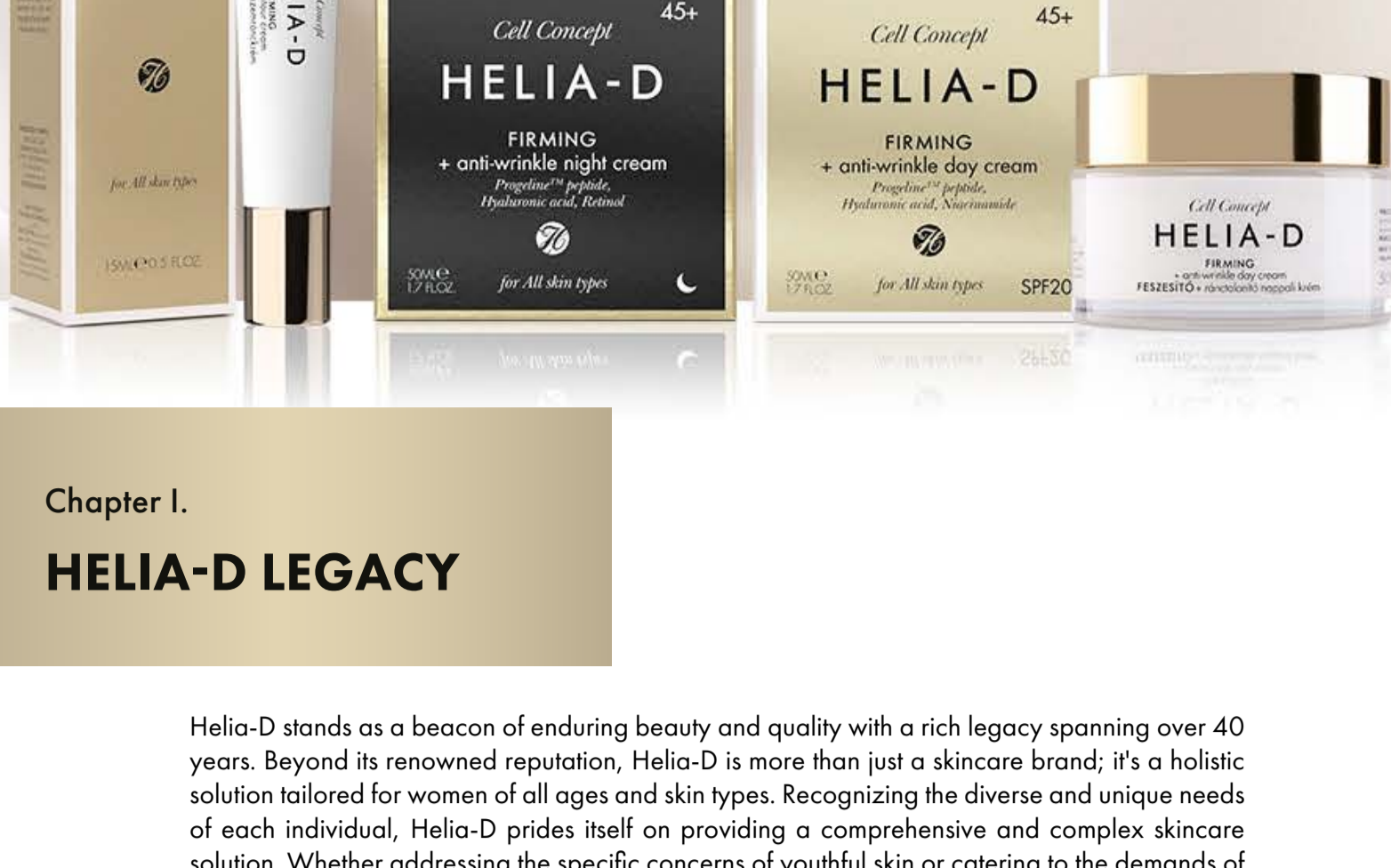


HELIA-D

RENEWED ANTI-WRINKLE PRODUCT LINE!

