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# NICHE BRAND AWARD

NICHE  
BRAND  
AWARD  
2018

ICONIC

NICHE  
BRAND  
AWARD  
2018

SUPERB

NICHE  
BRAND  
AWARD  
2018

REVOLUTION

*Don't always walk on the smooth roads, walk ways that no one has travelled  
before, so as to leave behind traces and not only dust"*

*Antoine de Saint-Exupéry*



# ABOUT NICHE BRAND AWARD

Niche Brand Award (NBA) is granted to the private niche brands, which demonstrate outstanding business performance – the ability to generate above-average market free cash flow (profit and EBIT) directly and through its regional partners (distributors, key accounts, etc.). Along with the anonymous questionnaire of the independent regional partners, which know the brand's position on the market, its development dynamic, and which generates free cash flow, we perform deep due diligence in order to assign the nomination. As the abovementioned analysis tools are used constantly, the Niche Brand Award is given annually based on the outstanding business performance during the last year.

Annually we monitor around 300 established niche brands and their dynamic and scouting through around 5000 private Niche Brands with high potential to be added to the category Revolution Award. Upon classification, the niche brands are granted with the following awards: Revolution, Superb, and Iconic.

Based on a deep distribution due diligence and followed by independent verification and independent anonymous input from regional partners, selected niche brands are given the award. The purity of selection is essential; therefore senior professionals with the extensive corporate and business experience check and verify the selection. Followed by the selection, specific catalogs in own tailored design are ready for one-click downloading, printing and sharing. After a click the link/button for downloading, each catalog re-generates by our AI-System with all newcomers included that makes it Up-to-Second actualized. Niche Brand Award is an independent organization, which does not accept any sponsorship or donations from any brands, presented in the catalogs, which allows remaining unprejudiced in brands evaluation.

*Sincerely yours, Niche Brand Award's Team*

## 1 – Revolution

8	Beardbrand: the best beard care for you
13	Oscar Valladares Tobacco: perfectly-rolled cigars with a lusciously oily wrapper
20	VODA UA is the silver-ionized water that cares about you
25	Scent Bar: concentrated fragrances with a high compound of perfume
30	Curvy Kate: D+ Bras & Swimwear for a Feel-Good Figure
35	Dr. Weiler - THE AESTHETIC TASTE spray to curb your sweet tooth
45	JEUVEAU IS A MODERN-MADE INJECTABLE "NEWTIX" TO FIGHT WRINKLES
50	Natural Shilajit Resin is the Purest Body Cleaner and Energizer
55	Love Grain - the first teff gluten-free product
63	Wacaco - portable espresso machine
72	HICKIES: Innovative no-tie lacing system
84	LOCTOTE: Theft-resistant drawstring backpack
97	Grezzo Raw Chocolate 100% vegan sweets
111	WELT: The Smart Belt for Fashion & Health
115	CB I Hate Perfume: Perfume Absolutes and Water Perfumes
122	Joya Studio: Brooklyn's first industrial perfumery
128	BYREDO: distinct scents that merge the East and West
133	Phaedon: Fragrance Made in France
138	Airing: The world's first maskless, cordless micro-CPAP device
144	LUNA: small wonders for great skin
149	Al Nassma: more than the first and finest camel milk chocolate
154	Carner perfumes transmit the cosmopolitan and mediterranean spirit of Barcelona
161	Gritti: fragrances, which do not fold up against the difficulties
166	111SKIN: luxury innovative skincare
171	Jo loves: a British fragrance brand inspired by memories
175	Roja Parfums: the finest fragrances in the world
180	Floraiku - a mix between Haiku and flowers
184	Initio: an invisible pheromonal force
188	The Merchant Of Venice expresses the uniqueness of the city
194	Sleeper's pajamas: from bed to party
199	'Solemate' is a professional care for sneakers
205	Nanoplast forte is the power of science against pain
210	Outhouse Jewellery: a fancy exotic, unique and luxurious fashion jewellery
219	Invisibobble: the new all-rounder hair ring, perfect for all styles
229	Schlosem's innovative products are unique by their recipe and content
235	Go Cubes - the world's first chewable coffee
249	Biopeptix - Evidence-based skincare line
260	Hydra-Light - if you have salt and water - you've got light and power

266 Easybreath - the first snorkeling full face mask

## 2 – Superb

276 D.S & Durga provides the ability to conjure unseen worlds  
280 Caviar House & Prunier combines luxury with sustainability  
284 Boveda: for any humidity sensitive product  
288 Moroccanoil's Professional Hair and Skin Care  
294 Theodent: Fluoride-free chocolate toothpaste  
308 The Different Company epitomizes the Haute Parfumerie Contemporaine  
314 Juniper Ridge - the world's only wild fragrance company  
320 ARQUISTE: A historic fragrance collection of sublime scents  
326 Xerjoff: The exquisite form of an timeless essence.  
330 Demeter Fragrance Library: perfect for every day  
336 Lm Parfums: extreme remix your life  
341 M. Micallef perfumes: Unique fragrances for men and women  
346 By Terry: beauty must appeal to the senses  
351 Escentric Molecules: perfumery as the art of the chemistry  
356 Richard Mille - a niche brand of luxury Swiss watches  
362 Montale Paris: the most iconic fragrances  
367 Maitre Parfumeur et Gantier leaves a unique and thrilling olfactory signature  
373 Etat Libre d'Orange: an ambitious, audacious perfumery  
378 David Rio provides a rich, indulgent chai experience  
382 KT Tape: an elastic sports tape designed to relieve pain while supporting muscles  
388 Nails inc keeps nails in healthy condition with a glamorous finish  
393 WITAL tea combines the best technologies and materials  
397 Lumas: high quality and durable textiles for bedroom and bathroom  
402 Clive Christian - a "royal" perfume house  
409 Mavive offers a unique perfumes for today's lifestyles  
415 Molinard: rocked by the most beautiful dreams of perfume  
419 Nasomatto: perfumes with a sense of mystery  
424 KIND Snacks achieve a balance of health and taste  
428 Happy Socks provides with the best and happiest products around  
432 Dr. Vranjes Firenze is still the cradle of luxury, artisan, perfumed products  
438 BRITA changes the way people drink water sustainably  
444 Yuetex: home textile with an excellent quality  
452 Odin, the fragrance of a journey  
457 Death Coffee - the world's strongest coffee  
465 Mymuesli: custom-mixed organic muesli  
486 Beautyblender - a unique multi-purpose makeup applicator  
495 EyeSlices - therapeutic eye treatment pads  
506 HEX - super firm condom  
517 Spanx - slimming underwear  
530 Meduse - innovative LED shisha

### 3 – Iconic

- 540 TOUS: the most desirable luxury jewelry brand in the world
- 547 Cire Trudon, from royal family to modern excellence
- 552 Valmont: visible and long-lasting efficacy
- 559 The iconic Le Creuset has earned the loyalty of cooks around the world
- 564 Arturo Fuente: unsurpassed quality of flavor and construction
- 570 Ginjinha sem Rival is unique liqueur from Lisbon
- 575 Armand de Brignac is the new reference of luxury champagne
- 580 Lladró is the maximum expression of handcrafted porcelain
- 588 Creed: Luxury Fragrance's For Men & Women



**REVOLUTION**



## BEARDBRAND: THE BEST BEARD CARE FOR YOU

The Beardbrand's story started in 2012 when Eric Bandholz participated in 2012 West Coast Beard & Mustache Championships. He was about 8 months into his year and was competing in his first beard competition. It was at this event that Mr Bandholz first experienced the bearded lifestyle at its fullest. Later, Eric Bandholz, who is the company's CEO, Lindsey Reinders, and Jeremy McGee launched Beardbrand. Currently, this American men's grooming company is based in Austin, Texas. It provides a wide range of innovative products for grooming, styling, and maintaining of beards, hair, skin, and moustaches. The Beardbrand's founders started with an initial financial capital of \$ 8,000 and did not profit from sales in the first 10 months of the company, trying to keep it afloat. After the company was mentioned in an article for The New York Times, it got around the "beard's" world.

## The Brand's History

After Beardbrand was launched, Eric Bandholz first started off with a blog, a [YouTube channel](#), and a [Tumblr blog](#). On these platforms, he shared his knowledge about growing a beard and provided style inspiration for others. Ultimately, the goal was to provide the tools necessary for men to feel confident about growing their beard, and Eric Bandholz also wanted to end the negative stereotypes about beardsmen being lazy or unkempt.



Lindsey Reinders, Eric Bandholz, Jeremy McGee  
source - spokesman.com

Mr Bandholz continued blogging, making videos, and Tumbling for several months. It was very rewarding to share his experiences of growing out the beard, and connecting with other individuals who struggled with the same challenges. Eric hoped that his words helped those growing beards get the tools needed to wear facial hair in the office, at home, and around their friends.

Through 2012 Beardbrand grew slowly and organically. It was toward the end of the year that all the pieces would fall into place that allowed Beardbrand to blow up.

## From Community To Business

A [Startup Weekend](#) was an event that joined Eric, Lindsey and Jeremy together. They found out that the three of them work very well together. In fact, the team was so effective that they ended developing the best app for the competition. Lindsey, Jeremy, and Eric continued to stay in touch and vowed to start a business together.

Beardbrand's community was moving along as normal when Mr Bandholz was contacted by a [New York Times](#) reporter. The reporter was doing a story on beard care products and wanted his expertise. The conversation with the reporter was the catalyst that **officially brought the team together to launch the Beardbrand store.**



Tea Tree is a divisive fragrance  
source - beardbrand.com

## The Beardbrand Vision

Beardbrand wants to bring **high-quality products for beardsmen**. Its grooming products use natural sources and the team wants the customers to have a positive experience with their beards - crappy products don't help in that regard.

In addition to providing great products and service, Beardbrand is aimed to change the way society looks at beardsmen. There are still organizations who require men to shave, and there is negative terminology used towards beardsmen that still lingers in many



cultures. For instance, the term "clean-shaven" should be "completely-shaven" or "beardless."

Currently, Beardbrand has a wide range of products such as beard wash and softener, hair shampoo and conditioner, styling balm, sea salt spray, moustache wax, utility balm, beard oil and a varies of tools, providing a great service for their customers.



Utility Balms

source - beardbrand.com

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Patent status: -

On market since: 2012

Regions: United States

Industries: Beauty Industry

Source links: [Beardbrand](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)  
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)



## OSCAR VALLADARES TOBACCO: PERFECTLY-ROLLED CIGARS WITH A LUSCIOUSLY OILY WRAPPER

Oscar Valladares Tobacco is located in Danli, Honduras. It started operating in 2012, the Factory was founded by Oscar Valladares, Hector Valladares and Bayron Duarte, with experience in the tobacco industry. Oscar worked for more than 9 years with Rocky Patel and Bayron worked for more than 20 years for General Cigars and Oliva. Oscar Valladares started in the cigar industry almost like a destiny turn, he worked for a travel agency taking Rocky Patel's Groups to make tours to the Factory. In a short time Rocky asked Oscar to be part of his team and for nine years he worked for him. During this time, Oscar met Bayron, who worked for General Cigars by that time and a long friendship began. On 2011, Oscar starts with his own cigar shop in Danli. He had a couple of rollers making fresh cigars in the shop. By the end of 2011, Bayron tells Oscar that there's an opportunity to buy a small

Factory, in which they decide to invest, with the help of Oscar's brother, Hector.



2012 was the first Brand made by Oscar Valladares Tobacco & Co. The box included a bonus cigar, to be smoked December 21st, the end of the era. This cigar was wrapped in a tobacco leaf, simulating an ancient Mayan cigar, rustic and hand rolled. This unique feature leads to the idea of the Leaf by Oscar. The first client of the Factory, Jim Robinson, asked Oscar Valladares Tobacco & Co., to make the house blend for his shop "Leaf and Bean" located in Pittsburg, but he wanted them wrapped in a tobacco leaf, just like the bonus Cigar of the 2012, and that's how the Brand Leaf and Bean by Oscar was born. The first order of 5000 cigars was successfully sold out in a couple of weeks. After this, people around the United States were asking about this unusual cigar wrapped in a tobacco leaf. This cigar was distributed only in the United States, later the Brand changes its name to Leaf by Oscar.



2012 was the first Brand made by Oscar Valladares Tobacco & Co  
source - oscartobacco.com

Afterward, the Brand Rosalila was born, created by Bayron and Oscar, which was distributed only in Latin America and Europe. In Early 2014, the Factory moved to a bigger facility with 20 people in the production team. At that time, Leaf by Oscar and Rosalila were selling well in Germany, Denmark, Saint Marteen and Venezuela. In January 2016, the factory moved to former Oliva Factory, a 25000 square feet facility, with more than one hundred employees between production and administration. Today, Oscar Valladares Tobacco cigars can be found in more than **1000 stores** in the US, and also in Germany,

Denmark, Sweden, Holland, Belgium, Slovenia, St. Marteen, Aruba, Venezuela among others.

### Rosalila

This Toro comes in three Honduran puro blends: Maduro, Connecticut, and Corojo. Tobaccos grown for these amazing blends come from five tobacco farms specifically chosen by Oscar Valladares from provinces throughout Honduras and feature some tobaccos many connoisseurs may not have sampled. 'Rosalila' comes in a box of 20 premium cigars with an added bonus cigar, flavor infused with 'Chicha' the traditional Mayan corn-based liquor.



'Rosalila' comes in a box of 20 premium cigars with an added bonus cigar  
source - oscartobacco.com

### Island Jim

The Island Jim #2 designation is a pencil reference. It is a complex cigar that delivers in a full volume of smoke that has a note of chocolate and cedar to start with sweetness, spice, extremely rich tobacco, massive quantities of chocolates and coffee. The burn is near perfect and it has tight white ash. The smoke is very rich and creamy.



Island Jim is a complex cigar that delivers in a full volume of smoke  
source - [oscartobacco.com](http://oscartobacco.com)

### Leaf by Oskar

Leaf by Oskar has the special feature of the leaf. While traditional manufacturers rely on films and packaging materials, gets the leaf a self-sheathing. Tobacco leaves are used for the protection of the cigar. This method of wrapping each individual cigar in a leaf doesn't just make it stand out and look interesting, it also serves a purpose, protecting the natural oils of the cigar. The bands of the cigars are all made of recycled organic tobacco paper.

### Big Johnny

Big Johnny has a dark chocolate color with an oily complexion. There is some darker marbling on the wrapper, delivered some notes of mocha and pepper and sweetness.





Tobacco leaves are used for the protection of the cigar  
source - [oscartobacco.com](http://oscartobacco.com)



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Patent status: -

On market since: 2012

Regions: United States

Industries: Consumer products

Source links: [Oscar Valladares Tobacco & Co](#)

Direct link: [click here](#)



## VODA UA IS THE SILVER-IONIZED WATER THAT CARES ABOUT YOU

VODA UA is Ukrainian water that has a unique chemical composition, containing silver ions, which makes the water clean, tasty and highly useful. The water is produced by Mineralni Vody Karpat TOV. Extracted from one of the purest sources in Ukraine, VODA UA identifies as a 100% natural water. It is bottled without any physical and chemical corrections. Naturally, clean water sources are located in the heart of Ukraine, Cherkassy region, called "Little Carpathians". The unique ecological conditions and the exceptionally valuable water sources are highly recognized in Ukraine and around the world. The company provides the still water and sparkling water in the glass bottles, and in PET bottles. Furthermore, such water does not contain any chemical and artificial adding.

Life started with water and it is not possible without it. Clean, clear and cool liquid is all that's needed to be healthy. In addition, clean drinking water is an essential part of healthy nutrition. **VODA UA** has an ideal ph – 7.4. Furthermore, it contains a **unique mineral composition and does not require any chemical correction**, because it is already perfect.

The company makes everything that customers to be sure, that they drink only high-quality water, therefore **VODA UA** was certified by the national certification body, **UkrSEPRO CERTATOM**. **Mineralni Vody Karpat** provides the still water and sparkling water with the silver ions in different packages.



VODA UA sparkling water, 0,4l (glass)  
source - vodaua.ua

The glass is considered as one of the safest materials for water storage. The liquid in those bottles keeps fresh longer, does not lose useful minerals and microelements and its taste. Other benefits of glass bottle are high environmental friendliness and aesthetics of the product. Besides that, glass does not need additional quality checks and recycling. Still water in the glass is the choice of people, who care about the environment. Importantly, still water should be used during 180 days after producing.





VODA UA still water, 0,4l (glass)  
source - vodaua.ua

It is proved that **sparkling water more quenches thirst in hot summer weather**. CO<sub>2</sub> does not change the usefulness of water. This is the kind of beverage effectively restores the water level in a short period of time. VODA UA bottled without any physical and chemical corrections. Polyethylene terephthalate (or PET) are amenable to recycling and reusing. The substance of those paragraphs was adopted by the internationally acknowledged implementation of the environmental management system under the series of ISO. Importantly, **sparkling water should be used during 360 days after producing**.

Polyethylene terephthalate (or PET) bottles also have a lot of advantages. First of all, such kind of bottles are easy and convenient, and scientific researches make them healthy. Water in PET bottles does not lose taste and advantages. During the last years, there are more opportunities for product processing from PET and it helps to keep the planet clean.

The information about the concentration of the produced substance **per 1 litre**:

- Anions: CL (5-40), SO<sub>4</sub> (5-50), hco<sub>3</sub> (300-500).
- Cations: Na+K (10-70), Ca (60-120), Mg (10-60); Ag (0.003-0.025).
- Ph: 7.1-7.5.



For art plein air it was better to take easy and convenient PET package, and for the Workshop, glassware water look more representative

source - vodaua.ua



VODA UA sparkling water, 0,4l (glass)

source - vodaua.ua

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Patent status: n/a

On market since: -

Regions: Ukraine

Industries: Food and Drink

Source links: [VODA UA](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)





# SCENT BAR: CONCENTRATED FRAGRANCES WITH A HIGH COMPOUND OF PERFUME

Scent Bar was born in Cesena in 2009. Since then it has been in the lively heart of the town and it has been an innovative project inspired by artistic perfumeries: it is a smelling bar, designed as a small jewel with iridescent lights, retro music and cups of hot Italian coffee. The niche market has a special core: the Scent Bar fragrance creations. They are being created, in a small lab, with natural ingredients of high quality and a percentage of 30% of perfume. They are 2 lines: I Caratteri and a line without own names, only Numbers. I CARATTERI: Line, for male and female, created for a playful pleasure. A limited range of six: Il Seducente, l'Intrigante, il Selvatico, l'Onnipotente, il Proibito, l'Elegante. Scent Bar invites scent lovers to find out their signature perfume. You can choose by instinct among floral notes, gourmand, spices, and woods. NUMBERS: From 100 to 111, then 200, 300, 400, 500. Each fragrance has a clear identification: everybody may remind, evoke emotions, live flashback or travel.

A fragrance may speak for you and about your way of living. If you want to be hidden, to be seen, to enjoy yourselves walk wrapped in a puff of perfume. Scent Bar project was born in collaboration with a small handicraft laboratory of high-quality perfumery. After several years of experience in a perfumery, constantly in contact with customers wishes and needs, the idea of creating a line of natural fragrances to satisfy every demand, finally appeared.

Scent Bar was created to provide a comfortable and relaxing place to experience the incredible selection of independent niche perfumes in a no-pressure sales environment. The environment is reminiscent of a true bar, where you can sit on a stool with your coffee (or prosecco) and sample fragrances at your own pace. If you want to test drive something out in the real world, the sellers happily offer samples at no charge. Space is light and airy and has a truly social vibe of a place where like-minded and friendly people get together.



Scent Bar Numbers  
source - [scentbar.it](http://scentbar.it)

A lot of research has been conducted before producing a collection; a precious work of an olfactory selection has been done in order to offer concentrated fragrances with a high compound of perfume, 30% of oils. This is the reason why it gives a character based on the depth and the strength of a persistent trail. The scents may be captivating but not aggressive. In Scent Bar lab, high-quality raw materials are analyzed and selected; they are often from their native places.

**Scent Bar 500:** A garden in the morning, soaked by the early dew. Green notes are revealed to your nose providing with floral images.

Then the blackcurrant becomes the protagonist. It's an effective contact with nature without compromises with another aroma. **Fragrance Family:** Fruity, Musky. **Style:** Fruity, Musky, Mineral. **Notes:** Honeysuckle, Blackcurrant, Green Tea.

**Il Proibito:** Creamy, sweet, gentle. You could be dying for it. **Fragrance Family:** Gourmand. **Style:** Sweet, Gourmand. **Notes:** Caramel, Coconut, Cream, Tonka, Heliotrope, Vanilla.

**Il Seducente:** Musks and florals. A sensual fragrance, alluring, enchanting by its charm. **Fragrance Family:** Floreal, Musk. **Style:** Musk, Floreal. **Notes:** Grey amber, Bergamot, Heliotrope, Jasmine, Musk, Rose, Ylang-ylang, Sandalwood, Pink Pepper, Lily of the Valley.

**Il Selvatico:** Woody, strong and spicy, for everybody who wants to excel. **Fragrance Family:** Aromatic, Musk. **Style:** Spicy, Woody, Musk. **Notes:** Orange, Pink Berries, Bergamot, Cinnamon, Coriander, Lily of the Valley, Oak musk, Patchouly, Black pepper, Grapefruit.



The nose behind this fragrance is Viola Pompili  
source - scentbar.it

**L'Elegante:** Tender, linear but elegant, it touches your feelings. **Fragrance Family:** Musk, Floreal. **Style:** Floreal, Fruity, Musk. **Notes:** Orange, Bergamot, Cyclamen, Jasmine, Iris, Lilac, Tangerine, Green Apple, Musk, Lily of the Valley, Pear, Rose, Sandalwood, Vetyver, Violet.

**L'Intrigante:** An interesting essence, it inspires passion, you may be appealed by its lure. **Fragrance Family:** Oriental, Gourmand. **Style:** Sweet, Gourmand, Oriental. **Notes:**

Bergamot, Cocoa, Coriander, Cumin, Cedarwood of Virginia, Lemon, Tangerine, Musk, Patchouly, Sandalwood, Vanilla.

**L'Onnipotente:** An irreverent fragrance but elegant and feminine. **Fragrance**

**Family:** Floreal, Chypre. **Style:** Amber, floral. **Notes:** Grey amber, Orange, Coconut, Datura, Heliotrope, Cedarwood of Virginia, Lemon, Lily of the Valley, Musk, Rose, Ylang-ylang, Tuberous.



Scent Bar shop  
source - scentbar.it

A scent makes people travel through time, it is the pivot of a person's background: events, experience, something happened in their childhood, a landscape. So the art of a perfumer is to create fragrances mingling notes which take inspiration from the world around with the exceptional skill to balance creativity with imagery, knowledge with passion. Scent Bar works on a lot of different levels so it may happen that creating a scent means not only thinking of it and smelling but enjoying pleasures, sometimes an accord of perfume might be similar to an accord of music.

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Patent status: -

On market since: 2009

Regions: Italy

Industries: Consumer products

Source links: [Scent Bar](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)





## CURVY KATE: D+ BRAS & SWIMWEAR FOR A FEEL-GOOD FIGURE

Curvy Kate is a lingerie brand specialising in D - K cup Bras and Swimwear. They are currently based in Harrow. Curvy Kate lingerie is designed for the curvy woman and for small back sizes through to plus size bras with back bands from a 28" - 44". They officially launched in July 2009 at the Harrogate Lingerie Show. Curvy Kate does not use professional models. They instead run an annual modelling competition called 'Star In A Bra' to look for customer role models with a D+ cup size. Their stance for using real sized models and ethnic models has been warmly received by the lingerie industry. Since 2008 the winners have been: Emma Tabor (2008), Lauren Colfer (2009), Laura Ann Smith (2010), Lizzie Haines (2011), Sophie Morgan (2012), Lotte Williams (2013) and Sophia Adams (2015). In November 2015, Curvy Kate announced the launch of their new brand Scantilly in DD - HH cup sizes.



The Curvy Kate ethos is not only to create great products but to create a community-style fan base, body positivity, acceptance and healthy curves for women; upheld by a strong internet-based fan base and customer involvement. This is something that they're fully integrated into their social media outreach.



Curvy Kate Swimwear  
source - curvykate.com

Since its founding in 2009, the company has held its annual model search competition 'Star in a Bra', during which the brand scout out a fan to be the 'face and bust' of Curvy Kate for a year. The competition has proved ineffably successful; the rise and rise of the influence of social media platforms such as Facebook and Twitter has spread the word effectively and cheaply for the brand, launching and increasing its growth into the super-brand it is fast becoming. The brand also conducts an annual design competition 'Design a Curvy Kate' with the prestigious De Montfort University in Leicestershire, UK. This involves students designing potential new styles, the winner of which the brand releases.

#### Awards:

- 2011 Full Bust Brand of the Year - UK Lingerie Awards
- 2012 Full Bust Brand of the Year - UK Lingerie Awards
- 2012 Best Marketing Campaign - UK Lingerie Awards
- 2014 Lingerie and Beachwear Brand of the Year - UK Lingerie Awards
- 2014 Womenswear Brand of the Year - Drapers Awards

- 2015 Marketing Campaign of the Year - UK Lingerie Awards



The bras start from small back sizes, right up to plus sizes, including 40 to 44 backs and a range of D to K cups  
source - curvykate.com

Autumn 15 sees even more launches. These include the brand's first lace bra, **Ellace**, retailing at £31 and available in a 28D to 40K cup (extending to 44 for D to G cups), and a range called Florence, a semi-sheer style for cups 30D to 40J, which sees the retail entry price point lowered to £25 from its previous £27 to £32. Sub-brand **Scantilly** is another launch for autumn 15. Priced at a more premium £38 to £46 and catering for a 30DD to a 38HH, with plunge and balcony styles, it consists of three ranges and six options in total with matching briefs.

Curvy Kate has gone from just five lingerie styles in 2010 to 20 today, with 96 sizes in some bras, and more than 2,000 SKUs in total, hence the need for the business to get its systems in place behind the scenes in order to facilitate further growth.

Some of the best things about Curvy Kate are not only their beautiful lingerie but their wonderful ethos of including all customers within their target market - all bras are available across the range - unlike some companies who play it safe and only offer only certain styles or sizes to a smaller/larger band or cup size. **Curvy Kate is a breath of fresh air and a brilliant new company filling a (large) bust-sized hole in the affordable lingerie market.**



Autumn/Winter 2018 lingerie collection, inspired by 70s interiors with deep tones, light laces and tulle for a contemporary feel

source - [curvykate.com](http://curvykate.com)

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Patent status: -

On market since: 2009

Regions: United Kingdom

Industries: Consumer products

Source links: [Curvy Kate](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)





## DR. WEILER - THE AESTHETIC TASTE SPRAY TO CURB YOUR SWEET TOOTH

Excessive sugar consumption is nowadays recognized as the main health problem worldwide, leading to overweight. Dr. Weiler – THE AESTHETIC TASTE – a revolutionary new edible spray that works by a completely natural way reducing excessive sugar consumption and calorie intake. The spray consists of 100% natural, purely herbal ingredients and food flavors. Flavors have been proven to curb cravings for sugar, by tricking senses into thinking, that the craving has been satisfied. Most people consume too much sugar as it is hidden in many foods and highly concentrated in soft drinks and sweets. Sugar is the only substance that people consume, which has no nutritional value, but a lot of calories. Dr. Weiler -THE AESTHETIC TASTE spray was invented to support people's health and lifestyle. This sugar-free spray can become a blockbuster. The goal of the brand is to make this unique product an integral part of millions of people's handbags and pockets. Moreover, it is vegan, gluten-free, no fat, no salt and by its recapture

 also HALAL.



About 2,5 billion people worldwide are overweight and the number is increasing tremendously. Excessive sugar consumption is recognized next to be the main cause of overweight as for unclear skin, dental problems and many medical problems. AZ Zahncreme Gmbh offers a completely natural way to help people keep fit, to avoid excess weight and related health problems.

The food industry tells people that sugary products, for example, soft drinks or candies make happy and are regular food. That's not true. Soft drinks as sweeties should be a pleasure, not more. A famous Professor from the University of California calls this 'the hacking of the human mind by the food industry'. That's very true. Sugar is nowadays called by scientists a drug, acting by biochemical brain signals like Alcohol, Nicotine or other drugs leading to addiction. So should a drug be used on a regular basis?

Until now there is no single product with such a special effect on the market. There are some expired patents, which noticed similar effects by similar products decades before. In the UK a sticking plaster was launched several years ago, which should work with the same effect. The people shall smell at this plaster every time the desire for sweets or soft drinks occurs. The procedure is rather good but not perfect. Flavours work the best way with a very intensive and short impact. The longer person smells a flavour, the weaker it becomes. Moreover, people smell ortho and retronasal, meaning smell with the nose but also by the mouth. The tongue can only distinguish five flavours - bitter, spicy, salty, sweet, and umami that is hearty. The olfactory mucosa in the nasal cavities, however, knows more than 10,000 flavours, according to millions of possible combinations. Therefore, as a summary, the use of a mouth spray works perfectly.

## FOUNDER

Dr. Matthias Weiler, Founder and CEO, studied dental medicine at the Universities of Erlangen and Berlin in Germany. Afterwards, he worked at the University Hospitals in Munich and Regensburg, departments of maxillo-facial surgery. He also had a fellowship at the well-known clinic for plastic surgery of Professor Pitanguy in Rio de Janeiro and was leading oral surgeon for a dental clinic in Milan, Italy. His vast 20 years-experience helped to create a well-known dental clinic and dental hospital for not only German people but also patients from abroad in 1991. Later Dr. Weiler sold the clinic and hospital to work on most modern flavor science. For the last 4 years, he worked very concentrated on this

science, an astonishing area, which becomes more and more recognized for new applications.



Dr. Weiler – aesthetic taste – is not a trend, it's a revolutionary new brand  
photo provided by AZ Zahncreme GmbH

Since the foundation of AZ Zahncreme GmbH in 2013 based in Nuremberg, Germany, Dr. Weiler intensively worked on the development of innovative technologies in the fields of healthcare, personal care and cosmetics. The first flavor toothpaste came out in 2014. But that was a one trick pony for the company. Therefore, the company keep work out on the paste, in 2017 they optimized the recaptures and developed four different flavors. Currently, the company's flavored kinds of toothpaste with four different flavors is ready to be produced. Necessary laboratory tests went perfectly. It received wide interest from different countries and the team is working concentrated to launch the toothpaste in 2019. All products will be produced in Germany because distributors want the quality 'made in Germany'.

Furthermore, the really unique new product Dr. Weiler - THE AESTHETIC TASTE was developed in 2018. The mouth spray created towards reducing excessive sugar consumption, became the real breakthrough in the fields of healthcare and flavor science. The company has overcome many difficulties in creating a very specific product. On its way, the team took quite long steps towards the realization of the product, namely, applied for a patent, made the proof of concept and received the consumer's feedbacks to choose the right taste that would suit everyone, especially kids, but still they managed to overcome all those milestones and the product is ready for market.



The company's first products line - flavored toothpaste with four different flavors is ready for distribution  
source - [dr-weiler.com](http://dr-weiler.com)

Dr. Weiler - THE AESTHETIC TASTE spray was also selected to the Top 100 Science Spinoffs and has entered 2 % out of 5,000 global science spinoffs according to the following criteria: uniqueness of the technology/product, high commercial potential and positive impact to the humanity's well-being. (Source: [spinoff.com](http://spinoff.com))

## PRODUCT USP

The scientists proved that Certain flavors have been known to curb sugar craving by tricking the brain into believing it's satisfying The team worked on the technology over 4 years and succeeded to double this flavor effect by the sweet taste, but for sure without sugar or any artificial sweeteners. Therefore, the people can now decide what they prefer the most, namely, have two to five hubs of Dr. Weiler's spray or a sugar bomb with a lot of

calories. Moreover, sugar is the only excessive consumed substance which has no nutritional value. AESTHETIC TASTE spray is sweet but it contains no sugar or sugar substitutes and works in a completely natural way by its sweet taste and flavor effect.

Another big advantage is, that the spray is a portion of food, so registration is regularly not necessary. Moreover, the spray is vegan, gluten-free, lactose-free, contains no sugar, no artificial sweeteners, no fat or salt. A really and absolutely unique receptor.

## DESIGN & FLAVOUR

Elegant design and packaging show the uniqueness of the product. There are 2 different designs. Number one is made in white and golden and made especially for women. The second one in black and silver as a unisex design. Moreover, there is a special design for children and youth that they appreciate a lot.

For thousands of years' people develop positive adaption on certain flavors, such as Vanilla. Vanillin is found in high concentrations in breast milk that is why people have a positive adaptation to this flavour. The special flavor mixture based on such herbal ingredients has been developed for two years and tested on 130 overweighed people. Namely this unique "sweet taste" reduces the consumption of sugar. The delicious spray is the perfect and innovative solution to reduce sugar consumption, help to lose weight, get the shiny skin and to support a healthy way of living.

## APPLICATION

One bottle contains 50 ml of spray. Using Dr. Weiler's spray on a regular basis (three times a day) means one spray per month and 12 sprays per year. As an example, there about 2.5 billion overweight people worldwide. Reaching only 1 million people will lead to 12 million sprays. 10 million users mean 120 million sprays per year. It is in a price range everyone can buy and it can become a 'must have'. If to compare spray with the famous soft drinks, 10 soft drinks cost as one Dr. Weiler - THE AESTHETIC TASTE spray.

The spray can be used anytime and anywhere if the craving for sweeties or soft drinks occurs, so any person can immediately curb a 'sweet tooth' in a completely natural way and by a great taste. All that is needed is to pump 3-5 sprays under the tongue and just

take two deep breaths to stop a sugar surge immediately or use it in between for sweet kick without sugar.



Dr.Weiler's unique spray has special flavor mixture and elegant design  
photo provided by AZ Zahncreme GmbH

## SOME MATHEMATICS

If to use the spray on a daily basis for example 3 times and each time 3-5 sprays, the caloric impact is about 15 kcal. This is just zero if to be aware that a normal person has a daily 2000 kcal diet. Moreover, avoiding for example 3 cans of a soft drink on a daily basis means 450 kcal or 110 grams less of pure sugar. Sugar is immediately stored in the body as fat and 9 Kcal of sugar means 1 gram of fat. So, in summary, avoiding three cans of Cola daily means up to 2 kilograms' weight loss per month and a much healthier lifestyle. In summary, the spray itself is a complete food with natural ingredients, but is it a cosmetic product too, as less sugar means a clear and shiny skin.

## FUTURE PLANS

The name Dr. Weiler is registered as an international trademark. The product is now patent pending in Germany and then step by step the company plans to apply for an international



patent to cover Europe, China, India, USA, and etc.



Dr.Weiler THE AESTHETIC TASTE spray was finally launched worldwide May 5th, 2019  
photo provided by AZ Zahncreme GmbH

The team is actively working to attract partners and has already held talks with well-known brands, popular European stores, supermarket chains and are also considering other partnerships and large distributors, who will help bring the product to the market. Furthermore, the management is engaged in partly late stage discussions with distributors for several more countries and first deliveries. The company has finalized first contracts and moves forward with a franchise concept. For one country with about 85 million people, the company plans to open the first Dr. Weiler's shop in a city with about 4 million people.

Dr. Weiler - THE AESTHETIC TASTE spray plans to reach those customers, who are looking

for an easy way to live healthier, feel better and fitter and manage their weight not by any pills, food supplements, but by avoiding unhealthy behaviour by using spray anytime and anywhere. The product is a cosmetic one, as less sugar consumption means clearer skin, it is a body care product as it supports weight-management significantly and it is for sure a health product. The product is suitable for a large number of industries e.g. food industry, for cosmetics, supermarkets, vegan shops, and even pharmacies.

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Phone: +491718160608  
Patent status: patent pending  
On market since: 2014  
Regions: Germany  
Industries: Food and Drink, Beauty Industry, Consumer..  
Direct link: [click here](#)



## JEUVEAU IS A MODERN-MADE INJECTABLE "NEWTOX" TO FIGHT WRINKLES

Jeuveau™ is a modern-made neurotoxin produced using a state-of-the-art manufacturing process that temporarily improves the appearance of frown lines between the eyebrows. Jeuveau™ (pronounced Jū vō) comes from the French word "nouveau," which means "new" or "modern." Jeuveau™ is also called "NEWTOX" that means "New BOTOX®". The new brand Jeuveau™ is supposed to compete with well-known BOTOX®. According to the manufacturers, it will cost less than BOTOX® and the action will last longer. The new Jeuveau™ (prabotulinumtoxinA-xvfs) injection is a prescription medicine that is injected into muscles to temporarily improve the look of moderate to severe frown or glabellar lines between the eyebrows. It was recently FDA approved for the treatment in adults. Jeuveau™ was clinically developed purely for aesthetics purposes.



Jeuveau™ #NEWTOX is a modern-made neurotoxin approved by the FDA in 2019 for temporary improvement of moderate to severe frown lines between the eyebrows (glabella). It is the 4th neurotoxin to come to market in the United States after [Botox](#), [Dysport](#), and [Xeomin](#). All neurotoxins are derived from the same bacteria but have different processing techniques. Such injectable neurotoxins smooth wrinkles by temporarily paralyzing the underlying facial muscles. They all have similar warnings and side effects because they are the same class of drugs. Compared to other drugs, the new Jeuveau™ product will be more affordable in pricing and have a longer effect. Jeuveau™ was manufactured by California-based company [Evolus Inc.](#) and for the time being, it is only approved to treat the appearance of frown lines in adults.



Jeuveau™ has been studied in over 2,100 patients across 5 clinical studies and have shown a comprehensive improvement agreed upon by physician and patient  
source - [jeuveau.evolus.com](http://jeuveau.evolus.com)

### What exactly is Jeuveau™?

Jeuveau™ formula is a 900kDa purified botulinum toxin type A. It is novel neurotoxin made through a modern manufacturing process. Jeuveau™ is a neuromodulator which helps to relax the muscles that produce wrinkles.

### How does Jeuveau™ work?

Jeuveau™ is an injectable treatment of pesky little wrinkles between eyebrows called glabellar lines or “frown lines” that is difficult to get rid. It is quick and painless injected into the face with the help of tiny needles preventing patient’s nerves from telling facial muscles to flex. In clinical trials, Jeuveau™ temporarily improves the appearance of frown lines between the eyebrows among the patients.



Thanks to science, there’s a novel solution on a market for moderate to severe glabellar lines improvement  
source - [jeuveau.evolus.com](http://jeuveau.evolus.com)

### What are the results with Jeuveau™?

Jeuveau™ has been studied in over 2,100 patients across 5 clinical studies. In 2 major clinical trials, 67.5% of patients in the first study and 70.4% in a second study were responders defined as a 2-point composite improvement agreed upon by physician and patient. In 2 long-term safety studies, patients received an average of 3 treatments over the course of 1 year. Most patients can see a positive change in the strength of the muscles or the lines within 2-3 days. However, the complete outcome was evident in 10-14 days.

### What are the side effects?

The most commonly reported side effects in clinical trials include headache, eyelid drooping, upper respiratory tract infection and increased white blood cell count. No serious drug-related adverse events were observed in the studies.

Meanwhile, Jeuveau™ is available at select practices throughout the USA only. Evolus Inc. currently does not sell Jeuveau™ to distributors for resale. According to the information on the official [website](#), the company warns that if a single company offers to sell Jeuveau™ it is not an authorized distributor.

Company name: Evolus Inc.  
Contact person: -  
E-mail: [IR@evolus.com](mailto:IR@evolus.com)  
Website: [jeuveau.evolus.com](http://jeuveau.evolus.com)  
Phone: +1646-536-7035  
Patent status: +  
On market since: 2019  
Regions: United States  
Industries: Beauty Industry  
Source links: [JEUVEAU REVIEW The New Botox or "NEWTOX"](#)  
Direct link: [click here](#)





# NATURAL SHILAJIT RESIN IS THE PUREST BODY CLEANER AND ENERGIZER

Shilajit or moomiyo, that can produce energy within cells is a traditional ayurvedic product that gets extracted from the solidity of animal and plant material over millions of years in the Himalayan regions of Tibet and in India. Herbal remedy known as Shilajit is considered the best carrier of nutrition and energy for the body. Now, it is found in most of the countries and has been used in many products because of its healing properties. Natural Shilajit is rich in many nutrients and contains minerals, humic acid, loads of vitamins and fulvic acid, which are considered key components that act as good cleansers since they remove harmful metals from the human body. The founder of the Natural Shilajit Brand Andrey Konovalov is the first who introduced and expanded the authentic Altai Shilajit as a dietary supplement to the US market and looks forward to the global market expansion.

Shilajit, also called mineral pitch, is the result of a long process of breaking down plant matter and minerals. It is a sticky, black, tar-like substance that comes from rocks in high mountain ranges. Shilajit sourced in India and Tibet, has been used in traditional Ayurvedic medicine for centuries, and the compounds in it appear to be beneficial for many conditions i.e. brain function, heart health, aging, help fight off viruses, anemia, chronic fatigue syndrome, altitude sickness, obesity, male fertility and even certain types of cancer cells. Shilajit is available as a powder or as a supplement that can be dissolved in milk or water. The recommended dose of Shilajit is 300 to 500 milligrams per day. However, it is important that a person speaks with a doctor before taking any natural supplements. Research suggests that Shilajit is safe for long-term use as a dietary supplement. However, there are some potential side effects of using Shilajit. Shilajit may lower blood pressure, which can be dangerous for people on high blood pressure medications. People with active heart disease or with a history of hypotension should be careful and more likely to avoid taking Shilajit to prevent a drop in blood pressure.



Pure shilajit contains minerals, humic acid, loads of vitamins and fulvic acid, which are considered key components that act as good cleansers since they remove harmful metals from the human body  
source - [naturalshilajit.com](http://naturalshilajit.com)

Shilajit is popularly referred to as the “Destroyer of Weaknesses”. This resin has a wide array of therapeutic benefits and is used all around the world as a panacea for almost

every health problem. It is very rich in many nutrients such as humic acid and fulvic acid as well as many other micronutrients. Fulvic acid, is an integral carrier molecule of bioactive substances in several transport systems, while Humic acid helps improve physical and mental health. In recent years, scientists have found small amounts of Dibenzo Alpha Pyrones (DBPs) in Shilajit. DBP is an important biomolecule that helps restore and maintain the normal functioning of the mitochondria (the cell's powerhouse), thus boosts energy (ATP) production. Shilajit resin is also rich in trace elements such as calcium, iron, zinc, copper, manganese and magnesium which also contribute significantly to your healthy lifestyle.

Traditional Shilajit was taken with hot organic milk or with some ghee to deliver stamina and energy to the body. The producers of the product recommend to dissolve it with a hot tea, coffee or warm milk and also non-chlorinated water. The Shilajit also dissolves under the tongue just after swallowing it.

All of Natural Shilajit products are 100% organic, natural and wild-crafted. The company works directly with long-time trusted supplier in the Altai Mountains, so can be extra confident in the product's authenticity. Each new batch goes through vigorous testing to ensure the product's purity before being processed & packed at an FDA-certified facility.

Today, the main income brings online retail. The manufacturer sells 700 jars of Natural Shilajit per month through bloggers and affiliate programs. The price for Natural Shilajit Resin 7g jar is \$35, for 15g is \$49 that now goes as Bestseller for \$36,75. In addition to the Natural Shilajit, the company also offers honey sticks called NutriHoney which are a mixture of Natural Shilajit Resin and Raw Honey sealed in dose sticks. Since 2016, Natural Shilajit has been sold on Amazon and is in the top 5 in search results on request for Shilajit. Taking into account the income from cooperation with farmers, the revenue of the company today equals \$50,000-60,000 per month, while net profit is \$35,000-40,000. Healthy Nutrition Group LLC plans to begin the expansion of the Altai dietary supplement to other countries and find new niches. The company is pinning great hopes on the cosmetics market, whose global volume in 2018 was \$12.6 billion.





Customers can buy the product from websites that offer Shilajit for sale at a reasonable price  
source - [naturalshilajit.com](http://naturalshilajit.com)



Company name: HEALTHY NUTRITION GROUP LLC

Contact person: -

E-mail: [support@naturalshilajit.com](mailto:support@naturalshilajit.com)

Website: [naturalshilajit.com](https://naturalshilajit.com)

Phone: +1 (800) 649-7067

Patent status: +

On market since: 2016

Regions: United States

Industries: Food and Drink, Healthcare, Retail

Direct link: [click here](#)



## LOVE GRAIN - THE FIRST TEFF GLUTEN-FREE PRODUCT

Love Grain is the first US company that began to produce food products made of teff, a traditional Ethiopian grain, which is the ultimate gluten-free source of nutrients, important for human health. Direct delivery from the farmers can significantly raise the Ethiopian agricultural economy and cover the US market needs in healthy, ecological, gluten-free food.

## HISTORY

Aleem Ahmed founded Love Grain in 2013 to manufacture gluten-free snacks and food made of teff from Ethiopia. Being an MBA student of Harvard Kennedy School and MIT Sloan School of Management, he took part in Teff Value Chain Program in Ethiopia, where he worked on the problem of increasing the teff crops of 3 million of local farmers. During this period he learned that 7 million of Ethiopian teff farmers experienced great problems with the sales market. Then he got an idea to bring this gluten-free, wholesome product to the US market, meanwhile helping to increase the economical situation of Ethiopian farmers and whole Ethiopian agricultural section.

Aleem used his MBA knowledge, as well as assistance of his classmates and teachers, and started his new business.

The chief aim of the company was to connect the Ethiopian growers with the world market via wholesome, ecological food.

## PROBLEM OF ETHIOPIAN FARMERS

Annually Ethiopian agricultural branch produces tons of authentic food, like teff, panic grass, bere, amercane, gram chickling, bean and benne. Those small farming enterprises are in the same everyday wants as other people everywhere in the world: they need to eat, to study, to invest in the future crops, etc.

But they daily face two main problems. First, during the seeding period they do not have enough assets to buy high-quality seed grains and fertilizers to increase their crops significantly. Second, after harvesting they do not have proper access to sales market and they have no other choice than to sell the yields to local dealers at an extremely low price in comparison with the world market rates. They are going round in circles of poverty and underproduction.

The team of Love Grain is sure that there is a solution of that global Ethiopian problem. Today healthy and ecological food is at the height of popularity, especially, in such countries, as the USA. So, Love Grain decided to connect these two markets together.

Remaining committed to the principles of healthy nutrition, Love Grain does not use any detrimental ingredients, preserving agents, etc. in its products. The key point of these products is plant protein, gluten-free staff and perfect taste, even without too much sugar.



