

HELIA-D

Chapter I.

The most beloved and well know Hungarian brand, Helia-D, has a history over 40 years now. Among many other Hungarian brands, it is considered to be one of the most well-known cosmetics brands in the industry. The brand is associated with the notion of high-quality products.

To this day, Helia-D continues to uphold its distinguished reputation among other brands in the field, boasting a portfolio of successfull and highly regarded products. Moreover, the brand has garnered nominations and secured wins in several prestigious competitions hosted by renowned magazines, including Marie Claire, JOY, and more.

This year we supported the Hungarian Bride Exhibiton organized by the Hungarian National Museum. At this Exhibition hundreds of known and unknown women's stories come to life: their accesories, love letters, cherished garments, all the changes in their marriage, and their relationships.

Chapter II.

In 2023 we won several awards with our products. In the competition of JOY Prix de Beauté 2023 in the category of anti-aging, the **Cell Concept Peptid Filler** won the second place. At this competition, the biggest global brands and the most renowned beauty products compete. It's possible to enter in multiple categories. This competition has a history of 23 years. This product has several positive effect. It nourishes the skin with the combined power of peptides, reduces wrinkles, and lightens the pigmentation spots. It is recommended for aging skin that lacks elasticity.

The another competition we participated in was the Marie Claire Beauty Awards, where we also had success. From the Hydramax product line, the deeply hydrating cream gel for normal skin won the Reader's Choice Award in the best moisturizing daytime face cream category. It has been operating since 2020, and since then, it has left behind successful competitions every year. This product contains hydrating component, which helps maintain the skin elasticity. The recommended age group is between 20 and 40 years.

Last, but not least, we also competed in the Cosmopolitan Beauty Awards, where another one of our **Hydramax products**, the **SPF 50+ sunscreen**, won the award of the best facial sunscreen category. The Cosmopolitan Beauty Awards is a special beauty award where the reader's opinions are the most important.

This product is a soft-textured sunscreen that also provides hydration, and easily absorbable. It's a perfect choice for all skin types. It provides strong sun protection for everyone, against both UVA and UVB.



On Hungary's largest beauty-focused community website, which is called 'Krémmánia', two of our products also won the Krémánia's favourite award in 2023. One of them is our **vitamin C serum**, which received a 5-star rating, while the other is our sunscreen, which received a rating of 4.3.

The vitamin C serum contains vitamin C and two types of hyaluronic acid, which is a perfect combination for a brighter skin. This product is vegan. It's recommended for all age groups. It provides a solution for pigment spots and minor skin imperfections.



Chapter III.

In this year we participated as exhibitors at **Cosmoprof in Bologna**. Cosmoprof is where companies do business and the perfect stage of the beauty trend-setters, to present breakthrough product launches and innovative solutions. Cosmoprof has been a landmark event for more than 50 years. Cosmoprof Worldwide Bologna is a 3-shows-event, each dedicated to specific industries and distribution channels. It was held from March 20th to 22nd.

The other event we participated in was **Arab Health**. It was held from January 29th to February 1st. Arab Health brings the global healthcare industry to Dubai every year, with attendees including healthcare experts, influencers, dealers and distributors, and government entities. They believe in coming together to make real progress in the ever-changing world of human health. The trade show features a wide range of educational sessions, workshops, and seminars led by industry experts. These sessions cover healthcare topics, updates industry trends and providing valuable insights.



This event also provide an ideal strategic partnership. Attendees can connect with potential collaborators, which can lead to new opportunities. The trade show's collaborative environment encourages open dialogue and interaction between different stakeholders in the healthcare ecosystem. The event often highlights best practices, success stories, and case studies from different healthcare settings.

We are trying to introduce the Helia-D brand in multiple countries and would like to come up with new, innovative ideas for the future.

