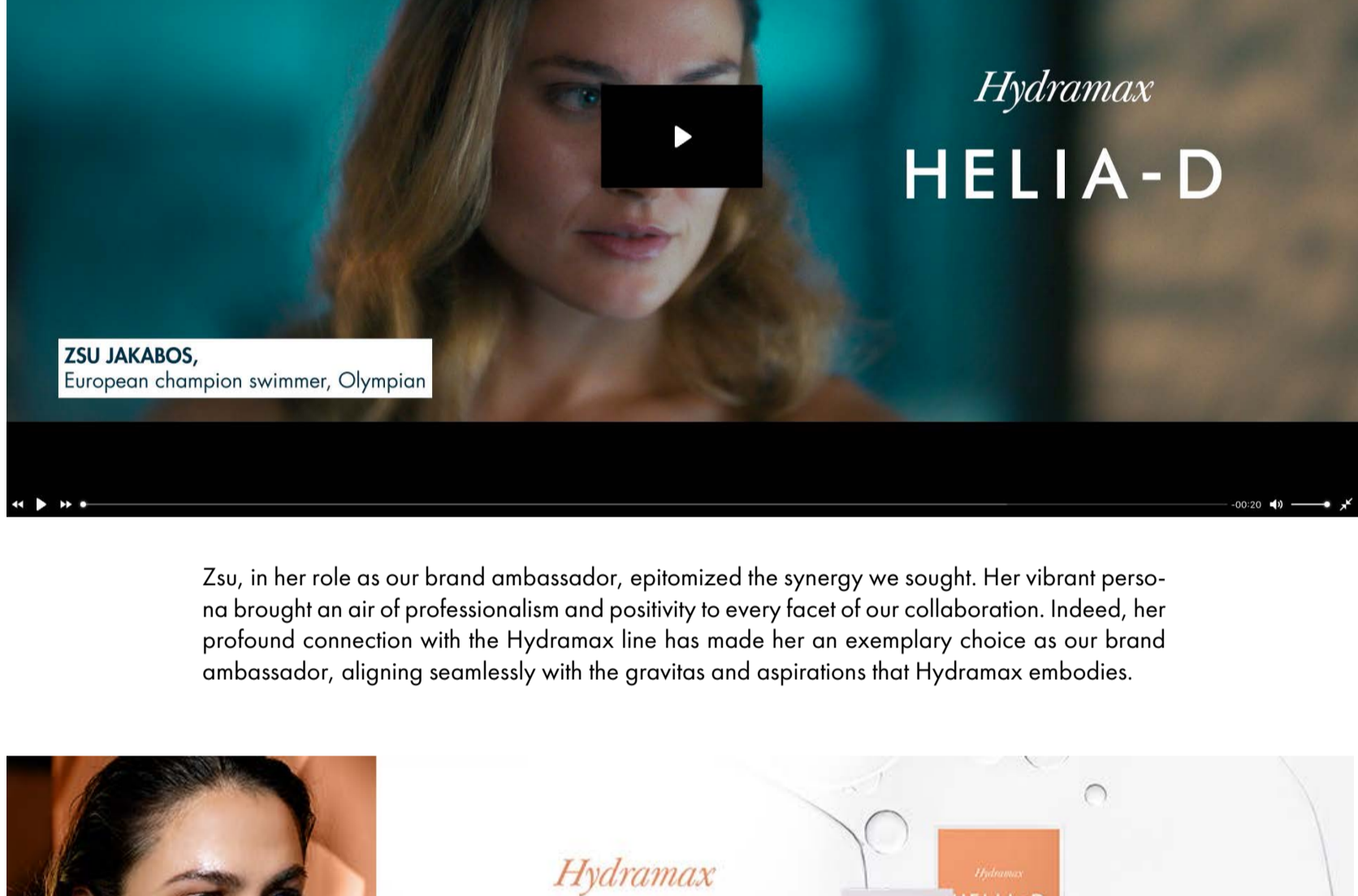
While the allure of Hydramax resonates strongly with the young and youthful, its essence stretches beyond age, bridging generational divides. The science and marvel it encapsulates weave a thread that unites us all in a pursuit of timeless allure. Embrace Hydramax, a symphony of wisdom, innovation, and ageless charm.