Teff is a traditional plant in Ethiopia

Source: salmoncabin.com

## TEFF

Teff is grown in Ethiopian valleys since 1000 BC. It has always been popular among local farmers due to its viability and great importance. It grows rather successfully even in dry or water-inundated soils. All parts of the herb could be used by a man. Ground grains are used for baking special Ethiopian flat cakes, herbage is used as animal feeding staff, straw is used as a construction material, etc.

Ethiopian women are aware of teff's nutritive properties, that's why they always eat teff gruel shortly after childbirth to restore the nutrients, and teff flat cakes are traditionally used in the Ethiopian custom, gursha, when family and friends feed one another to express their love and affection. Teff has long-term period of storage, it does not spoil and can guarantee a source of nutrients in cases, when crops are not regular and stable.

Ethiopian runners, famous all over the world, have always used teff as a "secret weapon", giving them energy and strength during marathons and various competitions.

Teff is the smallest gluten-free grain in the world, but it comprises unequaled set of

nutrients. Teff grain is rich in protein and calcium. The content of ferrum in teff is 2,4-4,8 times more than in wheat. One glass of dried teff contains 28 g of protein, 16 g of dietary fiber, 35% of a man's daily amount of calcium and 82% of daily amount of ferrum. And it's absolutely gluten-free. Gluten-free trend grasped the United States during the recent years. Consumers are crazy about everything gluten-free, from snacks to pasta. Proceeding from this euphoria, Love Grain can have good prospects on the US market.

## DISTRIBUTION AND PRICES

The first experimental batch of Breakfast Mix came into the market at the end of 2013, comprised 1,400 pieces and cost about \$9 per unit. Today the official site says that all the products are sold out.

## SUCCESS FACTORS

The teff products have the following success factors:

- almost unlimited teff source market in Ethiopia;
- low purchasing price of raw materials;
- great social impact, improving the economy of the developing country;
- an unequalled source of nutrients;
- gluten-free and ecological products are in extremely great demand today all over the world.

## MEDIA

"Ahmed is able to import teff flour for his products. He works directly with the farmers, cutting out the middle man so that the producers get the best prices for their crops, a practice that bumps their earnings up by some 25 percent. Love Grain also pre-pays for seed and fertilizer, and aims to develop long-term, sustained relationships with its suppliers. The company has so far only produced Love Grain Breakfast Mix, a pancake and waffle mix that sold out very quickly. Along with teff flour, it contains buckwheat flour, arrowroot flour, and coconut sugar, plus leaveners and spices." ([Forbes](#))

"One study of 1,800 people with celiac disease found that those who regularly ate teff reported a significant reduction in symptoms. Another study led by scientists at



Manchester Metropolitan University in England found that female runners with low iron levels who were assigned to consume bread made from teff every day for six weeks had improvements in their iron levels. The study's lead author, Dr. Ieva Alaunyte, a registered nutritionist and former competitive runner, said she designed the study because iron deficiencies are especially common among female runners and endurance athletes and teff seemed like a good dietary solution. "If someone wants to increase their iron levels through diet then I would try to incorporate teff," she said." ([The New York Times](#))



Love Grain Breakfast Mix, the first product of the company  
Source: [glutenfreebostonandbeyond.com](http://glutenfreebostonandbeyond.com), [lovegrain.co](http://lovegrain.co)

"Teff holds a very special place in Ethiopia's cultural heritage. To be Ethiopian is to eat teff," Ahmed explains. "There really weren't very many companies in Ethiopia that had the ability to purchase directly from farmers because they didn't have scale, and then I started looking abroad and realized that really there weren't folks outside of Ethiopia that knew about teff, nor were there companies converting teff grain into foods that fit the Western lifestyle." ([Boston Magazine](#))

"Instead of selling just pure teff, Love Grain makes it easy to enjoy by creating pre-made mixes and treats. This sustainable business model has already won them a 2014 IDEAS Venture Grant from MIT IDEAS Global Challenge." ([Cool Hunting](#))

"Dubbed the 'new quinoa' (apart from Ethiopians who have been eating it for thousands of

years), teff is the new grain that people can't stop talking about. Even if you aren't a fan of celebrity endorsements - Gwyneth Paltrow and Victoria Beckham are said to love the stuff - it has top notch health credentials, as it is rich in protein, iron and calcium. In other words, a fantastic option for people who don't eat gluten or dairy, and for vegetarians who struggle to get protein into their diets." ([Huffpost Lifestyle](#))



Teff is the smallest gluten-free grain in the world

Source: huffingtonpost.ca

## OPINIONS

"As well as having an attractive nutrient profile, teff also boasts 13% protein, making it an ideal grain for slow release energy. It is also naturally gluten free, so is likely to cause rather a stir amongst those keen to stick to a gluten free diet. It is important to remember that just because another unknown grain has been discovered, it should not nullify the previous font runners - quinoa is still quinoa and still retains all the benefits it did when it was in the limelight. Hopefully the lessons learned about how to ethically trade indigenous grains without disrupting the economy and diet of the local people will be put into practice this time, as it seems as though demand for teff is going to skyrocket" (Nutritionist Alice Mackintosh from The Food Doctor)

"Teff is a fantastic gluten free alternative to flour and has pride of place in my larder for it's incredibly nutrient dense content. Well worth trying." (Francesca Fox, health and fitness expert from FrancescasFitKitchen.com)

“The market for gluten-free has soared in the past couple of years, but many retailers have turned to white rice and corn as a wheat substitute. What our customers are seeking are gluten-free wholegrain alternatives which offer much higher nutritional benefits and teff, like quinoa, fits the criteria.” (Toby Watts from Planet Organic)

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Patent status: -

On market since: 2013

Regions: United States

Industries: Others

Source links: [Love Grain](#)  
[Cool Hunting](#)  
[Boston Magazine](#)  
[Forbes](#)  
[The New York Times](#)  
[Huffpost Lifestyle](#)

Direct link: [click here](#)



## WACACO - PORTABLE ESPRESSO MACHINE

For people who need a caffeinated kick in the morning or to crave a cup of strong coffee when they are far from a kitchen or a coffee shop, there is not a unique handheld espresso machine. Minipresso is the smallest, lightest and most versatile handheld espresso machine. It's also the first of its kind to integrate an espresso cup. The machine does not require batteries or a plug and instead relies on users pumping the device to brew the coffee to their liking. It uses coffee grounds or capsules along with precisely 2.4 ounces (68 ml) of hot water, which is poured into its main chamber. The Hong Kong-based company behind the design says there is no better way to travel light and enjoy a quality espresso away from home.





Minipresso machine  
source - [blog.naver.com](https://blog.naver.com)

## THE INVENTOR AND THE IDEA OF MINIPRESSO

[Wacaco](#) is a startup company based in Hong Kong. It was founded in 2013. Its registration precedes the Minipresso commercial launch. Originally started in 2012 as a personal project, in an effort to create a small, light and convenient handheld espresso machine.

Hugo Cailleton is the founder of Wacaco. He holds master degree's in industrial design, has been involved many years in the manufacturing of home espresso machine prior to initiate the development of the Minipresso. The idea of the portable espresso machine which will allow users to pull their own drink on the go, crossed his mind one morning during a business trip after having been disappointed by a poor espresso shot in a hotel.

When he was back at home, he started to examine available offers, bought samples and tested them. But none of those products satisfied him totally. They were too heavy, had poor extractions, shots temperature was too low and they were overpriced considering their occasional use. Accustom to enjoy great shots day after day, his creative spirit was set to elaborate an easy to carry device, with performance close to home machines,

allowing consumers to produce good espresso anywhere at lower cost. He had to solve many problems, but there was room for a better solution.

The path to achieve the dreamed device was not easy. Ten prototypes were built to test different mechanism, coffee extraction, product interaction and design. Feedbacks from friends, test groups, coffee business professionals were carefully noted and reviewed. Some features were added, others were removed in the process. Twenty months after the trip that changed Hugo's daily life, the injection molds were under manufacturing.

## **MINIPRESSO**

- The most compact espresso machine, capable of making quality espresso
- Can make espresso anywhere
- Is hand operated, no batteries, no electric power
- Has a sleek modern design and intuitive operation

## **DIMENSIONS**

- Weight 0.8 LBS / 360 GRAMS
- Length 6.89 IN / 175 MM
- Pressure 116 PSI / 8 BARS
- Standard water tank 2.35 OZ / 70ML

## **FEATURES**

### **FEATHERWEIGHT & COMPACT**

Minipresso has been designed to be the smallest, lightest and most versatile handheld espresso machine which is good while travelling or on the go.

### **INNOVATIVE & POWERFUL**

Minipresso is ease to use. Small quantities of water are injected into the coffee adapter with the help of the semi-automatic piston. After few pushes, the optimal extraction pressure is achieved. A rich and bold espresso is extracted.

## EFFICIENT & EASY TO USE

Minipresso is aesthetically pleasant, has modern and slick design. It contains an ingenious core, the semi-automatic piston. If it is unlocked from its carrying position and pressed, the amount of extracted coffee will be controlled.

## CONVENIENT & EVOLUTIVE

Minipresso doesn't require compressed air, N2O cartridges or electricity for its operation. The machine is hand operated. Different water tanks capacity are available allowing to enjoy multiple espresso types, going from ristretto to caffè lungo.



Minipresso uses coffee grounds and capsules

source - [www.wacaco.com](http://www.wacaco.com)

## ASSORTMENT AND PRICE

MINIPRESSO GR (for ground coffee) - \$ 59.00 USD

Minipresso GR is the perfect portable espresso machine. It is compact, lightweight and versatile. Any coffee beans can be used, it gives more flexibility in trying new flavors.

Minipresso GR is the best choice to enjoy 50 ml of authentic espresso at home, in the

office and on the go.

#### Instructions

Minipresso GR is simple and intuitive to operate. Add ground coffee to the filter basket with the help of the integrated scoop. Apply slight pressure to level the grind. Add hot water into the water tank. Finally unlock from its travel position the piston and pump a few strokes to pressurize and extract perfect espresso with generous crema.

#### MINIPRESSO NS (for Nespresso capsules) - \$ 59.00 USD

Minipresso NS uses Nespresso capsules to prepare espresso. The advantage is that the coffee is ground, measured, tamped, with a higher precision. It's also more convenient, mess free and easier to clean after use. Minipresso NS is compatible with the large variety of capsules proposed by Nespresso.

Minipresso NS is the best choice to quickly enjoy 45 ml of delicious espresso at home, in the office and on the go.

#### Instructions

Minipresso NS is very simple to operate. Add any compatible capsules into the outlet head. Add hot water into the water tank. Unlock the piston from its travel position and pump a few strokes to pressurize and extract delicious espresso with generous crema.

#### MINIPRESSO CA (for caffitaly capsules) - \$ 59.00 USD

Minipresso CA uses capsules to prepare espresso. The advantage is that the coffee is ground, measured, tamped. Minipresso CA is compatible with the large variety of capsules proposed by Caffitaly System and Tchibo Cafissimo.

#### Instructions

Minipresso CA is very simple to use. Add any compatible capsules into the outlet head. Add hot water into the water tank. Unlock the piston from its travel position and pump a

few strokes to pressurize and extract delicious espresso with generous crema.



Minipresso is very simple and intuitive to operate  
source - Pinterest.com

## Accessories

Minipresso tank+ is \$ 25.00 USD

Minipresso kit is \$ 29.00 USD

Minipresso case is \$ 25.00 USD

## AWARDS

Coffee and Tea Trade Show Award

People's Choice Award , New York 2016

Outdoor Retailer 'Best In Show' Gear For 2016 - GearJunkie

## FEEDBACK



"It makes me smile when I get the first drip of espresso from this little coffee bullet. It makes the early mornings that much greater. It's a simple and intuitive machine, and just makes great espresso!" Kyle



People can have a sip of hot coffee anywhere  
source - Pinterest.com

"The Minipresso is currently my little pride and joy for making nice espresso at the office twice or thrice a day. My colleagues are all equally intrigued and in awe of my alternative to the regular corporate coffee." Richard

"The espresso has decent body and crema for a totally manual brewing method. It's very easy to travel with, and you can brew a shot in only a few seconds longer than it takes to boil the water. Sure, it only really brews 1 to 1.5 shots, but it is easy enough to repeat the process. I would buy this product again." Michael

"This product is amazing. Very easy to use and safe in the same time. I really recommend to buy for all that people who like coffee anytime during the day with minimum effort. I was shocked about the creamosity of the espresso. Really great product. Compliments to the person who invented the small machine."

"I love espresso and the Minipresso delivers a fast and tasty fix. It is convenient to take anywhere, easy to use and to clean up as well. I use it through the week in my office space and take it home on the weekends." Segura

"Gave it as a gift to my son and he absolutely loves it. It is so portable and he says it makes one of the best cup of espresso. He took it to his office where he now can have it anytime."

He says cleanup is a snap.” Linda

## FEEDBACK IN THE MEDIA

“The Minipresso GR looks a lot like small thermos, which consist of 6 parts: the main body, coffee basket, water chamber, locking cover, coffee scoop, and lid/cup combo. It produces an average of 116 PSI (8bar) and has a 1 year warranty. The dimensions are approximately 7 x 3 x 2.5 inches (175 x 70 x 60 mm) and weighs about 13 ounces (360g). The Minipresso has a street price of about \$60.” [I Need Coffee](#)

“The Minipresso is compact—its longest dimension is 7 inches—and, yes, it truly makes espresso! The Minipresso is designed perfectly for outdoor enthusiasts looking to take their favorite morning beverage wherever they go. And it’s got everything you need; shot basket, pressurized system, cup—check! This convenient single shot espresso maker has everything on-hand and ready to go. Check it out and tell us what you think about the Minipresso.” [Seattle Coffee Gear](#)

“Wacaco’s Minipresso may look like a humdrum thermos, but its creators aim to make it your personal mini-barista. Besides its portability, the product’s main selling point may be its semi-automatic piston: the user manually pumps it to create and build up the pressure needed for extraction, rather than relying on compressed air, N2O cartridges, or electricity for this process. The almost 7-inch gadget also includes an insulated cap that doubles as a mug, and comes with a set of inserts to allow for the use of either Caffitaly capsules or the drinker’s own favorite grounds.” [PSFK](#)

Company name: Wacaco

Contact person: contact enquiries

E-mail: [media@wacaco.com](mailto:media@wacaco.com)

Website: <http://wacaco.com>

Phone: +8675726602646

Patent status: -

On market since: 2012

Regions: United States

Industries: Others

Source links: [Wacaco](#)  
[Espresso Unplugged](#)  
[Presso](#)  
[Bean Scene Mag](#)

Direct link: [click here](#)



## HICKIES: INNOVATIVE NO-TIE LACING SYSTEM

HICKIES Lacing System, invented by the young couple from Argentina, has elevated sneakers to the next level far from old world “strings”. The adaptive modular no-tie lacing system was specially designed for an active lifestyle. It allows tripping up free, provides stability for the whole body movements without limitations and tangled stories, focusing on a balance. It is for a quick out and comfy wearing. HICKIES lacing system fits for any model and any size of shoes with different kind of eyelets. The system fits perfect, it is easy to adjust and it looks modern and stylish. Even the most shoe-aholic snobs have already appreciated the best HICKIES qualities.



## STORY

The co-founders Mariquel Waingarten and Gastón Frydlewski from Argentina came up with the brilliant idea of creating no-tie lacing system after the bitter experience with traditional laces. They hated to tie the shoes since childhood. It wasn't comfortable to run, go jogging, doing sports or just going for a walk. The ordinary shoelaces always untie, so it is necessary to tie them up again that is usually inconvenient, otherwise, the shoes have a messy look. They may be too tight or too loose, which limits or complicates the freedom of movement. The inventors recognized the idea as a touch of genius. In his 22 Gastón decided to become an investment banker in order to get money following up with the idea.



HICKIES elastic lacing system was appreciated by the world's leader in a sportswear, Adidas AG  
source - ksr-ugc.imgix.net

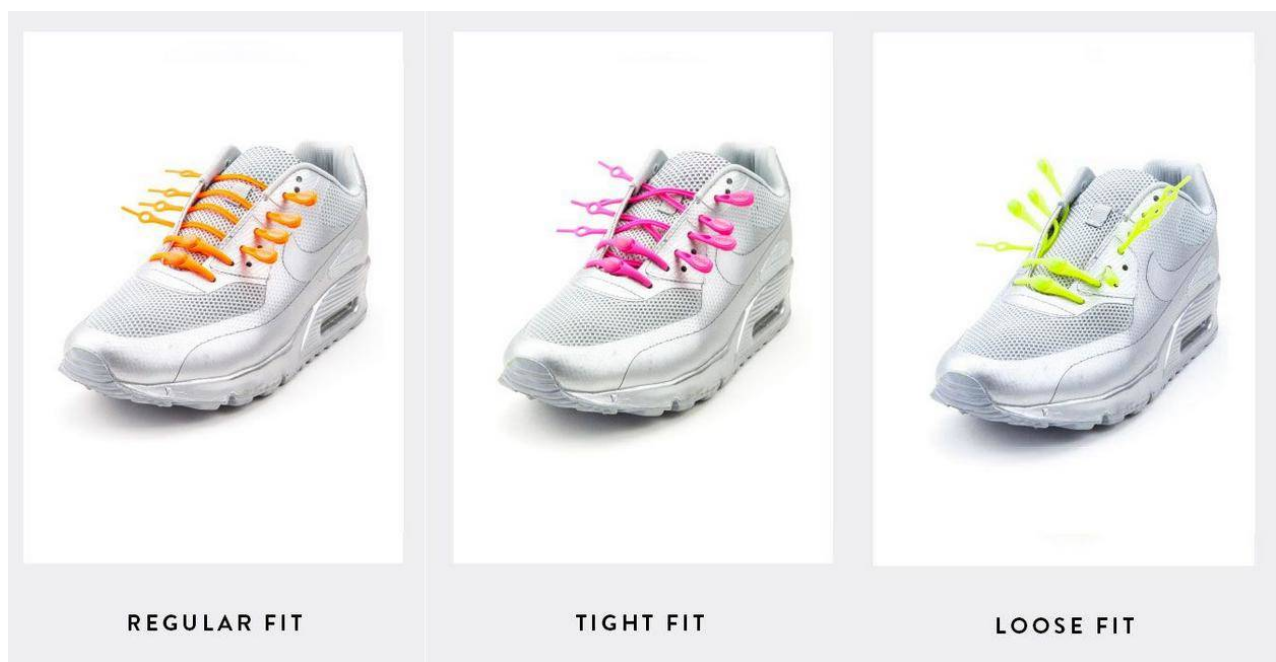
After more than ten years of research, development, and prototyping they decided to show their brainchild to [Kickstarter](#) platform. They started the fundraising campaign to see if the rest of the world was ready for HICKIES lacing system. Kickstarter is a Brooklyn-based public-benefit corporation that supports a global raise funding platform of backers around the globe. Its priority is to bring the most creative projects into life. It was definitely a success. The one-of-a-kind no-tie shoelace system raised 600% more than the inventors expected. It gathered \$159,167 million from 3,370 backers who liked the idea and wanted



to help to implement this project. In 2011 Gastón and Mariquel moved to New York City to set up the company HICKIES.

## TECHNOLOGY

The HICKIES Lacing System is a simple modular design made with the smart elastic material. This allows the shoe to fit along different parts of the foot, providing personalized comfort and flexibility. Due to the special elastic material, they are lighter than traditional shoelaces. The resilient, thermoplastic elastomer provides both elasticity and compression. Whether running, traveling or training the elastic material stretches and backs to shape without breaking. The HICKIES Lacing System is a modular one. Instead of one lace running through the length of each shoe, it has to be strapped per pair of eyelets. It is very convenient, as it needs fastening only once without tie-untie.



How to fasten HICKIES  
source - [shop.sensory-smart.com](http://shop.sensory-smart.com)

The HICKIES are very easy in use, it takes only 5 minutes to put them into eyelets. The system offers the possibility to customize tightness and lacing style. There are three options for lacing: tight, regular, and medium. If the tension is not enough, it has to be changed the way the HICKIES laced. For the everyday use, it is fine with "regular" tension. It is possible to lose laces any time.

Main features are:

- durable elastic material;
- uninterrupted and adjustable;
- fits any leather, fabric, fly wire, loops, plastic, D-ring and metal eyelets;
- matches all sizes;
- cool look and modern shape;
- easy to use, fast slip on and off.

## MODEL LINE

Each HICKIES strap conforms to the shape of any model of a shoe. Bright, easy, and customizable the HICKIES makes any sneakers, work shoes, boots, and even dress shoes more comfortable, adjustable, adaptive, and sleek. Each model is tailor made and may be applied together or separately.

The models are offered in a different color palette. More colorful are popular among kids. For more conservative users there is the black model. There are 8, 10, 12 and 14 HICKIES in a package. They are very flexible, lasting and waterproof. Hook-closure snaps are placed in order to secure and fix the lace.

The basic model of the first generation design is HICKIES 1.0. It is featured with the waterproof and adaptive elastic material, which provides the no-tie laces elasticity for the intense move. The mat clasp is easy to fasten. It is perfect for everyday activities.

Lately, the company has introduced two models, re-innovated versions of HICKIES 1.0 Lacing System: HICKIES 2.0 and HICKIES Kids. The new model HICKIES 2.0 with high adapting and performance was specially designed for athletes. Unlike HICKIES 1.0 the model has angled lacing tip and fish-hook style clasp that adds extra security with a 40% increase in contact area. HICKIES Kids features a new material and shape, specially designed for children.

## AMBASSADORS

From the East Cost to the West Coast of the U.S., from Europe to Asia, HICKIES [ambassadors](#) are delivering the idea of the fit lifestyle and freedom of body movement

with the brand's system. Athletes, fitness instructors, coaches, sportsmen are proudly representing the brand at the sport and fitness platform. Among them are Ross Anti, Christine Bullock, Rosalia Chann, Mitchell Senat, Ben Isabella, Joshua Peters and it is only a short list. For the sportsmen is very important to be on track at the very exact time and to be safe during training. HICKIES give all these possibilities with its safe and super comfortable lacing system.



The models are offered in different color palette satisfying all the customers, from kids to adults  
source - [www.instagram.com](https://www.instagram.com)

## DISTRIBUTION

The brand has launched the expansion into new international markets. The colorful, stretchable no-tie shoe-fasteners can be found worldwide in 45 countries and the demand for the new easy-to-use no-tie lacing system keeps growing. In 2017, HICKIES is planning to open distribution point in Brazil through its new partners [Topper Brazil](#) and [Rainha](#).





Athletes and sportsmen are proudly representing the brand at the sport and fitness platform

source - twitter.com



HICKIES no-tie shoe-fasteners can be found worldwide in 45 countries  
[www.gate-eight.com](http://www.gate-eight.com)

The prices for the pieces depend on the models. The retail price for the original version is \$14.99. The company constantly thinks about the customers introducing sales. During the seasonal discounts the prices according to the official web-site are the following:

- HICKIES 1.0 \$13.99 for a pack;
- HICKIES 2.0 \$14.99 for a pack;
- HICKIES kids \$9.99 for a pack.

The product is also available in the online marketplaces as [e-Bay](#) or [Amazon](#). The pricing varies from \$11.99 to \$14.99 for a pack of 10 pieces.

## FINANCIAL ASSETS

Today HICKIES is a Brooklyn-based lifestyle brand that has totally changed the footwear industry. Since its foundation, the company has grown its operations to include a European and Australian subsidiary and has shipped more than 2 million packs of the HICKIES



Lacing System to different countries around the globe. The Company has received funding from [Hydra Ventures](#), the venture capital subsidiary of [Adidas AG](#), as well as from the Mexican VC [Dila Capital](#) and [Endeavor Catalyst](#). HICKIES revenues more than doubled from 2014 to 2015 and more than doubled again from 2015 to 2016.

## PATENT



HICKIES are also the perfect decision for demi-seasonal boots making them more comfortable, adjustable, and stylish

source - [cdn11.lbstatic.nu](https://cdn11.lbstatic.nu)

HICKIES has been issued utility and design patents in the United States and throughout the world. HICKIES currently has more than fifty issued patents worldwide, and it strictly tracks violations of its intellectual property rights. HICKIES has taken action across the globe to protect its IP both online and in the marketplace.

## MASS MEDIA

"HICKIES, an innovative shoelace company led by Endeavor Entrepreneurs Mariquel Waingarten and Gaston Frydlewski, raised US\$10 million from top global footwear brands with participation from Endeavor Catalyst. Strategic investors included the Wizard Martins family, controlling shareholders of Sforza Holding, which manages Topper Brazil and Rainha, two of the largest Latin American footwear and sporting goods brands." [Endeavor](#)

"Frydlewski spent nearly a decade developing the product on the side while working as an investment banker for J.P. Morgan. While his friends were playing soccer, Frydlewski stayed inside working on his shoelace-replacement idea. "I had this in my system, and I just needed to make it happen or get it out of my system," Frydlewski recalls. "I was a little obsessed with the idea. It was such an obvious opportunity I just couldn't get it out of my mind, and I didn't want to have a what-if in my mind the rest of my life." [Forbes](#)

## FEEDBACKS

"Just want to mention that I saw a Hickies commercial while on an American Airlines flight. Glad to see you guys are getting broader market exposure! I've enjoyed my Hickies and plan to eventually try the newer version once I wear out the current ones." Jason Roop

"I've had mine in daily use since they first arrived and so far only one of them snapped. All in all, I find them extremely useful and the black ones are subdued enough that they go nicely with shoes other than sneakers and sportswear quite well. Definitely looking forward to buying more Hickies the next time I'm buying a pair of shoes." Alan Plum

"I just wanted to say that since receiving these last year I really do love not having to tie my main pair of sneakers anymore (I still have to do it the "old-fashioned" way with my workout sneakers, kind of worried that using them while working out might cause some damage). After using them for the past 7 or 8 months I really find it funny that there was

nothing like this for sneakers before Hickies were created because right now I can't imagine going back to shoelaces.” Adrien



HICKIES patented material starches and backs to shape without breaking, allowing sportsmen flawless training  
source - [www.facebook.com](https://www.facebook.com)

“Hickies are a shoe lace system, instead of using traditional laces. I am disabled from a stroke and have no use of my left arm and hand. I have been using Hickies for quite a few years and totally love them. With Hickies, I can wear regular tie sneakers instead of slip on shoes. The Hickies expand/stretch very well. I highly recommend them for anyone disabled or elderly. Hickies help me maintain some independence.” D. Straugh

“I've started running and I had issues with my laces being too tight. So, I re-laced my shoes and would twist the bow and tuck it under the first shoelaces. This worked, but sometimes the laces would come out during the run and I would have to stop and re-twist and tuck the laces. I had to do this enough times that I decided to look for an alternative. I read the reviews, even though I was afraid that they were going to make my shoes too tight, I

bought them. They come with pictures showing how to make them regular, loose, and tight. I tried the regular and it was too tight, for my liking. I tried the loose and it was still a little tight. So I modified the loose (see pictures) which fits perfectly! It's so nice to be able to slide my shoes on and have the perfect lace tension!" Katherine

"I love this product. I feel like a Pinterest fail because how they look on MY shoes is NOT how they look on the Hickies shoe models. But, I have shoes with tabs, not holes (see my photos). I bought them because my laces are always coming undone and tripping me at the worst times. I even broke my ankle a few months back because of that. Glad I didn't hit my head when I went down. I've tried double tying my laces, using short laces, knotting the laces...and nothing worked. I don't remember this being a big problem when I was a kid. I'm 60 now. Active, and I own more sneakers than heels." Becky Blanton

Company name: HICKIES

Contact person: Keith Martine, Manager, PR & Communicati...

E-mail: [support@hickies.com](mailto:support@hickies.com)

Website: <http://www.hickies.com>

Phone: +1 646-397-2817

Patent status: -

On market since: 2012

Regions: United States

Industries: Consumer products

Source links: [Kickstarter](#)  
[HICKIES](#)  
[Facebook](#)  
[Wikipedia](#)  
[Endeavor Argentina](#)  
[Forbes](#)  
[Insideout Door](#)  
[Bloomberg](#)

Direct link: [click here](#)





## LOCTOTE: THEFT-RESISTANT DRAWSTRING BACKPACK

The Flak Sack by the LOCTOTE™ Industrial Bag Co. is the toughest worry-free drawstring bag. The New Albany, Ohio company invented a super-practical theft-proof bag that gives people confidence that their stuff is safe while working, playing, travelling or just relaxing during vacation. The unique technology behind the manufacturing of fabrics gives the bag cut-resistant properties. It gives necessary protection to valuables that are of top importance. It is able to securely fix to a stationary object so the stuff couldn't be stolen. First one-of-a-kind super proof bag is simultaneously durable and soft. The bag is highly functional. RFID-blocking system protects personal data from scanning. UV-resistant technology keeps the bag from discolouring. Counting all super qualities, the backpack by LOCTOTE™ has a very minimalistic design that makes it attractive and fashionable for a sportsman, travellers and all who likes active way of living without getting into trouble with stealing their stuff during trip or vacation.

## THE IDEA

The idea of LOCTOTE™ worry-free Flak Sack came together with inventor's poor experience during the vacation. Somebody has stolen all the stuff from his ordinary bag on the beach. This was a really dumpish for the vacation. It is always unpleasant when the personal valuables are stolen. There are much more likely thefts in crowded places and especially during vacation. It is quite possible to assuage this tendency by somehow protecting the valuables and to make them be secure. Following that accident, the inventor firmly decided to find a resolution to ensure against the replay of this scenario.

He began searching for the problem's solution. The dilemma was deeper than just preventing personal things from being stolen. Using his own experience, the inventor tried to give the Flak Sack additional qualities rather than just a bag. In his mind, it must be both an everyday "go to" bag with all technical requirements able to protect backpack itself and everything inside.

Finally, at the end of searching the inventor created a multifunctional cut-resistant bag that fits everyday life protecting all person's valuables with reliable locking mechanism, UV, and [RFID](#) security system.

## THE COMPANY

[LOCTOTE™ Industrial Bag Company](#) is a start-up organized by a New Albany, Ohio businessman and Ohio State University students. The inventors believe that creating innovative products may improve people's life for better. They developed the best technologically advanced material which fulfills all the standards. According to LOCTOTE's CEO Donald Halpern, there's no secret formula or recipe to success. "We're just hands-on devoted workers that provide customers tailor-made hard-wearing products at a fair price. It's really quite simple." The company compromise on nothing when it is about perfection and quality. The management of the company believes that high quality of the products totally depends on the hard working personnel who creates innovative products that make people's life easier. The quality and simplicity are the main features of the product.



Custom-made nylon ropes are flexible, strong, pleasant to the touch, designed for comfortable wearing on the shoulders

source - [twitter.com](#)

Donald Halpern and Adam McBride are the founders of the company. From April 2016 they were fully involved in business. Donald Halpern, the founder, and CEO of LOCTOTE™ Industrial Bag Company worked for more than 27 years as a recovering management consultant, helping companies to become highly efficient. By the time of the campaign, he has already got a great experience that became a reliable platform for the successful business. After graduating from the Ohio State University Fisher School of Business, Adam McBride became a team player in LOCTOTE™ company. He is mostly focused on marketing and provides the brand with creative ideas and innovative insight.

Together the co-founders made planning and strategy for the business. On April, 5th 2016 they started a campaign “Flak Sack: The Theft-Resistant Drawstring Backpack” at the baker’s fundraising platform Kickstarter. About 3000 bakers funded into the startup \$1,471,091 USD.

## THE NAME AND DESIGN

The name of the backpack originated from the words flak /flāk/ *n.* means “the firing of guns from the terrain at enemy”; flak *adj.* means “protective” and “sack” that means “bag”. The “Flak Sack” or otherworld “protective bag” is seemed like a clear name for a backpack

that can face everything life fires at it.

The main idea of Flak Sack's design was the freedom of thinking. The inventors found beauty and elegance in primitiveness. They were encouraged by the functional simplicity of mid-century [minimalism](#). The basic model was made in soft mélange steel gray color, which adds some simple charm to it. The backpack needs to pay tributes for its cool look to vintage heavy industry century style, in which the leather LOCTOTE's logo is made. It shows the innovation, durability, and handling quality. It also glows in the dark so the owner could easily find the bag.

## MAIN FEATURES

The inventors examined the best approach and the best materials each step along the way. Since 2014 the bag was reengineered, over-sketched, and over-sewed. In November 2015 it was finalized the first prototype of the backpack. In January 2016 it was produced the material for the first installment of products. In June 2016 the manufacturing began and a high functional product was finally created.

Although for the casual observer it might be just the drawstring gym bag, it is packed with security and durability features. This is the list of main Flak Sack's eligibilities:

- Extreme cut and slash-resistant;
- Waterproof coating;
- RFID-protected;
- UV-resistant;
- Secure locking system;
- Latex-free;
- Tailor-made double-layer nylon yacht ropes are flexible, strong, and pleasantly sits on the shoulders.

It was produced to fit the lifestyles of people who need their valuables with them and the most important the stuff to be saved. The bag is like a portable safe for valuables. The sack is safe, locked and at hand.

## FABRIC





The functional mid-century minimalism and the vintage heavy industry style transfer the simplicity of the bag's design  
source - [www.indiegogo.com](http://www.indiegogo.com)

The Flak Sack™ is crafted from the advanced double-layer cut resistant material. It is made from a blend of high molecular weight polyethylene ([HMWPE](#)). It was originally produced for application in high-performance body armor and military outfit. One-piece construction prevents bottom seam blowout. Such bag has the highest possible Blade Cut Protection, Tear Defense, and Abrasion Resistance ratings according to international (ISO) and European (EN) standards. The fabric offers the highest cut resistance of 5th level delivering the strongest backpack in the world.





The Flak Sack is safe, locked and always at hand

source - [www.instagram.com](https://www.instagram.com)

The durable fabric cannot be cut with scissors or knives. To prove it, the company's CEO posted a video of himself getting slashed by a box cutter while wearing a t-shirt made of the same fabric and sustaining no injuries. The Flak Sack durability was personally tested on celebrities during [Miami Golf Tournament](#), where champions and ex-boxers, sportsmen and players found confirmation of bag's cut-resistance. It was really scary as some of the participants mentioned to feel the blade on one's arm through the material, but it was worth it. The material was proved to be super durable that it couldn't be cut through.

The bag provides total water protection both from outside and inside. The grade stain and water repellent are added into a fabric. Because of such component, responsible for outer water protection, the water simply runs off the bag, keeping the valuables dry and clean from the perils of an active lifestyle. Each LOCTOTE™ backpack also comes with a large inner pocket with a zip that is made of the urethane 200-denier water-resistant nylon. It protects i-pads and mobile phones and other electrical devices from rainfall and common carelessness.

Each LOCTOTE™ bag fulfills government-wide specifications according to FIPS 201\*

standard that specifies personally verified identification. The certified Radio Frequency Identification (RFID) material serves as an effective shield for all contactless credit cards, passports, driver's licenses etc. The bags protect [ISO 14443A/B](#) and [EPC Gen1/Gen2](#) contactless smart cards that work at 13.56 Mhz UHF range.

LOCTOTE™ Flak Sacks are one-of-a-kind cut resistant backpack in the market. The company uses specialized equipment during manufacturing. Notwithstanding its toughness and cut resistance, the Flak Sacks are latex-free and skin-friendly. What also makes them unique is that they are unbelievably soft so can be actually used as a pillow.

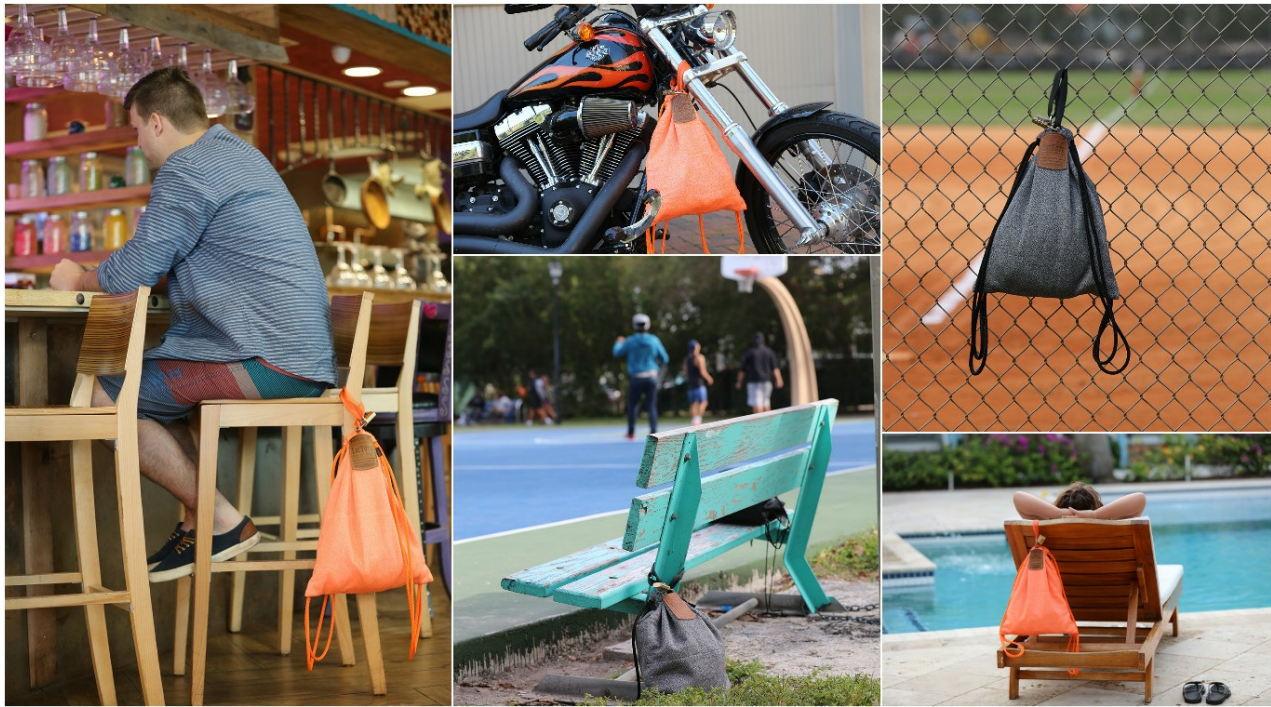
## THE LOCK

The backpack incorporates a hidden locking mechanism that enables the bag to be locked shut and locked to a stationary object. The locking system is secured by LOCTOTE™ custom lock. The secret is a patented locking strap and durable brass. This strap is made of military grade tubular cloth webbing. It was proven, that strap handles over 450 kilograms of force without breaking, during special tests on the Strapinator, special device for cargo application. The flexible cut and break resistant tubular nylon fastening strap is reinforced with 49 strands of stainless steel wire, that uses like cable in aircraft, making it difficult to cut, break or tear without super strength or special tools. This strap resides in a hidden channel constructed between the layers of the cut resistant fabric. At the end of the strap, there is stainless steel O-ring with 900 kilograms tense strength for stationary placement.



The strap of the LOCTOTE Flak Sack handles over 1,000 lbs. of force without breaking that makes it super durable  
source - [www.kickstarter.com](http://www.kickstarter.com)





The bag pack comes with a lock that can be used to connect bags to objects so it can't be moved or taken  
source - [www.instagram.com](https://www.instagram.com)

## RFID BLOCKING TECHNOLOGY

As RFID radio transmission technology is becoming widespread in banking and personal data identification, the risks of “electronic pick-pocketing” are increasing. It happens when somebody using special devices scans the personal valuables with microchips such as credit and debit cards, identity cards, key cards, and access control cards. Without shielding, the unknown parties can read the data from items with the RFID reader, from a distance (around 10 meters) without any direct physical contact. The Flak Sack has a large inner pocket that is lined with a RFID shielding material that makes impossible to scan personal data through the bag. RFID-material prevents from electronic data theft and other banking fraud with contactless payment.

## DISTRIBUTION

The LOCTOTE™ Flak Sacks is aiming to implement the Distributor Program as soon as possible. It intends to build up a global distribution network. The management is now fine-tuning the criteria and discounts for the program. It is planned to have two types of distributors.





LOCTOTE Flak Sack contains a patented FIPS 201 certified RFID blocking material that can shield these vulnerable and important belongings from being stolen  
source - [www.kickstarter.com](http://www.kickstarter.com)

Resellers will be able to purchase inventory in bulk at wholesale pricing directly from us for resale. There will be minimum order quantities, and discounts based on order quantities. All pricing will be [FOB](#) shipping point from New Albany, Ohio USA, and all orders will need to be paid up front before shipping.

Affiliates will be able to market products through channels of their choice, and then drive the customers to the website and e-commerce platform. The company will provide Affiliates a unique code that their customers will use when they order products to receive a discount. This code will also link those customers' purchases to the Affiliate that provided them that code. This code will be used to pay Affiliates monthly commissions on their product sales.



The LOCTOTE bag pack comes in two fabric colors with customers choice of rope colors  
source - [www.infinitepowersolutions.com](http://www.infinitepowersolutions.com)

All the bags are available for purchase at the [official website](#). The price for one Flak Sack is around \$ 179,00 USD. The bags are produced in Steel Grey and Sunsplash Orange.

## REPRESENTATIVES

[Braxton Miller](#), a famous [American football wide receiver](#) has highly appreciated the best qualities of the LOCTOTE™ Flak Sack. He plays for the [Houston Texans](#) in the [National Football League](#) since 2015. Braxton proudly represents the main idea of the backpack, designed for people having an active way of leaving, which is to secure their valuables during training or any sports activities without any worry that it could be stolen.

## MASS MEDIA

"The world is an ever-changing place. With the threats of the past still causing issues in today's world, advances in technology have added a completely new dimension to the threats against privacy and identification. The Flak Sack contains an internal pocket that is both water-resistant and lined with a patented FIPS 201 material. This material blocks RFID radio transmissions, which is the technology that is used to steal passport, credit and debit card, key card, and cell phone information. With this added layer of protection, the Flak Sack can protect its users from the threats of the past and the future." [Infinite Power Solutions](#)

## FEEDBACKS

“I just received mine in the mail today, it really is amazing. I’ve waited 4 months for this and it’s really how the video is. I love it. It comes in its own little bag that has the logo and it has instruction for your lock. It was worth the wait.” Rhona Mae Robertson

“I've had my LocTote about 6 months now. I take it where ever I go. I really love it. I can lock it to any kind of post and walk away knowing it will be there when I return. It holds everything I need for the day and I've even used it for a pillow on a plane. It's a great bag.” Dave S.

“I have owned a Loctote bag since last summer and it's absolutely amazing. I travel quite a bit and my Loctote is my travel buddy essential. I can now leave my valuables attached to something sturdy, have a swim, a chat, a stroll and not have to worry if it will still be there on my return. Simple to use holds a nice amount of storage space and is a great conversation piece! Also great for festivals and nightclubs! One of my all-time favorite purchases and the team at Loctote are seriously nice people to deal with. 100% authentic review that I requested to write!” Alan R, London, UK

Company name: Loctote Industrial Bag Co.

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Patent status: -

On market since: 2016

Regions: United States, Israel

Industries: Sports and Recreation

Source links: [Loctote](#)  
[Kickstarter](#)  
[Indiegogo](#)  
[Infinite Power Solutions](#)

Files: [Media Kit](#)  
[Loctote Flak Sack User Guide](#)  
[Strap Installation Instruction](#)

Direct link: [click here](#)





## GREZZO RAW CHOCOLATE 100% VEGAN SWEETS

Grezzo Raw Chocolate is a brand that made possible to change sweet treats into healthy 100% vegan food. The idea of creation came to Vito Cortese, pastry chef of natural cuisine and raw food from Italy. The healthy deserts exclude the use of animal products, the refined flour and sugar, gluten and yeast, which makes biscuits and chocolate available to those who suffer from intolerance to gluten or lactose. The unique technology of cocoa beans drying is behind the healthy nutrition of the Grezzo's raw chocolate so that it is 5 times healthier than the chocolate made of fried beans. The pastry professional chefs use ingredients that mother nature offers such as valuable cocoa beans raw or precious, not fried Sicilian almonds, which are widely used in the sweet. The brand's philosophy voices the following: food is one of the main elements that can be treated to improve the lifestyle and the health. Born in the heart of Italy, Grezzo made a significant breakthrough in the world of gourmet raw food.

## THE IDEA

Vito Cortese, pastry chef along with Nicola Salvi, the business coach gave birth to the Grezzo Raw Chocolate, aiming to change the eating habits of the planet because an often food is being abused and is only used to fill the stomach, rather than to feed. They wanted humanity to take care of what they eat. Respecting the health food, the inventors attempt to offer the highest quality products and the best experience possible taste. They never stop searching for the best combinations to get unique products.

In the heart of Italy, in the friendly neighbourhood of vegetarian and vegan food, you can find Grezzo Raw Chocolate, pastry store that is 100% vegan. The varicolored display case of cakes from the front invites visitors to come in.

## THE INVENTOR

Vito Cortese, the inventor of Grezzo raw chocolate is one of the most famous pastry chefs and raw foodists of Italy. His passion for cooking and good food helped him to open his first restaurant business at the age of 21. Since 2007 he became interested in nutrition from a health point of view, that brought him to the natural cuisine.

Soon, in 2009 he has discovered the raw food, remaining so fascinated that it became his greatest passion. He began to study and to do research, encoding an original method to cook the raw food in the more professional way.

In 2010 he organised the first cooking class, where he taught the tricks of this mysterious art and created the brand Naked & Raw, raw food cooking school. Success was immediate. He held over 15 courses around Italy in next six months. At this point he decided to go to the USA, to perfect himself at the renowned Culinary Academy of Matthew Kenney, the number one school in the world of gourmet raw food. He studied at the Academy for two months and deepened the best of this cuisine techniques.

When Vito came back to Italy he continued to research and develop increasingly applying what has been his intuition. He applied the raw food approach to the extraordinary Italian gastronomic culture that still remains the most fascinating.



Vito Cortese, Pastry Chef of Raw never stops searching for the best combinations to get the unique healthy products for the best raw deserts  
source - [myblog.boscolo.it](https://myblog.boscolo.it)

In April 2014, along with Nicola Salvi, he opened Grezzo Raw Chocolate, a completely organic raw pastry, ice-cream and food, that offers such a wide and complete range of products. The name "[grezzo](#)" {adj. m} in Italian means "raw". The brand as a virtue of an exclusive partnership between a business coach and the best Italian raw master chef became the one-of-a-kind manufacturer of richly textured raw healthy chocolate.