TOP ANTI-AGING INGREDIENTS

AN EVEN MORE **3** TRIPPLE EFFECT
ANTI-WRINKLE REJUVENATING FIRMING



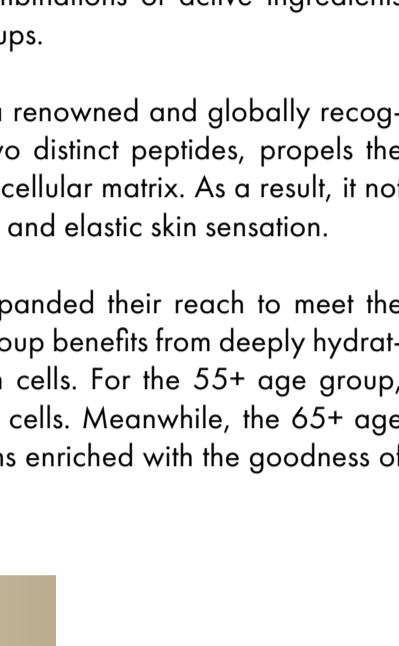
Chapter I. HELIA-D LEGACY

Helia-D stands as a beacon of enduring beauty and quality with a rich legacy spanning over 40 years. Beyond its renowned reputation, Helia-D is more than just a skincare brand; it's a holistic solution tailored for women of all ages and skin types. Recognizing the diverse and unique needs of each individual, Helia-D prides itself on providing a comprehensive and complex skincare solution. Whether addressing the specific concerns of youthful skin or catering to the demands of mature complexions, Helia-D is dedicated to ensuring that every woman experiences the pinnacle of beauty and care through its meticulously crafted skincare offerings.

The name Helia-D is synonymous with enduring beauty and quality for every woman, boasting over a legacy more than 40-years.

Introducing the Cell Concept Range

Each new stage of life brings new needs – we change, and with us, the structure of our skin undergoes transformations. The decline in collagen production, along with a slowdown in cell functions and regeneration, results in a noticeable loss of skin firmness. Effectively caring for mature skin demands the utilization of sophisticated, potent anti-aging formulas. The greater the incorporation of these active ingredients, the more prolonged the youthful, healthy, and firm appearance of our skin. Hence, the inception of the Helia-D Cell Concept line, specifically crafted to meet these evolving skincare needs.



In November 2019, the Helia-D Cell Concept anti-aging cosmetics emerged after an extensive journey of research, development, and testing. The objective extended to formulating compounds harmoniously aligned with the varying skin health of different age brackets, ultimately revealing the Helia-D Cell Concept anti-aging cosmetics. This thorough process encompassed meticulous research, development, and testing to create combinations of active ingredients finely tuned to the distinct skin requirements of diverse age groups.

At the heart of the product's uniqueness lies Matrixyl®3000, a renowned and globally recognized active ingredient complex. This compound, housing two distinct peptides, propels the production of collagen—an indispensable element of the extracellular matrix. As a result, it not only smoothens wrinkles but also contributes to a more resilient and elastic skin sensation.