Hydramax campaign

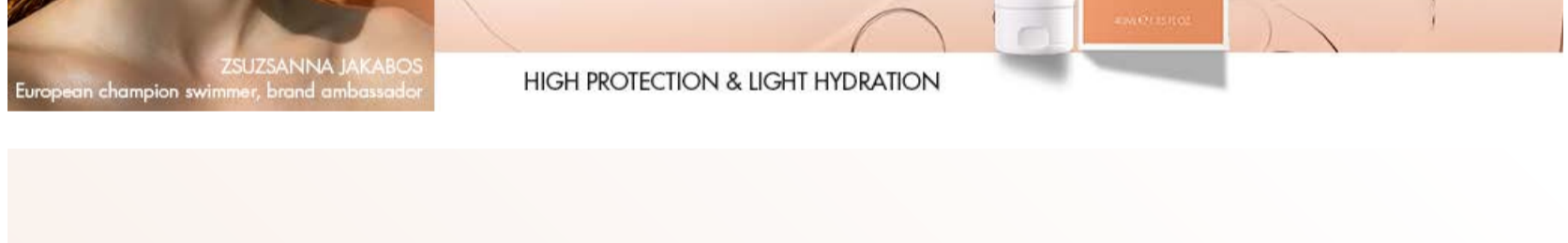
In the month of March, a significant chapter unfolded as we embarked on the production of our latest TV campaign, featuring the esteemed swimmer, Zsu, as the face of our illustrious Hydramax range. Recognizing Zsu's remarkable aquatic prowess, it was a clear and compelling decision to align her with her natural element, water. This collaboration enabled us to present a transformational narrative that underlines the dynamic evolution we have charted for our brand in the upcoming year.

Our primary objective revolved around a seamless fusion of Zsu's identity with the ethos of the Hydramax line. By doing so, we aimed to create a resonance that would reverberate with our audience, especially the younger demographic, previously unexplored within our target ambit, which had predominantly catered to those aged 30 and above.

<https://www.helia-d.com/videos/>



Zsu, in her role as our brand ambassador, epitomized the synergy we sought. Her vibrant persona brought an air of professionalism and positivity to every facet of our collaboration. Indeed, her profound connection with the Hydramax line has made her an exemplary choice as our brand ambassador, aligning seamlessly with the gravitas and aspirations that Hydramax embodies.



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Chapter III.

THE DYNAMIC DUO OF SKINCARE: VITAMIN C SERUM AND SPF 50+

Prepare to embark on a scientific journey through the captivating world of skincare. In this chapter of our newsletter, we are unravelling the intricate tapestry that makes the Helia-D Hydramax Duo and SPF 50+ Sunscreen a transformative force for your skin.

I. THE DYNAMIC DUO: VITAMIN C AND HYALURONIC ACID

At the heart of the Helia-D Hydramax Vitamin C and Hyaluron Duo lies a scientific synergy that promises to transform your skin's texture and appearance. Let's begin by unravelling the biochemical wonders of its key constituents:

1. VITAMIN C (ASCORBIC ACID): THE CELLULAR MAESTRO

Vitamin C, scientifically known as ascorbic acid, takes center stage with its multifaceted benefits. Acting as a potent antioxidant, it neutralizes free radicals – unstable molecules that contribute to premature aging and cellular damage. Beyond its antioxidant prowess, Vitamin C plays a pivotal role in collagen synthesis, the protein responsible for maintaining skin's elasticity and firmness. By stimulating collagen production, this active ingredient contributes to a smoother, more youthful complexion.