Taste is important as much as health. The mission and path for Grezzo are to provide customers with the finest raw chocolate and pastry, using only the highest quality ingredients. Each Grezzo recipe is designed to enhance the health and joy. The company never uses refined sugar, gluten, soy, dairy, GMOs, or chemical ingredients. Only the

highest quality organic ingredients.

## THE TEAM

Under the strict guidance of inventors, the Master Chef Vito Cortese and the General Manager Nicola Salvi the culinary team, represented by Roberta Salvi, operations manager, Samantha Chriss Jeffs, administration, Patrizia Romeo and Romina Montoni, assistant cooks, is never satisfied with the results achieved and constantly improves the professional qualities. Grezzo's personnel always shares their positive energy with the customers.

## RAW AND TOTALLY ORGANIC INGREDIENTS

Grezzo combines the distinct raw, crafted and organic ingredients to create delicious, creamy textured chocolate and delicacy. The novel best-selling creations are formulated with blends of the finest ingredients such as:

- cocoa beans from Ecuador;
- pure cocoa butter;
- coconut sugar;
- Sicilian almonds;
- hazelnuts from Piedmont;
- Californian dates;
- coconut pulp.





If you are an entrepreneur or you work with a team, make your colleagues happy, create a happy company, as Nicolas tries

source - [www.facebook.com](http://www.facebook.com)

Many years of research and study by Vito Cortese, the landmark of Italian gourmets of raw kitchen food, led to the creation of desserts that will satisfy all tastes. In Grezzo's own pastry laboratory in Rome, the quality control is one of the highest priority. The production cycle of raw chocolate creation excludes GMOs and chemical ingredients. Almond milk, the main ingredient for a lot of sweets is prepared daily in the lab while all the others come from selected Bio certified farmers. Grezzo pastries, biscuits, ice cream and chocolate doesn't contain any milk, eggs, flour, refined sugar, soy and gluten.

Rome can finally boast raw vegan cakes that, in addition to eliminating the use of animal

products, also exclude the use of refined flour and yeast, which make biscuits and chocolate available to those who suffer from intolerance to gluten or lactose. Gluten intolerance is spreading more and more. Doctors are recommending to follow the low gluten diet. All raw materials in Grezzo are gluten-free and natural. Grezzo gluten free desserts are perfectly suitable for celiac. Used for sweetening coconut sugar is unrefined and without preservatives, it is extracted from coconut palms, rich in vitamins and minerals, and inulin, fibre slows the absorption of sucrose and that gives this sugar a low glycemic index (only 35). Coconut sugar has a simple and fast process, which makes it one of the most natural sweeteners in the world.

Raw materials have some completely innovative suggestions that combine taste, health and pleasure. All cakes, ice cream, snacks, chocolate, mousses, creams, pies, truffles, frozen desserts are carefully handmade in the laboratory with ingredients of plant origin, biological and that one does not need to cook. In order to avoid an unhealthy influence of standard deserts the brand derivatives perfect balance of ingredients, with minimal use of sweeteners. To make a cream Grezzo confectioners don't use milk. Sweet Crude is completely devoid of lactose and any animal origin. They are made only with herbal ingredients that provide profound nourishment.

The main ingredient is a raw chocolate, which is made from cocoa beans that are not fried, but dried in the sun. Cocoa drying process requires a temperature below 42 degrees. It is an alternative to the roasting process, which is currently used on a large scale in the market, with its high temperature (over 170 degrees) destroys much of the authentic taste and useful properties of cocoa. The Grezzo cocoa beans are dried naturally in order to preserve all the beneficial substances that make the healthy cocoa. The level of anti-oxidants up to 5 times higher than normal chocolate in addition to unique taste. Raw Chocolate is used only in its purest form unheated, unprocessed and unadulterated.



Vito Cortese, the inventor of Grezzo Raw Chocolate, went to the USA to perfect himself and learn new techniques of raw cuisine at the number one school in the world of gourmet raw food - the Culinary Academy of Matthew Kenney

source - [www.facebook.com](https://www.facebook.com)

## MARKETING

The Brand continues to surprise the foodies and chocoholics with the best tastes from the best ingredients that are vegan-friendly. The company continuously makes different sales, master classes and holiday events. This year, for Easter, Grezzo team did all the best to create two new recipes for Easter Egg Chocolate Raw. There will be two variants of the egg. In addition to the classic dark raw chocolate, there will be the white chocolate egg. The eggs are available by pre-order beginning from March and are sized starting from 200 grammes till 1 kilogramme.

Easter eggs contain no sweeteners though will be softly sweet. Thanks to the choice of ingredients and processing methods, with more than 800 micronutrients, the value of antioxidants 5 times roasted cocoa, authentic and flavouring natural does not change when processed.





To make a cream Grezzo confectioners don't use milk. Sweet Crude is completely devoid of lactose and any animal origin

source - [www.facebook.com](https://www.facebook.com)

Grezzo's packaging is as much as possible recyclable and earth friendly. Every productive move is done with ultimate attention. Cakes, ice cream, snacks, chocolates, mousses, custards, pies, and truffles: everything is made, wrapped and packaged by hand with respect for the environment. It is the intention of Grezzo to create products which reflect all that is righteous and to provide a service to the world that speaks a message.





The first anniversary of the young company from the foundation of totally organic raw chocolate brand in April 2014

source - [www.facebook.com](http://www.facebook.com)

In 2015 Grezzo Raw Chocolate has won the [Bottega del Gambero Rosso](#) Award. In 2015 the brand has won the prize of the Best Italian Confectioner [Golosario](#). Grezzo got the recognition of the "[Taste shops of 2017](#)" at [Golosario](#) in Milan, where the Brand proudly represented the healthy raw food among other famous names in the Italian confectionery excellence.



Grezzo team did all the best to create two new recipes for Easter Egg Chocolate Raw, which will be available in white and black this Easter  
source - [www.facebook.com](http://www.facebook.com)

## DISTRIBUTION





The co-founders Vito Cortese, pastry chef and Nicola Salvi, general manager receive the prize of the Best Italian Confectioner at Golosario 2015

source - [www.facebook.com](http://www.facebook.com)

To try the delicious raw desserts is possible in [Grezzo Raw Chocolate](#) pastry shop in Rome, Italy. The Grezzo showcases and windows open view on colourful cheesecakes, brownies cookies, gelati, raw cacao ice-cream, raw vegan chocolates and smoothies. All brand's desserts look like little art pieces and taste incredible. The Grezzo raw chocolate and desserts can also be ordered via the Internet at the official web-site and other partnered [web-sites](#). The average price for desserts varies from €6.00 to €28.00.

These are some prices for Grezzo desserts:

- Cheesecake Al Mango - €6.00;
- Cheesecake Raw Ai Mirtilli - €6.00;
- Cuore Cheesecake Al Mango Crudista Vegano - €15.00;
- Cuore Brownie Al Pistacchio Crudista Vegano - €16.50;
- Cuore Sacher Crudista Vegano - €18.00;

- Cuore Brownie Con Nocciole Crudista Vegano - €15.50;
- Cuore Cheesecake Al Mirtillo Crudista Vegano- €15.00;
- Cuore Tiramisu' Al Lampone Crudista Vegano - €17.50;
- Tavoletta Di Cioccolato Crudo 60% Crudista Vegano - €11.00;
- Tiramisu Raw Al Lampone - €6.50;
- Torta Brownie Crudista Vegano - €22.00;
- Torta Sacher Crudista Vegano - €28.



The Grezzo showcases and windows open a beautiful view on colorful cheese cakes, brownies cookies, gelati, raw cacao ice-cream, raw vegan chocolates and smoothies that are 100% natural  
source - [romeinsider.it](http://romeinsider.it)

Grezzo is the only place in Europe that produces raw foods using the gourmet technology of raw food kitchens, with ingredients of plant origin, in their natural state, clean and organic. In a world of poorly processed food, Grezzo certified chocolate offers its customers only the best quality possible.

## MASS MEDIA



Raw charges a great deal of attention from both the public and the media ([TG1](#), [TG5](#) \*, [Rai2](#), [Teleambiente channel](#)) and several awards such as "Shop of the Year" by Gambero Rosso and also articles devoted to foreign newspapers.

"March 18 (Askanews) - Crude RawChocolate, a complete pastry, chocolate and ice cream raw food founded in Rome in 2014, opened in the spring with the first Easter egg, vegan and organic, lactose and gluten-free, made with raw chocolate based on ' Ecuador. As a result, a call conducted by Raw to offer baked goods and good nutrients that are capable of sacrificing healthy pure pleasure." [Italia Finance](#). Translation from Italian

"After a year and a half, I have the great opportunity to visit a unique place: The first raw pastry shop in the world is in Rome. I met Vito Cortese, founder and executive chef together with Nicola Salvi, in order to learn something more about this wonderful world. Health and Taste are the key words of GREZZO's philosophy, a real paradise for lactose intolerants, celiacs, vegans, health fanatics, gourmand people." [Ethical Code](#)

"This absolutely high-quality pastry shop is located in Rione Monti, which is a typical old-fashioned neighbourhood in the centre of the city. Their philosophy of food is based on a raw vegan view of the cuisine, which always contains genuine and biological ingredients. The shop is dedicated to sweets and cakes, most of them containing chocolate as the main ingredient. You can also taste an absolutely amazing ice cream, made with no milk nor eggs, perfect for vegans." [Low Cost Rome](#)

Company name: Grezzo Raw Chocolate

Contact person: Samantha Chriss Jeffs, Administration

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Website: <http://www.grezzoitalia.it>

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Patent status: -

On market since: 2014

Regions: Italy

Industries: Food and Drink, Others

Source links: [Grezzo](#)  
[Linked In](#)  
[Ethical Code](#)  
[Low Cost Rome](#)  
[Happy Cow](#)  
[Italian Finance Yahoo](#)  
[Moovenda](#)

Files: [More Grezzo videos](#)

Direct link: [click here](#)



## WELT: THE SMART BELT FOR FASHION & HEALTH

WELT can track the three main general health indicators: waist size, activity and food intake. For activity, WELT's pedometer tracks steps taken while the belt also tracks sitting time. As the first belt wearable for everyday use, WELT is the first health tracker that can integrate all four of these functions. Waist size is a key starting point for gauging overall health. WELT's magnetic waist sensor is embedded in the buckle and tracks your waist size in real time. Monitor your progress over time as WELT can sense waist sizes from 28 to 44 inches in circumference. Given the work-centered nature of modern life, it is difficult to find time to get up and move. Staying active is essential to a healthy lifestyle. With its embedded pedometer, WELT can track your Calorie burn by counting the steps you have taken. WELT can also track your inactivity by calculating your sitting time throughout the day. WELT regards your stationary movement as sitting.

Even with exercise, prolonged sitting has been proven to have associated health risks. WELT will ensure that both activity and inactivity periods are for the healthy duration. Abdominal fat is a product of excess calorie intake. Based on calorie intake, your waist can expand and contract over a duration as short as half an hour. WELT keeps track of these rapid variations in waist size to monitor patterns of overeating. **WELT's unbelievable battery life allows you to stay in style without having to charge constantly.**



WELT is the wellness Belt that makes wearables fashionable  
source - [weltcorp.com](http://weltcorp.com)

Charged through a micro USB port, one full charge lasts for more than 20 days. WELT curates personalized health guidance that can be seen using WELT's mobile application. Intuitively organized into one screen, there is no need to stress your brain over raw data that isn't meaningful. WELT does the analysis for you and provides health insights and warnings so you can focus on staying active. **WELT looks and is worn just like any other belt in your closet.**

Made for everyday life and everyday outfits, WELT is both fashionable and functional. As the stylish alternative to previous belt fitness trackers, WELT can be worn at the office, on



a walk or during your daily activities. **WELT** will be offered in a variety of styles to match both casual and formal outfits. With a line of fashionable buckles and belt straps, choose the one that fits your style.



A magnetic sensor in the buckle measures your waist circumference in real time and can sense circumferences from 28 to 44 inches

source - weltcorp.com

Company name: WELT Corporation  
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Phone: +1 81357335335  
Patent status: -  
On market since: 2017  
Regions: United States  
Industries: Consumer products  
Source links: [WELT Corporation](#)  
[ORIGINAL VIDEO](#)  
Direct link: [click here](#)



## CB I HATE PERFUME: PERFUME ABSOLUTES AND WATER PERFUMES

CB, short for Christopher Brosius, used to be a taxi driver and founded I Hate Perfume because of his passengers who wore some horrible scents. Out of anger and enthusiasm, he wrote a manifesto, where he swears off perfume as a substitute for true style, and now creates custom-made scents that each have stories as unique as his. The ingredients in all CB Absolutes are Diisopropyl Adipate (extracted from Beet Juice) and Fragrance. The Ingredients in all CB Water Perfumes & CB HOME Sprays are Distilled Water, Fragrance, PPG-26 Buteth-26, PEG-40, and Hydrogenated Castor Oil. No specially denatured alcohol is used in ANY CB Perfume. Oil & water are what the skin naturally needs to hold fragrance the longest Christopher Brosius uses those as the bases for all my perfumes instead. From an aesthetic view, alcohol always interferes with the true nature of the scent and you need to wait for it to 'burn off' before you can truly appreciate perfume. The customer can wear several scents at once.



CB Metamorphosis Series, M2 Black March  
source - cbihateperfume.com

The point of wearing perfume is to smell the way you want. In 2004, Christopher has refined the collection of accords & expanded it to include many new scents and a great many more natural materials. Part of my mission is still to capture every possible pleasant scent. **Christopher began his own collection of CB perfumes and add to it each season.** He is back to making custom scents as well. The whole process is ever changing & expanding.

Christopher Brosius has been exploring perfume as art for some time now. In the spring of 2006, he did a piece called '**Everything Here is False**' for a group show on the Lower East Side. In May of 2006, he opened his first solo exhibition at **the University Science Center's Esther Klein Gallery in Philadelphia**. This show was sponsored in part by the Monell Chemical Senses Center, an institution Christopher has long admired and it was an honor to work with them. The exhibition was entitled 'Scent is Life' and explored various aspects of individual olfactory perception as well as the deep autobiographical connection between scent and memory.

ABOUT CB OLFACTORY:





Christopher Brosius  
source - cbihateperfume.com

**The customers can visit CB Olfactory.** When you visit, you can see exactly where your scents are made, meet the people who make them, see some of the olfactory art and installations Christopher is working on at the moment, try new experimental scents and, of course, smell absolutely everything - including a great many scents that are available nowhere else.

Because these studios and workrooms are where the perfumers actually WORK, space is constantly changing and evolving so there's usually a lot of New to experience each time you visit. And though they are NOT a store and NOT open to the general public, you WILL be able to purchase anything the team offers for sale - and you can do it at your leisure, graciously and without distraction. Christopher is always perfectly happy to welcome and spend time with visitors who have a personal interest in or are already familiar with my work. In fact, he enjoys meeting such people very much and often find these quite inspiring. **Olfaction is a unique, individual experience which is why** Christopher likes to keep the channel between himself and his clients/customers as direct as possible. There is no fee for private individual tours.



CB Secret History Series, On a Clear Day You Can See Forever  
source - cbihateperfume.com

## HOW LONG DOES THE PERFUME LAST?

The longevity of any scent is dependent upon a number of factors - the two main ones are the natural condition of your skin and the volatility of the scent itself. Your skin's condition is affected by diet, moisture level, acid balance, and inherent genetic chemistry. You can prolong the life of a scent on your skin by applying an unscented lotion, cream or oil before you apply your scent. The volatility of ascent is dependent upon the molecular weight of the chemicals it's composed of. Lightweight molecules (like those in citrus fruits or delicate flowers) will evaporate more quickly. Heavyweight chemicals (like sandalwood or leather) will linger much longer. Christopher design all his scents to last as long as possible while maintaining the integrity of the intended scent - **most last at least a few hours and others all day.**

## WHAT SIZES DO CB I HATE PERFUMES COME IN?

Ready to Wear Collection is available in a 10ml ( $\pm 1/3$  fl oz) Rollon Absolute, a 30ml ( $\pm 1$  fl oz) Water Perfume and a 100ml ( $\pm 3 1/3$  fl oz) Water Perfume. Rear Flowers Collection is available in a 10ml ( $\pm 1/3$  fl oz) Absolute and a 100 ml ( $\pm 3 1/3$  fl oz) Water Perfume. Premium Accords collection is available in a 15ml Absolute ( $\pm 1/2$  fl oz) and 100ml ( $\pm 3 1/3$  fl oz) Water

Spray.



UNTITLED SERIES No 1 / The Comfort of Memory  
source - cbihateperfume.com

Perfume is art always informed by science and the look of my perfumes reflects that marriage. The bottles and boxes Christopher uses are drawn from laboratory equipment and the materials of the artist's studio. They are elegantly spare yet constantly remind that the point of perfume is its scent. Perfume is meant to be enjoyed.



CB OUTSIDE is blended from essential oils of Lavender, Bergamot, Geranium, Marigold, Oregano, Cedarwood & Patchouli

source - [cbihateperfume.com](http://cbihateperfume.com)



Company name: CB I Hate Perfume  
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Phone: +1 201 653 5674  
Patent status: -  
On market since: 2004  
Regions: United States  
Industries: Consumer products  
Source links: [CB I Hate Perfume](#)  
Direct link: [click here](#)



## JOYA STUDIO: BROOKLYN'S FIRST INDUSTRIAL PERFUMERY

Joya is a New York City-based fragrance design studio founded by Frederick Bouchardy. Since 2006, Joya has designed and produced distinctive scented artifacts with an ethos of balance and beauty: simple, locally-sourced raw materials, sustainable packaging and design, ethical production practices. A perfumer's full palette is used to paint an indelible image on the senses. Fragrances blend both essential oils and aromas that synthesize molecules found in nature. The essence of living flowers, plants and herbs is captured at their most vivid. Joya, Spanish for "jewel," was named after the crystalline natural wax blend used in the brand's candles, their primary product offering. As a natural extension from candles, Joya began producing fragrances as well, also in the same artistic spirit that the brand is known for. Joya collaborates across myriad creative disciplines to form a singular vision with a shared spirit.

Diverse works emerge in various guises under own name, in collaboration with artisans, and commissioned by emerging and established designers worldwide. These works reward the passion for discovery with fascinating challenges and exquisite delights. In 2016, they opened own flagship - a retrofitted 19th Century Clinton Hill garage - to the public, establishing Brooklyn's first industrial perfumery while providing a unique cultural initiative: This new location hosts tours, events, workshops, and interactive art installations.



"A dream may let us deeper into the secret of nature than a hundred concerted experiments." - Ralph Waldo Emerson  
source - joyastudio.com

The hybrid studio space launch was featured in Vogue, The New York Times, WWD, Wallpaper and Hypebeast. Joya's storefront is also a Prix Versailles Special Prize for an Interior North America winner, a Building Brooklyn Award winner, an honoree in the Interior Design Best of the Year and NYCxDesign Awards - and received an honourable mention from the American Architecture Prize.

Bespoke Perfume



Brooklyn's first industrial perfumery  
source - joyastudio.com

Joya in-house perfumer offers an intimate experience to design own signature scent. With hundreds of raw materials from which to choose, one can learn about the elements of creating a scratch-made fragrance. **A24 and Joya have partnered to create a scented candle collection inspired by six classic film genres: Horror, Western, Thriller, Noir, Adventure and Musical.**

***Horror*** - mandarin, clove leaf, cypress, suede, cinnamon bark. Inspired by: fangs, glowing eyes, remote lakeside cabins, foreboding shadows on walls, bloody knives, dilapidated houses silhouetted, black cats.

***Western*** - fir needle, eucalyptus, saddle leather, firewood, bourbon vanilla, sweet balsam. Inspired by: boot spurs, campfires, wanted posters, saloon doors, bloody arrows, horses, saddles, whiskey glasses on a bar.

***Thriller*** - blood orange, tobacco absolute, Russia leather and metal, clary sage, juniper. Inspired by: fingerprints, ransom notes, cover-ups, bundles of dynamite, ticking clocks,



police sirens, briefcases of money, binoculars.



Bespoke perfumes  
source - joyastudio.com

**Noir** - wild honey, lemon, concrete, amber, jasmine, vetiver. Inspired by: sheets of rain hitting the pavement at night, Lucky Strike, face-obscuring hats, tape recorders, significant glances, typewriters, the scent of a lingering woman.

**Adventure** - rosemary, Spanish sage, white grapefruit, white thyme, juniper twig, cedar. Inspired by: desert sandstorms, treasure, torch lights reflected on cave walls, hand-drawn maps with burnt edges, cryptic symbols, swinging vines, machetes, precarious rope bridges.

**Musical** - fig leaf, muskmelon, pink pepper, rainwater, magnolia, lily of the valley. Inspired by: lamp posts, top hats, pianos, snapping fingers, women dancing in concentric circles, tuxedoed men moving in sync, tap shoes, a black cane with a white tip, giggling around a telephone.



A24 - Movie Genre Collection. Weight: 7oz / 200g  
source - joyastudio.com

Company name: Joya studio

Contact person: -

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Website: <https://joyastudio.com/>

Phone: +1 718.852.6979

Patent status: -

On market since: 2006

Regions: United States

Industries: Consumer products

Source links: [Joya studio](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



## BYREDO: DISTINCT SCENTS THAT MERGE THE EAST AND WEST

BYREDO is a Swedish fragrance house that fuses unique cultural references from South Asia. Founder Ben Gorham, half Canadian and half Indian, draws from his mother's Indian roots. Those Indian roots have most definitely influenced the creation of the perfume line.

BYREDO sources materials for their scents from all over the world, but all of their products are ultimately made and assembled by hand in Sweden. It was a meeting with a French perfumer - Pierre Wulff - that inspired Ben Gorham to channel his creativity into the olfactory rather than the visual arts. Perfumes, not acrylic paintings, as he'd been thinking. He had become fascinated by the link between scent and memories. Soon after, he travelled to his mother's home town outside Mumbai, finding himself surrounded by the aromas of incense and spices. That trip brought back all kinds of memory, largely through smell. Perfume could take you places - almost like music - in a very instant way.



He was so taken with Wulff's translations of memories into scent form that he wanted to share them - but the tiny scale of production meant producing bottled perfumes was impractical, so Ben began with candles. He had the idea for a brand. BYREDO. It comes from the old English, 'redolence', which might even be Shakespearean, meaning 'sweet-smelling perfume'. He shortened the name, registered the website - and was in business. Ben Gorham doesn't claim to be a perfumer, but his creativity - and his connections to art, and his personal style - have helped to put BYREDO on the map. Each new fragrance - perfume, Cologne, room scent, the textile fragrance - **is inspired by his memories of times and places.**



Ben Gorham  
source - byredo.eu

**Gypsy Water**, for instance - one of the debut fragrances (which along with Encens Chembur and Rose Noir can still be enjoyed today) - is a glamorisation of the Romany lifestyle. Vanilla, amber, and sandalwood warm Gypsy Water right up, in the dry-down.

Flowerhead has been a huge hit, from the moment of launch in 2014. This project was sparked six years ago when Ben gave away his cousin at her Indian wedding. The fragrance was about capturing the idea of an Indian bride, rather than just the wedding. The visual, right, was designed as a surrealistic interpretation of the scent's

inspiration - and the Jerome Epinette creation itself pulses exotically with tuberose, wild jasmine samba, rose petals, with an overture of traditional Scandinavian lingonberry and Sicilian lemon (giving a beautiful freshness), and fresh amber and suede, at the base.



**BYREDO**

BYREDO Biblioth  que  
source - byredo.eu

Many of BYREDO's bestsellers are now offered as 'roll-on' oils, ideal for travel - but also a perfect introduction to some of the scents in its portfolio. And in addition to fragrances for the body, BYREDO is setting the trend for fragancing the hair in the most stylish way, via scents including Gypsy Water, Bal d'Afrique, Mojave Ghost, Blanche and more.

Complementing fragrance, there's also a large collection of seriously covetable candles. Biblioth  que features plenty of leather, alongside vanilla, patchouli, violet, and peach, while **Burning Rose fuses rose absolute with smokey woods.**

Fashion collaborations have helped to propel BYREDO forward, too: scents with fashion label Acne, sunglass brand Oliver Peoples and photographers Inez van Lamsweerde and Vinoodh Matadin. (1996: Inez & Vinoodh was honoured with a UK Fragrance Foundation Award, in 2014.)



BYREDO's collection  
source - byredo.eu

Company name: BYREDO  
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Patent status: -  
On market since: 2006  
Regions: France, Sweden  
Industries: Consumer products  
Source links: [BYREDO](#)  
[ORIGINAL VIDEO](#)  
Direct link: [click here](#)





## PHAEDON: FRAGRANCE MADE IN FRANCE

The house of Phaedon was founded by two Parisian aesthetes with a passion for travel and the ancient cultures of the Mediterranean. A zoomorphic emblem representing two Assyrian griffins crowns the name of the legendary slave turned philosopher: Phaedon of Elis. Phaedon was born in the Greek city of Elis in 400 B.C. As a youth, he was captured during the battle between Elis and Sparta then bought by an Athenian slave trader. He was serving a meal when one of the guests asked his new master a question. Phaedon was the one who answered the guest, who was none other than Socrates. Dazzled by Phaedon's wit and beauty, the philosopher bought the young man and made him his disciple. Originally founded in 2011 by two passionate creators, this luxury perfume brand has been relaunched for 2013 under the helm of master perfumer Pierre Guillaume. The line has been expanded with the introduction of several new fragrances and a new highly concentrated Eau de Parfums.



Dzhari, Phaedon for women and men. Fragrance Notes: Top Note: Date, Tonka Bean; Heart Note: Wine; Base Note: Sandalwood, Cedarwood, Cashmeran  
source - phaedonparis.com

Phaedon's scents, composed by guest perfumers, come in either eau de toilette or highly concentrated (30%) Eau de Parfum. They also offer highly concentrated home fragrances and scented candles produced by master candle-makers working for prestigious brands.

Phaedon candles [6,55oz] blend different food-grade mineral and vegetable waxes to allow a perfect rendition of the olfactive note. They are presented in a silkscreen printed glass with a black and ochre oval zoomorphic motif, the emblem of the brand.

Phaedon also offers highly concentrated home fragrances [25%] collection in 3,3 fl oz bottle. It comes with the ochre and black box with a gold bulb atomizer. Phaedon boxes are decorated with the brand's signature Ancient Mediterranean motifs: Greek friezes, fig leaves and Assyrian griffins in the ochre hue of Etruscan vases. Phaedon boxes are decorated with the brand's signature Ancient Mediterranean motifs: Greek friezes, fig leaves and Assyrian griffins in the ochre hue of Etruscan vases.



GARRIGUE: Seaspray, Rosemary, Olivewood  
source - [phaedonparis.com](https://phaedonparis.com)



SOUS LES ALIZÉS 4 fl oz. Give to your home the exoticism and warmth of "distant elsewhere", with this solar white floral accord which radiates the Tiare Flower, the coconut milk and salt spray  
source - [phaedonparis.com](https://phaedonparis.com)



Pluie de Soleil. Fragrance Notes: Top Note: Lemon, Bergamot; Heart Note: Peach, Strawberry, Pineapple, Freesia; Base Note: Sandalwood, Cashmeran, Vanilla, Musk, Ambergris  
source - [phaedonparis.com](http://phaedonparis.com)



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Patent status: -  
On market since: 2011  
Regions: France  
Industries: Consumer products  
Source links: [Phaedon](#)  
Direct link: [click here](#)



## AIRING: THE WORLD'S FIRST MASKLESS, CORDLESS MICRO-CPAP DEVICE

Obstructive Sleep Apnea (OSA) is typically caused by a blockage of the airway when the soft tissue in the rear of the throat collapses during sleep. Untreated, OSA causes a number of serious health problems, including high blood pressure, cardiovascular disease, memory impairment, weight gain, and headaches. The standard treatment for OSA is what is known as 'Continuous Positive Airway Pressure,' or CPAP. CPAP machines can mitigate this problem, but their poor design causes sleep apnea sufferers to give up on it: 80% of CPAP users stop using it within one year. Airing intends to change that with a revolutionary design that will work as well as any other CPAP machine, and patients won't have to deal with cumbersome, uncomfortable masks. Another reason patients give up on the traditional CPAP masks is that they get dirty and need to be cleaned constantly. Not so with Airing. Each Airing device is designed for one night's use only and is

recyclable. As a result, every night you get a clean device with no cleaning to do.

Airing also liberates you from the 'mess' of uncomfortable straps and the noisy hum that both come with other CPAP machines. Airing's design is a byproduct of several inventions, chief of which are the micro-blowers originally intended for heat regulation for chips in computers. These micro-blowers are entirely contained within the Airing device, so there is no need for external air hoses. Each Airing device is battery operated, so no need for any power wires. Just 'plug' the comfortable buds into your nostrils and breathe all night long.



Airing device  
source - fundairing.com

CPAP masks have a hard time maintaining a perfect seal onto your face as you move during sleep. The sound of rushing air will wake up not only you but also your partner. The hoses used by CPAP masks drag on the end table and on the bed, causing sleep disruptions. **But Airing creates a tight fit inside your nostrils with no hoses to catch on anything. Better yet, snoring is eliminated.**

The pressure generated by the typical CPAP machine ranges from 1 to 20 centimeters of water (cmH<sub>2</sub>O), known as the treatment number. A doctor or sleep technician tests the patient to determine the appropriate treatment number. The Airing device has been designed to generate the full range of treatment pressures up to and in excess of a treatment number of 20. This is possible because of the strength of the electrostatic force that drives the micro-blower plates, like bellows, open and closed, together and apart. Each micro-blower can push a small amount of air at significant pressure, and hundreds of micro-blowers work in parallel to achieve the required volume to effectively treat the particular patient's sleep apnea.





Airing liberates you from the mask mess

source - [fundairing.com](http://fundairing.com)

Airing devices will be available initially in a range of pressure values so that you will be able to obtain the device with the treatment number prescribed for you, much like contact lenses. The devices are adaptive so that they will self adjust (like some current high-end CPAP machines) to provide the exact pressure for effective treatment.

Think about how liberated you could be with not just one good-night sleep, but hundreds of them. Think about health problems you will avoid. Think about the energy you will have. Think about how much more productive you will be at work, the potential car accidents you'll avoid, even your golf handicap decreasing by 3 shots. In short, think about how liberated you will be when you start using Airing to manage your sleep apnea. The Airing device has been designed so as not to require active humidification. The human nose has evolved to filter the air it breathes in through a pathway with tiny hairs and to humidify this pathway with every exhalation.

The Airing is powered by a **zinc-air battery, which lasts eight hours**. It provides about ten times more stored energy in the same space as the same-sized Lithium-ion battery. In fact, a rechargeable Lithium-ion battery that could last through the night would make the device too heavy for convenient and comfortable use, this is the primary concern.



Airing liberates your partner  
source - fundairing.com

Zinc-air is a proven and inexpensive technology. It was used for years in Polaroid film packages and can be manufactured cost-effectively using the roll to roll process. And unlike some of the other caustic, more corrosive, battery technologies, the Zinc-air is environmentally benign - basically a common metal and soap. A future design may use a power source that is rechargeable without being excessively bulky or heavy. But today, Zinc-air is the best choice to get a working Airing device into the hands of those who are desperately seeking relief from traditional CPAP machines.

The team has switched over to a new material which is less rough and should perform better. The residual stresses in the film could be affecting the valve movement. Airing team is still exploring this issue, but it seems that the inherent stress in the film may not be a problem. With the new 3D laser scanning microscope, they are now able to take very accurate measurements of surface roughness. It also can give a precise understanding of the micromachining quality; for example, how flat the valves are.

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Patent status: -

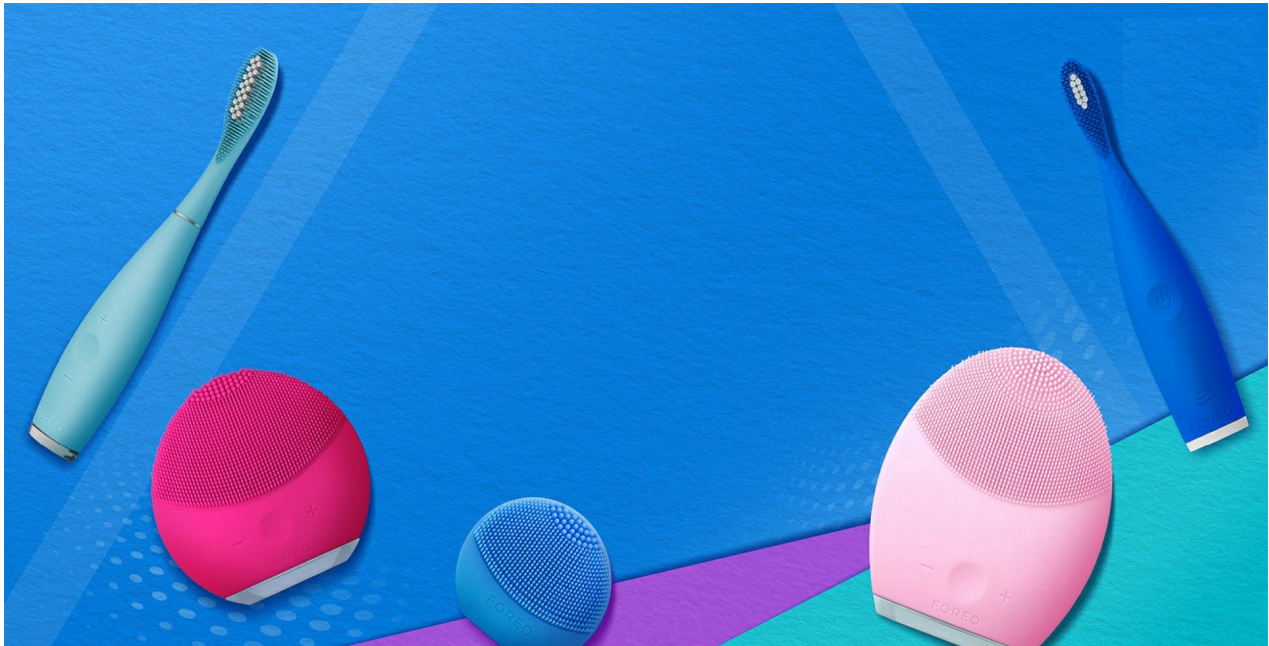
On market since: 2015

Regions: United States

Industries: Consumer products

Source links: [Airing Inc.](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)



## LUNA: SMALL WONDERS FOR GREAT SKIN

Swedish beauty brand FOREO, who have achieved global success with their award-winning LUNA™ skincare and anti-ageing device since its launch in 2013, released the second-generation LUNA™ 2 devices. The young and innovative brand's next milestone in skincare marks an evolution of their revolutionary technologies, further enhancing and improving the "skin-cleansing experience". With six new areas of innovation, the new LUNA™ 2 range of devices will mean avid LUNA™ fans can experience an even deeper, more gentle yet powerful cleanse that is completely tailored to match their specific skincare needs. The company was founded in 2013, specializing in beauty and well-being solutions. FOREO is not a traditional beauty company. Yet the LUNA, which is a silicone skincare device that channels pulsations at varying intensity for facial cleansing and anti-ageing benefits, has already taken the industry by storm, lighting up 5,000 stores in more than 40 countries



The company's **ISSA**, electric toothbrush, signalled probably the biggest revolution in dental care for more than half a century. The launches of the LUNA play and ISSA play empowered yet more people *to transform their daily routines into exciting rituals*. Enjoying a spa-cleansing and rejuvenating experience, or professional-level dental care from the comfort of your own home has never been easier, nor more accessible.



The LUNA™ 2 is 100% waterproof and 1 full charge lasts for 7 months of twice daily cleansing and anti-aging routines

source - foreo.com

The developed LUNA™ 2 utilizes a totally optimized design for even *deeper more efficient cleansing* while offering all the benefits of the original LUNA™ design. Its T-Sonic™ cleanse will remove 99.5% of dirt and oil (based on clinical trials) plus makeup residue. Dead skin cells are also cleared away, enhancing the absorption of skincare products and also diminishing the appearance of pores to refine skin texture. The anti-ageing mode of the LUNA™ 2 smooth the visibility of fine lines and wrinkles and leaves skin looking firmer. What's more, the ultra-hygienic silicone design is quick drying and nonporous to prevent bacteria buildup for cleansing that is 35X more hygienic than that with nylon-bristled brushes.

Incorporating six new areas of innovation, the LUNA™ 2 mark FOREO's next step forward by offering devices that are completely tailored to match specific skincare needs.

Paul Peros, FOREO's CEO, emphasized that this new launch marks not only technology-related improvements to offer more advanced devices but an expansion of the range for more refined skincare solutions. With the addition of the LUNA™ 2, even the finest details of an individual's skincare needs will be catered for, from users with slightly oilier skin to those who want a more powerful cleanse. The FOREO's team is excited to be able to offer such customized designs with this new range.

Furthermore, the company also presented its latest development, the new LUNA™ play. Now the smallest in the range, this powerful tool provides the benefits of clear, healthy skin in an ultra-portable device offering up to 100 uses, easily fitting in a purse or travel kit.



The LUNA™ play is 100% waterproof with 1 full charge offers up to 100 uses (approximately 1-2 months when the device is used twice a day). No replacement brush heads needed

source - foreo.com

The LUNA™ play, suitable for all skin types, incorporates the LUNA™ mini 2's pulsation technology along with FOREO's signature silicone touch points; thicker at the top to deliver an intense clean for oily-prone and hard-to-reach areas as well as softer, *thinner touch-points below that relay a gentle clean for Actual Size sensitive or normal skin and larger areas like the cheeks.*

In addition, FOREO is aimed to bring a new standard of high-end beauty and wellbeing solutions to a wider audience than ever before.



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Patent status: -

On market since: 2013

Regions: Sweden

Industries: Beauty Industry, Consumer products

Source links: [FOREO](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)  
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)





## AL NASSMA: MORE THAN THE FIRST AND FINEST CAMEL MILK CHOCOLATE

The spectacular beauty of the Arabian desert has fascinated travelers and locals alike since millenniums. In the Arabian world, camels are renowned as the ship of the desert. This getaway allows visitors to experience the real magic discovering the splendor of these magnificent creatures. The farm offers visitors robust delightful treats obtained from the lusciousness of their dairy offerings. Here, the camels are impeccably cared for and bred, in order to obtain the finest quality of camel dairy milk, rich in vitamins and minerals, and well known for tremendous healing powers. This precious resource is further treated to produce the world's best camel milk chocolate, fitting for royalty. Al Nassma Chocolate is the United Arab Emirates' first and only camel milk chocolate brand, founded on October 22, 2008. The development and launch of the brand took almost four years. The name of the chocolate - Al nassma - has its roots in the Arabic language.

It depicts a seasonal breeze which brings respite to the people of the desert. The company's products include 70g camel milk chocolate bars in several flavours: whole milk, nuts and cocoa 70% (dark), Arabia (with a mix of Arabian spices such as cardamom and cinnamon), macadamia orange and dates; camel-shaped chocolates, Camel Caravan, with macadamia nut and honey cream filling; hollow camel figures; and various kinds of pralines.



Al Nassma believes much of its growth has been supported by a growing demand for authentic, premium and giftable chocolates  
source - al-nasma.com

Arab cuisine traditionally includes camel milk in various forms and was a staple of the diet of Bedouins until the mid-20th century. The company uses mild cocoa beans roasted in a manner that doesn't overpower the slight saltiness of camel milk. Its 70g chocolate bars are wrapped in double printed gold foil; while pralines are packaged in boxes resembling camel hide. Wooden boxes sourced from Holzmanufaktur Liebich in Germany are used for Camel Caravan, and the camel figures are wrapped in golden foil and packed in gift boxes.

#### Production process:

Al Nassma makes use of around 150 ml of fresh and pasteurized camel milk in one bar of whole milk chocolate. All ingredients - including camel milk, sugar, cocoa beans, cocoa paste, cocoa butter, bourbon vanilla, honey, Arabian spices, pistachios, dates, macadamia

nuts, and orange zest have no artificial color or additives. The molding of most products, as well as most of the packaging, is done at the company's headquarter in Dubai, UAE.



Last year, camel milk chocolatier Al Nassma celebrated 10 years riding the growing trend for unique flavors in premium bars

source - al-nasma.com

### Spread&Reach:

There are sales kiosks at The Dubai Mall, including 'At the Top', Burj Khalifa, the Burj Al Arab, Souk Madinat Jumeirah, Jumeirah Hotels & Resorts, Bab Al Shams Hotel, Emirates Towers Hotel, Atlantis, The Palm, Kempinski, Grand Hyatt, and Anantara Hotels & Resorts. It is sold in duty-free outlets in the Persian Gulf region, including Dubai Duty Free, Qatar Duty Free.

Al Nassma hopes to become one of the world's top ten confectionery brands in global travel retail.





You can easily send Al Nassma Camel Milk Chocolates to your loved ones in Dubai  
source - [al-nasma.com](http://al-nasma.com)



Al Nassma believed from the start that the use of camel milk as a core ingredient would succeed  
source - [al-nasma.com](http://al-nasma.com)



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Patent status: -

On market since: 2008

Regions: Others

Industries: Food and Drink, Consumer products

Source links: [Al Nassma Chocolate LLC](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



## CARNER PERFUMES TRANSMIT THE COSMOPOLITAN AND MEDITERRANEAN SPIRIT OF BARCELONA

Carner Barcelona encapsulates the vibrant spirit of Barcelona in each individual bottle. A passion for fine perfumery, a constant search for authenticity and quality and a desire to create by connecting scents and emotions, encouraged founder Sara Carner to launch Carner Barcelona in 2010. Perfumes are signature, genuine and full of character. Scents with their own identity, entirely manufactured in Barcelona by true artisans. Carner Barcelona's distinctive perfumes are developed by master perfumers, world recognised noses using the best available ingredients. Each perfume box has a special message engraved on the inside panel that evokes the emotion of each unique fragrance and ultimately, the spirit in which each Carner Barcelona fragrance is always

'made with love'. Sara Carner has infused Carner Barcelona with the culture of Spanish workmanship collaborating with the best local designers and suppliers in the creation of the brand and its perfumes.

Exceptional extracts are enclosed in regular lines and minimalistic black and white colors, which has always been a symbol of avant-garde and cosmopolitan Barcelona. Woody collection, one of the most sensual and intriguing, is present in every creation and is visually embodied in a massive wooden lid, which is made of well-cut logs from European forests. Seven distinctive perfumes with a common trace: wood, their own signature of elegance.



Carner Barcelona encapsulates the vibrant spirit of Barcelona in each individual bottle  
source - carnerbarcelona.com

## D600

'A perfume that captures the urban lifestyle and the Mediterranean spirit of Barcelona; A vibrant spicy perfume with a touch of mystery'. The early buzz of the city mixes with a gust of fresh morning air streaming through an open window. Las Ramblas and La Boqueria slowly fill with the sound of daily activity, as fresh-picked bouquets, ripe fruits and spices are unveiled releasing an exotic mixture of aromas. As the streets come alive and the Mediterranean sun warms the day, beams of light cast shadows that dance in city plazas and parks. At night, the pulse deepens and darkens as the city reveals its mysterious and most sensual side.

## TARDES

'A tribute to the peace and harmony of a late summer afternoon; a fragrance that is pure, serene and enveloping'. A peaceful stroll through the wheat fields and almond trees as the



light of a summer day wanes and the warmth of the air caresses skin. Admiring the beauty of the sun as it starts dipping behind the rolling hills and bunches of wild roses and geraniums color the dimming countryside. Their bountiful blooms release subtle droplets of nectar that float in the air and blend with the earthy scent of freshly cut wood, invading the early night.



A tribute to the peace and harmony of a late summer afternoon; a fragrance that is pure, serene and enveloping  
source - carnerbarcelona.com

## CUIRS

'Redolent with nostalgia for a bygone era of artisan ateliers, where pipesmoke filled the air fusing with the scent of freshly tanned leather'. With a strong and independent character, Cuir Eau de Parfum takes the spiciness of saffron and mingles it with the warmth of noble woods, enticing to explore deeper, longer, further. In its heart, the earthy aroma of nagarmotha and the resinous scent of dry amber merge sensually with the intriguing smell of cuir, unfolding its powerful and alluring mystique. An imperfect yet beguiling balance of tobacco smokiness and the singular scent of raw leather.

## PALO SANTO

'Warm caramel, sweet tonka bean and vetiver fuse with the intensity of Palo Santo creating a fragrance that calms the soul'. A 'sacred wood' steeped in magic and mysticism for thousands of years, releases an enchanting aromatic essence that swirls to life in a spellbinding blend that infuses earthy hints of wood and incense. A faint misting will

cleanse the mood and raise spirits, invoking the true purifying virtues of Palo Santo.



Warm caramel, sweet tonka bean and vetiver fuse with the intensity of Palo Santo creating a fragrance that calms the soul

source - carnerbarcelona.com

## EL BORN

'A contemporary soft liquorish perfume filled with the vitality and character of El Born'. The winding cobbled streets flow seamlessly into the old stones of the medieval times, a witness of Barcelona's history. Plants and flowers tumble down from tiny decorated balconies sharing protagonism with vintage stores, pastelerías, cafeterías, old bookshops, wine bars... this is El Born, a unique atmosphere where even the XIVth century church Santa Maria de Mar seems to want to go unnoticed just being another spectator of the show.

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## RIMA XI

'An intense floral spicy perfume that evokes the seductive, defiant, inaccessible...'  
Mysterious and sensual, with a hidden power of destruction under her radiant innocence, captivating and unforgettable, impossible to conquer.

## COSTARELA

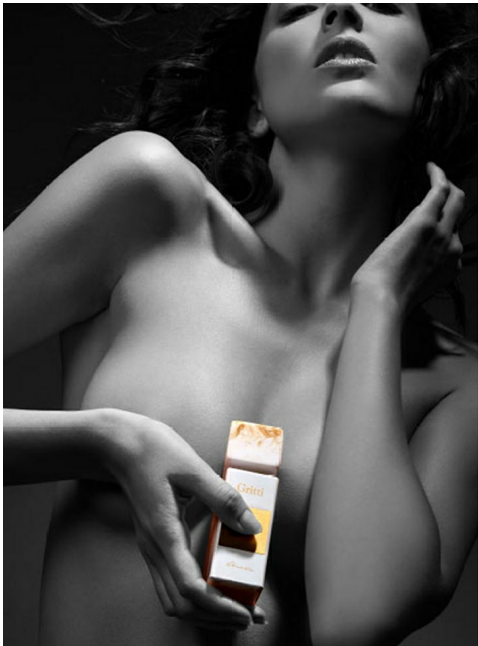
Standing out for its distinctive freshness, Costarela is the true expression of Mediterranean spirit, a perfume where cheerful bergamot sails peacefully with warm-hearted amber.