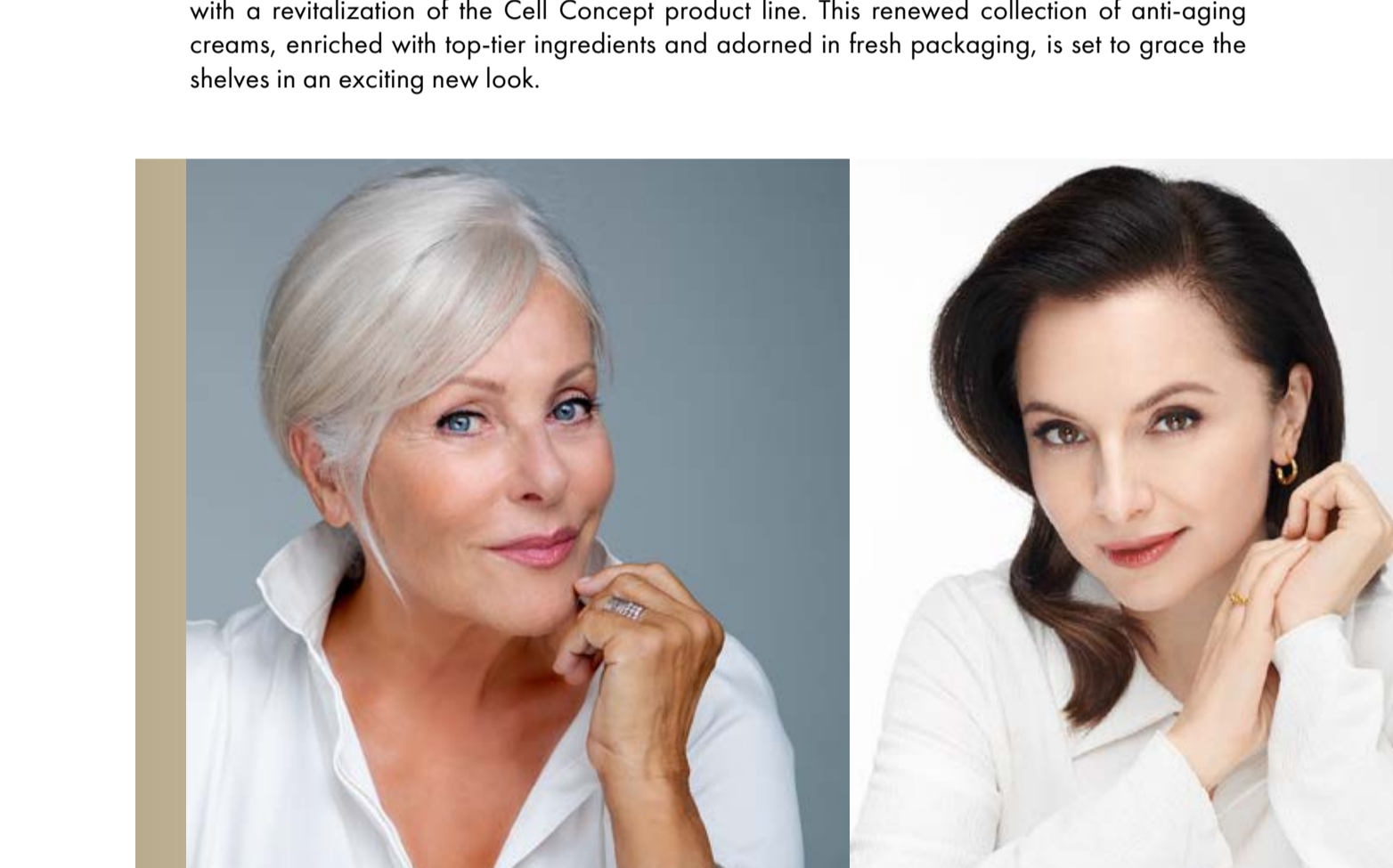
Fast forward, the Cell Concept anti-aging products have expanded their reach to meet the skincare needs of three additional age groups. The 45+ age group benefits from deeply hydrating and anti-aging formulations featuring red cranberry stem cells. For the 55+ age group, firming and anti-aging products now incorporate orchid stem cells. Meanwhile, the 65+ age group can indulge in cell-renewing and anti-aging formulations enriched with the goodness of argan stem cells.

Chapter II. EVENTS RELATED TO THE HELIA-D

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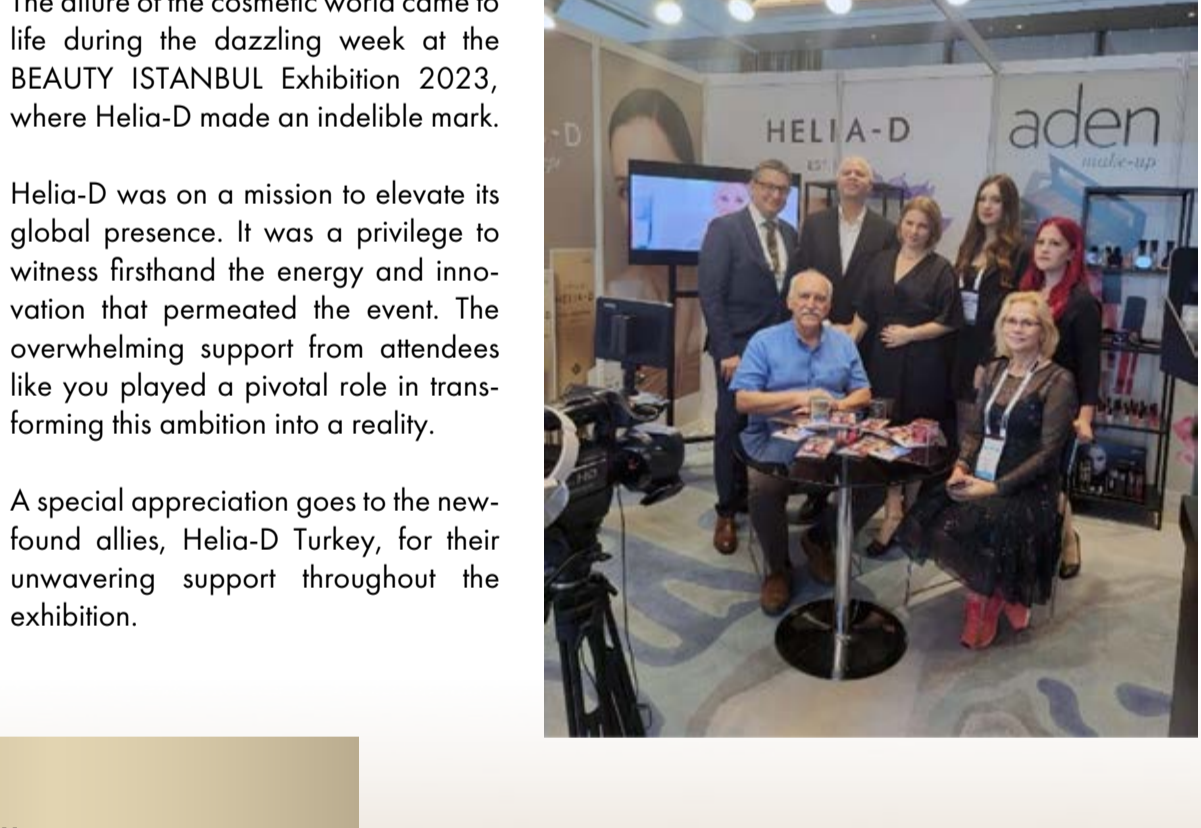
"Addressing Evolving Needs" - The Renew Cell Concept Range