2. HYALURONIC ACID: THE HYDRATION VIRTUOSO

Hyaluronic Acid, a naturally occurring molecule in the skin, is renowned for its exceptional ability to attract and retain moisture. Its scientific marvel lies in its structure – it forms a web-like matrix that holds water molecules, providing a reservoir of hydration for the skin. As a result, Hyaluronic Acid plumps the skin, minimizing the appearance of fine lines and wrinkles. This hydration hero also supports the skin's natural barrier, creating a supple and resilient texture.

3. SCIENTIFIC HARMONY: THE TRANSFORMATION UNVEILED

The magic of the Helia-D Hydramax Vitamin C and Hyaluron Duo lies in the harmonious interplay between Vitamin C and Hyaluronic Acid. As you apply this elixir to your skin, a cascade of molecular interactions is set in motion:

Collagen Boost and Protection: Vitamin C stimulates collagen synthesis, enhancing skin's structural integrity. Its antioxidant properties also safeguard collagen from degradation, contributing to long-term firmness.

Hydration Amplification: Hyaluronic Acid binds water molecules, infusing the skin with lasting hydration. The combination of optimal moisture levels and enhanced collagen creates a plump and radiant complexion.



II. SPF 50+ SUNSCREEN: YOUR SHIELD AGAINST TIME

Now, let's introduce the third essential component: Helia-D Hydramax SPF 50+ Sunscreen. Scientifically formulated with cutting-edge sun protection technology, this sunscreen transcends traditional sunblock. Here's the scientific essence of its potency:

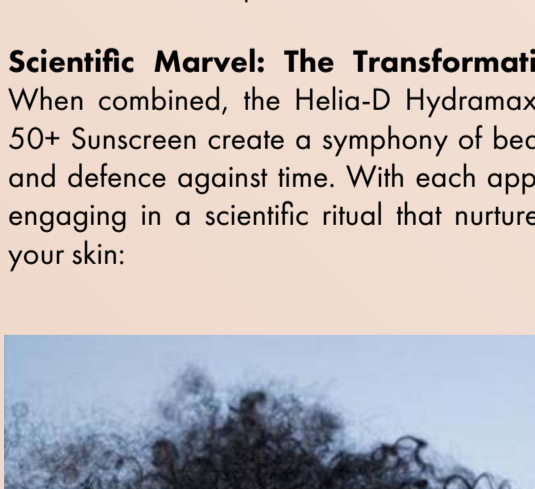
Broad Spectrum Protection: SPF 50+ offers robust defense against both UVA and UVB rays, shielding your skin from the harmful effects of sun exposure. UVA rays are known to cause premature aging, while UVB rays can lead to sunburn and damage. This broad-spectrum protection ensures comprehensive coverage.

Photostability and Longevity: Helia-D Hydramax SPF 50+ Sunscreen boasts exceptional photostability, meaning it remains effective even when exposed to sunlight. This longevity guarantees prolonged protection throughout your daily activities.

Non-Comedogenic Formula: Scientifically designed for all skin types, this sunscreen's non-comedogenic properties ensure it won't clog your pores, promoting a clear and balanced complexion.

Scientific Marvel: The Transformation Unveiled

When combined, the Helia-D Hydramax Duo and SPF 50+ Sunscreen create a symphony of beauty, hydration, and defence against time. With each application, you're engaging in a scientific ritual that nurtures and protects your skin:



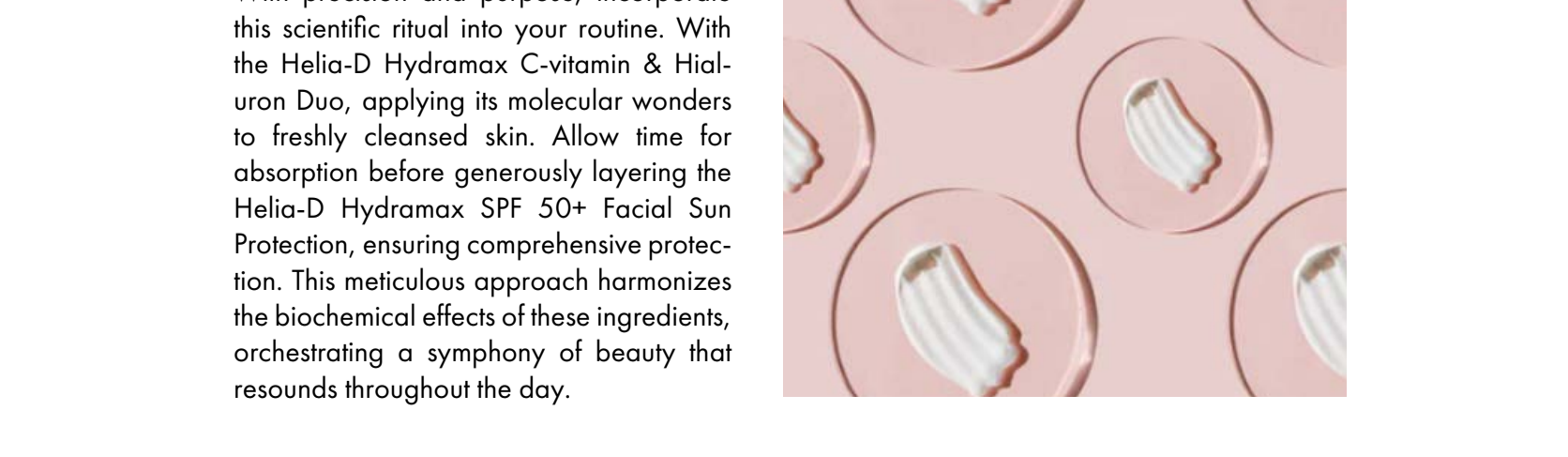
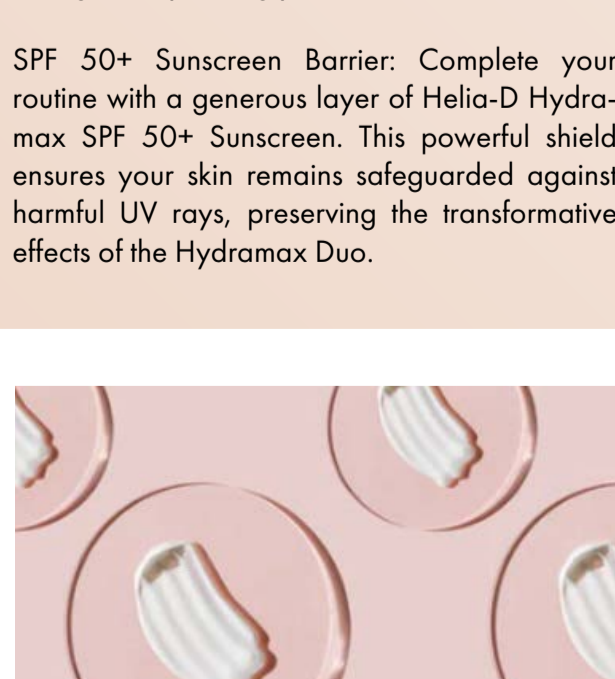
Vitamin C and Hyaluronic Acid Fusion: Apply the Helia-D Duo, allowing the blend of Vitamin C and Hyaluronic Acid to work in harmony, rejuvenating and hydrating your skin.

SPF 50+ Sunscreen Barrier: Complete your routine with a generous layer of Helia-D Hydramax SPF 50+ Sunscreen. This powerful shield ensures your skin remains safeguarded against harmful UV rays, preserving the transformative effects of the Hydramax Duo.



Your Daily Scientific Ritual

With precision and purpose, incorporate this scientific ritual into your routine. With the Helia-D Hydramax C-vitamin & Hyaluron Duo, applying its molecular wonders to freshly cleansed skin. Allow time for absorption before generously layering the Helia-D Hydramax SPF 50+ Facial Sun Protection, ensuring comprehensive protection. This meticulous approach harmonizes the biochemical effects of these ingredients, orchestrating a symphony of beauty that resounds throughout the day.



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