Standing out for its distinctive freshness, Costarela is the true expression of Mediterranean spirit  
source - [carnerbarcelona.com](https://carnerbarcelona.com)

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Patent status: -  
On market since: 2010  
Regions: Spain  
Industries: Consumer products  
Source links: [Carner Barcelona](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)  
Direct link: [click here](#)





## GRITTI: FRAGRANCES, WHICH DO NOT FOLD UP AGAINST THE DIFFICULTIES

Venice, the XVI century is the time of the flowering of the Renaissance, Florence, Venice, and other Italian republics. At that time, there were lived and worked as an alchemist, scholar and persistent wanderer, Alvise Gritti. Travelling, he brought the impression of new cities and countries, people and the world that is changing rapidly. Coming back, Gritti worked for a long time creating fragrant formulas of perfumes, which would awaken the most beautiful feelings. Several centuries later, in 2010, the perfume house Gritti was founded in Venice. The descendants of a talented alchemist return to life their unique formulas of perfume. The founder of the Gritti brand is Luca Gritti, a descendant of the noble Venetian family. The logo of the brand is a real family coat of arms of the Gritti family. Gritti's perfume line was established in 2010, under Family Gritti's management, as they were fragrances producers for many years.

With the brand, the perfume house wants to take back to life the old family recipes, which were conceived by their direct ancestor **Alvise Gritti**, who lived in the XVI century. In their ancestry, he was the forerunner for what concerns the perfume design. Gritti's logo is directly inspired by its family's heraldic shield.



The fleeting appearance of the mysterious princess Alaja  
source - [blogspot.com](https://www.blogspot.com)

The phrase on top of the logo means *“Do not fold up against the difficulties”*. And that was the beginning.

In the XVI century's Renaissance, the Venetian Republic reached its summit. Alvise Gritti was a noble physician, an alchemist and a traveller, one the most ingenious and wicked ones. He took part in the ducal court, its vices, intrigues, and amazing discoveries. He walked the whole road from Venice to the Far East, like a noble prince in search of new inspirations. He experimented new cultures, cities, people, peculiar smells, and merged himself into an introspective journey inside the wide world of fragrances.

On one side, he was an eccentric and fascinating member of the Venetian Court, but on the other side, existed a whole different man. Haunted by the fear to forget his marvellous experiences in the Eastern world. He worked for a very long time, transcribing his journeys: from his memories, his art, and his knowledge the house made its line of

products and fragrances a dream come true. *Dr Gritti's line retraces all significant steps of its ancestor's journey of the soul*, by using the language he knew the best. And it is the scent.



Fenice by Gritti  
source - fragrantica.com

Currently, Gritti includes several collections: *Bra Series Collection*, which is a joyful twirl of fruits, delight is tangible in the sparkling opening with flowers; *Black Collection* involves 9 beautiful fragrances that have come down to us after centuries; *Perfume Prive' Collection* is a collection of scents of absolute luxury; *Turchesi Collection* necessarily contains a relaxing luminous and vital fragrances that engage the citrus. *Life Style Collection* and *Turchesi Home Collection* also complement this sophisticated list.



Perfume Prive' Collection  
source - [fragrantica.com](https://www.fragrantica.com)



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Patent status: -  
On market since: 2010  
Regions: Italy  
Industries: Beauty Industry, Consumer products  
Source links: [Gritti](#)  
Direct link: [click here](#)



## 111SKIN: LUXURY INNOVATIVE SKINCARE

111SKIN is the culmination of twenty years of surgical knowledge, high-tech ingredients, and cutting-edge innovation. Founded by globally renowned Harley Street cosmetic surgeon Dr. Yannis Alexandrides, the original formula was developed to help his patients' skin heal after trauma and given complimentary after treatments for more effective results and improved healing time. Collaborating with space scientists who researched the acceleration of aging in astronauts, Dr. Yannis wanted to produce a product which could induce skin's own reparative processes to alleviate scarring and inflammation and protect against environmental pollutants. The formula included NAC Y2, a trio of actives with superior antioxidant capabilities, one of which stimulates the production of Glutathione – the body's most powerful intracellular antioxidant. After noticing astronauts' skin looking younger and feeling smoother, patients started requesting more of the serum and soon demand outstripped supply.

It became the principal ingredient in the original 111SKIN product the Y Theorem Repair Serum, and then throughout the entire Reparative range. It is a powerful ingredient in skincare because of its varied and high antioxidant content, helping to improve resilience, protect from environmental aggressors, brighten the complexion, and rejuvenate skin.



Dr. Yannis Alexandrides is Founder of 111SKIN  
source - 111skin.com

### **NAC Y2 is made up of:**

**N-acetylcysteine (NAC):** The N-acetyl derivative of amino acid L-cysteine (the precursor for glutathione – an important antioxidant which is produced by the body).

**Ascorbyl Phosphate:** A stable Vitamin C derivative and antioxidant.

**Aesculus hippocastum extract:** The active ingredient is Escin, which is an antioxidant and vasoprotector.

Believing in prevention, rather than intervention, as means of maintaining skin health and vitality he realised that many people could benefit from this formula, and worked together with his wife Eva to create the 111SKIN brand, evolving from one single product to five ranges. Taking inspiration from his 111 Harley Street clinic, each product is carefully researched and formulated to address specific skincare concerns that he sees on a daily basis such as premature aging, oily or spot-prone skin, lackluster complexions, hyperpigmentation, and dehydration. There are also targeted products that are focused on

damage-prone areas such as the neck and décolletage, under eyes, and lips. 111SKIN is committed to delivering skincare which is science-led, pioneering, medically-inspired, and able to provide results that are comparable to in-clinic procedures.



111SKIN is the culmination of twenty years of surgical knowledge, high-tech ingredients, and cutting-edge innovation  
source - 111skin.com

According to **Dr. Yannis Alexandrides**, they bring clinically-inspired skincare that addresses real-life concerns to customers. Using his 20+ years of expertise and medical observations, they develop products using innovative formulas that are engineered using the most sophisticated methods for efficient penetration of the skin and the highest levels of efficacy. They strive to bring the best of Harley Street to home, creating skincare that can replicate in-clinic treatments, all while feeling opulently indulgent and sensorial pleasure.





Dr. Yannis produced a product which could induce skin's own reparative processes  
source - 111skin.com



111SKIN is committed to delivering skincare which is science-led, pioneering, medically-inspired, and able to provide results  
source - 111skin.com

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Patent status: -  
On market since: 2012  
Regions: United States  
Industries: Consumer products  
Source links: [111SKIN](#)  
[ORIGINAL VIDEO](#)  
Direct link: [click here](#)



## JO LOVES: A BRITISH FRAGRANCE BRAND INSPIRED BY MEMORIES

Jo Malone CBE has been described as an 'English scent maverick' and the woman responsible for creating some of the world's most loved fragrances. Originally a facial therapist, Jo fell in love with fragrance while working from her discreet skin care clinic which she set up from her London home. Discovering an instinctual talent for creating scented products by hand in her kitchen, word of her exceptional potions quickly spread and soon Jo was unable to keep up with demand. From these artisan beginnings, Jo launched her first brand, Jo Malone London, which gained cult status around the world. In 1999, Jo sold the business to Estée Lauder Companies and remained Creative Director until she left in 2006. After that, Jo founded another luxury fragrance brand Jo Loves in 2011. Jo's passion for fragrance never ceased and when the time was right she began working on a secret project behind the scenes.

After much anticipation, Jo revealed that project to be *Jo Loves - an innovative new scent, bath, body and candle collection inspired by the memories and moments in life that she loves*. Jo Loves bottles Jo's undeniable desire to create beautiful and unexpected fragrances, pioneering new products and entertaining experiences. With her signature style for quality stamped across everything which bears the Jo Loves name, this next chapter promises to bring Jo's undiluted creativity and passion to life.



Scented Candles and Pomelo Home Candles  
source - jo loves.com

Recognised for her industry expertise spanning over thirty years, Jo regularly shares her brand-building experience with audiences around the world and consistently contributes to consumer publications, radio, and TV in addition to her weekly business column within the [London Evening Standard](#).

From humble beginnings mixing cosmetic products in her kitchen to phenomenal global success, Jo's willingness to reveal the personal highs and lows of her journey instantly moves and motivates listeners from all walks of life from students and entrepreneurs to business teams and CEOs. Whether it's a keynote session or an in-conversation, Jo's story will leave you encouraged and inspired.

Currently Jo Loves provides: *fragrances*; *fragrances paintbrushes*, which is Jo's latest innovation that introduces a new way to wear and be creative with fragrance, with a gel formula which holds the fragrance and dries in seconds; *fragrances graffiti* that could be



sprayed on the body with fragrance using the new Graffiti Art collection; *candles*; and *bath & body*.



Pomelo Luxury Travel Set and Fragrances Paintbrush  
source - joloves.com

In addition, Jo Malone emphasized that the ingredients she believes every entrepreneur needs to succeed are passion, resilience and creativity.

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Patent status: -

On market since: 2011

Regions: United Kingdom

Industries: Beauty Industry, Consumer products

Source links: [Jo Loves](#)

[ORIGINAL VIDEO](#)

[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



# ROJA PARFUMS: THE FINEST FRAGRANCES IN THE WORLD

Created By British Perfumer Roja Dove, Roja Parfums is widely recognised as the world's most luxurious fragrance house. Roja Dove is renowned for working with only the finest quality materials; from Rose de Mai, Jasmine de Grasse and natural Ambergris, all costing considerably more than pure gold, through to handmade, silk-lined boxes, and Swarovski encrusted, 24 carat gold coated caps, and candles with their fine fragrance grade oils mixed with the finest wax and painstakingly poured by hand, everything is made without compromise. Each scent is made in England, and Roja Parfums is a true testament to the beauty of British perfumery. Roja Dove is equally well known for his creative perfumery style, with American GQ referring to him as 'the greatest nose in the world', and The New York Times considering him 'a master tailor of scent'. When it comes to luxury fragrance, there is really nothing quite like Roja Parfums.

The scents of Roja Parfums are stylish, contemporary and made to last, recalling the luxury of the past whilst anticipating the expectations of the future. The concept for Roja Parfums is simple; it is Roja's fundamental belief that there is a perfect perfume for everyone, and the collection is a balanced palette of scents that allows a client to find the perfect scent for them.



Roja Parfums  
source - rojaparfums.com

Rolls Royce, Laurent-Perrier, The Four Seasons, Fabergé, and The Macallan are just some of the world's most prestigious brands that have called upon the imitable style of Roja Parfums. Such collaborations confirm Roja Parfums place at the forefront of artistic innovation in England.

The international success of Roja Parfums, combined with the creativity and relentless drive of its eponymous creator, led to Roja being appointed by the government as an Ambassador for GREAT Britain - a campaign that celebrates the best in British craftsmanship and innovation.

**Roja Dove:**





London Roja Dove for men and women  
source - rojaparfums.com

Roja is renowned for his passion for the scent which is grounded in memories of love, and a love for discovering the sensuality of the world in new and surprising ways. From childhood, the experience of perfume would transport Roja from the temporal to the fantastic - a place of perfection and dreams that could instantly be rekindled through scent. To this day, it is this artistic magic that inspires Roja to create perfumes that surprise and astonish, perfumes that encapsulate this exciting time in his life - perfumes that are, the finest fragrances in the world.

Dove has also given lectures and spoken at charity events for The Barbican, The Science Museum, and the Museum of Fine Arts, Boston. In 2010 Dove worked closely with the Victoria and Albert Museum for their exhibition Diaghilev and the Golden Age of the Ballets Russes, which ran from 25 September 2010 to 9 January 2011, where he created an accompanying fragrance named 'Diaghilev' and gave an evening lecture upon 1920s Parisian society and perfume.

Following on from his bespoke fragrance experience Dove decided to present his own fragrance range. Initially referred to as 'The Trilogy', Dove created a scent for each female fragrance family; Oriental, Chypre, and Floral, entitled 'Enslaved, Unspoken, and Scandal'

accordingly.



Roja Dove  
source - rojaparfums.com



In 2011, the existing Roja Dove line became Roja Perfumes  
source - rojaparfums.com

Company name: Roja Parfums Limited

Contact person: Roja Dove

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Patent status: -

On market since: 2011

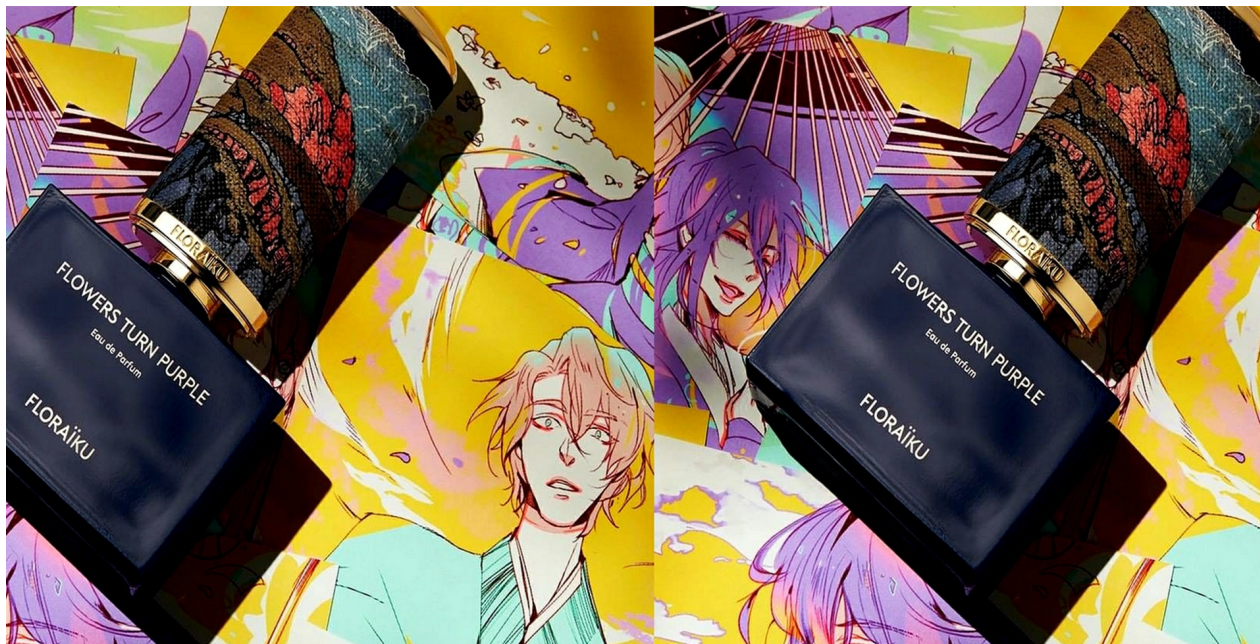
Regions: United Kingdom

Industries: Consumer products

Source links: [Roja Parfums Limited](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)





## FLORAÏKU - A MIX BETWEEN HAIKU AND FLOWERS

Clara Molloy and her husband John, the founders of the French niche brand Memo Paris, presented their new fragrance project - the Floraiku brand, which is inspired by Japanese culture and art, named after the haiku poetry. The collection of the new brand, including 11 fragrances, came to the market in July 2017. Before that, it was available only in Harrods. Each fragrance was complemented by a haiku verse written by Clara Molloy. Haiku, as a part of refined Japanese culture, which significantly inspired Clara Molloy and John to create Floraiku, is a very short form of Japanese poetry in three phrases, typically characterized by three qualities: cutting, consisting of seventeen syllables, and kigo (seasonal reference). Therefore, the name Floraiku is a composition of Haiku and flowers. There are 11 fragrances in the Floraiku's collection. Three ceremonies and two shadows make 11 perfumes, combining subtle and sophisticated notes, such as white musk, cherry blossoms, matcha tea and many other scents.



According to Clara Molloy, all perfumes are original and exceptional. People in Harrods Floraiku shop emphasized that they have never smelled anything like their perfumes. Floraiku also creates beautiful and fragrant home products such as *candles* and *diffusers*.



The first ceremony is enigmatic flowers  
source - floraiku.com

In addition, each Floraiku fragrance is complemented by a haiku written by Clara Molloy. For example:

### Floraiku is Born Today

There was a day  
When the Asian sophistication and excellence  
Struck us  
Its purity, its subtlety,  
Its deep roots and extactic gestures  
Moved us  
We knew something new  
A different fragrant story  
Could enchant the world  
It felt like a thunderstroke

Enlightening

As sudden as love

Luxury is rediscovered

With a touch

Of poetic rêverie

Together we invented

Floraiku

For your shadows and you

Company name: Floraiku

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Patent status: -

On market since: 2017

Regions: France

Industries: Beauty Industry, Consumer products

Source links: [Floraiku](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



## INITIO: AN INVISIBLE PHEROMONAL FORCE

Initio Parfums Privés has presented 12 perfumes in its fragrance base. Initio Parfums Privés is a new sophisticated fragrance brand. The earliest edition was created in 2015. The last one was presented in 2018. This unique perfume brand shares the animalic potency and perfume's role as an 'invisible pheromonal force'. Furthermore, Initio does this collaborative with leading perfumers, including Pierre-Constantin Gueros, Alexandra Kosinski, and the legendary Alberto Morillas and Maurice Roucel. What if instincts were guided by the sense of smell, leading people towards new adventures? Initio takes fragrances to new heights, with enhanced powers that defy the imagination. Wild nature and the science of pheromones fuse deeply together within the formulas, working their magic imperceptibly. The Absolutes and The Magnetic Blend, invisible forces to be worn alone or blended together, Initio fragrances stir the instincts



What was long suspected has finally been proven. The power of scent unconsciously influences human's behaviour. Unique scent molecules trigger attractions and impulses in their wake. Initio honours this supernatural yet scientific dimension of fragrance by infusing its creations with a mysterious power. This luxury brand *creates the very molecules of instinct to achieve its ambition*. Make from the tumultuous silence of the essences the noisiest of the provocation.



Burning resins give rise to smoke trails ascending towards the heavens  
source - [petitparfum.blogspot.com](http://petitparfum.blogspot.com)

Initio brand has designed and created three distinct luxury collections. The first one is *Absolutes*, which focus on natural ingredients. It includes such fragrances: Blessed Baraka (main accord: white flower, sandalwood, vanilla, musk); Mystic Experience (main accord: coffee, musk, vanilla); Divine Attraction (main accord: leather, vetiver); Absolute Aphrodisiac (main accord: vanilla, white flower, castoreum); and Addictive Vibration (main accord: apple blossom, orange blossom, honey, vanilla, musk).

Another collection *Magnetic Blends*, which draw on some of perfumery's most fascinating and beguiling synthetics for their power, includes: Magnetic Blend 1; Magnetic Blend 7; Magnetic Blend 8.

The new *Carnal Blends*, which are as daring as they sound, consists of Psychedelic Love (main accord: bergamot myrrh, rose, vanilla, patchouli); High Frequency (main accord:

magnolia, jasmine, almond, musk); and Side Effect (main accord: tobacco, rum, vanilla).



Unveiling a body of lustful scent  
source - laurajouve.com

Initio perfumes effects are disconcerting. To reach the Holy Grail, *Initio has mastered alchemy between the skin, the natural forces of the Absolutes and pheromonic molecules whose power awakens and amplifies the instincts.* Everyone becomes the alchemist who, layering Absolutes and Magnetic Blend in a unique combination, will obtain a unique and transcendent carnal signature.

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Website: <http://www.initioparfums.com/en.html>

Phone: -

Patent status: -

On market since: 2015

Regions: France

Industries: Beauty Industry, Consumer products

Source links: [INITIO](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)





## THE MERCHANT OF VENICE EXPRESSES THE UNIQUENESS OF THE CITY

Since ages, Venice was a symbol and representative of various arts and crafts, including the art of perfumery. The Vidal Family, involved in the arts of perfumery for more than a century, decided to pay homage to this glorious cultural tradition. They recognised the need for a cultural luxury brand that would express the uniqueness of Venice: The Merchant Of Venice. The Merchant Of Venice is a sophisticated fragrance house for men and women that is inspired by the city Venice since it is Vidal family homeland. The Merchant of Venice is a brand that has its conceptual origins in the ancient Art of Perfumery originated in Venice and from its centuries-old trade with the Orient. The line is inspired by the “Mude,” the maritime trade routes that covered a very large area from Asia to Africa, and on to Europe as far as the Northern Seas. The “Mude” started from Venice and reached many different



■ harbours, which in turn were the destination of other commercial routes.

These ports were the exchange centres for raw materials and finished products. This system enabled the Republic of Venice to acquire the knowledge and raw materials that otherwise it could not directly attain from within its own mainland. Through master craftsmen such as the Muschieri (perfumers) and the Saoneri (soap makers), new techniques of production were invented that made the Venetian perfumes and cosmetics highly sought after products in all the Royal Courts of Europe.

The historic nature and the prestige of this sophisticated brand express itself by precious fragrances carried out by perfumers who reinterpret the ancient recipes. The luxury creations are boxed in *precious perfume bottles inspired by the millenary art of Venetian glass*. History and culture are at the base of The Merchant of Venice that perfectly combines them in excellent Eau de Toilette, Eau de Parfum, body products and home fragrances.



Exploring the richness of regenerating tea, the fragrance evolves around a poetic accord of blue tea and floral bouquet of rose, magnolia and neroli  
source - [themerchantofvenice.com](http://themerchantofvenice.com)

**Murano collection** is composed of seven fragrances Eau de Parfum dedicated to mude, to the essential oils and to the raw materials imported by Venetian merchants from the far Orient. The spices, the aromas, and the rare essences were expertly selected by merchants from among those that were most aspired and precious. The masterly expertise of the time honoured Venetian traditions turns an enchanted journey into a dream.

*The Murano Exclusive* is the ideal combination of unique fragrances with Venetian craftsmanship. All these blend are created by renowned master perfumers that took inspiration from Venetian style. It is a collection of exclusive Eau de Parfums Concentrée, characterized by a high concentration of fragrance each with its own olfactory signature expertly crafted: the floral and oriental heart notes confer a unique, refined, and definite character to each creation.

*Nobil Homo* is the men's collection from The Merchant of Venice. It aims to encompass the magnetic charm of Venetian noblemen. This set of five Eau de Parfum and one Eau de Parfum Concentrée is inspired by the trades and travels of the ancient Venetian nobility. Each fragrance is contained within a precious glass which took inspiration from the style and colours of traditional Venetian fabric.

*Blue Tea* is the fragrance inspired to perfumes and precious raw materials of Asiatic lands. At the heart of the composition, there is Blue Tea, a refined Chinese tea also known as BlueChai's butterfly pea blossoms, belonging to Oolong species. It is original from South-East Asia and India and it is characterized by a simple and sophisticated blue-violet flower that expresses all the elegance and finesse of Asiatic charm.

*Venezia Essenza* pays tribute to the city of Venice, the cultural foundation and source of constant inspiration for The Merchant of Venice. Two fascinating fragrances, pour Femme and pour Homme, able to embody the essence, uniqueness and beauty of the City.

*La Fenice Collection* is a cultural project that connects the image of the brand The Merchant of Venice with an internationally renowned institution, Gran Teatro La Fenice, one of the most important symbol of the city of Venice. A refined and elegant project to homage a cultural institution thought two sophisticated fragrances that will evoke emotions and feelings transmitted during theatre performances.

*The Museum collection* is a set of 40 monothematic Eau de Toilette that covers the most popular raw materials used in perfumery. Fragrances are divided by olfactive families, and could be worn solo or together with other fragrances of the collection.

Besides main fragrances lines, the brand created the *Murano Art Collection*, which represents the ideal combination of perfumery with the artistic glass production of Murano.

This unique collection combines the highest olfactory aspirations with the stylistic elegance of handmade *vases* and *flames*. It also presented *Home Fragrances* in Murano glass, *Body Care* line and *Accessories*.



The collection is further enriched with diffusion vases, which also mirror the shape of the bottles in the Murano Collection

source - [themerchantofvenice.com](http://themerchantofvenice.com)

The Merchant of Venice realizes customized courtesy products line for the most luxurious Hotels, In addition, it opened its first SPA inside the exclusive **Venetian resort, San Clemente Palace Kempinski**.



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Patent status: -

On market since: 2011

Regions: Italy

Industries: Beauty Industry, Consumer products

Source links: [The Merchant Of Venice](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)  
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)



## SLEEPER'S PAJAMAS: FROM BED TO PARTY

Sleeper, the luxury sleepwear brand founded by Asya Varesta and Kate Zubarieva, was not birthed the way most new fashion labels are born. Sleeper was formed with a brand mission infused with positive disruption and only \$2,000 of co-owner capital. Sleeper was founded as a way for Varesta and Zubarieva to express a positive voice, one that would bring joy in the simplest of situations: relaxation and rejuvenation. For founders, the comfort of their home is sort of a subculture; it's a tiny religion they are so vigilantly preaching. It is candid and personal. While sleepwear as streetwear has become a thing recently, at the time Sleeper was launched in 2014, it was really challenging to find elegant and luxury lounging clothes that could be worn outdoors. The founders met while working at leading fashion magazines. In true disrupter fashion, neither had ever designed clothes before starting their business. Their lack of experience showed through in their first collection.

A black-and-white line that was a 'disaster' and had to be taken apart and completely resewn in order to fulfill a requisition from a top retailer. As the founders picked themselves up from a near business-ending situation, they spent the next few months refining their supply chain and instilling a quality control discipline that has remained one of the key bedrocks of Sleeper.

They moved their business into a proper workshop and upskilled from a single seamstress to a team with decades of experience. The hard work and investment paid off. Half a year later, the garments were available at Moda Operandi - America's leading online retailer. **This became a major reason the founders started factory production.**



Asya Varesta and Kate Zubarieva  
source - sleeper.com

True to their brand promise of positivity and social impact, Sleeper clothing is built upon ethical consciousness and artisan-manufacturing traditions. Each garment is made with natural, eco-friendly fibers like organic linen and silk. And because every Sleeper purchase is made-to-order, there is no excessive production. **Each garment takes between 8 and 12 hours to sew by hand.**

Headquartered in Ukraine, Sleeper is currently planning to open a U.S. office with the hope of opening a flagship store in the near future. The ultimate goal is to house a learning center as part of a larger factory building where upcoming designers and fashion startups can learn and share industry experiences and educate new generations of seamstresses,

embroiderers, engineers, and technologists to design first-class clothes.



Pajama set with marabou feathers is the perfect outfit for dancing with a glass of champagne  
source - sleeper.com

The founders biggest achievement is that they have instilled a culture of wearing pajamas outside the home. Asya and Kate want to encourage being yourself and doing what you want, no matter the circumstances, loving yourself just the way you are. **This is what drives them to take new steps personally and with the development of Sleeper.**





Noble classic is inspired by honorable masculinity  
source - sleeper.com

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Patent status: -

On market since: 2014

Regions: Ukraine

Industries: Consumer products

Source links: [Sleeper](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



## 'SOLEMATE' IS A PROFESSIONAL CARE FOR SNEAKERS

Solemate is a line of sneaker and shoe care products. The team develops, designs and produces superhydrophobic coatings, effective cleaners, deodorants and accessories for sneakers. In the products, they combine chemical expertise with sneaker enthusiasm and a high level of usability and well established brand-customer communications. Solemate has own decentralized R&D, an expert community, which they use in product development and tests. The team has no manufacturing facilities and infrastructure, they transfer technologies and design to contractors. The project is already commercialized and profitable on the Russian and CIS market. They did not use any external funding (investments, credits, grants). They own a brand and organize product distribution in the Russian market. The co-founders of the company are friends Ivan Dubinenkov, CEO, who focuses more on Business operations and development, and Evgeny Skvortsov, a specialist in Marketing sphere.

The idea of creating the company came to Ivan Dubinenkov unexpectedly. During the purchase of another pair of white sneakers, he thought that they would not remain so clean for so long. He suggested that such a problem, for sure, arises not only from him alone. Moreover, at that moment he decided to create his own brand of means for the care of sneakers. Approximate plan for its launch and development, he came up with a couple of days. Then he went around a few shoe stores, bought a lot of different cleaning products of all brands. He tested them - as a consumer, to understand which are convenient to use.



Solemate is a line of sneaker and shoe care products  
photo provided by Solemate

The optimal shampoo formula for shoes was found in about two months, after which 300 bottles of 'elixir' were made. The first lots of Solemate goods were mostly used by business friends, so the project did not bring a special profit. Taking into account the received recommendations, inventors have finalized the means for care of the sneakers and launched its mass production at the chemical plant in the Moscow region.

Nevertheless, progress has not stopped: Solemate, in order to achieve maximum efficiency and safety, constantly improves and complements the chemical formulas of its products. Scientists also added two more products: water- and dirt-resistant repellent impregnation and deodorant for shoes.

According to the inventors, the means for cleaning sneakers - the product is not the easiest for promotion and sales. However, they had an advantage: they made a bet on working



with the client, listened to the advice and wishes of each person. At the same time, foreign manufacturers have practically not communicated with customers. Respect and friendly attitude to their customers is one of the main values of the company and now. Solemate aims in exclusive, super friendly and educative communication between brand-product-customer. **USP of brand and products is communication.** Solemate establishes marketing communications in a way where every customer can reach them and get advice, help or be at the heart of the last news of the company. The customers can connect with the company via a website, social networks, chatbots and etc. The communication is accompanied by high product efficiency, usability, product quality and high-end technologies.



Solemate's team  
photo provided by Solemate

Solemate has tested most of the products and business development hypotheses on the Russian market and ready to expand. It has a good product, the agile architecture of the business, which is ready to change and transform products or processes. Inventors are not attached to manufacturing infrastructure. In terms of technologies of nanocoatings and cleaning technologies, they can be applied in **shoe industry, car care, textile manufacturing, home care and etc.**

Solemate currently has a profitable business with a large number of clients and

distributors in Russia. It has signed contracts and current partnerships with Nike Russia, Vans, Large-scale retail shops, etc. It has distributors in CIS countries and sales in Finland, Latvia and Estonia.

The first criteria of selecting partners, it is only authorised products, that is the **absence of contrafact products**. The clients are shoe distributors and retailers, mostly who focus on sports shoe and outdoor activities. In addition, it is large scale e-commerce ([Amazon](#), [Lamoda](#), [ASOS](#) and etc.). Majority of sales of products are upscale when people buy a new pair of shoe.



Solemate's products clean shoes/sneakers, protect them against water and stain, refresh them in a very easy way  
photo provided by Solemate

According to Ivan Dubinenkov, the whole shoe care market estimation is **\$160 million in Russia, \$1 billion in Europe and the USA**. The sneaker-care niche is growing and expected to be more than **10% of the whole market**. The team continuously **monitors the market of available and accessible technologies via network of experts**. They test a majority of new findings and try to apply them in products and services. They develop all products continuously by addressing issues from detailed feedback from customers and expert community. The major protection is a continuous product development and improvement.

Currently, they include chemistry for bicycles ([Bikelab.pro](https://bikelab.pro) - lubes, cleaners and accessories for bikes) and outdoor-related products. In total, partners plan to create three product lines for cyclists: for amateurs, for professional athletes and means for traffic safety. The company also aims at the Finnish market, having pre-tested the demand in Belarus and Kazakhstan. They also study the market in Eastern Europe.



Solemate's team also focus on chemistry for bicycles (lubes, cleaners and accessories for bikes) and outdoor-related products

photo provided by Solemate

Currently, Solemate is looking for **B round investments** for accelerated growth and expansion on foreign markets and product/brand growth. The volume of investments is estimated at **\$1.5-2 mln. in 0.5-1 year**. They will use investments in advanced marketing, technological improvements. They need resources to access foreign markets, for products certification and protection of intellectual properties. Also, they need resources for product line development and new product launch.

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Patent status: -  
On market since: 2016  
Regions: Russia  
Industries: Consumer products  
Source links: [Solemate](#)  
[ORIGINAL VIDEO](#)  
Direct link: [click here](#)

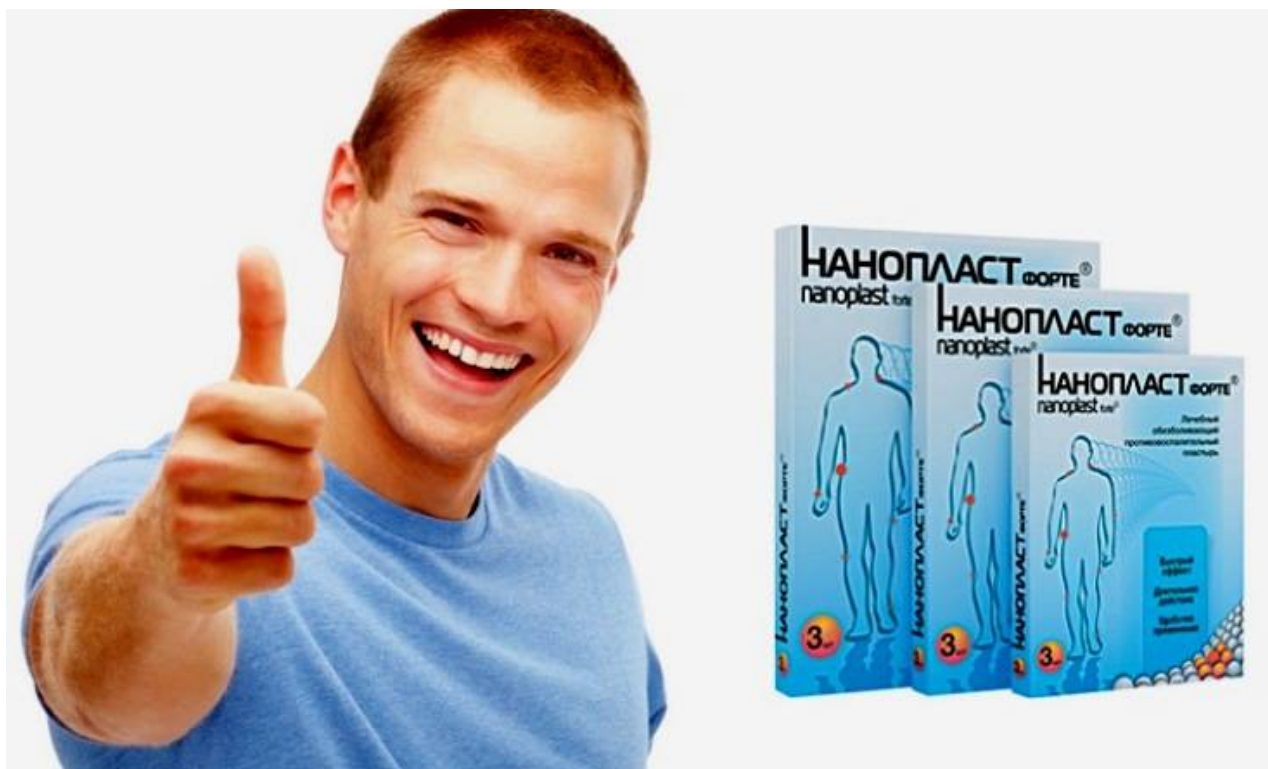




# NANOPLAST FORTE IS THE POWER OF SCIENCE AGAINST PAIN

The company NanoTech Pharma has been operating since 2009. The company is a manufacturer and developer of a number of pharmaceutical products and products, including the medical patch Nanoplast Forte. Therapeutic anesthetic anti-inflammatory Nanoplast forte is a new standard for the treatment of diseases of the musculoskeletal system. Detailed clinical studies based on evidence-based medicine have shown that the Nanoplast forte therapeutic patch has high efficacy and safety for both reliefs of acute conditions and course therapy for various diseases of the joints, spine, muscles and ligaments.

Osteoarthritis is one of the most common rheumatic diseases and has the greatest medical and social importance among all joint diseases. Despite the significant progress made in recent years in the treatment of osteoarthritis, the question of treatment tactics in the light of the efficacy and safety of the drugs used is still relevant. Of particular interest are methods of local therapy based on nanotechnology. Clinical studies have confirmed the high efficiency of the **Nanoplast forte with minimal side effects**. Nanoplast forte passed state registration in accordance with the legislation of the Russian Federation and is sold exclusively in pharmacies. The drug Nanoplast forte underwent a multicenter, double-blind, randomized, placebo-controlled clinical study of the efficacy and tolerability in patients with osteoarthritis of the knee joints in three specialized medical centers in Russia. In a general assessment of the effectiveness of treatment, a high effect of therapy was established - in 82% of patients, there was a significant improvement.



Nanoplast forte therapeutic patch has high efficacy and safety for both reliefs of acute conditions  
source - [nanoplast-forte.ru](http://nanoplast-forte.ru)

Nanoplast forte also underwent a multicenter, double-blind, randomized, placebo-controlled clinical trial at three specialized medical centers in the PRC. This study statistically reliably showed high efficacy (up to 95%) and safety of the drug in the treatment of osteoarthritis, osteochondrosis of the cervical and thoracic spine, as well as closed injuries (bruises, sprains and muscles, reduced dislocations of the joints) of the

musculoskeletal system. In the treatment of spinal osteochondrosis, Nanoplast forte is applied to the cervical, thoracic or lumbar spine depending on the type of disease and pain localization. To remove acute symptoms in treating spinal osteochondrosis, a medical patch is applied from 3 to 5 days. The course duration is 9 days. It is usually recommended to use a medical patch in the morning for 12 hours, but it is possible to use it overnight.



Clinical studies have confirmed the high efficiency of the Nanoplast forte with minimal side effects  
source - [nanoplast-forte.ru](http://nanoplast-forte.ru)

Among other indications for the purpose of the Nanoplast Forte plaster, a degenerative intervertebral disc disease can be identified with the development of protrusions, intervertebral hernia, resulting in sciatica. Despite the fact that in the acute period of rheumatic diseases, local therapy is not indicated (as a rule, it is prescribed on the 3-5th day, when the inflammation subsides), Nanoplast Forte is irreplaceable in this period, as it is irreplaceable at other stages of the subacute or chronic course. Other indications for using Nanoplast Forte are post-traumatic changes of the musculoskeletal system since secondary osteoarthritis develops after an injury, and the pain syndrome is very pronounced and may be complicated by the development of complex regional pain syndromes. Another area for applying Nanoplast Forte is the pathology of soft tissues (for example, fibromyalgia, myofascial syndrome), which occurs not only in rheumatic diseases.



Nanoplast forte accelerates the natural process of restoring damaged tissue  
source - [nanoplast-forte.ru](http://nanoplast-forte.ru)

High-quality adhesive layer provides a reliable fastening of the patch and makes the use of the drug as comfortable as possible. The plaster is easily applied and removed from the skin, does not slip during use. Unlike other painkillers, **Nanoplast forte not only relieves pain but also has a therapeutic anti-inflammatory effect, which has been clinically proven.** Nanoplast forte accelerates the natural process of restoring damaged tissue.



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Phone: -  
Patent status: -  
On market since: 2009  
Regions: Russia  
Industries: Healthcare, Consumer products  
Source links: [NanoTech Pharma](#)  
Direct link: [click here](#)



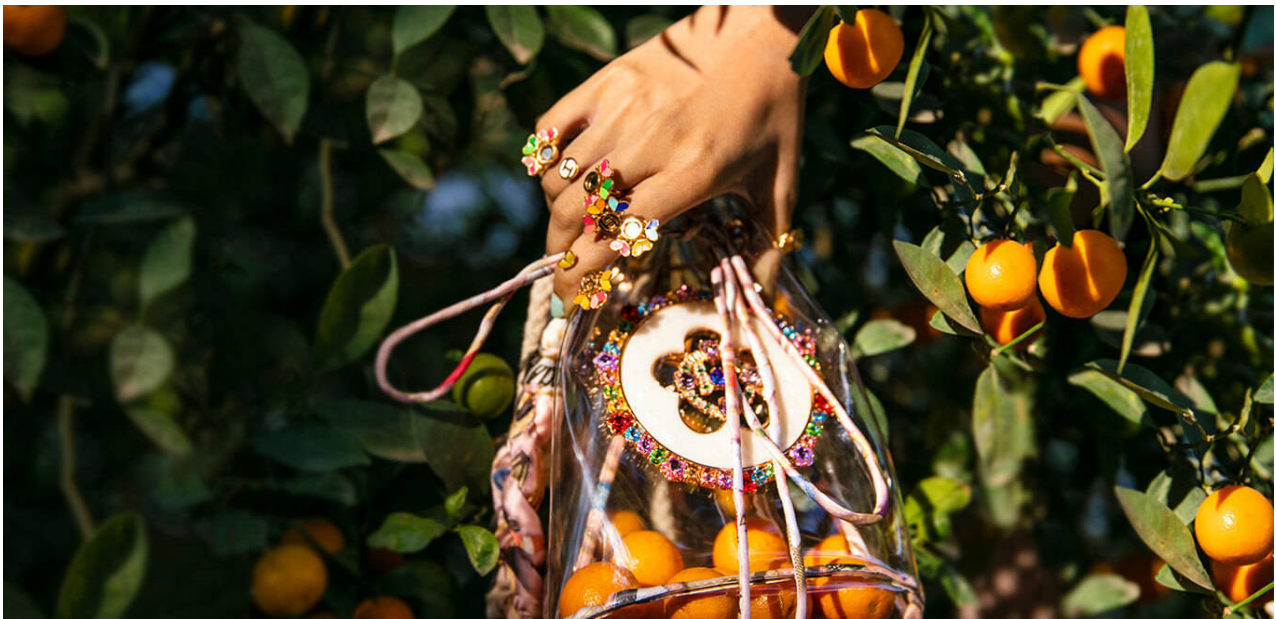
## OUTHOUSE JEWELLERY: A FANCY EXOTIC, UNIQUE AND LUXURIOUS FASHION JEWELLERY

A passion for jewellery and desire for the unorthodox is what brought sisters Kaabia and Sasha Grewal together to launch Outhouse in 2012. Guided by a sophisticated yet dramatic sensibility, the duo combines unique elements with inventive design to create their collections. Quality & Luxury are the core attributes of the Outhouse brand, from the finishing of the handcrafted pieces to the beautiful pink packaging box that a customer receives, to the shopping experience at their flagship stores in Delhi and Bangalore. Outhouse thrives on constantly pushing the envelope with design and redefining how fashion jewellery is created and adorned. Every piece aims to be a piece of art, a style statement and a conversation starter, which embodies a bit of culture and heritage, and also the soul of the Outhouse woman. Outhouse's core principal revolves around the balance of design and craftsmanship, where every creative expression honours age-old Indian artistry.

## HISTORY:

After working as head designer at a design house, Sasha went on to join a high street fashion brand, Topshop in London. Kaabia attended the Gemological Institute of America in New York to pursue her interest in gemology after which she interned with jewellery designer Eddie Borgo.

In the span of 4 years, Outhouse has had 3 shows at Lakme Fashion Week, numerous exhibits, participated at entrepreneurial summits, won the Vogue Fashion Fund in 2015 and been featured in the Forbes India 30 under 30 list in 2016. Today, Outhouse is one of India's leading bridge jewellery houses; adorned by style icons and film stars like Sonam Kapoor, Priyanka Chopra, Deepika Padukone, Kangana Ranaut, Nargis Fakhri as well as global names like Sienna Miller, Ashley Louis James and Tyra Banks.



Luxury Designer Funny & Petite Handbags  
source - outhouse-jewellery.com

## CRAFTSMANSHIP:

Handmade in their studio, the jewellery is a culmination of the finesse of the craftsman technical prowess and keen attention to detail. Skillfully cast and polished to perfection, the piece is then plated with 2 microns of 22-carat gold, followed by 2 microns of lacquer, which prevents tarnishing or corrosion. This special care is taken to ensure comfort and durability. A play of geometric and fluid metallic forms with exotic crystals and semi-



precious stones forms the basis of Outhouse's design aesthetic. Outhouse has always strived to achieve mastery in every aspect of creation and provide women around the world with jewellery of the highest calibre.

## OUTHOUSE JEWELLERY LOOKBOOK

**JARDIN DE PARADIS Collection:** The Outhouse bride is a vision of her own making; the pinnacle of style as she facilitates occasions with artisanal finesse in crystals, a string of lustrous pearls and exceptionally sculptured carved stones, creating a vivid contradiction in a palette of jade greens, blood ruby tones, and flamingo pinks. Enthralled, enchanted and enriched, the bride draws inspiration from the intemporel garden of her imagination 'Jardin de Paradis'. The collection is characterised by an exuberance of roses red and pink, majestic birds, a charismatic play of spectral colours and the intricate beauty of their wings.



JARDIN DE PARADIS collection  
source - outhouse-jewellery.com

**THE WILDFLOWER Collection:** A celebration of fluorescent emotions, this collection brings the free Boheme spirit to jewellery in a myriad of colours. Each piece is handcrafted with attention to detail and design. A celebration of love in the form of interwoven patterns and colours; all brought to reality in the hands of fine craftsmanship.

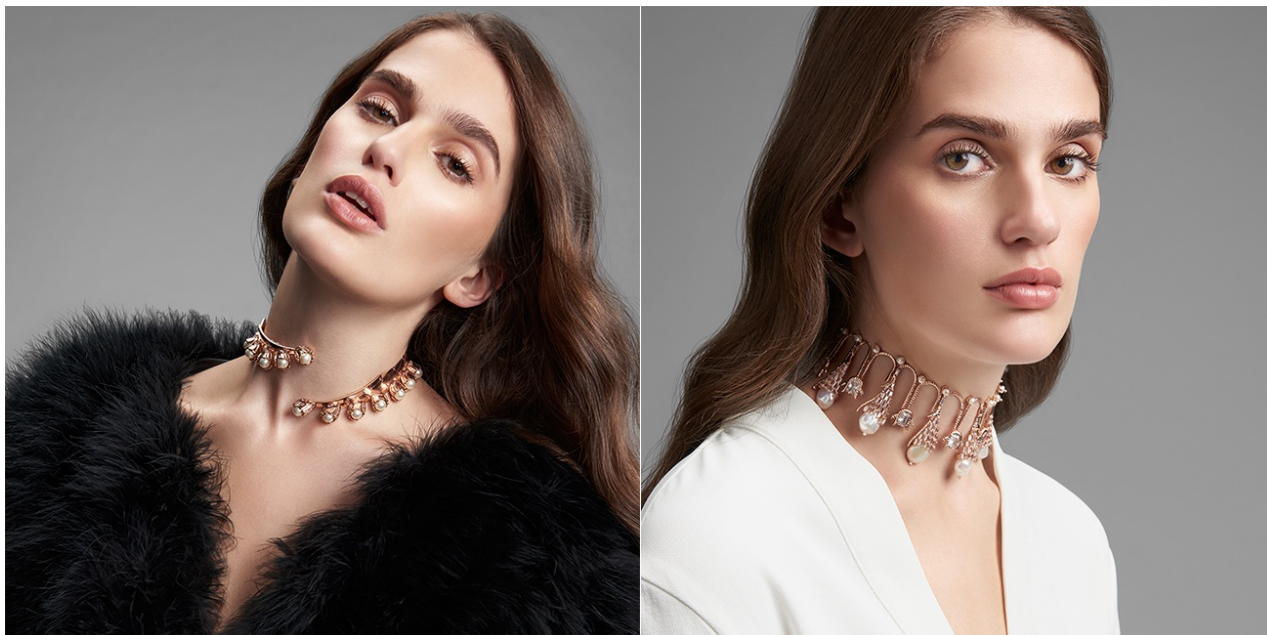




THE WILDFLOWER Collection  
source - outhouse-jewellery.com

**IMAGO ENCHANTED Collection:** Inherently feminine, Imago Enchanted is a creative expression of metamorphosis. Fluid forms in gold and sparkling crystals give the collection a sense of whimsy while the neutral colour palette ensures versatility. The transformative pieces in the collection are in sync with her myriad moods and personalities. Handcrafted with crystals by Swarovski, each piece of Imago Enchanted has a story to tell. Like a butterfly, every piece of jewellery can transform through the day.