After the successful spring debut of the Hydramax family, Helia-D is ushering in the fall season with a revitalization of the Cell Concept product line. This renewed collection of anti-aging creams, enriched with top-tier ingredients and adorned in fresh packaging, is set to grace the shelves in an exciting new look.



With the arrival of September, the vibrant singer Adrienn Zsófi, known as Zsófia, teams up with Ági Pataki to represent the latest face of this exceptional product line. Zsófia proudly takes on the role of the new brand ambassador for the 45+ Cell Concept line, while Ági continues to shine as the brand ambassador for the 65+ Cell Concept. Together, they form a dynamic duo, infusing style, and sophistication into these exquisite skincare offerings.

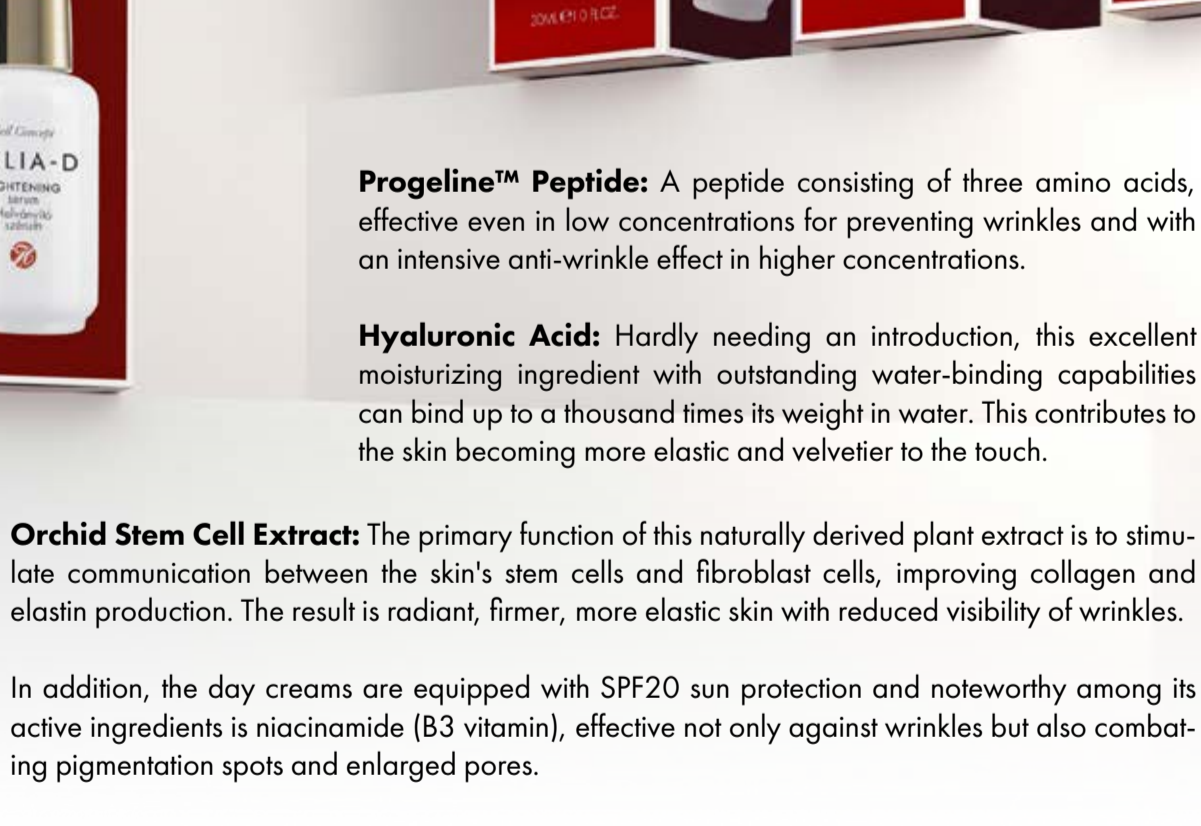
Zsófia, a renowned Hungarian singer, actress, and television personality. With a career spanning several decades, she has become a household name in the Hungarian entertainment industry. Zsófia first gained widespread recognition as a pop singer, capturing audiences with her distinct voice and versatile musical style.