**BRIDAL Collection:** Taking a look back into time where the true sense of grandiose was meticulous craftsmanship, intricate artistic motifs and the allure of technique, this millennial destination bride walks forth in all her innocent regality. The season that regales with famed tales of love, the feeling of unequivocal joy clinches together this precious moment for the 2.0 destination Outhouse bride.



IMAGO ENCHANTED Collection  
source - outhouse-jewellery.com



Bright Spark Wedding Jewellery Collection  
source - outhouse-jewellery.com

The jewellery swathed around this magnifique bride is thoughtfully articulated, as was the romanticism of art in luxurious mirages engineered by dreamers and storytellers of the bygone era. Borne out of love, just as those masterpieces cosseted on momentous occasions, these modern heirlooms envision the peculiar vintage flora and fauna into classic bejeweled trellises. The collection marks the debut of Outhouse Bridal Couture, a range of innovation pieces like the galleries and garters have been re-engineered into jeweled wearable pieces of art. The truly exceptional and iconic ear comb and ear cuffs



have been reintroduced with an alluring dose of passion. The arrival of style manifests as she walks in her finery of jeweled crowns, hand harnesses and majestically tiered necklaces garnished with splendid etchings. From robust statement chokers to accents of rings and far from quotidian headdresses, these hypnotic compositions are the confluence of classic opulence with the sophistication that is tastefully unique.



BRIDAL Collection

source - outhouse-jewellery.com

**IMAGO SS '17 Collection:** Outhouse introduces their collection titled 'Imago' which parallels a caterpillar's transformation & metamorphosis into a butterfly with the change in psyche and growth in self-consciousness that takes place within a human in their lifetime. It focuses on showcasing this story through cocoon and butterfly motifs handcrafted in metal, experimenting with 22kt rose gold & gunmetal plating.

**THE STALLION NECKLET Collection:** Symbolised as a creature of power, independence, and sensuality, the Stallion is an icon of the modern woman's strong sense of self & her unapologetic femininity. Outhouse, known for its intricate, statement & innovative jewellery, introduced a new line, marrying the undeniable style appeal of the choker with a signature Outhouse take; The Stallion - Necklet Collection, a festive capsule celebrating the individuality of the Outhouse Woman.

**ILLUSIONS Collection:** Originating in the Surrealism Movement, 'Illusions' bridges the gap between reality and imagination. Dreamlike, magical and with an element of surprise,

the collection presents a wave of energy and experimentation with new techniques like intricate channel setting and new stones and materials like Blister Pearls, Pyrite, Shell Inlay, Black Onyx, and Mohave Dalmatian.



IMAGO SS '17 Collection

source - outhouse-jewellery.com



THE STALLION NECKLET Collection

source - outhouse-jewellery.com

## COLLABORATIONS:

**SWAROVSKI Collection:** A special edition concept, 'The Balance' is an interpretation of



'air', through the form of a Dragon Fly. The characteristics of this spirit animal represent the modern woman and her multi-faceted personality. She defines her own destiny and creates a perfect 'balance' between her strength & individuality and her inner tranquillity. A collection where normcore and glamcore inhabit the same space, in perfect co-existence.



ILLUSIONS Collection

source - outhouse-jewellery.com

## PHILOSOPHY:

Sasha and Kaabia have managed to combine their distinct personal styles to create the unique Outhouse aesthetic by taking inspiration from their travels around the globe. While Sasha experiments with dramatic yet classy looks, Kaabia describes her personal expression as quirky and edgy. Outhouse's inspiration lies in a classic combination of shapes and symbols of Indian and International cultures, moods and fashion, experiments with such materials as Swarovski, semi-precious stones, leather, and metals. Outhouse creates beautiful works of wearable art.

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Patent status: -  
On market since: 2012  
Regions: India  
Industries: Consumer products  
Source links: [Outhouse Jewellery](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 2](#)  
[Instagram](#)  
Direct link: [click here](#)



## INVISIBOBBLE: THE NEW ALL-ROUNDER HAIR RING, PERFECT FOR ALL STYLES

This Invisibobble Hair Styling Tool is an innovative hair ring accessory developed by hair experts in the year 2013. This hair tie's tighter spirals provide a very delicate look, making it the perfect tool for a stylish office hairdo or for a chic evening look. It can also be worn as a fashionable bracelet. Modern hairdos for any occasion can now be easily and quickly done - with no need for hair clips or bobby pins. These revolutionary hair tools put an end to the challenges you've had tying up your hair. The brand new Invisibobble Original Styling Hair Ring comes in a range of shades: Blush Hour, Luscious Lashes, Smoky Eye, Marilyn Monroed, True Black, Crystal Clear, Pretzel Brown, Mint To Be, To Be Or Nude To Be and Something Blue. The spiral hair ring is a perfect companion for swimming, holidays and sports. The invisibobble® is composed of polyurethane, better known as artificial resin. Polyurethane is particularly hygienic, since it neither absorbs dirt nor bacteria and has a very easily cleaned surface.

## THEIR STORY:

The idea for the invisibobble began to form in Sophie's first semester at University.

University is a time in a girl's life where she wears her hair up constantly. Whether you put it up whilst studying to avoid it getting in the way of your books or on a night out when you want to keep from getting too hot, it is an everyday necessity! Sophie loved the ponytail look but one thing kept bothering her. She suffered from headaches every morning and always had that kink in her hair that everybody knows and hates.

One night, when Sophie got ready for a 'bad taste' party organized by the university, she went all out wearing a tie-dye synthetic blouse, sparkling bell-bottoms, multicolored eye-shadow and a bunch of crazy accessories. On her way out she realized, as bonkers as she looked, her hair could still use a little extra pimping. Immediately Sophie set her eye on the old telephone hanging on her dorm wall. It didn't really have any use since it had been out of order for years. So she decided to unplug the phone cord and use it to tie up her hair as an extra highlight for her already quite a spectacular look.



The minimalistic invisibobble® BASIC

source - invisibobble.com

The morning after the party, Sophie woke up after a fun-filled night and realized that something was different. Then it dawned on her; she didn't have a headache! After a moment of shock, she realized that she hadn't lost the phone cord (which would have made this a whole different story), but that it was still firmly holding her hair in place. After untying the cord she noticed that the kink in her hair, even though still visible, was a lot less pronounced than usual. That's when she knew she had an idea, that could help her and countless other girls, on her hands!





The effortless bun shaper  
source - invisibobble.com

The idea of the invisibobble had been born, but Sophie needed someone to help her further the concept - her now business partner Felix. It took them 6 months and the help of several German technicians to design the very first invisibobble with the correct material and specifications. In 2012, the first trial launch took place in Germany, and the small firm spent a total of 12 months gathering feedback from customers so that they could continuously improve the product. Finally, in 2013, it was time to introduce invisibobble to the international market.

The lifespan of an invisibobble® is noticeably longer than that of a normal hair tie. If the invisibobble® starts to wear out after a while, you can make it contract again by placing it in the sun, on top of a heater (or a towel) or in hot water. Due to the smooth surface of the invisibobble®, bacteria cannot collect within the hair bobble. Additionally, the invisibobble® is very easily cleaned. The invisibobble® is, therefore, more hygienic than other hair ties. The stretching or loss of elasticity of the invisibobble® does not reflect the quality standard, but is simply a security measure in cases of over-stretching. The stretching of the invisibobble® is also a characteristic of the material, which is also reversible. If you wish to shrink your invisibobble® again, you can put it out in the sun, on top of a heater (on a towel) or in hot water - the heat will cause the material to contract.

**ORIGINAL:** Thanks to its smooth surface, the invisibobble® ORIGINAL hair tie doesn't tangle with dry or wet hair. With invisibobble® as a non-soaking, hygienic water lover you'll never be annoyed by wet hair ties again! The revolutionary styling tool waves goodbye to its previous color range and presents the brand new invisibobble®

ORIGINAL collection in six unique colors. Crystal Clear, True Black, and Pretzel Brown fit

every outfit and occasion; To Be Or Nude To Be, Blush Hour and Mint To Be add the certain colorful something.



**SPRUNCHIE.** Superelastic, soft and wrapped in fabric, this hair tool is the perfect 80s eye-catcher for every day and every updo

source - invisibobble.com



**ORIGINAL** - the traceless hair ring

source - invisibobble.com

**NANO:** Whether beginner or pro, romantic braid or casual half bun - the little styling tool is there to offer a helping hand. The invisibobble® NANO allows you to separate smaller hair sections, fix elegant updos or secure impressive braided styles - no need for clips or bobby pins. No kink, no hair breakage, no tangles - as a knight in spiral armor the invisibobble® NANO doesn't compromise any of the invisibobble® benefits. The invisibobble® NANO in True Black, Pretzel Brown, To Be Or Nude To Be and Crystal Clear blends in perfectly with your hair.

**POWER:** The new invisibobble® power is the answer for everyone with voluminous hair, or an active lifestyle, who wants an extra strong hold in their everyday life or during

sports. The intensified spiral shape of the invisibobble® POWER gives your hair an extra strong grip during sports or other high-energy activity, without compromising the high wearing comfort. The POWER is the perfect companion for your intense workout as it doesn't absorb fluids and can be easily taken out of wet hair without tangling. The strong grip hair ring doesn't only tackle every sporting challenge and tames your flowing mane, but it also avoids split ends and hair breakage. The invisibobble® POWER are available in four powerful colors - True Black, Crystal Clear, To Be Or Nude To Be and Pretzel Brown - and will go with every outfit and every situation during fitness and your everyday life.



NANO - the styling hair ring  
source - invisibobble.com



POWER - the strong grip hair ring  
source - invisibobble.com

**KIDS:** With the invisibobble® KIDS hair ties it is time to say bye, bye to annoying knots and hair pain. Once upon the time in a kingdom far away, a fairy called Magic Rainbow met the lovely Princess Sparkle. They instantly became best friends and to spread their happiness, they covered the world of invisibobble® with sparkles and fairy dust. This act of joy created the two members of the invisibobble® family: the invisibobble® KIDS. With the

invisibobble® KIDS hair ties children's dreams come true: They can be the most gorgeous princess in town, creating a secret crown around their updo-bun with Princess Sparkle - or get an enchanting look with Magic Rainbow and a little bit of fairy dust.



KIDS - the no-ouch hair ring

source - invisibobble.com

**SLIM:** An intricate touch to the famous spiral shape of the ORIGINAL hair tie: this is the invisibobble® SLIM. There is no need to sacrifice style for comfort with the newest member of the invisibobble® permanent collection: The invisibobble® SLIM is the perfect tool for both a stylish office hairdo and for a bouncy evening look. To dress casually but still look sophisticated while standing out is the ultimate #stylinggoal for most women trying to strike the balance between 'over-the-top' and 'underdressed'. Obviously, the right hairdo is just as important as the outfit. And the invisibobble® SLIM hair ties the perfect tool to easily create a fitting hairstyle. Its four colors Crystal Clear, True Black, Chrome Sweet Chrome and Bronze Me Pretty look delicate in the hair and like a fashionable bracelet around the wrist. Without an effort, the invisibobble® SLIM hair ring creates a bouncy ponytail or a voluminous bun.

**BASIC:** The sleek BASIC is unique: its small size makes it particularly inconspicuous, whilst simultaneously providing a strong grip and a weightless feel in your hair. Whether a simple ponytail, playful braiding, cornrows or a loose updo, the minimalistic invisibobble® BASIC perfectly completes any hairstyle. invisibobble® BASIC: ideal for you and your individual style. The hair ring is available in Crystal Clear, True Black, Jelly Twist, and Mocca And Cream.





SLIM - the elegant hair ring

source - invisibobble.com



BASIC - the weightless hair ring for every day

source - invisibobble.com

**SPRUNCHIE:** Back in the 80s, stars like Madonna, Demi Moore and Janet Jackson started a new hair trend by converting a simple styling tool into an absolute must-have accessory. Thanks to invisibobble®, the famous scrunchie hair ring is experiencing its long-awaited comeback! With a new design and improved wearing comfort, invisibobble® proudly presents the invisibobble® SPRUNCHIE. Hidden underneath luxurious velvet fabric, the invisibobble® SPRUNCHIE contains a classic ORIGINAL, therefore providing the benefits that come with all the classic hair ring. Holding all strands of hair together thanks to its spiral shape, the SPRUNCHIE is easy to remove without compromising on comfort. On the outside, the retro hair tie consists of soft, shiny velvet fabric. The leopard-patterned Purrfection gives every outfit an extra touch, while True Black adds a subtle and elegant finish to every style. The invisibobble® SPRUNCHIE is the hair accessory for every occasion. It also looks great around the wrist. The fabric hair tie is available in three colors, Purrfection, True Black and Prima Ballerina.



SPRUNCHIE - integrated spiral hair ring  
source - invisibobble.com

**CLICKY BUN:** Achieving a perfect bun in the morning rush can be a real nightmare! Individual strands of hair end up poking out, and the bun is always either too tight or too loose. But never fear - invisibobble has the solution to all your problems: presenting the new invisibobble®. The must-have for women who like to keep things simple: place your hair between the two bands and roll it up from the bottom. To finish, snap the two sides so they fold inwards, creating the bun. Wispy hairs poking out is now a thing of the past - with the invisibobble® CLICKY BUN they stay firmly and securely in place without you needing any new.

**WAVER:** The unique design and special material make the WAVER truly exceptional. The WAVER offers a comfortable, gentle, and - just like the other invisibobble® products - traceless alternative to the usual hair clips and pins. The top of the WAVER is inspired by the shape and functionality of the invisibobble® ORIGINAL spiral hair rings. As the name WAVER already suggests, the core is the three-dimensional wave shape, which guarantees a strong and at the same time hair-preserving hold. The hair is not, as with other products, simply compressed, but held in the uniform cavities and fixed. Thus, impressions are avoided and a high level of comfort guaranteed. The innovative closure requires no effort. Instead, the invisibobble® WAVER is simply opened and closed with two fingers and a twisting motion - it's flicking simple!

**MULTIBAND:** Headband with integrated hair ring - With its useful 2-in-1 function, the MULTIBAND stands out from the rest. The band effectively keeps strands of hair out of the face. The fine silicon grips on the inside of the hairband allow it to stay in place during exercise and give it an anti-slip effect. The other option is to use the integrated

invisibobble® to simultaneously tie the hair up in a ponytail. That way, the use of an extra hair tie is no longer necessary. Available in two classic colors True Black and Red-y To Rumble.



The invisibobble® WAVER. The hair-accessory 2.0  
source - invisibobble.com



MULTIBAND - the multi-purpose band  
source - invisibobble.com

Invisibobble® has many advantages over a regular hair tie: traceless - hair caring - non-soaking - strong grip - revolutionary updo tool. Whether used as a revolutionary styling tool or stylish wrist accessory - invisibobble® is versatile and allows creating professional updos and individual styles without additional clips or bobby pins.

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Patent status: -

On market since: 2013

Regions: United Kingdom

Industries: Consumer products

Source links: [Invisibobble](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 2](#)  
[ORIGINAL VIDEO 3](#)

Direct link: [click here](#)





## SCHLOSEM' S INNOVATIVE PRODUCTS ARE UNIQUE BY THEIR RECIPE AND CONTENT

Schlosem Ukraina, Ltd. is a specialized agro-industrial company in the cultivation and production of medicinal and aromatic plants that prepare extracts, ether oils and functional (prophylactic-curative) products from plants. Cultivation and production of the products are executed at the company's own production sites and in the facilities of partners located in ecologically clean areas in the Cherkasy, Zhytomyr and Volyn oblasts. Their plant raw material is standardized in compliance with the requirements of the SPhU (State Pharmacopeia of Ukraine), the EP (European Pharmacopoeia), the USP (United States Pharmacopeia), the JP (Japanese Pharmacopeia) and others. In its work the company complies with the main industry standards: GACP, GMP, ISO9001. The safety of products starts with the seeds on the field and ends in the form of a ready product in the hands of the consumer. In this way, The company assumes full responsibility for the products.

Their integrated quality management system is subject to constant inspections and external audits (of domestic and international bodies). The team of [Schlosem Ukraine, Ltd.](#) assumes full responsibility for implementation of policy in the sphere of quality of the company's products by creating conditions for this and ensuring the availability of the necessary resources. The company's goal is to protect the attainments of nature by preserving the quality of products with the help of ecologically clean production capacities. The starting point of production is value for the consumer.



Lavender flower  
source - shlosem.com

The company produces the innovative '**Wogon**' products, which are unique in their recipe and content. Their products include **Beverages** (dietary additives): elixirs, adapted beverages, wines; and **cosmetics**: creams, gels, shampoo and balsams. In developing the elixir, Sh&S used the official data of the State Pharmacopoeia of Japan, the United States and Ukraine, as well as the many years of scientific achievements of scientists from these countries. In particular, official information from the **Japanese National Center for Biotechnology Information and Taxonomy** and [the National Medical Library of the National Institutes of Health of the United States](#) have been used.

The dietary supplement 'Elixir Wogon' has a beneficial effect on the functioning of the



nervous and cardiovascular system. Dietary supplement improves mental activity, metabolic processes, eliminates the effects of injuries and intoxications. It can be used as an auxiliary agent for the purpose of correction of a diet during recovery from infectious and other diseases that cause depletion of the body. It has a significant vasodilator effect with increased vascular tone, suppresses lipid peroxidation, provides an antitumor effect. 'Elixir Wogon' is a source of about **100 biologically active compounds**.



Belladonna leaf  
source - shlosem.com

## BEVERAGES

**Wogon ANTI-STRESS** is a sedative with a balanced composition of medicinal plants, which allows to mutually complement each other and enhance the action in the complex. The property of a dietary supplement is determined by the list of medicinal plants that are part of its composition. Regular use of ANTI-STRESS promotes sedative, anesthetic and adaptogenic effects that reduce the excitability of the central nervous system. In addition, ANTI-STRESS promotes healthy sleep, as well as increases the activity of the blood supply to the brain. ANTI-STRESS is made on the basis of vine-apple juice and infusion of wild rose, rich in natural vitamins, micro and macro elements, amino acids and biologically active substances that are used as a firming agent.

**Wogon CARDIO** enhances cardiogenic and antispasmodic effects and at the same time has a mild sedative, anti-inflammatory and capillary-reinforcing effect. The specially selected combination of medicinal plants enhances both cardiogenic and antispasmodic effects and, at the same time, has a mild sedative, anti-inflammatory and capillary-strengthening effect, while leaves of dandelion have a general effect on the body, contributes to increasing the body's resistance to adverse environmental factors. CARDIO is made up of nine fruit concentrates.



Hippophae oleum  
source - shlosem.com

**Wogon IMMUNO** is used to increase immunity. It increases the natural defenses of the body in extreme conditions due to adverse environmental factors (including overcooling), as well as after grave illness; stimulates the immune system, reveals a mild tonic effect on the central nervous system. It has pronounced radioprotective, stress-protective, anti-depressant, anti-inflammatory, anti-oxidant and antihypoxic effects. IMMUNO is made on the basis of eight fruit concentrates.

**Wogon TONUS** contains a complex of biologically active substances, ginseng and Chinese lemongrass, which enhance the stimulating effect on the central nervous system, increase mental and physical capacity. At the same time, the Ginkgo biloba improves blood circulation and supply of oxygen to the brain, as well as contributes to maintaining



the elasticity and strength of the blood vessels. TONUS should be used during periods of high mental and physical activity, physical overwork, to increase physical endurance of athletes. It is also recommended to use TONUS to accelerate the recovery process after suffering severe diseases and surgical interventions and to increase the resistance of the body to infections. TONUS is made on the basis of nine fruit concentrates.



Baical skullcap root  
source - shlosem.com

As a result of using medicinal herbs and extracts, **the company provides functional beverages**, which are typically intended to convey a health benefit. They include ingredients like herbs, vitamins, minerals, amino acids, or additional raw fruit or vegetables. Examples of functional beverages include sports drinks, energy drinks, ready to drink teas, enhanced fruit drinks, soy beverages, and enhanced water. Thus, **beverages provide specific health benefits**, for example, they are helpful for boosting or enhancing the immune system or heart, improving joint mobility, increasing a sense of well-being, increasing energy and satiety.

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Patent status: -

On market since: 2018

Regions: Ukraine

Industries: Food and Drink

Source links: [Schlosem Ukraina, Ltd.](#)

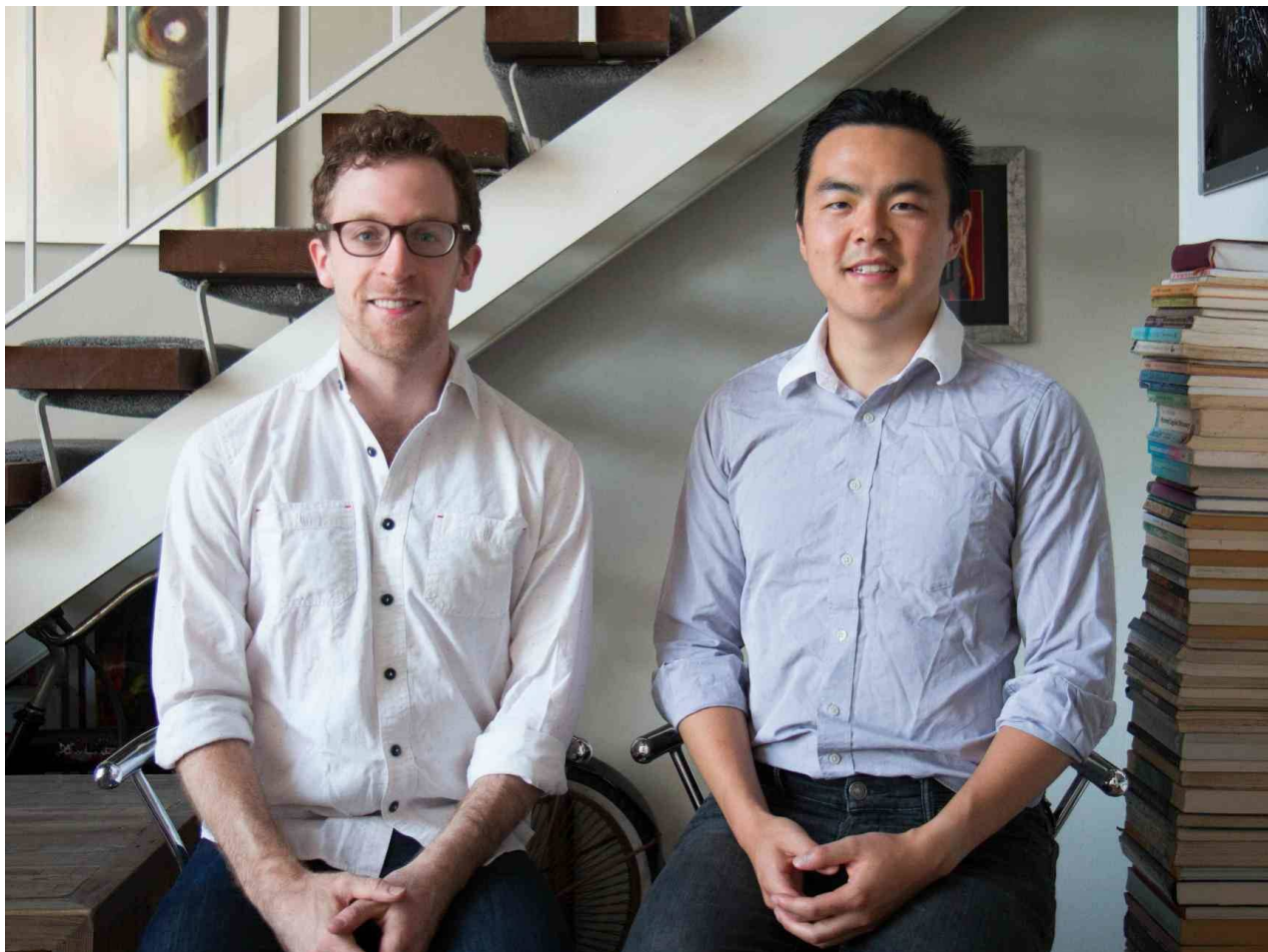
Direct link: [click here](#)



## GO CUBES - THE WORLD'S FIRST CHEWABLE COFFEE

Many busy people have such moments during the day when they need to cheer up, but there is no possibility to have a cup of coffee. Thus, the US company has developed coffee in the form of chewing marmalade that can be always at hand. So people can receive their portion invigorating caffeine in any circumstances. Each piece of Go Cubes is half a cup of coffee or 50 mg of caffeine in a single bite. They also include Vitamin B and folic acid. Such amount of components is enough to stay focused for 4-6 hours. Go Cubes are not only invigorating but they also increase brain activity and acumen, help focus when performing complex and painstaking work, ensure long-term performance, improves memory. To start the production of a new form of coffee, the inventors needed to collect \$ 20,000. But they actually raised \$ 60,196 with 1,690 backers because of a great interest to the project.





Michael Brandt and Geoffrey Woo, founders  
source - likesuccess.com

## THE COMPANY AND FOUNDERS

Geoffrey Woo is CEO and co-founder. He holds a BS with Honors and Distinction in Computer Science from [Stanford University](#). Michael Brandt is COO and co-founder of Nootrobox. He holds a Computer Science degree from [Stanford University](#).

Company's mission is to create a better society through smarter, better brains. They develop nootropics and other cognitive enhancement products that are accessible, safe, and effective for everyone.

Nootrobox Axioms:

- The human is a system.
- Intellectual ability is the driving force for civilization today.
- Hard work is a means to self-actualization.
- Human enhancement technologies are inevitable and will be ubiquitous.



- A smart society is a better society.

## INVESTORS

The company has some of the world's most brilliant minds at their back. Their investors are Andreessen Horowitz ([private American venture capital firm](#)), Marissa Mayer (CEO at [Yahoo!](#)), Mark Pincus (Founder and CEO at [Zynga](#)), Dr. Connie Chen (Co-founder and Chief Medical Officer at [Vida Health](#)) and Kevin Chou (Founder and CEO at [Kabam](#)).

## THE IDEA

Michael Brandt and Geoffrey Woo founded [Nootrobox](#), the leading company in nootropics. The company was born to help people improve cognitive performance on a daily basis. So they can do better things they love - building things, learning things, accomplishing incredible things. The main products that company produced, gained big popularity because of the positive effect. So the developers started brainstorming new ways how to help people perform at their cognitive peak.

Almost everyone loves coffee, coffee shops, there is a whole culture around coffee. There is a tendency that people drink coffee for better performance. Michael Brandt and Geoffrey Woo started thinking how could they reinvent coffee in a way that's measurably better for performance, super convenient, yummy, and most of all - unique!

When the idea of Go Cubes appeared, creators realized that it could be a reality. When pre-selling on [Indiegogo](#) started, the company hit 300% of the goal. A lot of people were excited by the idea.

Michael Brandt and Geoffrey Woo believe that chewable coffee could revolutionize morning or day routine if only sweep aside suspicions about brain-enhancing drugs.

Nootropics, from the Greek mean "mind" and "to bend", are chemical supplements that claim to make people feel better, smarter and more alert. They increase long-term cognitive performance, strengthen working memory and resilience to stress, and allow to stay awake during long work-sessions.



Go Cubes VS cup of coffee  
source - [www.today.com](http://www.today.com)

While most nootropics come in the form of a pill, Go Cubes is one of the first "smart drug" that come in a form of food (candy or marmelade/jelly). [The Food and Drug Administration](#) classifies nootropics as supplements, rather than prescribed or over-the-counter medication, so manufacturers aren't subject to strict regulatory processes.

Michael and Geoffrey want to make nootropics a little more user-friendly. In 2014 Nootrobox launched its first product — a line of pills named Rise, Sprint and Yawn, that contain only ingredients "generally regarded as safe" by the [FDA](#). They were packaged in little glass bottles emblazoned with lightning bolts and bubbles, and customers could subscribe to receive monthly shipments of these pre-mixed stacks.

In 2015 the company introduced Go Cubes via an [Indiegogo](#) campaign, making nootropics even more accessible.

## THE UNIQUENESS

The first thing that makes Go Cubes Chewable Coffee special is that there is just nothing else like this in the whole world. But the main thing that makes them really special is their performance. Many people know about caffeine as a way to boost alertness, but they

probably don't know about other safe, effective, FDA-approved supplements (like L-Theanine, which is found in green tea), which can help increase focus and concentration and alleviate the jitteriness of coffee. There's a lot of science behind the study of cognitive improvement.



First products — a line of pills named Rise, Sprint and Yawn  
 source - lh3.googleusercontent.com

## COFFEE OF THE FUTURE

Go Cubes are the coffee of the future because they contain an exact amount of caffeine - 50mg. A person knows exactly what he is getting and can easily monitor and manage his intake. Go Cubes contain precise amounts of other safe, effective supplements that improve caffeine for enhanced focus & clarity, so the person can perform the most during the day.

## INGREDIENTS AND THEIR COGNITIVE EFFECTS

The ingredients are selected according to their immediate cognitive effects, such as effects on alertness, focus, memory and reaction time. The amount, concentration, and

ratio of each ingredient are specifically drawn from double-blind, peer-reviewed journal studies that statistically significantly demonstrate each compound's efficacy.



Go Cubes increase brain activity, help focus when performing complex and painstaking work, ensure long-term performance, improve memory  
source - nootrobox.com

These ingredient amounts are of a size of two Go Cubes.

Caffeine - 100 mg

L-Theanine - 200 mg

Vitamin B3 - 20 mg

Vitamin B6 - 2 mg

Vitamin B12 - 6 mcg

Glucuronolactone - 250 mg

Inositol - 250 mg



Folic Acid - 400 mcg



Chewable coffee packing  
source - uniquehunters.com

Caffeine and L-Theanine

According to many researches, L-theanine + Caffeine together have strong positive effects on word recognition, rapid visual information processing, attention and mood in contrast to the effect of only Caffeine. Such cognitive benefits are good in everyday tasks that people face at jobs or classes, etc.

Vitamin B6

Vitamin B6 improves metabolism and has aid cognitive function in general.

Vitamin B12

Vitamin B12 has beneficial effects on cognitive and general health of neurons.

Glucuronolactone

Glucuronolactone binds with toxic substances in the bloodstream and converts them into water-soluble conjugates that can be excreted in urine. These toxic substances are

especially likely to build up under stress, lack of sleep, etc.

Inositol

Inositol lowers anxiety, increases mood and improves memory.

Go Cubes are vegan and gluten-free. They do not contain gelatin. They're made with pectin, which comes from plants, it provides more jelly-like mouthfeel. It is 100% animal-friendly product. It is manufactured in an allergen-free facility, so no soy, no peanuts, no tree nuts, no egg, no dairy, no fish or shellfish could not be present at the facility.

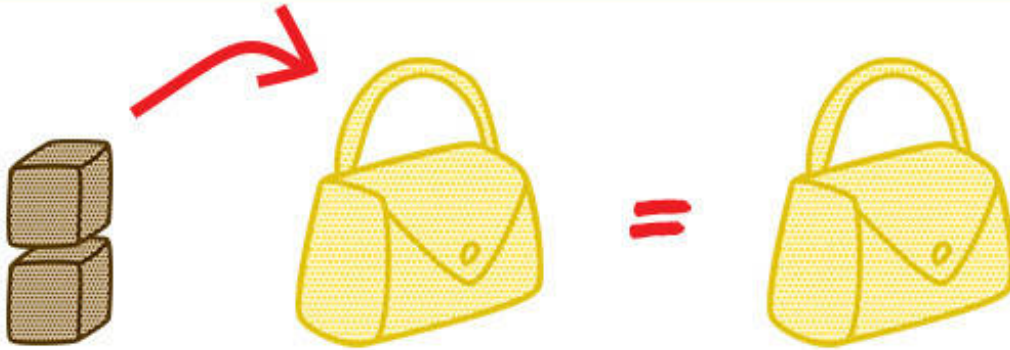
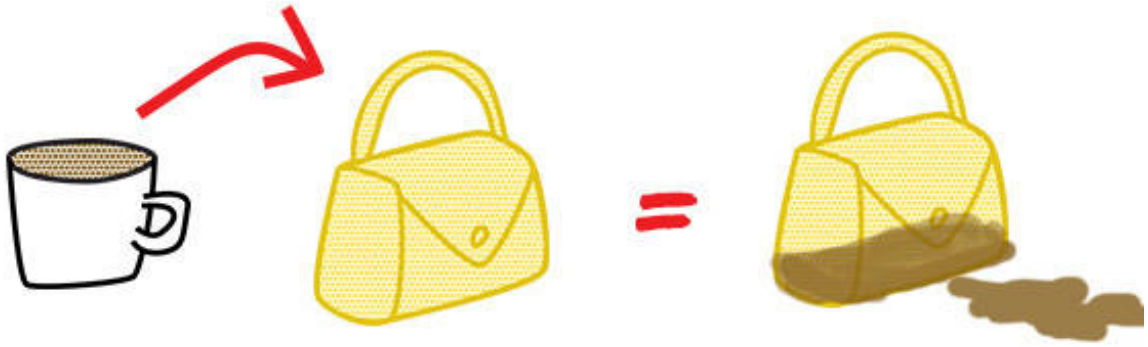
## COFFEE THAT FITS IN ANY POCKET

Chewable coffee Go Cubes is made from real cold-brew coffee and high-quality ingredients. Go Cubes come in convenient 4-packs. They are perfect for individual's purse, backpack, or briefcase. They're optimized to be the easiest possible way to always have coffee at hand on the go with no mess or stress.

Each cube equals to half a cup of coffee, so a 4-pack equals to 2 cups. A serving of two cubes is effective for 4-6 hours.

There are three classic flavors in assortment:

Mocha



Coffee that fits in any purse  
source - [www.indiegogo.com](http://www.indiegogo.com)

Pure Drip

Latte

## PRICE

Go Cubes are sold either in 6 four-cube packs or 20 four-cube packs.

6 x 4-pack (24 cubes) - \$15



Chewable coffee flavors  
source - coffeegid.ru

20 x 4 pack (80 cubes) - \$39

Getting the “monthly subscription” with free delivery in the United States on the Chewable Coffee [GoCubes site](#), people can save 10% - paying \$35,10 or \$13,50.

Thus, the lowest price of chewing coffee cube is about 48 cents or \$ 0,96 for a couple which equals to a cup of strong coffee but has better invigorating effect. Go Cubes are far more profitable than buying coffee in local coffee shops or snack bars like Starbucks and others.

## SALES

Go Cubes hit [Amazon](#) Launchpad on March 2, 2016. People were really interested in benefits of the product. On March 5 almost all of the stock had been sold, just few days after it became available on the site. The product has been creating buzz for months, including the launch of a successful Indiegogo campaign that closed at over 100 percent of its goal in October 2015.

## FEEDBACKS

“I am an espresso drinker, so the taste was very welcoming to me. If you do not like the taste of coffee these might not be very appealing. The texture is that of soft gummy bears and almost melts in your mount which is pleasant and easy to consume. I also drink green tea, so I am familiar with the difference between the caffeine effect of each. These cubes



are more like green tea in that the caffeine boost is more level and gradual than that with coffee or a shot of espresso which can take the top of your head off if you have not had caffeine for a while. I limit my caffeine intake daily to about 100 mg of caffeine from coffee or tea in the morning and have used one cube in the afternoon a few times so far and the affect was what I was hoping for, a pleasant pick me up with added alertness like with green tea but not the jolt I would have gotten from coffee. I will be experimenting with these cubes in the future. As with any caffeine product, you can build up a tolerance so keep that in mind.” Eddie

“I find Go Cubes as an effective way to get through the day when I'm fasting. I only eat these to help me get through the day, which I've trained myself to feel sated on. Even when I'm not fasting, I like these more than drinking coffee, since they remind me eating gummy candy, which I love. Cheers to Nootrobox for delivering a great product!” Nick

“These cubes work fast. I felt the effects after about 10 minutes. They give you the energy from drinking a cup of coffee, without the jittery feelings or headache I get when I drink too much. They taste like sour coffee, but confuse you because they are gummy and dusted with sugar like a gummy worm.” Sindelar

“Go Cubes are great. Obviously, they won't replace a delicious espresso after a fine dinner at a high end restaurant. But they are better than coffee a lot of the time. Cheaper than the Starbucks I used to get every morning. And it's very convenient to always have coffee available on my desk, and I never have to wash my travel mug anymore! And I feel a lot more focused when I take them compared to a hot cup of coffee. Maybe it's the nootropics inside, maybe it's just that a large, hot cup of coffee makes me too full. But these are great and I'll order more as soon as I run out.” Candi

“Got the drip flavor. The taste is very accurate. Perked me up. I like that you can be more controlled with caffeine intake with these and the portability. Wish I had gotten a different flavor though, I like black coffee but for a chewable thing I think I'd prefer a sweeter one.” Elisa

“This product is perfect for a quick boost of energy when you're feeling a little run down or need to focus. I've noticed some other reviewers disliked the taste, but I actually really liked it. This is a great product, have gotten it a couple of times now.” Vincent

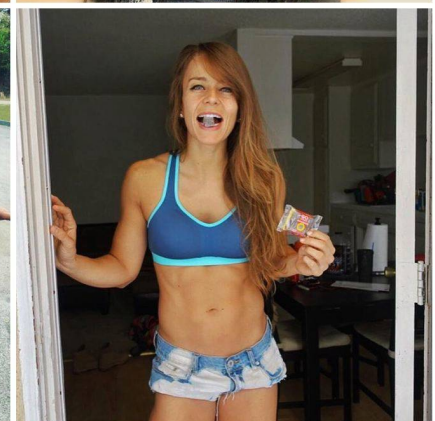
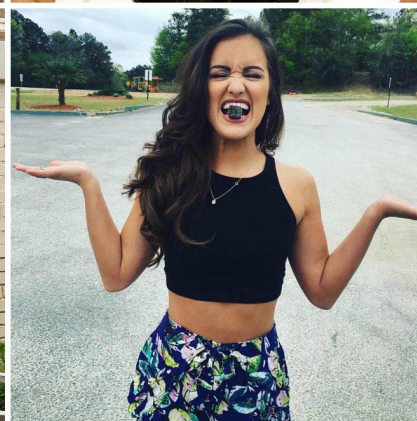
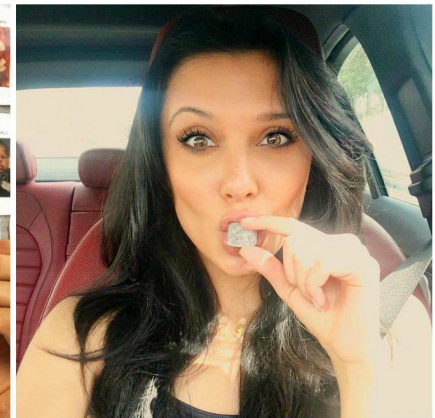
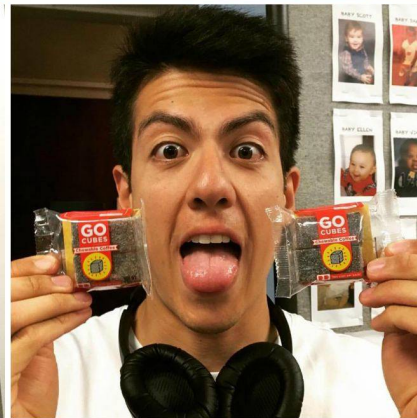
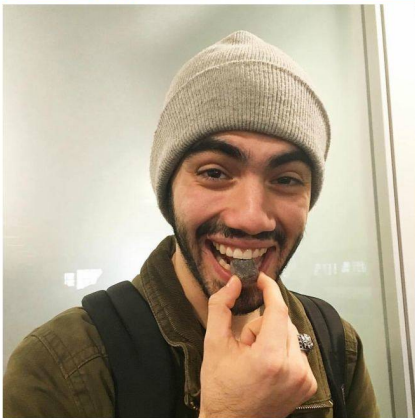
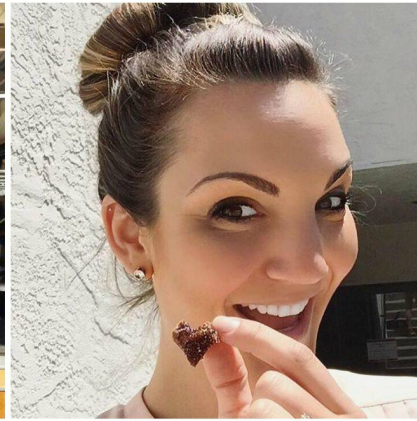
“The cubes are more portable than coffee, they offer a precise measure of caffeine, and because they include some ingredients meant to modulate caffeine’s sharpest effects, they produce a more focused high.”Farhad

## REVIEW IN THE MEDIA

“Imagine if, instead of rolling out of bed to brew a pot of coffee, you could quickly pop a sugar-coated, caffeine-infused gummy into your mouth to get moving. Nootrobox, a hot startup out of Silicon Valley once dubbed the Birchbox of cognitive enhancers, has set out to make "chewable coffee" a reality. Its Go Cubes are made with real cold-brew coffee and aim to improve clarity and focus, without causing unwanted side effects like jitteriness. According to founders Michael Brandt and Geoffrey Woo, chewable coffee could revolutionize your a.m. routine — if only the mainstream could sweep aside its suspicions about "brain-enhancing" drugs.” [Business Insider](#)

“It’s no secret that Americans are all about coffee. We can drink while we’re on the go, but apparently, to-go cups just aren’t cutting it these days. To make coffee even easier to consume, nootropics and biohacking company Nootrobox recently introduced Go Cubes, chewable coffee gummies that are designed to deliver the desired caffeine kick, while reducing the jitters the drink can cause. The product is selling in boxes of 20 four-cube packs each for \$60 on Amazon Launchpad, but it takes much less to get a jolt equivalent to a cup of coffee; a serving is two cubes, which contains 100 milligrams of caffeine, roughly the amount you would find in a single cup of joe. From that one serving, the effects should last 4-6 hours.” [Digital Trends](#)

“Go Cubes, Nootrobox’s Kickstarter campaign, chewable caffeinated coffee bites infused with L-theanine (derived from tea), B6, and methylated B12 that they claim enhances focus and clarity. Nootrobox was started by some forward thinking Stanford and Google guys who now dedicate their lives to making all of our brains function better. Go Cubes are now in production and just won a ton of support at SXSW recently with bloggers going crazy for them.” [Huffington Post](#)



Company's campaign "What's Your Go Cubes Face"  
source - nootrobox.com

Company name: Nootrobox

Contact person: contact enquiries

E-mail: [care@nootrobox.com](mailto:care@nootrobox.com)

Website: <http://nootrobox.com>

Phone: 1 (855) 486-6748

Patent status: -

On market since: 2014

Regions: United States

Industries: Food and Drink

Source links: [Business Insider](#)  
[Bidding for good](#)  
[Nootrobox](#)  
[Be brain fit](#)  
[Fiz-x](#)

Direct link: [click here](#)





## BIOPEPTIX - EVIDENCE-BASED SKINCARE LINE

BIOPEPTIX – is a unique series of innovative cosmetic products developed by Israeli company Aviv Cosmetics and produced in the USA. The line contains active ingredients, based on the latest research findings in dermatology - biopeptides, growth factors and anti-glycation agents. At the same time Biopeptix includes plant extracts, fruit acids in therapeutic concentration and natural fruit puree. Combination of scientific research and natural ingredients made this line a real breakthrough in cosmetology, offering patients best of the two worlds.

BIOPEPTIX was founded in 2007 by Dr. Dov Luxman in Tel-Aviv, Israel. The name Biopeptix symbolizes the ingredients in these skincare products – biopeptides – short-chain proteins, which bind to skin cell receptors and stimulate regeneration and protection of the skin, weakened and lost by the skin in the result of damage, caused by ecological factors and premature ageing. Today, Israel is considered to be the medical capital of the world, as medicine and aesthetics in this country stepped so far that no one can compete with it. Israeli cosmetics can be discussed for hours - it is a natural and high-tech, and contains unique ingredients of the Dead Sea. If you still have not paid attention to beauty products from Israel, then it is time to correct this mistake and discover BIOPEPTIX.



source - [www.missbagira.ru](http://www.missbagira.ru)

This unique skincare line was created with the combination of the most effective formulas under careful supervision of Dr. Luxman, a practicing physician for 30 years.

“To me it seems patently clear that the field of professional cosmetics comes close to and even overlaps areas of aesthetic medicine, i.e. dermatology and plastic surgery. Products and treatments alike should be based on scientific evidence. Fresh findings should be made public for the benefit of all those engaged in the field and subject to systematic review. This way, the field of professional cosmetics will earn the acclaim it truly deserves! When I conceived the Biopeptix product line, what I had in mind was to combine the best

in cosmetic tradition with cutting-edge cosmetic technology suited to the third millennium”, says Dr. Luxman.

Evidence-based skincare - is the motto of BIOPEPTIX. All the formulations were created on the basis of active agents with proved efficacy in the sphere of regeneration of the skin balance and treatment of the skin disorders. The production of Biopeptix is completely eco-friendly and the products are not tested on animals.



source - [www.estet-portal.com](http://www.estet-portal.com)

## Why do we age?

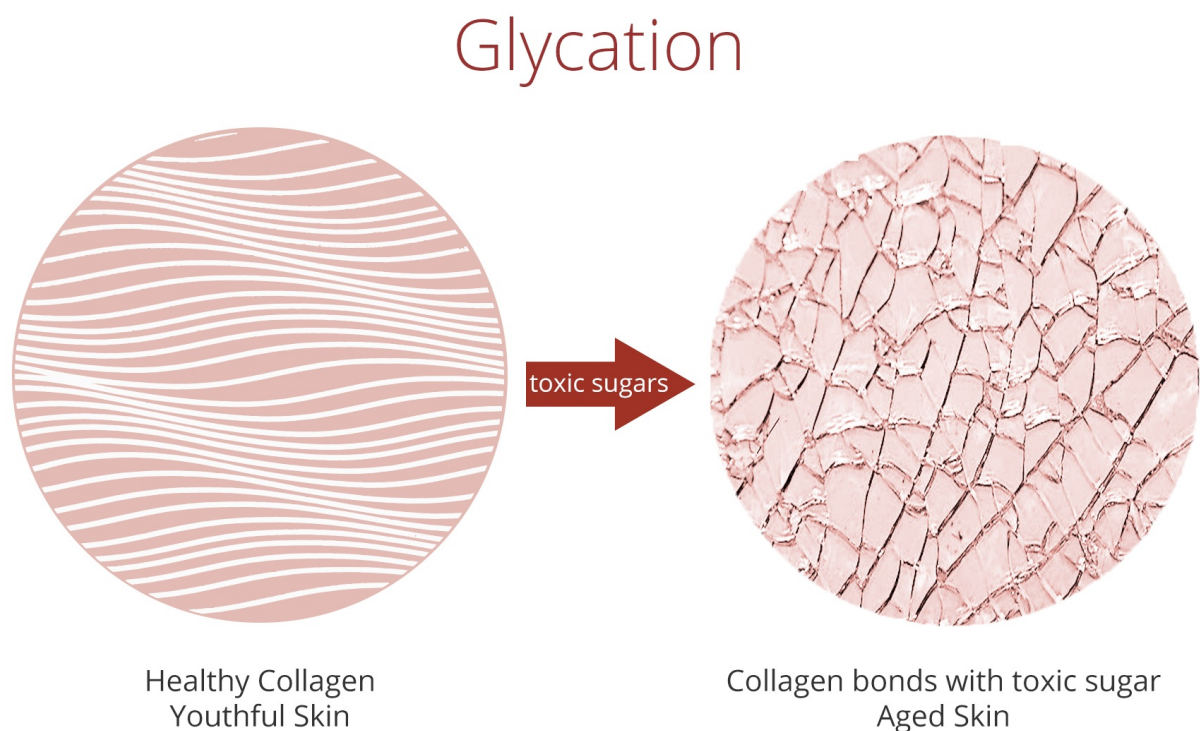
The human body is aging for several internal and external reasons. Among them are genetic predisposition, hormonal changes, photo-aging due to exposure to sunlight, nutrient deficiency, the effect of toxins (tobacco, alcohol, etc.). However, in the center of the mechanism of aging, there are two chemical reactions - oxidation and glycation.

Glycation - is a chemical reaction that occurs as a result of fixing the free sugars to protein molecules. It affects the whole body. At the last stage of this chemical reaction, appear end products of glycosylation - Advanced Glycation Endproducts (A.G.E). They are a major cause of skin aging, because the effects of glycation are most susceptible to elastin and collagen - fibrillar proteins of the dermis. Over time, they become tougher and



tougher because of all the greater fixation of sugar molecules to proteins. And the result: laxity, wrinkles, pigmentation and redness worsening, violation of skin scarring. All these signs of aging are directly or indirectly caused by the process of glycosylation, which occurs in our body continuously, and with age only increases.

Unfortunately, our body has no defense system against glycation. It can only be slowed down by choosing a healthy lifestyle, avoiding excessive exposure to sun, doing physical exercises, quitting smoking and alcohol, balanced nutrition, avoiding too fried and sugary foods. But for the fight with glycation and its consequences (A.G.E.), you can use external tools.



source - [www.meg21.com](http://www.meg21.com)

All BIOPEPTIX products contain anti-glycation agents, considered to be the latest findings in the anti-ageing sphere. One of these agents is aminoguanidine - a powerful activator of cell division. It stimulates the division of cells of the basal layer of the skin, accelerates regeneration and stimulates collagen synthesis. The division of the basal cells is the first phase of renewal of the epidermis. Newly formed cells displace cells of the upper layer of the skin and subsequently renew the epidermis completely.



Oxidation of cells is also one of the basic processes of skin aging. On the one hand, life is impossible without oxygen, and each cell needs it in order to produce energy and saturate proteins. On the other hand, it causes depletion of oxygen, destruction and disintegration, and as a result, aging and death of cells. Environment, pollution, solar radiation and cigarette smoke generate free radicals, which can have various degrees of damaging effects. The proteins (collagen, elastine), cell membrane lipids and DNA can be damaged by free radicals, which cause premature aging and even cancer. In recent years, numerous anti-aging medical research focused on the study of oxidation and free radicals, trying to slow down these processes.

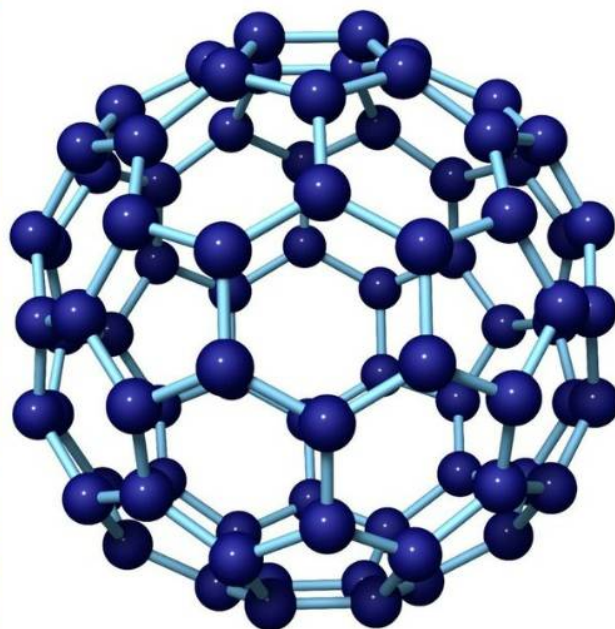


source - [www.antiwrinklecreme.org](http://www.antiwrinklecreme.org)

BIOPEPTIX line is enriched with powerful anti-oxidants (lycopene, bioflavon, resveratrol, vitamins), anti-bacterial compounds (proanthocyanins), healing and toning agents (allantoin, squalane and Centella Asiatica), as well as excellent moisturizers (hyaluronic acid, glycosaminoglycans).

The ingredients' great efficacy is further boosted through the use of the latest innovation in conduction means – the [fullerenes](#). Fullerenes - are molecular compounds made, as diamonds, only of carbon atoms, which are arranged at the vertices of regular hexagons

and pentagons, which constitute the surface of a sphere. A spatial structure enveloping the active compounds that helps them penetrate the skin deeply with an efficiency that is tens of times greater than that of liposome-mediated penetration. For this breakthrough, the fullerene discoverers received a Nobel Prize in 1997.

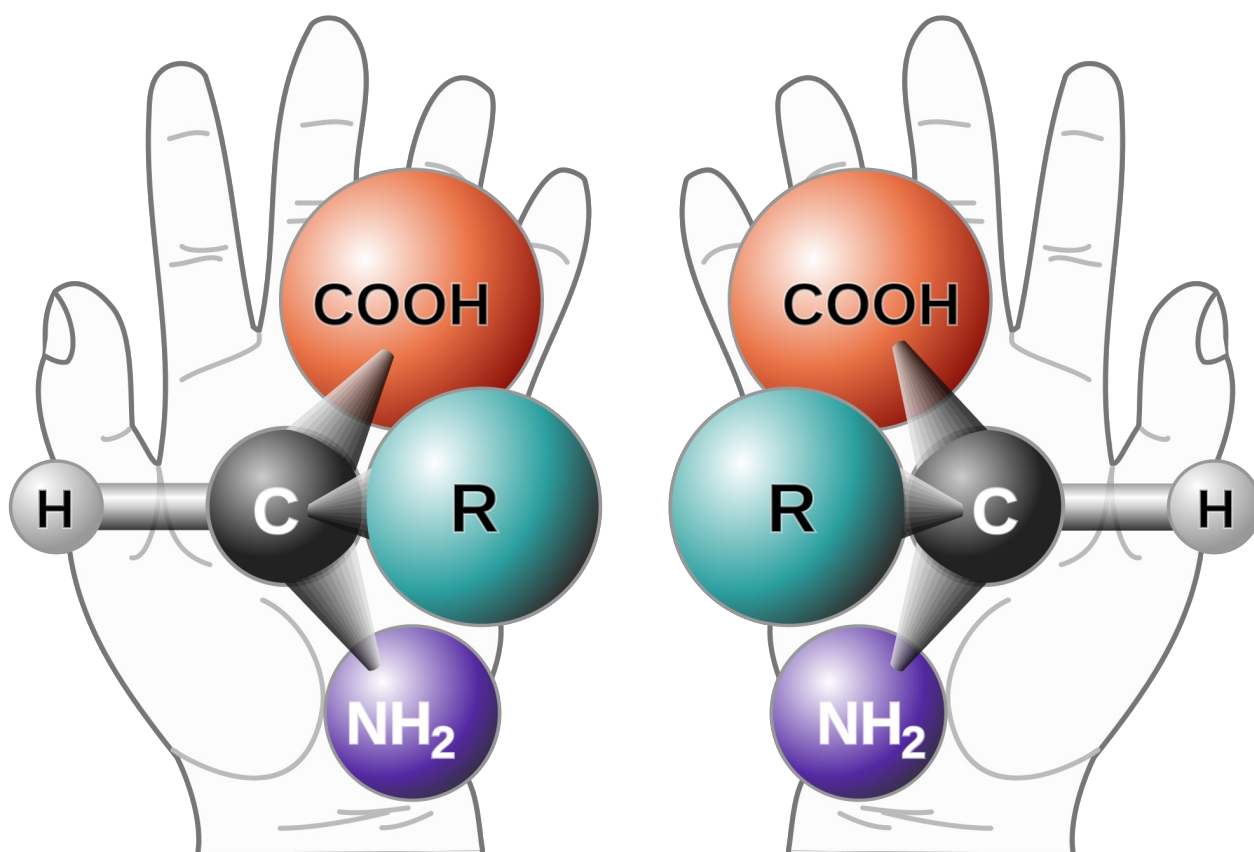


Fullerene (source - [www.lookfordiagnosis.com](http://www.lookfordiagnosis.com))

Fullerenes are the most powerful antioxidants among known to date, and their mechanism of action is fundamentally different from that of all other antioxidants. They act even in microdoses, maintaining efficiency for a long time. Fullerenes reduce concentration of free radicals, normalize cellular metabolism, increase the ability of cells to regenerate, thus preserving youth. By efficacy, fullerenes exceed the most famous of antioxidants, vitamin C, for 125 times! If other antioxidants are consumed during the reaction, the fullerene facilitates mutual destruction of free radicals and at the same time it is not consumed at all. Instead of attacking neighboring molecules, free radicals can react with each other and form harmless compounds. But the meeting of two free radicals are not so likely at their low concentrations. Fullerenes have an ability to collect them on their surfaces, thus providing their meeting. Combined, they destroy each other, and wherein the fullerene does not change. That is why the fullerene acts as effectively as the majority of other antioxidants, and that is why it has a long-lasting effect.

Currently another phenomenon is receiving increasing attention in the creation of pharmaceutical and cosmetic preparations - [chirality](#). Most natural substances are

produced in more than one form. These forms differ from each other not only in structure and shape, but in activity and effectiveness as well. Most compounds have two asymmetrical forms designated as left (L for Levo) or right (D for Dextro). Incorporation of organic compounds in cosmetic products requires careful selection of these ingredients. Ingredients that are either (L) or (D) may not absorb into skin at the same rate and may have lower effectiveness. BIOPEPTIX cosmeceuticals utilize the ingredients in their correct left (L) or right (D) form in all cosmetic formulations to assure optimal absorption and effectiveness.



Two enantiomers of a generic amino acid that is chiral (source - [www.en.wikipedia.org](http://www.en.wikipedia.org))

The advantage of Biopeptix treatments is a two-stage peeling of the skin with natural fruit acids, allowing to reach the maximum anti-ageing effect by a so called "controlled trauma", based on the concept "peel and heal". Biopeptix injures the skin to stimulate natural renewal processes.

Patients with mature skin will discover the advantage of [Pome-Peel](#) and [Pump-Skin Peel](#). Pome Peel contains natural pomegranate puree. Glycolic and Lactic acids gently exfoliate the skin, increase moisture level and reduce irritation and dryness. Pomegranate puree is rich in antioxidant polyphenols and contains a high concentration of anti-inflammatory,



anti-bacterial and anti-viral compounds. Pome-peel provides visible regeneration and rejuvenation of the skin. Pump-Skin Peel is a fruit-acid/enzyme formula based on organic pumpkin fruit specially developed as an exfoliation accelerator with outstanding keratolytic properties. Pumpkin Puree, Wine and Enzymes are used as an exfoliation accelerator, a powerful antioxidant and a mild retinoic acid substitute. Pump-Skin Peel activates receptors responsible for activating cell-turnover. It is a perfect exfoliator for mature skin and environmentally-stressed skin.



source - [www.biopeptix.com](http://www.biopeptix.com)

[Blue Enzyme Peel](#) with L-Lactic acid and plant-derived enzymes will provide exfoliation and toning to the dry skin. [Sali Zyme Peel](#) and [4-Berry Peel](#) were created specifically for patients with oily and acnetic skin, prone to infections and inflammations. The 4-Berry Peel is a 100% natural red cherry puree blended with chiral AHA's of L-Lactic Acid, L-Tartaric Acid, L-Malic Acid, BHA Salicylic Acid and enzymes. Highly active ingredients exert their anti-bacterial, anti-inflammatory, soothing and regenerative effects to calm the skin and improve it's appearance and structure. Sali-Zyme Peel is a professional strength chemical



peeling based on Salicylic acid and plant-derived exfoliating enzymes. Salicylic acid is a highly effective keratolytic compound and Bromelain/Papain is an enzymatic complex that enhances exfoliation and moisturizes the skin. Sali-Zyme Peel protects the skin from harmful environmental influence and has anti-inflammatory effect.

[Cranberry Peel](#) is a superb formula for smoothing, firming, toning and mildly exfoliating the sensitive skin. It contains D-Cranberry Complex – highly beneficial for its antioxidant and its gentle anti-bacterial properties. Cranberry Peel boosts the healing process within the skin. Subtropical Peel from Effect Plus line provides especially strong rejuvenating effect. Refreshing All Around Mint Peel will suit all types of skin. Deep peeling is enhanced by a Pre-Peel toner, which reduces PH level of the skin and allows for maximum effect.

Apart for effective peelings, patients are offered a wide range of creams, masks, cleansers, scrubs and serums. [Pro-Lift](#) serum will provide instant firming effect. Its powerful formula, based on botox-like ingredient Syn-Ake, acts like a snake venom and reduces wrinkles. [Spin Trap](#) mask is a unique formula created for protection of the skin from free radicals and solar radiation. It contains a wide range of powerful anti-oxidants and neutralizes toxins. [Clear&Fresh](#) eye serum reduces puffiness and dark circles in the eye-area. And [Multi-Peptide](#) eye cream with a powerful peptide formula with reduce wrinkles and restore collagen.

Currently BIOPEPTIX offers its customers 52 products for each skin type and 8 effective treatments:

- acne&scars treatment – for oily skin;
- anti-aging treatment - for mature skin;
- instant lifting treatment – for mature skin;
- rosacea treatment;
- sensitive skin treatment;
- bio-rejuvenation treatment – for mature and photo-aged skin;
- uplift protocol – for sagging skin;
- extra moisture treatment – for dry skin.

Biopeptix products are not sold in retail chains or online stores. These products can be purchased only from official trained representatives or beauty institutions. Interested beauticians are invited to visit BIOPEPTIX training center in Tel-Aviv to derive the most of

this unique brand and treatments.



source - [www.biopeptix.com](http://www.biopeptix.com)

Company name: Aviv-Cosmetics LTD.

Contact person: Orli Borger

E-mail: [sales@avivcosmetics.com](mailto:sales@avivcosmetics.com)

Website: [biopeptix.com/](http://biopeptix.com/)

Phone: +972 3 624 33 16

Patent status: -

On market since: 2007

Regions: Israel

Industries: Beauty Industry

Source links: [Biopeptix](#)  
[Wikipedia Chirality](#)  
[Wikipedia Fullerene](#)  
[Estet Portal](#)

Files: [Biopeptix Catalogue \(eng\)](#)

Direct link: [click here](#)



# HYDRA-LIGHT - IF YOU HAVE SALT AND WATER - YOU'VE GOT LIGHT AND POWER

After over three years of research and product development, Hydra-Light presented the first product - its new saltwater EnergyCell technology. In mid-February a salt lamp Hydra-Light PL-500 was exposed on the Crowdfunding project. This light source is powered by salt water. It does not require batteries and can charge smartphones. In total, on one fuel element, it provides a light coverage as long as about 85 standard AA batteries do.





source - [hydra-light.com](http://hydra-light.com)

According to the Agency for Environmental Protection, each year Americans throw away more than three billion batteries. This is about 180 000 tons of batteries, most of which, 86000 tons, are disposable alkaline batteries. Placing them one after the other, you can circle the globe in at least six times.

Thus, there appeared an idea to create a lantern, which would be compact, safe and environmentally friendly, with an extended time of use. This reduces operating costs compared to conventional batteries. It's possible due to long-term storage of fuel cells - at least a quarter of century, while conventional and rechargeable batteries lose their properties quite quickly.



source - digitalrv.rvtravel.com

This product is intended for camping and used as an emergency light source.

In addition, the salt lamp as a portable emergency travel USB charger is more attractive than all kinds of wind and kinetic portable generators and solar panels. To make it work you must provide an anode with salt water, which can be produced by using the common salt or sea water.

Model PL-500 (an abbreviation of Personal Lantern) is equipped with 16 LEDs and a USB output to charge compatible devices - smartphones, tablets, navigation devices, digital cameras, etc. It is supplied with external accessory with 3 LEDs and a cable with a 2.5 mm output for an additional lighting on the removal of up to 9 meters.

The operability of the lamp provides the Power Rod anode with a high energy density and a cathode in the form of a carbon film. When exposed to salt water Power Rod begins to oxidize, releasing an electric current. According to the developers, one such inexpensive rod provides more than 250 hours of work to the point where it needs to be replaced.

Hydra-Light is the company that created the Energy Cell. PL-500 is their first product. Behind the scenes at the retail industry level, Hydra-Light has major distributors in the UK, Germany, France, Australia, China and the USA that are ready to distribute the Energy



Cell products commencing after the [Kickstarter campaign](#) is complete.



source - mobipukka.ru



source - techinsider.io



sources: m.popco.net, examiner.com

After running a campaign on Kickstarter gadget cost will be \$48. A startup took place at February 18th this year. The time of the launch of the model Hydra-Light PL-500 is approximately July 2016. Many people all over the world support this project on Kickstarter and are much interested in this technology. On March'18, 2016 the end of an amazing 154%+ campaign was announced by the developers.



Company name: Hydra Light International Pty Ltd

Contact person: Brian Dunster

E-mail: [brian@hydra-light.com](mailto:brian@hydra-light.com)

Website: <http://www.hydra-light.com>

Phone: +61 3 8782 3733

Patent status: -

On market since: 2016

Regions: Australia

Industries: Others

Source links: [New Salt Water EnergyCell](#)  
[The PL-500 Personal Lantern](#)  
[About PL-500](#)

Direct link: [click here](#)



## EASYBREATH - THE FIRST SNORKELING FULL FACE MASK

Easybreath mask is the first innovative snorkelling mask which enables people to SEE and BREATHE UNDERWATER just like they can do it on DRY LAND! You are able to discover the underwater world breathing as easily as you would on land. The Easybreath project began in 2007. The company interviewed snorkelers and non-snorkelers on beaches of China, Brazil, Europe and others. Around 30-40 % of people said that they don't snorkel because the snorkel bothers them. It's unhygienic, uncomfortable on mouth or it's difficult to breathe through the mouth with your nose pinched by the mask.



colour scheme of Easybreath masks (source - tribord.com)

The company launched a creative workshop with a design school and the brief was “to invent a solution to see and breathe underwater like you do on land”. The workshop unearthed 30 different possibilities that all had one element in common – they covered the eyes, nose and mouth, whereas traditional mask covers eyes and nose. The real challenge was to make the skirt watertight when in contact with the face – the skirt is the part that prevents water from entering the mask.

The next major phase was design. It took nearly 3 years to transform the “monster”, a basic prototype, into something people will want to wear on their face when they are on the beach wearing swimwear. Design at Oxylane is all about making user benefits tangible in physical products. The company wanted this mask to be transparent so you can see the mouth and the nose through the glass and how much air there is to breathe. The team of designers was inspired by the colours of the aquatic environment. One element is fluorescent orange for example, underwater you see lots of fluorescent colours – yellow and deep oranges...so the company has gone for a novel colour scheme – frosted pinks and electric blues for men. The company won’t stop and says that there are a lot to come.

Oxylane R&D center made a research on 40 people, 20 snorkelers and 20 non-snorkelers, 20 men and 20 women, to try out a final prototype. Oxylane research had never observed such amazing results during a prototype test, which was most satisfying. 92% of people who tried it said: “WOW! It’s amazing. A clear field of vision, nothing in the mouth, you have to make this product.” The company has been working on this project for 7-8 years. They want snorkeling be accessible to everyone with a product that is worry-free, pull it on in one movement and go and check the seabed.



source - snorkup.com

The Easybreath is available in 4 sizes which cover 90% of faces. For children aged between 10 and 12, choose size XS, for women and teenagers, choose size S/M, and for men, choose size M/L or L/XL. To choose the right size in store, tighten the mask so that it fits against your face. There should be no gap between your chin and the bottom of the mask. More details on the [Tribord.com](https://tribord.com) site.

#### **BENEFITS OF EASYBREATH MASK:**

- 180° field of vision and shatterproof polycarbonate window for added safety
- Full mask for natural breathing through the nose and/or mouth
- Exclusive breath ventilation concept prevents fogging
- Adjustable elasticated textile strap that does not pull your hair out
- Dry Top snorkel system limits water entry through the top of the snorkel
- Purge valve at the bottom of the mask to drain water when the head is raised
- Orange snorkel top can be seen from further away than a traditional snorkel
- Four mask sizes with a silicone face skirt for comfort and a watertight seal

#### **TECHNICAL INFORMATION:**

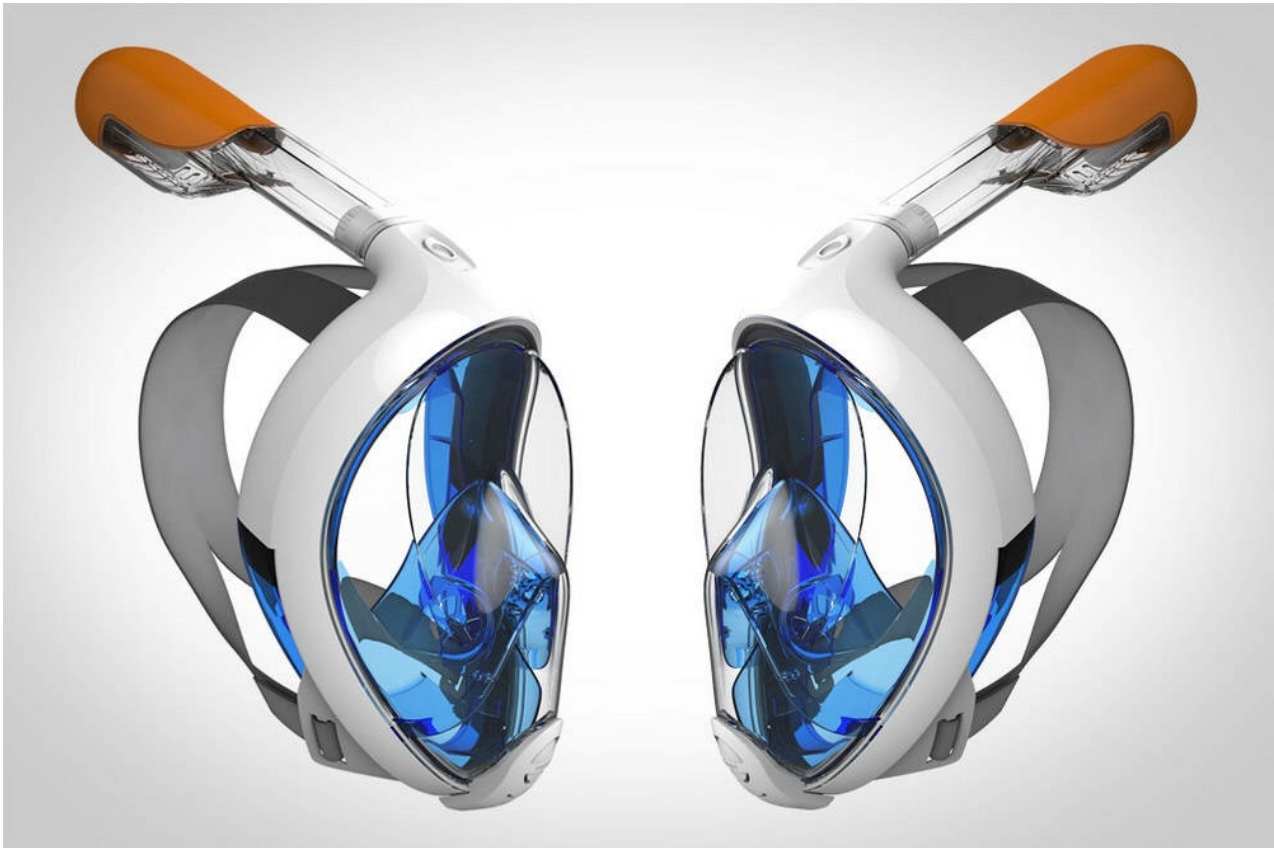
Frame - 100 % Polypropylene (PP)

Joint/Gasket - 100 %



Silicone Lens - 100 % Polycarbonate - Acrylonitrile Butadiene Styrene (PC-ABS)

Tube/Valve Connector - 100 % Polycarbonate - Acrylonitrile Butadiene Styrene (PC-ABS)



source - [www.ebsrental.com](http://www.ebsrental.com)

## WHY EASYBREATH DOES NOT FOG UP?

The mask has the same ventilation principle as the windshield of the car. Moist air that a person exhales, is removed via the side silicone and then by plastic chutes through which air enters the tube. Thus, the air inside the mask is constantly refreshed. You will feel great, even if the water temperature is 18° C, because the inhaled cold air contacts first with the glass and only then with nose and mouth.

## FEEDBACK

Andrew, 28 Jul 2014

"Great Vision. Comfort. Easy to Breathe of course. Saw a video for these and decided I must have one. I'm a keen scuba diver so have never had an issue with snorkeling masks etc but liked the idea of the extra visibility. Glad to see the price has not gone up from what I was expecting. The product arrived quickly. It appears well made. My local pool

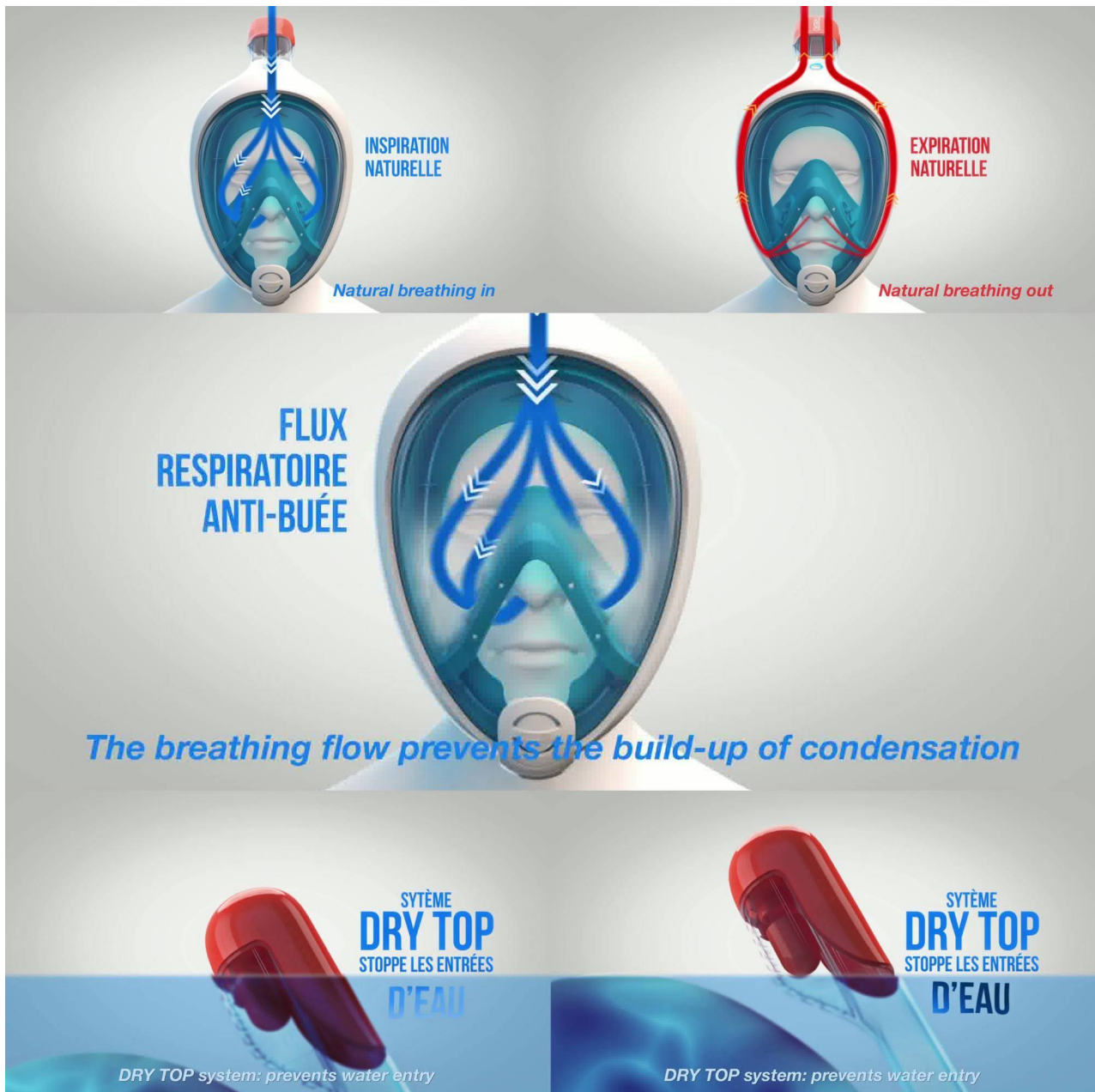
would not let me use it so I had to try it out at a pool I practice scuba diving in. It was comfortable and easy to put on. The extra visibility was fantastic. The valve on the snorkel worked well when I duck dived under (no coughing / spluttering). Although the instructions say for surface use only I dived down and swam along the bottom of swimming pool at 2-3 metres holding breath without any issues. At no point did the mask fog up. I purchased the L/XL size and with the straps adjusted it fit perfectly. My son who is 12 and considerably smaller than me also tried it on and used it without any issue. Would highly recommend this even if it was kept in a cupboard and just taken on beach holidays."



source - [easybreath.com](http://easybreath.com)

Andrew Durr, 4 Feb 2015

"I'm a very experienced snorkeler. I have used a regular snorkel mask setup for years. NOTHING BEATS THIS MASK! Being able to breathe through your nose and mouth is incredible!"



source - [easybreath.com.ua](http://easybreath.com.ua)



source - [easybreath.com.ua](https://easybreath.com.ua)



Company name: Easybreath

Contact person: Ross Farrington

E-mail: [contactweb@tribord.com](mailto:contactweb@tribord.com)

Website: <http://www.tribord.in>

Phone: +330559480202

Patent status: -

On market since: 2007

Regions: United States

Industries: Others

Source links: [Tribord](#)  
[Outsidepursuits](#)  
[Amazon](#)  
[Decathlon](#)

Files: [Easybreath mask review \(video\)](#)  
[Easybreath Mask review \(video\)](#)  
[Easybreath Snorkeling Experience \(video\)](#)

Direct link: [click here](#)



**SUPERB**



## D.S & DURGA PROVIDES THE ABILITY TO CONJURE UNSEEN WORLDS

D.S & Durga believes in perfume's ability to conjure unseen worlds. This elegant perfume house was established in 2007 by David Moltz and Kavi. Inspired by old-fashioned herbal remedies, the Brooklyn-based pair handcrafts unique unisex fragrances in small batches. Their every possessive creation is made using premium raw materials, such as natural oils and plant extracts. This idiomatic perfume house claims that artistry is their first priority emphasizing the power of scent is equal to that of sight and sound. The company's founders mentioned that D.S. & Durga is their universe: all that they love in music, art, nature, and design told aromatically. Durga's scents are fragments of half-remembered myths and imaginary landscapes that invite one to explore. All of their creativity comes from within. Currently, the house designs and produces not only refined perfumes lines and body care products but things for the car.



That means **D.S.** is really the perfumer. He taught himself how to make perfume by immersing himself in all things fragrant. He is passionate about translating musical and literary spaces into scent. His distinct process involves creating accords of lifelike objects, places, characters and weaving them into rich narratives. The sniffer reading the description should be clearly able to sense the ideas within the perfume.

**Kavi (aka Durga)** designs everything. She approaches her work as an architect (the profession she left for perfumes). Thinking in angles, light, shadow, and texture, Kavi seeks to create clarity in form and function for the houses of the perfumes. With great intention, she honours the subtle messages of product design.



A great scent is a world you can return to over and over - a keyhole into another realm  
source - dsanddurga.com

[D.S. & Durga](#) were pioneers in the DIY Brooklyn movement around the turn of the century. They began by turning things they loved into scents. At first, developers handmade scented stories of cowboys, open terrain, Russian novel characters, folksongs, etc., and packed them into hand-stamped boxes in their Bushwick apartment.

By 2009 David and Kavi were up and running in a real facility in the Bronx. With the same high standards of quality and a personal eye on all areas of production, they released their flagship line in flask bottles. They are constantly improving on the vision that began on their tiny Brooklyn table.



Kavi and David  
source - nose.fr

David and Kavi are passionate about **transparency**; sharing as much as they can think of about the scents. All of the created boxes contain descriptions, notes, stories, and anecdotes about the perfume inside. Though a perfume can be enjoyed without knowing its name, developers believe it **enriches the experience to talk about and understand what they are trying to say, why they made something, and what is in it**. Like a record, one can listen and dive deeper into the liner notes.

Company name: D.S & Durga

Contact person: -

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Website: [www.dsanddurga.com](http://www.dsanddurga.com)

Phone: +1-917-740-2805

Patent status: -

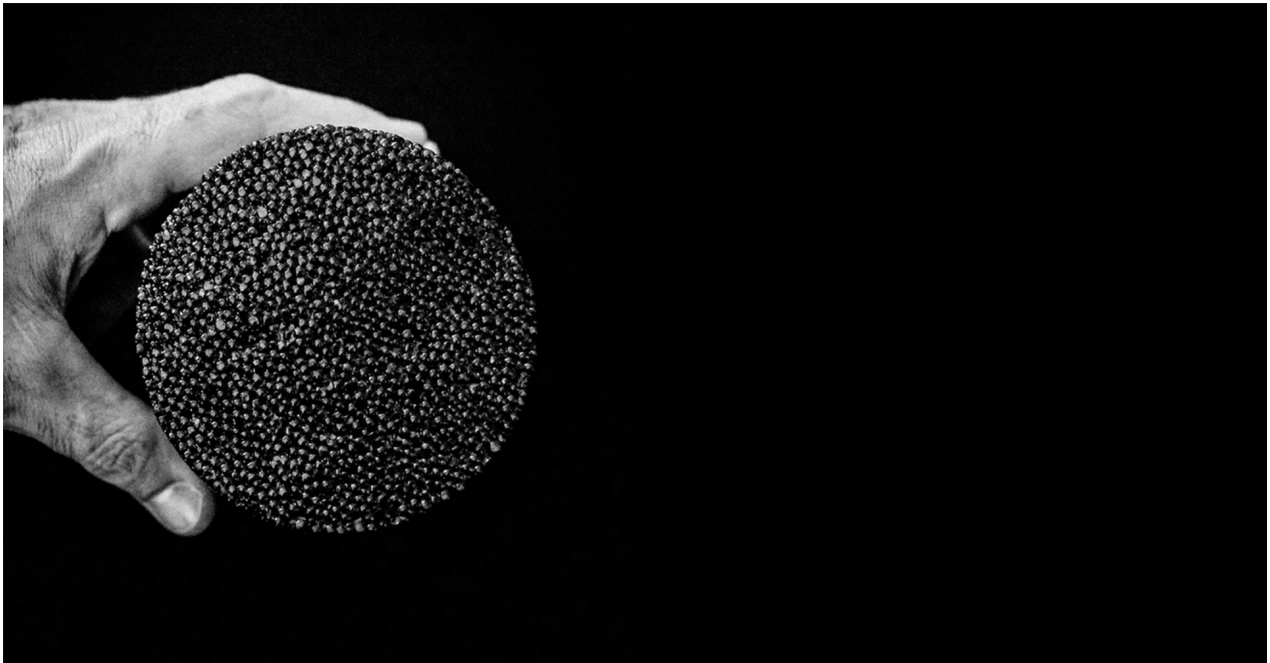
On market since: 2007

Regions: United States

Industries: Beauty Industry, Consumer products

Source links: [D.S & Durga](#)  
[Original](#)  
[video](#)

Direct link: [click here](#)



## CAVIAR HOUSE & PRUNIER COMBINES LUXURY WITH SUSTAINABILITY

Caviar House & Prunier, which is known to produce the finest caviar and smoked salmon in the world, claimed that love begins in the stomach. The Prunier Caviar is created from recipes that have been closely guarded secrets for centuries. In addition to the finest caviar and smoked salmon, the house supplements their assortment sensibly with high-quality delicatessen products from the best producers in the world. Caviar House & Prunier combines tradition and modernity for you with the goal of achieving the highest culinary quality. Today, connoisseurs and those in the know all over the world rely on their historical expertise. And for their absolutely top-class products, the employees of Caviar House & Prunier deliver absolutely top performance every day. Caviar House & Prunier supply consumers with the finest that nature has to offer in collaboration with the best producers in the world.



About an hour's drive away from the town of Bordeaux in the South of France lies the aquaculture and caviar production site, Prunier. The Prunier Farm can be found *in the lush landscape of the Dordogne, idyllically situated on the River Isle*. Here, about 150,000 sturgeon call Montpon-Ménestérol, a town in the county of Gironde, their home. They live in woodlands outdoors, in a large pool connected to the River Isle through an open water circuit. As a result, all of this makes *the product of the highest quality*.

However, there are other factors that make Caviar House & Prunier so prosperous. Behind every company's success is always a highly motivated and qualified team. They are all always aware of the responsibility that comes with being ordered by the finest gourmets on earth.



Balik Salmon  
source - caviarhouse-prunier.de

Besides caviar, the house also famous for delicious smoked salmon. Balik salmon, considered by most salmon connoisseurs to be *the finest smoked salmon in the world*, has its roots in Imperial Russia – in an era when the art of "fine dining" and the quality of the products which are used, celebrated by the Russian aristocracy, reach an unprecedented level.

During the producing of their products like Balik Salmon and Prunier Caviar as well as in the selection of products by partners, the company make a lot of effort. So that this application was not in vain or the quality of the products suffers on the way to the customer, Caviar House & Prunier has installed *a sophisticated shipping and packaging system for delicacies*. All its caviar types and Balik salmon are individually packed by hand.

Caviar House & Prunier claimed that their finest products deserve high-quality packaging, which *safely absorbs, protects and thus preserves these valuables*. In addition, equipped with sufficient cooling batteries, the sophisticated packaging system guarantees a complete cold chain right to the customer's home.



Fish Roe Fooddesign  
source - caviarhouse-prunier.de

Company name: Caviar House & Prunier

Contact person: -

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Website: <https://caviarhouse-prunier.de/en/>

Phone: +49 (0)2241 94497-0

Patent status: -

On market since: 1950

Regions: France

Industries: Food and Drink

Source links: [Caviar House & Prunier](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



## BOVEDA: FOR ANY HUMIDITY SENSITIVE PRODUCT

Boveda Inc., formerly known as Humidipak Inc., is a manufacturing company based in Minnetonka, Minnesota, United States. It specializes in humidity control for a multitude of industries and applications such as tobacco, wood and herbal medicine industries. Humidipak Inc. was founded on July 1, 1997, and re-branded as Boveda Inc. in the International Premium Cigar & Pipe Retailers Association (IPCPR) 2012 convention. Currently, the company's products can be executed in a full range of relative humidity levels (13-95%) to preserve the precise humidity atmosphere for any item with which it's packaged. Each Boveda consists of a specially prepared saturated solution of pure water and natural salts. This saturated solution is contained within a water-vapor-permeable "reverse osmosis" membrane. Boveda provides the cleanest and most purified humidity of all other products available on the market today. In addition, the company's unique products are available in multiple sizes and humidity levels.



Boveda's patented 2-way humidity control continually responds to ambient conditions by adding or removing moisture to affect the enclosed environment and deliver the pre-determined relative humidity (RH) level printed on the pack.

It's well known in science that certain salts mixed with water will naturally regulate humidity. The company just patented the way that made it practical for packaging. Other packaging inserts either add moisture or remove moisture. Boveda does both, **monitoring the RH (relative humidity) inside the container and regulating to the specific RH engineered into the Boveda.**



Boveda can be executed in a full range of relative humidity levels  
source - bovedainc.com

Available in **multiple sizes and humidity levels**, Boveda can solve the intermediate moisture need and maintain the ideal moisture content of the items inside the customer's container. Boveda uses all FDA-compliant ingredients and won't damage anything through direct contact. **The life of any Boveda depends on how much moisture it releases**, which will vary based on climate and container. Importantly, it's time to replace Boveda when it's no longer pliable.

It's impossible for Boveda to over-humidify beyond the RH on the pack. That's why the usage instructions talk about minimums, not maximums. There's no such thing as using "too much". More than the minimum will just last longer.

Boveda doesn't need to be activated or maintained. Once the Boveda pack becomes rigid, it's out of the water and needs to be replaced. This could mean weeks to years, depending

on the package or container, how much the container is opened/closed and the ambient environment. For medical instruments, a number of Boveda formulas are stable under gamma radiation sterilization.

Currently, Boveda provides products for **premium cigars, cannabis, guitars and reeds, wood instruments, food storage, photos and speciality paper, camera lenses and electronics**. In addition, Boveda packs are zero-maintenance, they don't need activation or special storage conditions and the company makes them in a variety of sizes to seamlessly integrate into customers' current storage containers and packaging.



It protects, preserves, and optimizes moisture sensitive products  
source - [boveda.com](https://www.boveda.com)

Company name: Boveda Inc.

Contact person: Sean Knutsen

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Website: <https://bovedainc.com/>

Phone: +1 (952) 745-2900 Ext. 7

Patent status: -

On market since: 1997

Regions: United States

Industries: Consumer products

Source links: [Boveda](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



# MOROCCANOIL'S PROFESSIONAL HAIR AND SKIN CARE

MoroccanOil is Israeli cosmetics with a global presence for hair, based on argan. The effectiveness of the product instantly made the brand popular worldwide. The company's success is the innovative formula of products, which gives the hair a natural smoothness, shine and improves its condition. Professional MoroccanOil cosmetics is provided only in the luxury beauty salons. Beauty experts and eminent persons of show business including Jennifer Lopez, Scarlett Johansson, Renee Zellweger, Katy Perry, Eva Longoria, Keira Knightley, Rosie Huntington-Whiteley and many others trust their hair to MoroccanOil treatment products. The company's products are rich in antioxidants and nutrients providing perfect quality and guarantee instant visible results. In the product line of the brand, the customer can find restoring, moisturizing and styling products for all hair types. No doubt that MoroccanOil is a Niche Brand that is fashionable, prestigious and is presented in beauty salons in many countries.



## LEADER IN HAIR CARE INDUSTRY

The success of Moroccanoil Treatment products led to the development of broad line of innovative luxury products that meet the requirements of all types of hair. Products are easy to use and give instant results. Moroccanoil haircare goods have won international fame thanks to its light texture, rapid absorption and a natural healthy appearance of hair after the use.

The company started with the original Moroccanoil Treatment which made a revolution in the haircare industry. Then it built reputation on positive word of mouth from fashion runways to salons. Antioxidant infused, nutrient-rich, innovative formulas are unmatched and provide excellent results. That is why Moroccanoil is preferred by professionals and consumers. Because Moroccanoil products simply work.

Moroccanoil pledged to produce products only of the highest quality. That's why Moroccanoil cosmetics is sold in the best stores in the world. The instant visible effect of Moroccanoil cosmetics brought the company to the leaders of the beauty industry. Moroccanoil cosmetics is used on well-known photo shoots of popular magazines, the ceremonies of Oscar, Grammy, Golden Globe and MTV rewards.

## THE SECRET INGREDIENT

A key component of all company's products is argan oil - one of the rarest oils in the world. It is especially valuable when creating hair care products as it actively nurtures and restores hair, gives intense shine, eliminates dimness and brittleness. Argan oil is a powerful antioxidant, UV protector and free radical neutralizer, it is also rich in vitamins that strengthen hair and increase its elasticity. It's used in the entire Moroccanoil product line: from the Original Moroccanpil Treatment to the Moroccanoil Luminous Hairspray.

Argan Oil is produced from the kernels of the argan tree. They grow in Southwest Morocco natively, but today they also are grown in the orchards of Israel. Argan oil is known for its powerful nutritive, cosmetic and medicinal properties. It is extracted from the argan kernels through with the help of mechanical presses. It's rich in natural vitamin E, phenols and phenolic acid, carotenes, squalene and many others useful components. It's more resistant to oxidation than olive oil.

To receive argan oil is a painstaking process. In order to get 1 or 2 kg of material, 100 kg of seeds should be processed. Therefore Moroccan oil equals with such expensive and luxury products as caviar and truffles. This fact explains the name "liquid gold" which hairdressers gave to Moroccan oil.



Moroccan oil smooth collection  
source - the-luxelife.com

## PRODUCTS AND PRICES

Moroccan oil products are rich in antioxidants and nutrients. They have perfect quality and guarantee instant visible results. In the product line of the brand, you will find restoring, moisturizing and styling products for all hair types. Pioneer product of the brand line is revitalizing cure based on argan oil, which is easily absorbed and makes the hair alive and gentle.