Her success extends beyond music, as she has also made a mark in acting and television hosting. Her dynamic presence and talent have earned her numerous accolades, making her a beloved figure in the Hungarian cultural scene. From chart-topping hits to engaging performances, the singer continues to enchant audiences with her multifaceted contributions to the realms of music and entertainment.

Cell Concept Commercial

In the fall, the new Helia-D TV commercial had its debut, showcasing the renewed Cell Concept family range, with the two-brand ambassadors, Ági Pataki and Zsófia had an amazing success!



BEAUTY ISTANBUL Exhibition 2023

The allure of the cosmetic world came to life during the dazzling week at the BEAUTY ISTANBUL Exhibition 2023, where Helia-D made an indelible mark.

Helia-D was on a mission to elevate its global presence. It was a privilege to witness firsthand the energy and innovation that permeated the event. The overwhelming support from attendees for whom it played a pivotal role in transforming this ambition into a reality.

A special appreciation goes to the new-found allies, Helia-D Turkey, for their unwavering support throughout the exhibition.



Chapter III. SOFT SCIENCE

Active Ingredients

Regarding the content of the renewed Cell Concept line, it's clear that these products that already contain more advanced anti-aging ingredients than its predecessors. The eye cream, just like the night and day creams, includes the three most important ingredients:

Progelin™ Peptide: A peptide consisting of three amino acids, effective even in low concentrations for preventing wrinkles and with an intensive anti-wrinkle effect in higher concentrations.

Hyaluronic Acid: Hardly needing an introduction, this excellent moisturizing ingredient with outstanding water-binding capabilities can bind up to a thousand times its weight in water. This contributes to the skin becoming more elastic and velvety to the touch.

Orchid Stem Cell Extract: The primary function of this naturally derived plant extract is to stimulate communication between the skin's stem cells and fibroblast cells, resulting in collagen and elastin production. The result is radiant, firm, more elastic skin with reduced visibility of wrinkles.

In addition, the day creams are equipped with SPF20 sun protection and noteworthy among its active ingredients is niacinamide (B3 vitamin), effective not only against wrinkles but also combating pigmentation spots and enlarged pores.

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The night creams include the significant anti-aging ingredient, retinol, while the eye cream features Gladback™, a polysaccharide derived from a native Chinese mushroom. Known for improving collagen synthesis and skin microcirculation, it becomes a true ally for mature skin, leaving it refreshed and radiant.

Beyond the Surface: The Hand Cream Revolution

In the chronicles of skincare, our hands often play a secondary role, silently facing the consequences of our bustling lives. Amidst the chaos, there exists an understated hero – the hand cream. However, its significance surpasses the conventional notions of beauty, extending into the realms of overall well-being.

Exposed to relentless bouts of washing, weather extremities, and daily wear, our hands bear the scars of life's daily skirmishes. It is precisely here that the spotlight on a quality hand cream, particularly one infused with plant-based dynamism, gains prominence.

In this landscape, Helia-D's revamped Cell Concept hand cream emerges as a transformative force. Far from the ordinary, its concoction blends argan oil, urea, the avant-garde Homeostatine™, and the skin-friendly vitamin C.

The uniqueness lies in its swift absorption, delivering an instantaneous surge of hydration and regeneration. Argan oil and urea, a dynamic duo, collaborate to drench the skin in much-needed moisture, while Homeostatine™, a distinctive compound, takes the stage in maintaining skin equilibrium and vitality.

Vitamin C, the unsung hero, not only brightens but also wields antioxidant prowess. With daily application, this hand cream serves as a pre-emptive strike against aging, rendering the skin noticeably supple and smooth.

Yet, beyond the allure of aesthetics, the essence of hand creams lies in their role as guardians of skin health. They are the unsung protectors, shielding our hands from the daily onslaught. So, the next time you reach for a hand cream, consider it a rebellious act of self-care, an investment in the vitality and resilience of your hands - the covert architects of your daily victories.