Everyone could find a haircare line suitable for her hair type. There is a big variety of products and prices:

- Moroccan Oil Treatment: \$ 15 – \$ 44
- Moroccan oil Treatment and Moisture Repair Packettes: \$ 44

- Shampoo: \$ 10,50 – \$ 26
- Conditioner: \$24
- Mask: \$16 - \$ 55
- Hairspray: \$ 10 – \$ 24
- Styling Gel: \$ 20
- Mousses and creams: \$ 23 – \$ 29
- Brushes: \$ 26 – \$ 30



Fashion Week backstage with Moroccan oil  
source - memoirmode.com

## DISTRIBUTION

Over the last five years, the company has developed a series of products for complex hair care treatment and became famous far beyond the borders of America. Today official distributors of cosmetics provide Moroccan oil products to the best beauty salons and provide professional training for stylists in the UK, Spain, Australia, Brazil, Italy and many other countries.

In order to become a distributor, the distribution agreement should be signed with the company. The rights and obligations of the manufacturer and distributor will be pointed in it. Also, all needed information about conditions of transfer and reception of the goods and other operating points are described there. This certificate is given to the distributor from

the general director of the company who confirms the official presentation of company products. Moroccanoil distributors work directly with luxury beauty salons, they have beneficial conditions for cooperation, a full range of brand products, quality services and free training.



Company name: Moroccanoil

Contact person: Liliana Grunmann

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Website: <http://www.moroccanoil.com>

Phone: +1 888 700 1817

Patent status: -

On market since: 2006

Regions: Israel

Industries: Beauty Industry

Source links: [Moroccanoil Official Webpage](#)  
[Roin style](#)  
[Polarity hair studio](#)

Files: [The Original Moroccanoil Hair Treatment Oil \(video\)](#)  
[Her Big Idea featuring Moroccanoil Co-founder Carmen Tal \(Video\)](#)

Direct link: [click here](#)



## THEODENT: FLUORIDE-FREE CHOCOLATE TOOTHPASTE

Theodent is the absolute best toothpaste formulation on the market, the world's only absolutely safe alternative to kinds of toothpaste containing fluoride. It took more than 30 years of continuous clinical studies to create a unique revolutionary formula Rennou, a proprietary blend of cocoa extract and other minerals, which is unique worldwide. This active ingredient in the toothpaste increases the size of enamel surface crystals, making teeth less susceptible to bacterial acid demineralization. All components of Theodent are of natural origin, therefore completely harmless to health, even if accidentally swallowed. The prestigious G.R.A.S. status confirms the complete safety of the product according to the standards of the FDA.

## PROBLEM

The daily consumption of large quantities of acidic food and drinks causes erosion of enamel, one of the reasons for increased tooth sensitivity. Today, fluorine is commonly used in the toothpastes for enamel remineralization. But fluoride strengthens teeth by adhering to and incorporating itself into the tooth. Fluoride is also known to be a neurotoxin and its overabundance in the body can be very harmful. [The recent Harvard studies](#) have shown it's correlated to lower IQ levels in children.

## DEVELOPMENT

The academic research behind [Theodent](#) was first conducted in the 1980s by Dr. Tetsuo Nakamoto, a co-founder of the company and a professor at [the Louisiana State University Health Sciences Center](#) in New Orleans. He studied the effects of nutritional constituents on pre-natal teeth. In collaboration with Professors Alexander Falster and William Simmons, experts in analytical geology, Nakamoto found that dark chocolate without the fat and sugar helps prevent the development of caries in its early stages. They discovered that enamel remineralization occurs due to its theobromine constituent, a cocoa extract similar in structure to caffeine, effective in fighting cavities and strengthening tooth enamel. The finding caused extensive researches and led to the creation of Rennou revolutionary formula, the active ingredient of Theodent toothpaste.

The research of a momentous discovery was taken a step further by Dr. Arman Sadeghpour in 2007. As a part of the doctoral dissertation at [Tulane University](#), he tested the theobromine on human teeth and make a comparison of cocoa extract and fluoride abilities to strengthen tooth enamel. The research confirmed the earlier finding of Dr. Nakamoto. The interest towards the product made the scientists work on commercializing the technology. Theodent LLC was established by Sadeghpour and Nakamoto in cooperation with William Simmons and Joseph Fuselier. The company's first commercial product was launched in 2012. The company now holds three patents issued in the USA and a third worldwide patent pending.

Theodent LLC is supported by [the New Orleans BioInnovation center](#). It is a nonprofit business incubator, a hub for bioscience companies in Louisiana. The organization supports teams developing innovative medical devices, diagnostics, therapeutics, digital

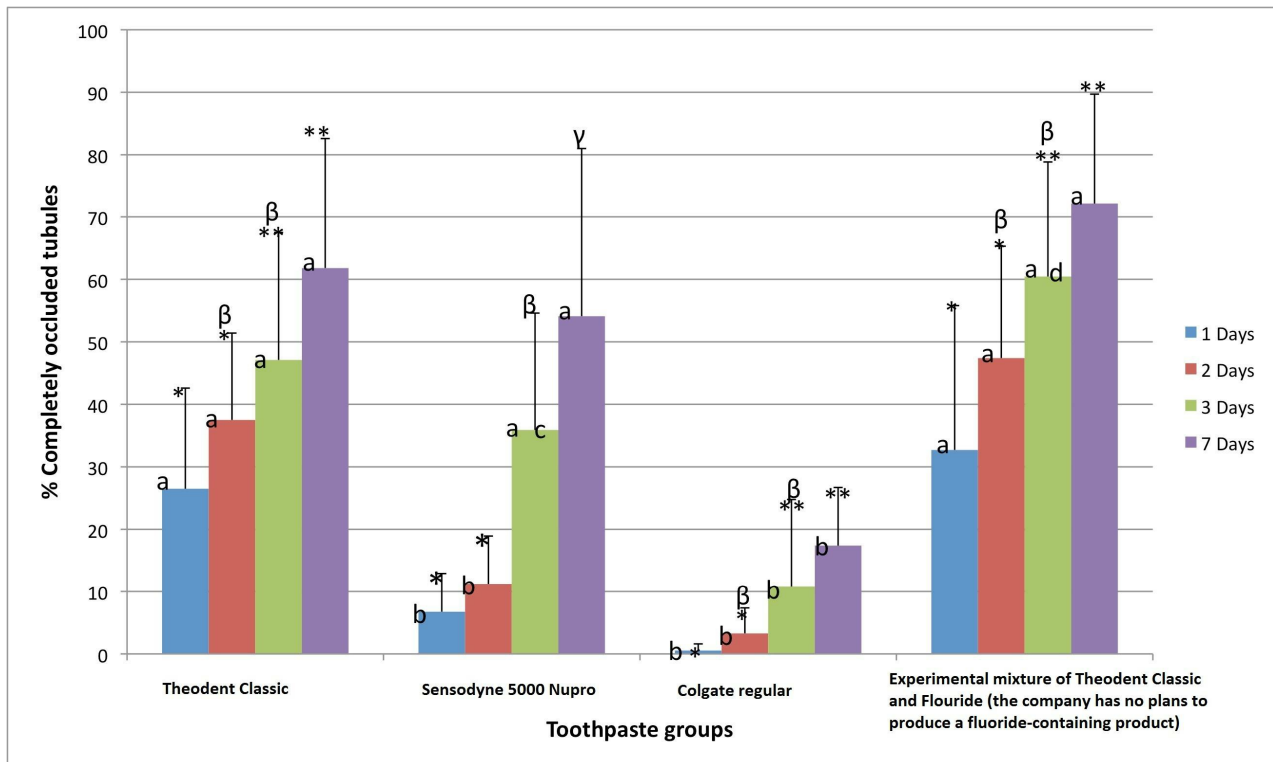
health platforms, clean technologies, etc. The BioInnovation center offers numerous lab and office facilities, business consulting assistance, regular educational programs, and low-cost capital program. It works with a number of independent innovators and researchers from major institutions including Tulane University, the Louisiana State University Health, Xavier University of Louisiana and University of New Orleans. The center's commercialization team assists in business planning, market analysis, intellectual property protection, finding capital sources, connecting entrepreneurs to mentors, etc.

## TECHNOLOGY

The basis of the revolutionary RENNOU formula is theobromine, a substance of natural origin derived from cocoa beans. Theobromine has antibacterial properties and actively promotes the remineralization of enamel. It stimulates the formation of hydroxyapatite crystals, the main component of the bone tissue of the tooth. Moreover, these new crystals of hydroxyapatite, formed on the surface of exposed dentin and within the dentinal tubules, are four times larger and stronger than the previous ones and much more resistant to external acids (wine, juices, fruits, etc.). In comparison to fluorine that incorporates itself into the tooth, the cocoa extract strengthens and enlarges the crystals that make up the tooth, resulting in a more robust enamel. Theobromine is totally safe for health and exceeds greatly the performance of fluorine (71 times less theobromine is needed to show the same results in comparison to fluorine). Thus, when regularly used, the Theodent toothpaste allows to eliminate the problems of tooth sensitivity and stop the development of caries at an early stage.

All the ingredients of Theodent formula closely interact with each other providing a high performance of the product. Thus, in addition to theobromine, the toothpaste also includes calcium acetate that restores positive calcium balance and sodium phosphate, a buffer for the absorption of calcium and growth of hydroxyapatite crystals. A range of ingredients is set to fight the bad bacteria. Xylitol is needed for the prevention of caries as it inhibits the growth of pathogenic microorganisms and helps to neutralize acidic environment in the mouth. Citric acid has a broad-spectrum antiseptic effect, thus killing harmful bacteria and preventing decay of soft tissues. Sodium benzoate suppresses the activity of enzymes in microbial cells responsible for the redox reaction. Peppermint oil has antiseptic, anti-inflammatory and deodorizing effect as well as a sorbitol having an antibacterial effect.





The study illustrates the dramatic effect of Theodent after just one week of twice a day usage  
 source - dentalproductsreport.com

Soda microparticles are responsible for the mechanical removal of microbes removing plaque while gently polishing the enamel. In addition to soda, Theodent formula comprises also another mild natural abrasive, titanium dioxide. It gently cleanses the enamel and is a natural concealer restoring the natural white color of the teeth. Even the foaming agent in the composition of the paste is of vegetable origin. It is sodium lauroyl sarcosinate instead of commonly used sodium lauryl sulfate. Vanilla extract gives a light aroma and influences greatly the flavor of the paste, especially when combined with menthol and extract of stevia (one of the most famous natural sweeteners).

Efficacy and safety Theodent toothpaste were proved in more than [80 studies](#), including independent. Its effectiveness is confirmed by reputable medical organizations: Tulane University, the LSU school of Dentistry, the University of New Orleans, the University of Texas at San Antonio; the University of Texas at Austin; Department of Pediatric Dentistry, Marmara University Dental School. Theodent is the world's first toothpaste that has received the highest security status G.R.A.S. (Generally Recognized as Safe), previously assigned only to foods. The product is approved by the American Dental Association (ADA), the Food and Drug Administration (US FDA). Theodent is manufactured in accordance with ISO 13485:2003 (quality assurance, safety innovations). It has EAC and

EurAsEC certificates of conformity.



Theodent received GRAS status, the highest standard of food safety by the US FDA  
source - Theodent Russia

## STRONG POINTS

- Restores mineral composition and density of the tooth enamel;
- Stimulates the growth of a stronger enamel;
- Completely removes sensitive after 7 days of usage;
- Gently cleanses the enamel, as the toothpaste has one of the lowest index of relative dentin abrasivity among toothpastes, less than 40;
- Retains purity and smoothness of teeth throughout the day;
- Neutralizes acid produced by bacteria and prevents their further reproduction;
- It is an easy natural bleaching agent whitening teeth;
- The ideal solution for those who have weak enamel and has contraindication for peroxide bleaching;
- Increases the effect of whitening and professional cleaning by preventing the formation of plaque and staining;
- It does not contain fluorine and SLS and is safe if swallowed.

## DISTRIBUTION AND PRICES

- Theodent Classic - Whitening Crystal Mint - \$11.99
- Theodent 300 - CLINICAL STRENGTH Whitening Crystal Mint - \$99.99
- Theodent Kids - Whitening Chocolate Chip - \$11.99
- Theodent Family Pack - \$109.99

Theodent Classic and Theodent Kids are available at hundreds of [retail locations](#) across the United States and around the world and [at the official website](#). Theodent 300 is available through select dental and medical offices and through the website, exclusively.

For its network of distributors, brokers, and retailers Theodent has developed [Minimum Advertised Price policy](#) to support brand value, retailer confidence and consumer service and satisfaction. All sales of products are subject to the policy.



Theodent product line  
source - Theodent Russia

## DISTRIBUTION SUCCESS STORY

Art De Smile Ltd. is an executive distributor of revolutionary dental cosmetic brands, including Theodent for Russia and CIS. The company was founded in 2013 by Olga Muzichevskaya, currently serving as CEO. Prior Olga gained wide experience in marketing at major Russian and international companies, such as Johnson & Johnson, Unilever, Henkel, IQ Card. Among her achievements is the EFFIE "Brand of the Year" award for the launch of the Svyaznoy Bank. With deep insight in the oral care industry and the study of the market of dental hygiene, Olga and her partner, Gleb Pekli, opened the first dental studio in Moscow [InSmile Dental Lounge](#), which specializes in preventive and aesthetic



dentistry. Olga Muzichevskaya also worked on the launch of premium dental brands in Russia.

The understanding of the oral care market and its needs empowered Olga to look for truly innovative products. She realized that the last revolutionary discovery in the dental industry took place more than 100 years ago, when fluorine was first used as an agent for tooth enamel remineralization. Upon learning about Theodent, Olga Muzichevskaya went to New Orleans to get acquainted with the company's management and scientist who discovered the unique properties of theobromine, Dr. Tetsuo Nakamoto. A deep awareness of the domestic market of fast moving consumer goods and the main players in the market of dental hygiene in the premium segment facilitated Olga to obtain the exclusive rights to the distribution of Theodent in Russia.



team Theodent Russia  
source - Theodent Russia

Art De Smile managed to raise the brand's awareness and to multiply increase the number of trading partners during the first two years of its operation due to close cooperation with well-known dental clinics in Moscow, including Kraftway, Dental Fantasy, Aurora, Stomatology 31. In 2014, Theodent product line received the sign of approval from the



Stomatological Association of Russia. The improvement of the marketing concept enabled it to enter premium salons and cosmetic shops. The most important at this stage was a partnership agreement with the companies [Mercury](#) (running [TSUM](#), [DLT](#)) and [BOSCO \(Articoli\)](#).

To date, the company's portfolio comprises 5 brands represented in Russia on the rights of exclusive distribution. While its main focus is the development of the premium market of dental hygiene products, Art De Smile is also working on new categories of products, such as skin care products and perfumes.

## KEY CUSTOMERS AND NICHES

Distribution is carried out through the following retail points of sale:

- Beauty salons, spas, fitness centers;
- Pharmacies;
- Dental and aesthetic clinics;
- Cosmetic shopping networks and department stores;
- Premium stores of children's goods;
- Supermarket chains;
- Duty-free shops.

The product line is also presented in catalogs of several Russian airlines. All in all, Theodent retails at 450 outlets in 13 cities across the territory of Russia, including Moscow, St. Petersburg, Ekaterinburg, Kazan, Krasnodar, Sochi, Surgut, Novosibirsk, Vladivostok.



Theodent point of sale in TSUM, Moscow  
source - Theodent Russia

The main clients of the company are:

- Networks of pharmacies ("AVE", "36.3", "Samson Pharma", and "Doctor Stoletov");
- Chain stores ("Articoli", "Cosmotheca", "Gold Apple", and "Globe Gourmet");
- Department stores (TSUM);
- Children's goods stores ("Kenguru", "Daniel", and "Winni");
- Salons ("Jaque Dessange", "Aldo Coppola", "Planet Fitness");
- Clinics ("Dental Fantasy", Kraftway).

## MEDIA PROMOTION AND MARKETING

As part of the launch of the brand in Russia, a series of press events for journalists and beauty editors was held. It resulted in more than 30 publications in leading media (ELLE, Grazia, L'Officiel, Yoga Journal, Kommersant, Seasons, Numero, Instyle, etc.). A number of partner projects have been implemented within the relevant media platforms and bloggers, such as BeautyInsider, Natali Yakimenko, Instyle Kids. The brand is also promoted in social networks, including Instagram and Facebook.

In 2017, Art De Smile has become a new partner of the International Forum SKYSERVICE, a large international civil aviation event dedicated to the development of on-board airline

services.

## ART DE SMILE SUCCESS FACTORS

- A thoughtful approach to the selection of brands;
- Filling the empty niches in the beauty and oral care,
- A thorough analysis of the competitive environment,
- Financial and marketing expertise of the company's employees.

## PLANS FOR THE FUTURE

- The company's development is carried out in several directions:
- Access to the markets of the CIS countries, such as Ukraine, Azerbaijan, Kazakhstan;
- Brand portfolio expansion with new product categories (perfumery, household products);
- Product price optimization, negotiations with suppliers, and the pursuit of a global price policy;
- Working with manufacturers on new products, targeting the current needs of the Russian market (travel kits, mini-formats, new colors, and tastes).

## REVIEW IN MEDIA



Theodent toothpaste featured in media source - Theodent Russia

“Theodent is housed in the 7-month-old New Orleans BioInnovation Center, a \$47 million business incubator that is focused on developing a local bioscience industry centered on university research. The firm is one of the first tenants in the center to convert a scientific discovery into a commercial product. Aaron Miscenich, president of the New Orleans BioInnovation Center, said Theodent’s success in bringing a new toothpaste product onto the market will bolster efforts to develop the local bioscience industry.” [The Times-Picayune](#)

“The percentage of surface area covered by deposited smear layer (the material that occludes the tubules) after 14 uses of the 4 toothpastes was a key test of efficacy. At the assessment on day 1 (after only 2 product uses), Theodent had achieved 90% smear layer deposition compared with 43% with Sensodyne and about 3% with Colgate, Dr. Sadeghpour reported. By day 3, Theodent had achieved 100% coverage, Sensodyne achieved 80%, and Colgate achieved less than 30%.” [Medscape](#)

“A study published in the highly respected dental journal, Caries Research, what the inventors of Theodent toothpaste have been saying all along: that theobromine, an all-natural and organic compound found in chocolate, re-mineralizes and hardens tooth



enamel at a greater rate than fluoride. The finding is significant because theobromine is the active ingredient in Rennou, the patented chocolate extract contained in Theodent toothpastes.” [The Wall Street Journal](#)



source - Theodent Russia

## FEEDBACK

“This toothpaste has been a life saver! I have been experiencing extreme tooth sensitivity after getting a filling in a back molar. The pain was almost unbearable - even room temperature liquids would bring tears to my eyes, and the pain would last for a long period of time. I had tried other toothpastes for sensitive teeth or for remineralizing, and nothing made a difference. I found Theodent and decided to give it a try. In under a week, I started to notice the sensitivity lessening, and it has continued to get better. I have been using Theodent for a little over a month now, and while the sensitivity isn't completely gone, it is so much improved, that I can eat and drink without fear of excruciating pain. I also appreciate that Theodent is natural, yet cleans my teeth well and tastes minty fresh. The other natural toothpastes I have used, just didn't leave me with that polished clean feeling or fresh breath.” Ryan



source - Theodent Russia

“Every year I have cavities and have to get fillings. Last year I heard this repeated to me by the dentist. So the next day, I bought Theodent. A year later I go for my check-up, and I have zero cavities. That never happens. I noticed my teeth didn't become sparkly movie star white, but they became whiter. I didn't change my eating habits or brushing habits. I just used Theodent.” Christine

“There is some real science behind this toothpaste. it has been clinically proven more effective than current fluoride and sensitive based toothpaste, without the poisoning of fluoride. Fluoride is known to be a neurotoxin, and recent Harvard studies have shown it's correlated to lower IQ levels in children. This toothpaste has the capacity to remineralize enamel lesions comparable to fluoride. Things like taste, feel, packaging don't really matter to me, but the effectiveness does, so for that reason alone I give it 5 stars, however the taste is good. My daughter also uses the children's version, and she enjoys the chocolate like taste, again without the fluoride poisoning.” Andrew

**Company name:** Theodent, LLC

**Contact person:** contact inquiries

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**Website:** <http://theodent.com>

**Phone:** +1 504 264 5050

**Patent status:** -

**On market since:** 2007

**Regions:** United States

**Industries:** Beauty Industry, Consumer products

**Source links:** [Theodent](#)  
[Daily Mail](#)  
[Dental Products Report](#)  
[Chocolate and Health: Chemistry, Nutrition and Therapy](#)  
[LSUHSC School of Dentistry](#)  
[Huffington Post](#)  
[New Orleans BioInnovation Center](#)

**Files:**

[Patent EP 2533786 B1 Compositions comprising theobromine for the prevention of caries EP 2533786 B1](#)

[Patent US6183711 Products of apatite-forming-systems](#)

[Patent US5919426 Apatite-forming-systems: methods and products](#)

[Remineralization of Artificial Enamel Lesions by Theobromine](#)

[Clinical Evaluation of Efficiency of Toothpastes](#)

[Theodent Brochure Rus](#)

**Direct link:** [click here](#)





# THE DIFFERENT COMPANY EPITOMIZES THE HAUTE PARFUMERIE CONTEMPORAINE

For centuries, luxury has been synonymous with scarcity, quality, precision and inaccessibility. But little by little, it became popular, becoming more and more accessible and standardising the offer. The Different Company was born within this century, in a context where perfume lovers are turning away from the novelties of the big brands, which tend today to create juices intended to please the greatest number. The Different Company perfume house was founded in 2000 by perfumer Jean-Claude Ellena and Thierry de Baschmakoff in Paris, France. Its products are successful lines of perfumes, which are also available worldwide in boutiques and concept stores. Inventors founded The Different Company and embarked on the crazy project to create a brand that will embody the Haute Parfumerie Contemporaine, with exceptional fragrances contained in art objects. A spirit without constraints, finding the meaning of the exception to create real rare perfumes: this is a step engraved forever at the heart of the brand.



## Creation of The Different Company:

Based on this observation, The Different Company's first creations appeared, developed by **Jean Claude Ellena** and **Thierry de Baschmakoff**. Not imposing costs or codes limits, exploring new territories, demanding excellence in raw materials and sillages, working with talented perfumers of international renown, expressing a signature luxury design: this is the vision of The Luxury Perfumery of The Different Company.

The Different Company is definitely a contemporary brand driven by creation and which brings new olfactory emotions, in beautiful bottles, the unique combination of design and olfactory creativity that is based on the art of French Haute Perfumery.



Our Samples  
Boxes

At The Different Company they know that it takes time to discover a fragrance, to understand each unique olfactive note, to be seduced by each sensual facet of the perfume  
source - [europe.thedifferentcompany.com](http://europe.thedifferentcompany.com)

## The first bottles:

**Thierry de Baschmakoff**, a worldwide recognised luxury goods designer, has signed the visual identity of the bottles by designing a sleek 3-tiered cap that emphasises the simplicity and elegance of the House. The first bottles were a 250ml and a 10ml, both refillable, followed by the creation of the emblematic "48heures" case with manufactured aluminium and contemporary design, which dresses and protects the travel bottle 10ml.

Three fragrances: Osmanthus, still unknown by perfume lovers and yet sitting on the organs of every perfumer, Bois d'Iris, with an exceptional concentration of Iris Pallida, the glitzy the most sumptuous? and the most expensive Iris, and Rose Poivrée, a very personal interpretation of Rose by **Jean Claude Ellena** who still has no equivalent today, an animal Rose, heady, fleshy.

The 90ml refillable bottle is a glass bottle, fire-polished to eliminate impurities and to give

more softness to the touch. It is silkscreened in real platinum, its pump is invisible, its 3-level cap is in solid metal: it is a real object representing the culmination of contemporary French luxury.



The remembrance of the laughs along the Seine, the rustling trees and the wind gently rushing into her flowing dress. A dress of a captivating silhouette, a magnetic night  
source - europe.thedifferentcompany.com

### Luc Gabriel's arrival:

In 2004, after Jean Claude Ellena's departure, **Luc Gabriel** took over The Different Company to carry the DNA and the development of the brand. This Perfume Enthusiast knows this universe well for having grown up around a family perfumery business held by his mother.

Like a Matryoshka doll, the brand's travel concept allows carrying favourite perfumes everywhere. A 10ml refillable spray bottle, decorated with the engraving of the logo, which can be inserted into the 48hours aluminum case. Everything takes place in a real mini perfume bag, in lambskin, which can hold 3 bottles of 10ml, for your urban trips or more distant.

### The first Celine Ellena's creations:

From 2004 to 2011, **Celine Ellena**, a worthy heir to her father Jean Claude Ellena, composes 9 fragrances for The Different Company: Jasmin de Nuit, Sel de Vétiver, Ailleurs & Fleurs, Charms & Feuilles, Sublime Balkiss, Oriental Lounge, De Baschmakov, and Pure eVe, Just Pure. Through these 9 olfactory creations, Céline Ellena offers universes with oriental and spicy dominance. Alongside The Different Company, she explores dreamlike horizons and promotes the discovery of new olfactory sensations. Her creations and those of her father are then grouped into a collection, the collection *Juste Chic*.

With the creation of new fragrances and the launch of the 50ml bottle, The Different Company expands its international presence by establishing itself in thirty countries.

### The Collection Excessive by Bertrand Duchaufour:

Composed of 4 fragrances today (Oud Shamash, Oud For Love, Aurore Nomade, and I miss Violet), the Collection Excessive represents the Absolute Luxury of rare and precious raw materials, concentrated in powerful and complex fragrances, which combine sensuality, depth and rarity. **Bertrand Duchaufour** thus confirms the know-how and expertise of the brand by signing original arrangements with new accords.

With an elegant architecture and surprising associations, **Emilie Coppermann** reinvents the Cologne universe with 7 creations (*After Midnight, Kâshân Rose, Limon de Cordoza, Sienne d'Orange, South Bay, Tokyo Bloom, White Zagora, and Majaina Sin*). Full of olfactory surprises, the collection uses the codes of Eau de Cologne to better twist them and make them perfumes whose complexity and density are hidden behind an immediate approach. The spirit is a Cologne, the creation is a Perfume.

For its home fragrances line, The Different Company collaborates with three exceptional perfume designers: **Corine Cachén, Alexandra Monet, and Delphine Jelk**. Through the two collections, *Collection des Rêves* and *The Modern House*, the brand offers real decorative objects which diffuse surprising scillages. The candles are produced by a House of wax masters and heirs since 4 generations of family know-how, unique and ancestral. The candle's glass packaging is, slightly conical, finely lacquered in brown and screen-printed, playing on a matt / brilliant effect, designated by **Thierry de Baschmakoff**.



Sample Box  
Our 27 fragrances

3 Collections, 7 Perfumers, 27 Fragrances: elegant and innovative fragrances, with unique scillages  
source - [europe.thedifferentcompany.com](http://europe.thedifferentcompany.com)

### Collaboration with Christine Nagel:

A unique collaboration with **Christine Nagel**, she signs the 14th fragrance of the Juste Chic collection: Une Nuit Magnétique, All Night Long. A unique construction where the materials attract themselves by affinity and repel by contrast. She emphasized that it's a unique experience to be able to create for The Different Company. The freedom of creation is at the same time a great proof of confidence on the part of this Maison de Haute Parfumerie and at the same time a real challenge.

Alexandra Monet signs the ***Anniversary Edition***, the fragrance celebrating The Different Company's 15th birthday, in limited edition. With this fragrance, the brand continues its tradition: break the codes of perfumery, have the sense of exception, take a contemporary look at a secular art and bring you an infinite pleasure, with elegance.



Sample Box  
L'Esprit Cologne Collection

The universe of Colognes renewed by Emilie Coppermann. Inspired by Colognes, they are true fragrances with amazing scents

source - [europe.thedifferentcompany.com](http://europe.thedifferentcompany.com)

### Our days:

Today, The Different Company is ***1 designer, 3 collections, and 28 perfumes signed by 8 internationally renowned perfume designers.*** Always in the respect of the values established in 2000, The Different Company does not cease to challenge itself in order to create "Made in France" olfactory compositions, which are always more surprising and elegant than the last, and this, in a context of creation always so exceptionally free. The Different Company is the representation of an unconstrained spirit.



Company name: Different Company

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Patent status: -

On market since: 2000

Regions: France

Industries: Beauty Industry, Consumer products

Source links: [Different Company](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



# JUNIPER RIDGE - THE WORLD'S ONLY WILD FRAGRANCE COMPANY

Founded by Hall Newbegin in 1998, Juniper Ridge is the world's only wild fragrance company. Distilling colognes and perfumes from real plants, moss, mushrooms, bark and tree trimmings, Juniper Ridge's ingredients are sourced throughout the USA's West Coast and turned into fragrances at the company's workshop in Oakland, California. Wilderness perfume is what they make around campfires and on the trail in the backcountry mountains of the West. Wilderness Perfume is both a concept, an aromatic snapshot of a wild moment, and an ingredient: all of their products contain wilderness perfume. Juniper Ridge formulates Wilderness Perfume by distilling and extracting fragrance from wildflowers, plants, bark, moss, mushrooms, and tree trimmings that they harvest on the trail. All of their products are named for the wild places they come from. Juniper Ridge is building a new fragrance grammar of the American West.

The company is built on the simple idea that nothing smells better than the forest and that the only way to bring this beauty home is to strap on your boots and go there.

## HARVEST



### HARVEST

source - juniperridge.com

...if it comes from nature, it is going to change... Unlike synthetic fragrances, these wilderness perfumes are extracted from real, native-plant sources.

## PROCESS

Juniper Ridge team crawls around in mountain meadows. They smell the wet earth beneath fir trees and try to determine exactly what those scent notes are in the wind sweeping over a glacier. They conceive fragrances throughout the West, on dirt roads and trails, around campfires, and formulate in Oakland, California workshop. All to capture the beauty of the Mojave Desert at sunrise, thick blanket of fog draping the wildflower gardens of Big Sur, or a late-season, sun-baked, snow carved, glacial canyon high in the Sierra Nevada.

## FORMULATION

All Juniper Ridge products are 100% Natural and produced using old perfume-making techniques including distillation, tincturing, infusion and enfleurage. A hundred years ago,



all perfumes were made this way. Today Juniper Ridge continues to handle every step of the process, from beginning to end. These formulas vary from year to year and harvest to harvest, based on rainfall, temperature, exact harvesting location, and season. The exact formula depends on what we find in the wind, a conversation with the living, wild ecology.



#### PROCESS

source - juniperridge.com



#### FORMULATION

source - juniperridge.com

#### FIELD LAB

The outer-experimental edge of what we do is in the Field Lab. These extremely small-batch, trail-made fragrances are produced in numbers usually less than a hundred and are designed as aromatic snapshots, capturing the wind on a particular day in a particular



wild place.



FIELD LAB

source - juniperridge.com

## STEWARDSHIP



STEWARDSHIP

source - juniperridge.com

All of the plants are wild-harvested with the utmost sensitivity and respect for the existing wildscape. Juniper Ridge returns to the same stands year after year to carefully monitor regrowth. They never use alien or invasive species and are actively involved in native plant restoration projects from San Diego to Seattle. 10% of all of their profits are annually donated to a portfolio of Western Wilderness Defense organizations. Juniper Ridge revels in the intact forest habitats of the West and tirelessly work to promote education as to how

best to protect them.

Company name: Juniper Ridge  
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Website: [www.juniperridge.com](http://www.juniperridge.com)  
Phone: +44 800-205-9499  
Patent status: -  
On market since: 1998  
Regions: United Kingdom  
Industries: Beauty Industry, Consumer products  
Source links: [Juniper Ridge](#)  
Direct link: [click here](#)



## ARQUISTE: A HISTORIC FRAGRANCE COLLECTION OF SUBLIME SCENTS

A scent is a time capsule. It can invoke the most intimate memories and dreams, and open doors to distant worlds. Curated by an architect specializing in Historic Preservation, ARQUISTE is a fragrance collection that transports the wearer to evocative moments in history. Meticulously researched using authentic sources and crafted with only the rarest of ingredients, each fragrance restores the olfactive experience of a particular time and place, allowing both women and men to unlock personal revelations and experience history in a most intimate way. ARQUISTE was honoured on January 2013 with the Fashion Group International's 16th Annual Rising Star Award for best Beauty/Fragrance Entrepreneur Brand. Currently, ARQUISTE is well-known for its sophisticated perfume lines, which are based on the use of perfect ingredients. At ARQUISTE, Carlos uses the finest, most exclusive and rarest ingredients.



**Boutonniere No.7** and **Nanban**, have both been chosen as finalists for the Parfum Extraordinaire prize (the industry's top honor for olfactive works of art) at the **United States Fragrance Foundation Awards in 2013 and 2016 respectively** and considered part one of the top five fragrances launched in the United States during those years.

Carlos Huber's experience in the world of luxury retail, creating meticulously detailed interiors for Polo Ralph Lauren, provided a unique opportunity to design commercial spaces with historical references. A more in-depth exploration of the past came with his involvement in the experimental projects of architect and Columbia professor Jorge Otero-Pailos, working on art installations that analyze the role of non-visual cues in the interpretation of historic sites. Turning to his longtime love of perfumery, Huber studied fragrance development and collaborated with internationally recognized noses Rodrigo Flores-Roux and Yann Vasnier in order to recapture the olfactive notes of historical moments.



Carlos Huber  
source - arquiste.com

In addition to his work for **ARQUISTE** Parfumeur, Huber has worked with brands

like Cire Trudon, St. Regis Hotels & Resorts, J.Crew, and El Palacio de Hierro to create their bespoke, signature scents. His evocative and complex creations honor the history and embrace modernity.

ARQUISTE fragrance ELLA has won the noteworthy **Olfactorama 2017 Prix de l'Emotion**. One of the proudest honors in the French luxury perfume industry. Held in Paris on July 5th, the Olfactorama Awards represent what's best in the French fragrance world. In true French spirit, winners chosen are based on olfactive quality, beauty, and emotional impact. Besides being one of the only two winning niche brands, ARQUISTE is proud to be the only American winner. And in good company, among luxury brands like Hermès, Chanel, and Cartier.



ARQUISTE fragrance ELLA  
source - arquiste.com

The secret for creating a superior perfume lies in the ingredients. **At ARQUISTE, Carlos uses the finest, most exclusive and rarest ingredients.** One of them is the Couroupita flower. Very few people have even heard of Couroupita guianensis, also known as Cannon Ball Tree, and even fewer people had the chance to smell its divine fragrant flowers. However, those who experienced its luscious scent will never forget it.

ARQUISTE has been commissioned to create a new scent for the prestigious **Cire Trudon candle line**, marking the first time the legendary French line has partnered with another

brand to create a scent for one of its candles. To celebrate this esteemed Franco-Mexican collaboration, Arquiste has chosen to recreate the balmy night described by Empress Charlotte, centering on the exuberant, multi-layered fragrance of the guava tree. Succulent ripe fruit, intoxicating blossoms, foliage, and bark are enveloped by elegant woody notes of mahogany and 'palo primavera,' with just a hint of firework gunpowder, for an altogether intriguing, sumptuous scent.



Couroupita flower  
source - adobe.com

Each luxurious ARQUISTE room scent focuses on a place, interior or landscape evoked in one of the fragrance stories, recreating a unique ambience and mood.



Anima Dulcis: a baroque, spicy gourmand with main notes of Cocoa absolute, Mexican vanilla, cinnamon, and smoked chili infusion  
source - adobe.com



Company name: ARQUISTE  
Contact person: Carlos Huber  
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Patent status: -  
On market since: 2011  
Regions: United States  
Industries: Consumer products  
Source links: [ARQUISTE](#)  
[ORIGINAL VIDEO](#)  
Direct link: [click here](#)



## XERJOFF: THE EXQUISITE FORM OF AN TIMELESS ESSENCE.

The XERJOFF brand was launched in 2004 by Sergio Momo with the aim of blending the most luxurious materials to complement the most affluent global lifestyles. Xerjoff is an expression of a journey on the precious land of rare perfumes, the place celebrating the magical affinity between the wonders of nature and the skill of Italian artisans. Xerjoff means transcending the olfactory dimension and entering a much wider universe, where perceptions and sensations meet pure luxury. This Turin-based perfume house is fully dedicated to luxury fragrances in its art form. Talking about Xerjoff means going beyond the olfactory dimension, to enter a wider universe where the perceptive and sensorial area are blended together, rediscovers the golden ages when the art of perfumery was hand in hand with the multi-sensorial arts of their bottle holders. The house uses the raw materials, selected from the very best offered.

Nature's skill and inaccessible riches are the privileged partners of XerJoff, which uses in making its perfumes, from extremely precious ingredients from which unique fragrances are obtained, with the help of the most innovating technologies, to **very rare and very special materials** – such as gold, quartz or... meteorite fragments – giving a perfect “shape” to the precious content, a mix of art and design, tradition and modernity.



Begum  
source - xerjoff.com

XJ 17/17 is the first collection of XerJoff house and was created, after a year of testing, by an internationally experienced team in Grasse, Southern France. The collection includes 4 perfumes: *Elle, Homme, Irisss and XXY*.

It was followed by the Shooting Stars collection, inspired by the fall of Sikhote – Alin meteorite in 1947 in Siberia; a collection of 6 perfumes, each of them named after a famous meteorite fallen on Earth in the last century, suggesting perfumes for women: *Esquel, Shingl and Dhajala*, as well as for men: *Dhofar, Uden and Modoc*. 2 other perfumes, Kobe and Ibitira were added to the collection, in a limited edition. Each of the 299 bottles of the perfume of the Shooting Stars collection contains a meteorite fragment.



Elle

source - xerjoff.com



Shooting Stars Collection

source - xerjoff.com

The Vintage – Casamoratti 1888 collection replenishes the XerJoff portfolio with a new brand of perfumes inspired by the old art of Italian perfumery. The brand recreates the history of the glorious perfume house founded in Italy between the 18th and 19th centuries, with the intention to save the historical and artistic heritage of this bright era. XerJoff presents two perfumes from the old *CASAMORATI* collection, one for men – *MEFISTO* and the other for women – *FIORE D'ULIVO*.



Company name: Xerjoff

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Patent status: -

On market since: 2004

Regions: Italy

Industries: Consumer products

Source links: [Xerjoff](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



## DEMETER FRAGRANCE LIBRARY: PERFECT FOR EVERY DAY

Demeter was conceived in 1996, with a unique and ever-expanding perspective on fragrance. The original mission was to capture the beautiful smells of the garden and nature in wearable form. The Demeter name itself was inspired by the Greek Goddess of Agriculture. The first three fragrances were Dirt, Grass, and Tomato, and were sold in a few stores in NYC. Today, with fragrances from Baby Powder and Pure Soap to Gin & Tonic, Play-Doh, Vanilla Cake Batter and even Pizza, Demeter Fragrance Library has radically expanded its olfactory goals and geographic reach. Not only can the customer now buy Demeter fragrances from Apple Blossom to Zombie, but he or she can buy them from New York to Beijing. Demeter wants to expand the use of fragrance, each day, everywhere! All Demeter products are either made entirely by hand, or semi-automatically, in small batches. Consequently, there can be variations in colour from time to time. Whatever colour the product displays, however, is imparted naturally from the fragrance oil.

Because every time you smell something you love, you smile. And the world needs more smiles. It is just that simple, and that difficult: Demeter believes people can change the way they feel, through scent.



Mark Crames, the CEO of Demeter Fragrance Library  
source - demeterfragrance.com

The team creates environments where people can rediscover the wonderful world of scent that is too often overlooked or forgotten in its modern, multi-tasking world. That is because great fragrance, quite simply, makes for a better day. Ultimately, Demeter wants nothing less than to change the way fragrance is used throughout the world. To make fragrance work every day, in addition to being great, it needs to be simple and understandable. All Demeter fragrances are single note fragrances, meaning they are the smallest combination of ingredients that expresses an olfactory idea. Notes are linear, which means they express their olfactory nature immediately and do not change over time.

This is very different from the top-middle-bottom note dry down that changes over time, associated with prestige fragrances. Linear is simple, and simple is perfect for every day. And because most Demeter fragrances are inspired by everyday objects and experiences, they are familiar, comfortable and comforting, and understandable.



Malaga Cooler Demeter Fragrance for Men and Women  
source - demeterfragrance.com

Demeter's single note scents are combinations of the fewest ingredients that comprise a recognizable smell. Notes have special characteristics: they express their nature immediately and do not change over time. Notes, also called accords, are what master perfumers use when making prestige and designer fragrances. They create the familiar top, middle and bottom note dry-down that is associated with how the smell of prestige and designer fragrances change over time.

Roll On Perfume Oils are a neat, clean and perfectly portable way to use fragrance. Demeter's Roll On Perfume Oils make the entire Library of over 300 scents available in a long-lasting fragrance alternative at a great price. They also pamper and soften the skin with a non-alcohol formulation while delivering a fabulous fragrance experience. For an even longer lasting and effusive fragrance option, spray your cologne on top of the perfume oil.

- NO ALCOHOL
- 95% of the ingredients are derived from natural or renewable resources.
- No artificial colors. Any color in a Demeter scent is a natural product of the ingredients used to make the scent. This is why most Demeter scents are clear.



- NO PARABENS
- No binders or emulsifiers
- No Phthalates
- Never tested on animals



The Roll On Perfume Oils are made with the same top-shelf fragrance oils as is used in its colognes and all other products so you can be assured of a great and consistent fragrance experience.

#### FREE OF ALL THE THINGS YOU DON'T WANT:

Demeter's collection

source - [demeterfragrance.com](http://demeterfragrance.com)

#### INGREDIENTS:

- Caprylic/Capric Triglyceride: Fractionated, or super-heated Palm Kernel Oil and Coconut Oil, both from renewable sources
- Fragrance: While it is impossible to make the broad range of fragrances that it makes without using some synthetic ingredients, it strives to make Demeter as natural as possible. The active fragrance ingredients in all Demeter scents, while secret, contain a combination of synthetic and natural ingredients, all in concentrations

deemed safe for use on the skin

- Simmondsia Chinensis: Jojoba Seed Oil
- Tocopherol: Vitamin E

### Demeter Maximizes the Bond Between Scent and Sense Memory:

The most important impact from making scents inspired by reality flows from the very nature of the sense of smell. There is overwhelming evidence that the strongest emotional responses are to scents, triggered by the sense of smell. This means choosing a Demeter fragrance is often related to the personal emotional responses already associated with that smell. And those associations vary wildly from person to person. The bottom line: everyone knows what smells are pleasing to themselves. That simple question - 'what kind of smells do you like?' - is the key to choosing your Demeter fragrances.



Demeter's Kitten Fur

source - [demeterfragrance.com](https://demeterfragrance.com)

Demeter is a family owned and operated business. They try and extend that passionate and caring dynamic to all their fans, as part of the extended Demeter family. All Demeter products are made in the Pennsylvania factory, here in the USA. All Demeter products are either made by hand or manufactured semi-automatically and finished by hand. All fragrances are batched by hand.

Company name: Demeter Fragrance Library, Inc.  
Contact person: Mark Crames  
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Website: <https://demeterfragrance.com/>  
Phone: +1 800 482 0422  
Patent status: -  
On market since: 1996  
Regions: United States  
Industries: Consumer products  
Source links: [Demeter Fragrance Library, Inc.](#)  
[ORIGINAL VIDEO](#)  
Direct link: [click here](#)



## LM PARFUMS: EXTREME REMIX YOUR LIFE

It takes a sharp mind, keen curiosity and undying passion to embark on an adventure of discovery. To conjure the undiscovered takes more. To make exist the inexistent, requires fearless and especially sensitive talents, an eye for the poetical, all mystical and beautiful. A deep desire for the magical and the ability to pinpoint, blend the unexpected and find connection surfaces between the seemingly opposed asking the unique. To bring things like these to the world calls for a master. Laurent Mazzone is such a person. In 2000, he founded the niche perfumery brand Lm Parfums (Laurent Mazzone Parfums). Exquisite perfumes with the smell of almond, leather, tonka bean and oranges are enclosed in bottles of opaque black glass giving us the ability to enjoy with sophisticated creations. Mr Mazzone quickly identified the boutiques as potential 'sensory laboratories'. Expanding purpose and reason, to enjoy the opportunity to gather immediate feedback from customers whilst continuing his passionate work.



**Mr Mazzone's story:**

Of Italian decent, Mr Mazzone was born in the beautiful heart of the southern French Alps. A perfect setting to evolve and finely tunes all his young senses to build a strong, natural pallet foundation suited for the mystical world of fragrances. Already at the tender age of 12, the family home was turned alchemical laboratory where Mr Mazzone would intuitively mix and blend, chisel and sculpt local fragrances to experience new sensations. Ingredients he would find in the garden, local shops and raiding the bathroom cabinet. Scents of all new kinds would fill the family home but most importantly, the passion was discovered there and then. The immense focus, the curiosity and required vision evolved if yet fragmented, piece by piece, ingredients by ingredients, it was coming together. Results were awarding in the discovery of new perfumes and he soon grew into the esteemed role of *'Discoverer of fragrances'*. If yet only locally but that would soon change. All the arts make for a greater wonderful.

Continuing discoveries in adolescent years, the exploration of the new, Mr Mazzone went on to grow his natural ability to blend ingredients but with samples and beats. The leap to successful DJ was short and seamless. These years in San Tropez widened his perspectives of the world and opened his eyes to haute couture, the enticing world of fashion. As popular DJ he would divide his time between the clubs, fashion shows and style workshops. Slowly starting to connect the dots to achieve the greater vision. Mr Mazzone soon steered his passion into his very first commercial venture by creating and opening a fashion store. His kind, magnetic persona, taste and ability to pick the right team proved to be a recipe for success. The one location quickly grew into a string of *Prêt à Porter* boutiques, for women and men looking for the unusual and special, created by the most innovative designers and today Mr Mazzone heads a most successful chain of stores located inside the source. Where he is beloved, revered and resides, his hometown of Grenoble.

Mr Mazzone claimed the boutiques as potential *'sensory laboratories'*. To fulfil the desire to discover new fragrances was irresistibly tempting. He developed a series of special candles and filled the shops not only with haute couture, but a layer of magical scents. Much to the customers' delight and positive reactions were immediate. Mr Mazzone fine-tuned and perfected, the people rejoiced. The customer demand for the scents grew naturally but fast. The overwhelming response led Mr Mazzone to finally make

the decision on a level that emotionally was decided long ago, *to create his own perfumes*. The inspiration of its perfume bottles comes from a starry night in New York in 2012. *A unique design with structural lines which recover the appearance of buildings*.



For the love of fragrance, art & the In-Between  
source - [beautyuneearthly.blogspot.com](http://beautyuneearthly.blogspot.com)

To merge it all in the end, to shape a wondrous future:

Rushing was never an option. Finding and developing the quality Mr Mazzone demand takes perfection and perfection takes time. Always staying open, to learn and evolve. Like the perfumes themselves alchemically evolve their own scents, this accurately reflects the personality and drive of Mr Mazzone.

The year is iconically 2000 and his very first niche *Parfumerie* opens. A workshop delight for all the senses. Mr Mazzone's envisioned paradise of scents and aromas, the success he believed in, hoped and wished for. The personal touches translate right back to the very fabric of the dream out of which it's carved. The Parfumerie holds all his favourite things. Candles, perfumes, perfumes, perfumes. In all it's forms, every layer. The Parfumerie and workshop has for more than a decade allowed Mr Mazzone to indulge in his passions and most important work, the wild adventure of creating his own perfumes.

The time spent perfecting has successfully led to timelessness. *The passion, energy and undying love of the arts, evolution.* Mr Mazzone is here now. LM Perfumes is in this world. Complete and forwards moving. With creations like the *Noir Gabardine, Ambre Muscadin and Patchouli Bohème*, he has found his voice. It's a deep, rich voice. Filled with ingredients, the right experiences and what it takes to create what's now in existence. It takes a lifetime to come far, one to evolve and another to journey. The magic has begun, the heart is beating. Beating in *LM Perfumes*. The discovery never ends.



The house also produces perfumed elixirs and perfumed candles  
source - [beautyuneearthly.blogspot.com](http://beautyuneearthly.blogspot.com)

Company name: Laurent Mazzone Parfums

Contact person: -

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Website: <https://Imparfums.fr/en>

Phone: 04 76 86 28 05

Patent status: -

On market since: 2000

Regions: France

Industries: Beauty Industry, Consumer products

Source links: [Laurent Mazzone Parfums](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)





## M. MICALLEF PERFUMES: UNIQUE FRAGRANCES FOR MEN AND WOMEN

Founded in Grasse in 1996, the M. Micallef brand is now a signature in the world of high-end luxury perfumes. With almost 900 retail outlets in 54 countries, the company's success speaks for itself. Driven by their individual passion and talents, Geoffrey Nejman together with Jean Claude Astier, a renowned 'nose' developed exceptional fragrances whilst Martine Micallef with her artistic flair designed and developed a range of beautifully decorated bottles. The bejewelled collection, produced and decorated by hand became an iconic work of art and perfume seducing connoisseurs from all over the world. Martine Micallef was born in St. Paul de Vence and spent her childhood surrounded by art. With her artist's soul, she instinctively developed her talents in designing, painting, and sculpturing. Her consistency in creativity and her rich cultural heritage ensure the ever-growing success of the brand.

**Geoffrey Nejman:** Born in Germany, the hardened businessman from the world of private banking in Europe and the USA was almost seized by a passion for the fascinating and dreamlike world of perfumes in the mid-'90s. Geoffrey has since been in charge of the Micallef scents creation in a perfect duo with Jean Claude Astier. With his banking expertise, he manages the company and works on the financial and structural growth of M. Micallef.



source - [parfumsmicallef.com](http://parfumsmicallef.com)

All the perfumes are produced and handcrafted in the M. Micallef workshop in Grasse - France. The designs and decor are made using the heritage of age-old techniques and methods of the greatest French luxury manufacturing expertise. For almost twenty years, the perfume bottles have been hand-decorated in our workshop in Grasse, France, **with beautiful Swarovski crystals**, renowned for their purity and unequalled brightness. One by one, each crystal is delicately set, making the perfume bottles prestigious jeweled pieces of unique quality and of exceptional luxury, the true signature of Parfums M.Micallef. Parfums M.Micallef offers the exclusive possibility to personalize your perfume bottle by engraving, painting or hand decorating with your own desired name or motif.



Les Exclusifs collection

source - [parfumsmicallef.com](http://parfumsmicallef.com)

Martine Micallef and Geoffrey Nejman find their inspiration for new and unique compositions in their numerous travels throughout the world. In the Arabian culture, in particular, there has been a pronounced knowledge of superior fragrances from immemorial time, and the requirement for pure and rare raw materials is especially high there. The impressions collected fire ideas and, as a result, in close collaboration with one of the most renowned perfume laboratories in Grasse, are turned into a new Micallef fragrance.

To bring it to life, only the finest and most valuable ingredients are used, and their origin is always strictly checked. Nowadays most aromatic substances can be manufactured in larger quantities and therefore more cheaply if done so synthetically. Almost 200 aromatic substances are known these days; less than 50 different ones are mixed for a commercial perfume composition. M.Micallef Parfum's unwavering philosophy guarantees the refusal of these synthetically produced substances and uses only pure essential oils.

After a new perfume has been created, the Micallef in-house Art department designs the most appropriate perfume flacon. They are hand-filled by the production staff, always aiming for a quality product in the style of renowned French luxury goods, through which M.Micallef's success has been built upon.

Each of the unique and limited edition's bottles is signed and numbered by hand. Parfums M.Micallef combines expertise and imagination to sublimate in the greatest respect of craft traditions all the exceptional creations.



New, Luxury Set With Love Pure Extrême  
source - [parfumsmicallef.com](http://parfumsmicallef.com)

For a customer whose maximum individuality requirement is still not met by the M. Micallef perfumes, Martine and Geoffrey also offer a ' Private Label ': A totally new composition of fragrances is created for the customer, an exclusiveness that can scarcely be surpassed. Not only international luxury stores have had their own personal M.Micallef perfume created for their top clientele but private individuals also value this form of unrivalled uniqueness and enjoy not having to share their own favorite fragrance with other people.



Company name: M. MICALLEF

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Website: -

Phone: + 33 493 604 827

Patent status: -

On market since: 1996

Regions: France

Industries: Consumer products

Source links: [M. MICALLEF](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)



## BY TERRY: BEAUTY MUST APPEAL TO THE SENSES

By Terry, a sophisticated beauty and perfume brand, was founded in 1998 by Terry de Gunzburg. When setting up her now globally successful cosmetics brand, Terry de Gunzburg's mission was simple: to give women what they need. Drawing on her own lifestyle and beauty needs, the founder set about creating products that were not based on the latest trends or fads, but that were easy-to-use, accessible and universal. Furthermore, throughout her career, Terry has been obsessed with the scientific side of beauty and has spent decades working closely with research and development teams across makeup, skincare and fragrance, producing luxury and exquisite creations. Terry de Gunzburg is a trailblazing industry legend who over the course of the past 30 years has changed the face of beauty. Hailing from a family of scientists, Terry initially embarked on a career in medicine, but soon abandoned her studies for a more creative life.

### Terry's story:

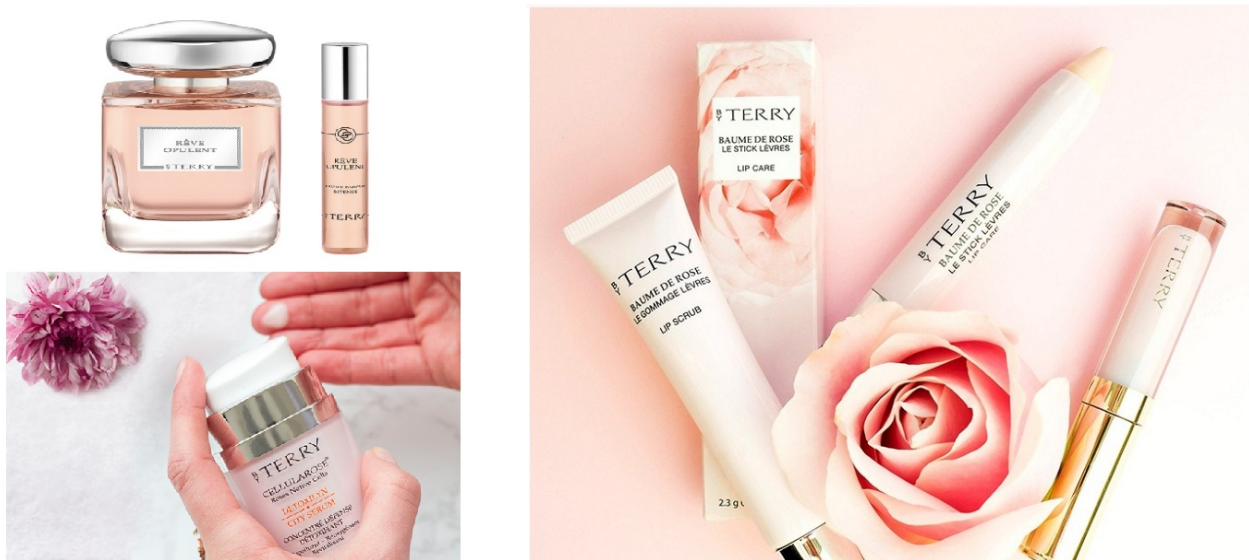
Cutting her teeth at the now-fabled Carita beauty school in Paris she quickly became an in-demand studio makeup artist working across runway and editorial with some of the biggest names in fashion from Helmut Newton to Guy Bourdin. Her trademark beauty look has always been distinctive: imperceptible foundation, impeccable lips and thick, separated lashes.

But it was her collaboration with *Yves Saint Laurent* that would leave an indelible mark on fashion and beauty history. As *International Makeup Designer of YSL Beauté* for 15 years, Terry invented countless products and formulas, including the iconic *Touché Eclat* in 1992. Indeed, radiance and a healthy, but an invisible complexion has always been key to Terry's approach to make up, so when she decided to launch her own collection of products in 1998, *By Terry* was born as a bespoke 'couture' beauty line offering made to measure cosmetics.

Word soon spread and a year later, Terry introduced an ultra-luxurious soon to be cult beauty line to the wider market. In 2004 after a mix up in the lab, double the amount of rose butter was added to a lip balm which would soon become ByTerry's most successful product: *Baume de Rose*. Described as the Rolls Royce of lip balms, it symbolises everything the brand stands for - *luxuriant, indulgent and a timeless classic*.

In 2012 Terry introduced her debut *Haute Parfum* collection working in collaboration with Michel Almairac. Each scent was composed in Grasse and celebrates the rare and the precious. Three years later Terry launched the *Expert range* - each and every product a multi-tasking, dual action makeup staple combining both the formula and the tool for its application. Terry has always understood the time pressures on modern women rushing between their many roles in life, so created this easy to use a collection which still offers a professional finish. In September 2017 the Expert range was expanded to offer even more convenience for women on the go.

### Terry's lab:



Terry de Gunzburg has always understood this special relationship between the two worlds and that a woman's style directly relates to her beauty image  
source - byterry.com

The reason why Terry's products are more expensive than some others isn't that of money spent on the packaging or aggressive advertising - instead, the investment has been made in her state of the art research & development lab in Paris. Innovation is truly at the heart of not only the skincare collection but the make-up line too. By using only the purest pigments in exceptionally high concentrations and combining nourishing and protective ingredients most usually found in skincare, By Terry's colour products are multi-tasking and will improve your skin as you wear them. Terry believes that beauty must appeal to the senses, so the scent of every product will smell exquisite, the feel of every cream will be decadent and the high-end ingredients will effectively enhance your skin - to Terry, that is what *true luxury is all about*.

### Terry's ingredients:

While the list of ingredients used across the By Terry collection would fill countless pages, there are several signature extracts and raw materials that are key to the beauty and skincare collections.

#### 1. CELLULAROSE®:

Combining a mixture of native rose cells, the Cellularose® skincare line helps increase collagen production resulting in firmer skin. Each product also comes complete with high



levels of Vitamin C which is an antioxidant - marking two key elements in the fight against the ageing process.



SOLEIL PIQUANT

DÉLECTATION SPLENDIDE

GOUTTE DE MERCURE

Olfactory Fantasies Collection  
source - byterry.com

## 2. TAHITIAN BLACK PEARL:

Rich in fortifying calcium, anti-aging proteins and antioxidant tocopherols, the Tahitian black pearl extract found in the Ombre Blackstar collection of melting eyeshadow sticks smooths and fixes colour to the eyelids. Creating a protective film, the formula defends the delicate eyelid from environmental pollutants.

## 3. LUMICOAT®:

Combining Glycoproteins to boost lash growth, Collagen and Hyaluronic Acid for silkier lash condition and ultra-soft plant wax and polymers for a curving and volumizing effect, Mascara Terrybly is more than just a make-up bag staple - it's a little bit of beauty magic.

Therefore, Terry's simple beauty tips are designed to make women's lives easier and have subsequently become signature to her brand - from teaching women that less is always more when it comes to coverage to wearing a bright red lipstick to give you an instant lift and glamour. The founder believes that every woman should be a master of her own beauty and not feel afraid to experiment and be bold.

Company name: By Terry

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Patent status: -

On market since: 1998

Regions: France

Industries: Beauty Industry, Consumer products

Source links: [By Terry](#)

[ORIGINAL VIDEO](#)

[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



# ESCENTRIC MOLECULES: PERFUMERY AS THE ART OF THE CHEMISTRY

Escentric Molecules celebrates perfumery as the art of chemistry. This perfume house was founded in 2006 and it owes its existence to an aroma-molecule that does not exist in nature. Escentric Molecules' fragrances are presented in binary pairs. Each pair explores one aroma-molecule in two different ways. The Escentric fragrance highlights the unique character of the aroma-molecule with ingredients that enhance its key facets. The Molecule fragrance is radically minimalist. It contains no odorants except the aroma-molecule, pure and singular. It uses the hyper-abstraction of Iso E Super in two different fragrances, which has been remained unknown outside the world of perfumery until the launch of Escentric Molecules, though its elusive presence hovers at relatively low concentrations in the background of many fragrances for both men and women. Among perfumers, it is prized for its velvety, cocooning effect. In our days, Escentric Molecules celebrates perfumery as the art of chemistry.

## The history of Escentric Molecules:

When perfumer Geza Schoen first smelt Iso E Super in isolation, something clicked and he realised that the common denominator in all the fragrances he liked was that they contained a large dose of it. Iso E Super is highly unusual. You can never get enough of it. One sniff and you want the whole bottle. It's like a drug. Schoen began to experiment, *creating fragrances that contained Iso E Super in unheard-of proportions*. One night he went further. Heading out for a drink with a friend, he suggested they spritz on nothing but the aroma-molecule itself.



Escentric Molecules portables are 30ml fragrances that slot into sleek, minimalist cases for maximum portability  
source - [escentric.com](http://escentric.com)

The effect was immediate. No sooner had they sat down at a bar, than a woman came up to ask about their fragrance. As Schoen talked with her, it became clear that the connection between the fragrances she liked was also a large dose of Iso E Super. Schoen realised he was on to something. His proposal was bold. He would create two fragrances in homage to this enigmatic attractant. One fragrance would contain an unprecedented **65% of the molecule**. The rest of the formula would consist of ingredients designed to underscore its low-lit mood.

If this was a radical move, the second fragrance was totally non-conformist. *It would contain only the molecule Iso E Super*. He was wrong. From its launch in 2006, Escentric Molecules was a phenomenon. Schoen followed the first pair of fragrances, 01,



with 02, 03, and in 2017, a fourth pair, Escentric Molecules 04. Each pair focuses on those *rare aroma-molecules that have the radiance and depth of character to stand alone.*



Escentric Molecules Body Wash  
source - escentric.com

## Fragrances:

Escentric Molecules's fragrances focus on an exceptional series of aroma-molecules, *01 (Iso E Super, 02 (Ambroxan), 03 (Vetiveryl Acetate) and 04 (Javanol)*. The fragrances foreground these molecules in two different ways. The Escentric fragrances enhance the molecule with other ingredients that bring out its key qualities. The Molecule fragrances take a radically minimalist approach. Each Molecule fragrance contains no odorants except a single, pure aroma-molecule: 01, 02, 03 or 04.

## Design Philosophy:

The visual language of Escentric Molecules reinforces perfumery as *science + art*. Each aroma-molecule in the series 01, 02, 03 and 04 is explored in binary pairs: escentric fragrance – a formula; molecule fragrance – a molecule.

This binary pair at the heart of Escentric Molecules translates to an emphasis on binary notation in the design. Binary is explored in a number of different ways, some esoteric,

and others readily decodable, such as classic binary code.



Escentric Molecules 03

source - [escentric.com](http://escentric.com)

Company name: Escentric Molecules

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Website: <https://www.escentric.com/>

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Patent status: -

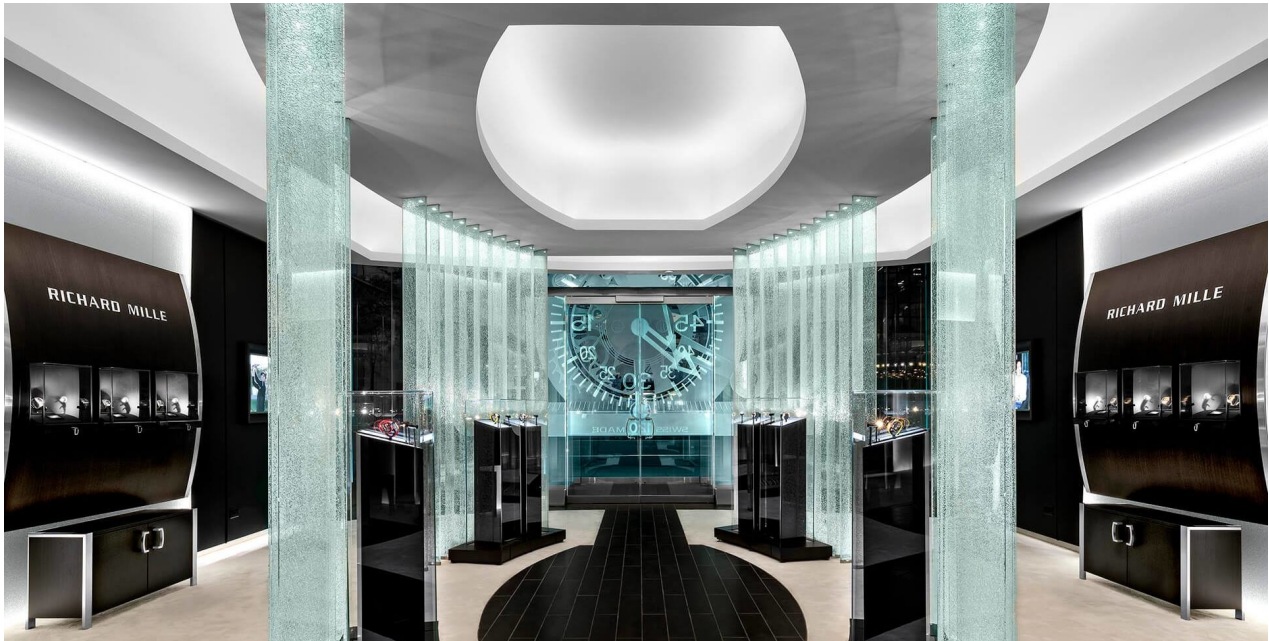
On market since: 2006

Regions: Germany, United Kingdom

Industries: Beauty Industry, Consumer products

Source links: [Escentric Molecules](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



# RICHARD MILLE - A NICHE BRAND OF LUXURY SWISS WATCHES

After studying marketing in Besançon, Richard Mille (born 13 February 1951) started work at Finhor, a local watchmaking company in 1974. The company was bought by Matra in 1981 and Richard Mille rose to manage Matra's watchmaking business, which then included the brands Yema and Cupillard Rième. Matra's watchmaking activities were sold to Seiko, who Mille left in 1992 to start a watchmaking business for jewelry firm Mauboussin. In 1999 he founded the company Richard Mille SA with Dominique Guenat, CEO of Valgine Watches, and in collaboration with Audemars Piguet. Its first product, the RM001 went on sale in 2001. Currently, all Richard Mille's watches are a sophisticated and complex mechanical device, designed and constructed using the most modern watchmaking techniques and materials that exist. These watches have been assembled and optimized by master watchmakers. Each piece is finished and assembled by hand, reflecting what is best in the culture of 'Haute Horlogerie'.



## Key Dates

2012: The RM 056 is presented, the first tonneau-shaped watch in the world with a case made of solid sapphire. With the presentation of the RM 039 Aviation EB-6 Flyback Chronograph, the brand enters the world of aviation for the first time. This new aviation watch is also one of the most complexes that exist in haute horology (+1,000 components).



RM 039

source - richardmille.com

2013: Richard Mille participates to the first edition of Watches and Wonders in Hong Kong. The Italian golfer Diana Luna becomes the first sportswoman partner and driver Sebastian Loeb joins the Richard Mille family.

2014: A year dedicated to the feminine worlds within the collection and proclaimed as Richard Mille's 'Year of the Women' with the introduction of the RM 07-01 and RM 037 automatic calibers, the RM19-01 Tourbillon Natalie Portman and the RM 51-01 Tourbillon Michelle Yeoh. Two new sports partners join the RM Family with the skier Alexis Pinturault and the golf woman Cristie Kerr. Increasing of boutiques network development; a total of 22 is planned before the end of the year.



RM 056

source - richardmille.com

2015: The RM 19-02 Tourbillon Fleur and the RM 51-02 Tourbillon Diamond Twister are presented at the SIHH along with a new Open Link strap for women and a titanium strap for owners of the RM 011 series.

2016: In creating this mechanical pen for his clientele, Richard Mille has revisited an emblematic object that, like the brand itself, has transformed its world. The piece is aimed at all those who harbor a love of beautiful handwriting and great Swiss watchmaking mechanisms.

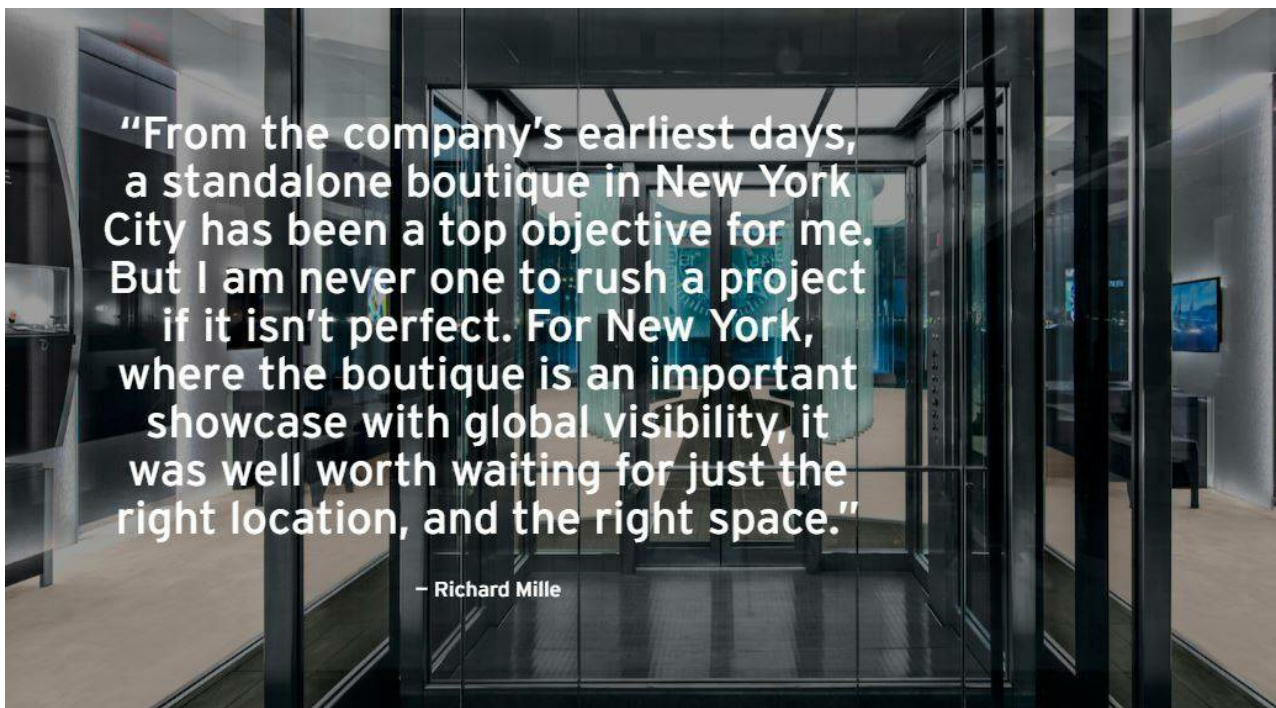
2017: Two new athletics sports partners join the RM Family with Wayde Van Niekerk and Mutaz Essa Barshim.

2018: Opening of Flagship Boutique in New York City located at 46 East 57th Street, in the heart of Manhattan, the 4,200-square-foot flagship becomes the ninth Richard Mille boutique in the Americas.



Mechanical Fountain Pen

source - richardmille.com



Richard Mille

source - richardmille.com





New models with a singular theme – bonbon  
source - richardmille.com



Company name: Richard Mille

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Phone: 852 2528 1669

Patent status: -

On market since: 2001

Regions: Switzerland

Industries: Consumer products

Source links: [Richard Mille](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



## MONTALE PARIS: THE MOST ICONIC FRAGRANCES

Pierre Montale had a date with destiny 20 years ago in the far reaches of the Kingdom of Arabia. Inspired by the beauty and hidden secrets of the Eastern world, between learning process and pure marvel, he composes with confidential and millennial olfactory materials such as rose, incense, amber, cedar, precious woods and a thousand other wonderful scents like happy ointments or love potions. On the range of Pierre Montale's most popular scents rises the spirit of the oud, keeper of traditions at the gates to the east. Pierre Montale will become the first ambassador for the West. Subjugated by his infinite combinatorial properties, Pierre Montale became the first ambassador of oud for the west providing the most sophisticated feelings. He claimed that a fragrance is a natural and living raw material, which continues its maceration. The fragrance the person buys today will gain strength and roundness along its conservation. Time and maceration: The secret of an elixir.

## WHAT IS THE OUD?

Oud is produced when the Aquilaria/Agar Tree is infected by a Sparasitic fungus. The tree naturally secrets a defense against this parasite. This mechanism produces a very dark and aromatic resin. This set of wood/parasite/natural defense is taken manually, sheltered from the light in cellars for several years. After a distillation process, the Oud is here. It is a material used in spiritual rites and practices from the Middle East to the Far bats, crossing the border of religions.



AMBER MUSK

source - montaleparfums.com

Montale creates its perfumes from high-quality natural materials, high-concentration perfumes, which encourage their intensity & exceptional holding.

### Emblematic raw materials:

Passionate about Roses, Pierre Montale brings in his compositions Roses from France, Bulgaria, Turkey, India, Saudi Arabia. Forevermore sensuality and originality. Their delicate scents, powerful and recognizable, evokes for the creator the very scent of the oriental gardens. Vanilla was one of the first scents of the brand. Intimate, sensual and greedy, it is indispensable to the development of oriental perfumes. Montale parfums has more than 10 fragrances around vanilla bourbon: the most beautiful vanilla in the world from Madagascar. Orange Flowers, Jasmine & Tuberose are very appreciated by Pierre Montale.



The aluminum bottle Montale has been specially created to protect and preserve the valuable essences and contribute to their evolution  
source - montaleparfums.com

Flowers offer depth and richness inside his creations. It's absolute femininity. They represent the sun and the light. All flowers are extracted in Grasse, the emblematic city of perfumes. Bergamot, citrus, strawberry, litchi, blackberry or raspberry are also key ingredients of the house. Fruits bring natural sugar, acidity, freshness. They help to compose sexy and sparkling perfumes. Feminine as masculine. Musk, amber, patchouli, vetiver & sandalwood are perfumes on their own. Charnel, enveloping and sensual, these materials are essential in the Montale landscape.

### **Black Oud: the Montale identity**

A real oriental olfactory experience created by Pierre Montale in 1993. More than an oud, it is the first fragrance from the house which offers intensity and a total surprise, by its mastered originality. Today, iconic of the Montale's house, he meets the components of the Oriental identity & the French excellence. Black oud is an awesome Cambodian oud blender with Indonesian patchouli leaves over a combination of mandarin, musk and roses petals. It is a perfume with a powerful wake of sensuality.





Company name: Montale Paris

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Phone: +33 1 40 70 07 09

Patent status: -

On market since: 2001

Regions: France

Industries: Consumer products

Source links: [Montale Paris](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



## MAITRE PARFUMEUR ET GANTIER LEAVES A UNIQUE AND THRILLING OLFACTORY SIGNATURE

Jean-Francois Laporte was a highly influential figure in the world of niche perfumery. Having made his name as the founder of Sisley, he went on to offer one of the first alternatives to mass market perfumery when he founded L'Artisan Parfumeur in 1976. After leading that now extremely well-known brand to its initial success, he moved on to found the perfume house Maitre Parfumeur et Gantier in 1988. Rooted in the French perfumery tradition of the 17th century, this exquisite brand draws inspiration from travels, the world of opera and baroque aesthetics. Linking heritage and modernity, Maitre Parfumeur et Gantier is distinguished by its audacious and rare blends breathing new life into the art of perfumery. Through a handcrafted look and a rigorous selection of the finest raw materials, this Parisian brand offers the guarantee of refined and luxurious fragrance ranges. Whether personal or ambiance, each fragrance leaves a unique and thrilling olfactory

 signature.





Maitre Parfumeur et Gantier was founded in 1988

source - ginifragranze.com

The Eaux de Parfums come in an exquisite glass bottle with bevelled edges. The seal of Maître Parfumeur et Gantier is *printed in gold on a fine layer of enamel*. Each bottle has a gilded cap adorned with a diamond-like *Swarovski stone*. Like precious jewels, fragrances are presented in red cases coated with leather grain paper, a reference to the origins of Gantier, as French glovemakers (gantries) used to scent their gloves.

A short walk from the *Place Vendôme*, this Parisian boutique recreates the special atmosphere of the perfume shops of the *17th century*. A shiny marble floor, walls covered with Cuir de Cordoue and a trompe l'oeil ceiling create a sophisticated ambience; a warm setting that perfectly matches the refined style of the perfumes.

#### Maitre Parfumeur et Gantier's creations:

Rose, Tuberose, Camellia, Lily, Iris, Ylang, Carnation, Maitre Parfumeur et Gantier sublimates the flowers to honour the spring! From White Garden to Comoros Flower, from Tuberose to Nile Garden, opulent or fresh, spicy or fruity, discover all the richness of the floral notes at Maitre Parfumeur et Gantier.

#### *Ambre Mythique:*



Ambre Percieux & Ambre Mythique  
source - maitre-parfumeur-et-gantier.com

The magic of the desert of Oman in the evening the night comes to cover the dunes like a starry wall hanging. Maitre Parfumeur et Gantier found its inspiration under the skies of the East, mixing Amber, his favourite note, with the mythical essences of Frankincense and Myrrh. The user will discover Ambre Mythique *the perfect balance of amber note linked to the richness of floral notes and ancestral balms.*

#### *L'Ambiance:*

Furthermore, Maitre Parfumeur et Gantier is also a wide range of ambiance fragrances. To Sprays, To Diffuse or in candles you can bring to your interior the refinement that it deserves. Woody heats, floral opulence, fruity freshness, discover the pleasure of perfuming your interior.



Each fragrance is the product of a playful marriage between scents and notes

source - [maitre-parfumeur-et-gantier.com](http://maitre-parfumeur-et-gantier.com)

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Website: <http://www.maitre-parfumeur-et-gantier.com>.  
Phone: +33 1 42 96 35 13  
Patent status: -  
On market since: 1988  
Regions: France  
Industries: Beauty Industry, Consumer products  
Source links: [Maitre Parfumeur et Gantier](#)  
Direct link: [click here](#)





## ETAT LIBRE D'ORANGE: AN AMBITIOUS, AUDACIOUS PERFUMERY

Etat Libre d'Orange is a confiscated perfume house founded in 2006 by Etienne de Swardt. Etat Libre d'Orange currently presents a collection of 34 fragrances - all aspirational, all essential. With an emphasis on originality, audacity, authenticity, and freedom of expression, Etat Libre d'Orange proposes surprising olfactory compositions, without any limitations in terms of creativity, raw materials, or expense. A whimsical perfumery that uses irony to hone the names of its scents. A spirited perfumery that shakes up prejudices and stirs up ambiguities. A perfumery that plays with ideas and reinvents the pleasures to be found in the sense of smell, through sublime, delicately composed juices. These are juices composed from first-rate, living matter that fuses with the skin so they can only belong to the person who wears them. Juices that are fashioned without constraint or compromise. Juices that are designed to disturb, to touch, to tempt, to thrill. And seduce, seduce, seduce.

## THE NAME:

When Etienne de Swardt created his house of perfume in 2006, it was only right and natural for him to give it this name, to honor his birthplace and what it represents. In South Africa, Etat Libre d'Orange, the Orange Free State, was an autonomous sovereign republic which declared independence from British rule in 1854. The name was derived from the royal family of the Netherlands, the homeland of the region's pioneers. It was a land of staggeringly rough beauty and color and unforgettable smells, a nation of contrasts, strong feelings, and mixed emotions. The rainbow mosaic of people and cultures gave it an unpredictable, sometimes savage nature. And it was independent - unrestrained, unrestricted. Unity, beauty, conflict - and freedom, the hallmarks of our company. The Orange Free State ended in 1902. But its attitude lives on at Etat Libre d'Orange.



Etienne de Swardt  
source - [etatlibredorange.com](http://etatlibredorange.com)

## THE SIGNATURE:

Etat Libre d'Orange is a declaration of independence. Etienne de Swardt worked for a long time in the rarefied world of luxury perfume, a world which has had a fixed scope and

ambition. Much of the work in recent years has been limited to simple and sterile fragrance expressions. Perfumes have been conceived with the goal of pleasing the greatest number of potential customers, and this goal is based on the premise that customers want something easy and uncomplicated. Bored with these dictates, Etienne formed his own house with the idea of starting a revolution. He wanted to create a challenging perfumery, to emancipate juices from traditional restrictions. He envisioned perfumes that were furiously liberated, dangerously endearing. Flamboyant, excessive, perfect. Sometimes scandalous, always delicious. Perfumes for life and love and making love.



Etat Libre d'Orange collection  
source - etatlibredorange.com

## THE EMBLEM:

For Etienne, the three colored rosette is his symbol of liberty, his proclamation of difference. It appears as a seal, a commitment, on the sharp edge of all the bottles.

## THE BOTTLE:

Etat Libre d'Orange is a gallery of avant-garde perfumes, a platform for olfactive innovations. No restrictions are imposed on the making of fragrances. The concentration is on the juice, not the packaging. Etat Libre d'Orange doesn't spend time, energy, or money in the design of its bottles. . A simple bottle - solid, serious, attractive - holds the true creativity.





Etat Libre d'Orange secretions magnifiques  
source - etatlibredorange.com

The brand has met a growing number of passionate fans who see in Etat Libre d'Orange its singularity, its sincerity, and its adherence to its ethos: luxurious, provocative, sometimes ironic, often subversive, and always elegant. In ten years, Etat Libre d'Orange has become a respected constituent in the world of perfume:

- Five stars from the New York Times in its classification of perfume houses;
- The Specialists' Prize, awarded by the Fragrance Foundation France for having created an innovative and daring perfumery.



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Patent status: -

On market since: 2006

Regions: France

Industries: Consumer products

Source links: [Etat Libre d'Orange](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



## DAVID RIO PROVIDES A RICH, INDULGENT CHAI EXPERIENCE

David Rio is an award-winning, premium chai and tea company based in San Francisco, California, offering customers only the finest products domestically and around the world. Established by co-founders David Scott Lowe and Rio Miura in 1996, it first started as a line of speciality tea, coffee, and accessories through an all Japanese catalogue, and transformed into America's premier chai company. David Rio is available in cafés, restaurants, and speciality food stores across the U.S. and in over 50 other countries. Furthermore, the company strives to be the global premium chai brand, exceeding customers' expectations, offering exceptional taste and quality, and delivering meaningful customer service. In addition, as a part of David Rio's corporate philosophy to support animal welfare, the company has maintained partnerships with local, regional, and international organizations such as the International Fund for Animal Welfare, Cat Tales Zoological Park and Peninsula Humane Society & SPCA.

David Rio was founded by Rio Miura and David Scott Lowe in 1996. They first began selling specialty teas, coffees, and accessories through an all-Japanese language catalogue for export to Japan, Rio's native country. David Rio's first chai, Elephant Vanilla, was intended to be sold in Japan only, but immediate domestic demand from both individuals and wholesalers led David Rio to offer its chai in the US market.

David Rio's success with Elephant Vanilla inspired Scott and Rio to create a new chai with stronger spice notes and developed its second blend, *Tiger Spice Chai*®, which quickly became the company's signature chai. Since then, David Rio has continued to create innovative flavours under its "*Endangered Species Line*" of premium chai products, to demonstrate its commitment to animal welfare. Each product is named after endangered, at-risk, or vulnerable animals.



Rio Miura and David Scott Lowe, co-founders  
source - davidrio.com

With this deep commitment to animal welfare, David Rio donates annually to the [International Fund for Animal Welfare](#) (IFAW)'s elephant and tiger programs. These donations contribute to [IFAW's](#) global initiatives, such as protecting endangered tigers and elephants around the world.

David Rio has also supported the San Francisco Bay Area's [Peninsula Humane Society & SPCA](#) since 2002, as well as partnered with [Cat Tales Zoological Park](#) in Mead,

Washington since 1999, where the company adopted a Bengal Tiger, Atlas.

Furthermore, Chai Bar by David Rio's passion for animals is also reflected in its logo of a strong, beautiful Bengal tiger.



In addition to offering exceptional service and superb products, Chai Bar by David Rio stands behind protecting endangered, at risk, or vulnerable animals  
source - davidrio.com

Today, David Rio's premium chai and tea products are available in cafés, restaurants, and speciality retail stores in over 50 countries around the globe. With its strong domestic and global presence, the next step in the Company's vision was to create a retail café. In Spring 2015, David Rio opened the doors to Chai Bar by David Rio, a chai-centric café in San Francisco's Mid-Market, so that locals and consumers from around the world could enjoy signature David Rio Chai products, as well as have the opportunity and excitement to share in David Rio's newest offerings and products under development.



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Patent status: -

On market since: 1996

Regions: United States

Industries: Food and Drink

Source links: [David Rio](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



## KT TAPE: AN ELASTIC SPORTS TAPE DESIGNED TO RELIEVE PAIN WHILE SUPPORTING MUSCLES

KT Tape is an innovative product that helps to reduce pressure to the tissue and may reduce discomfort or pain. KT Tape and other sports medicine products respectively were developed by KT Health, which was formerly known as Lumos, Inc. The company was founded in 2008 and is based in Lindon, Utah. Its correct taping also provides support to muscles by improving the muscle's ability to contract, even when it is weak, and helps the muscle to not over-extend or over-contract. When an area of the body is injured through impact or over-use, the lymphatic fluid builds up causing inflammation and swelling. This accumulation of lymphatic fluids may cause increased pressure on muscles and tissue which can cause significant discomfort or pain. It is believed that when applied correctly, KT Tape lifts the skin, decompressing the layers of fascia, allowing for greater movement of lymphatic fluid which transports white blood cells throughout the body and removes waste products, cellular debris, and bacteria.

Whether you are training for your first marathon, getting ready for your first game, reaching a personal fitness goal, or just trying to get through the day, nothing slows you down more than pain and injury. KT Tape is lightweight, comfortable to wear, and can be used for hundreds of common injuries such as lower back pain, knee pain, shoulder pain, carpal tunnel syndrome, sprained ankles, and tennis elbow - just to name a few. KT Tape provides pain relief and support so you don't have to slow down.

KT Tape Original and Gentle tape are made of 100% cotton fibers with specialized elastic cores. KT Tape PRO, PRO Extreme and PRO-X are made using a highly engineered, ultra-durable synthetic fabric with 30% stronger elastic cores. Both the cotton and synthetic materials create unidirectional elasticity which allows the tape to stretch in length but not in width. As a result, the elastic fibers provide stable support without restricting the range of motion like a traditional rigid athletic tape.



KT TAPE PRO-X Patch  
source - kttape.com

KT Tape PRO's fibers allow for moisture release which is critical for comfort and wearability. As a result, the tape provides greater comfort over a longer period. KT Tape's specially formulated adhesive is latex-free, hypo-allergenic, and designed to last through humidity, sweat and showers, and multiple days of wear.

Based in American Fork, Utah and founded in 2008, KT Tape® has revolutionized the sports medicine industry with the introduction of the most advanced and recognized kinesiology tape and recovery products. KT Tape® is recognized as a leader in sports-related pain and injury treatment. The mission of the company is to develop breakthrough solutions to help enable athletes to compete at their best. KT Tape has become the athlete's choice for drug-free pain relief and injury management.



KT Tape: Full Knee Support  
source - kttape.com

The Company currently designs, develops, and distributes a variety of kinesiology tape lines, including KT Tape® Original (cotton) and KT Tape® Pro™ (synthetic), engineered for targeted pain relief and enhanced functionality, as well as lines of performance and recovery products.

#### KT TAPE GRIP TAPE:

- Enhances grip during heavy barbell, kettlebell, CrossFit, and Olympic lifting
- 2 inches (5cm) width works for all thumbs

#### KT TAPE® COTTON:

- Comfortable to wear for 1 to 3 days



- Stays on in water
- All-natural cotton for everyday wear

**KT TAPE® PRO:**

- Comfortable to wear for 4 to 7 days
- Stays on in water
- Durable 100% synthetic fibers are highly breathable

**KT TAPE® PRO EXTREME:**

- Extra strength adhesive
- Highly Water resistant
- Comfortable to wear up to 7 days

The Kinesio Taping® Method is a definitive rehabilitative taping technique that is designed to facilitate the body's natural healing process while providing support and stability to muscles and joints without restricting the body's range of motion as well as providing extended soft tissue manipulation to prolong the benefits of manual therapy administered within the clinical setting. Latex-free and wearable for days at a time, Kinesio® Tex Tape is safe for populations ranging from pediatric to geriatric, and successfully treats a variety of orthopedic, neuromuscular, neurological and other medical conditions.



KT Tape: General Elbow  
source - kttape.com

The Kinesio® Taping Method is a therapeutic taping technique not only offering your patient the support they are looking for, but also rehabilitating the affected condition as well. By targeting different receptors within the somatosensory system, Kinesio® Tex Tape alleviates pain and facilitates lymphatic drainage by microscopically lifting the skin. This lifting affect forms convolutions in the skin thus increasing interstitial space and allowing for a decrease in inflammation of the affected areas.

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Patent status: -

On market since: 2008

Regions: United States

Industries: Consumer products

Source links: [KT Health LLC](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)



## NAILS INC KEEPS NAILS IN HEALTHY CONDITION WITH A GLAMOROUS FINISH

The UK's number one nail brand, Nails Inc was founded by Thea Green in 1999, and has quickly become one of the most innovative fast-growing independent beauty businesses in the market, with new brands being added to the portfolio. It is renowned for being the first premium nail bar in the UK, boasting 16 luxury destinations in stores including Harvey Nichols, Selfridges, Fenwick and Brown Thomas, as well as five standalone stores in Japan. Nails Inc has a widely established global product distribution across 25 countries, with prestigious retailers such as Sephora. Currently, the company has stores in the UK, US, France, Middle East, Singapore and Hong Kong. With a series of industry accolades due to its first to market product innovation, original must-wear shades and collaborations with the likes of Victoria Beckham, Diane Von Furstenberg and Alexa Chung, Nails Inc continues to lead the way in the nail category.



In October 2017, Thea Green introduced INC.redible cosmetics. Amplifying the DNA from the mother ship of Nails inc, the proposition of the colour and skincare brand is to be INC.redible self. The brand mission is to deliver an INC.redible cosmetic range with genuinely INC.redible products and a positive brand world with a social conscience that has a positive impact on people. Like [Nails inc](#), INC.redible is cruelty-free and PETA approved. The brand portfolio continues to grow with the latest edition of My Mood, launched in June 2018. A youth lifestyle brand built collaboratively with a community of those who know best – the consumer - the range covers everything from bath & body, accessories, beauty and tech, packaged with a social conscience. It is the first of its kind; shaped by a community of young enthusiasts and creatives. All of My Mood products are vegan, cruelty-free and ocean-friendly.

Nails inc is the UK's largest nail bar chain, serving on average **10,000 customers per week through 60 locations**. The company now has stores in the UK, US, France, Middle East, Singapore and Hong Kong. The company has also developed Get Lashed, a diffusion brand for false eyelashes.



All of My Mood products are a vegan, cruelty-free and ocean-friendly  
source - [nailsinc.com](https://nailsinc.com)

Currently, the company has responded to the demand from the nail professionals and created Nails inc PRO for them. The new formula is the result of years of knowledge and

experience combined with the latest gel effect and long-wearing technology, encapsulated in a super-charged polish and treatments.

**STEP 1. The revolutionary base coat.** This polish contains a unique resin system which allows the colour to bind to the base like a magnet. It also features integrated optical brighteners to give the appearance of clean and healthy nails.

**STEP 2. The colour.** The colour contains a collection of technology to deliver intense colour.

Each shade is enriched with:

Volcanic glass and shellac (a protective agent) for strength and protection of colour;

Polyester resin for flexibility and durability;

Dual polymer complex for high shine and long-lasting colour.



Nails inc is the UK's largest nail bar chain, serving on average 10,000 customers per week through 60 locations  
source - [nailsinc.com](https://nailsinc.com)

**STEP 3. The finish.** The final polish in the system is the self-curing gel-like top coat. The top coat compliments the rest of the system by offering a long lasting high shine finish. The top coat is enriched with acrylic and shellac which protects the manicure against discolouration and chipping.

With these technologies combined Nails inc has created the ultimate long wear colour, giving on average five to seven days glossy and unblemished wear. The Nails inc PRO

collection includes 36 shades, including best-selling colours from Nails inc and brand new shades specifically created for Nails inc PRO. In addition, there is a base coat, a top coat and two treatment products.

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Patent status: -  
On market since: 1999  
Regions: United Kingdom  
Industries: Consumer products  
Source links: [Nails inc](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)  
Direct link: [click here](#)





## WITAL TEA COMBINES THE BEST TECHNOLOGIES AND MATERIALS

WITAL is a boutique German tea house with a unique product concept called WITAL TEA – a tea brand created in the luxury niche market for clientele with refined and exquisite tastes. The uniqueness of the product lies within its origins. All the exclusive WITAL TEA varieties are collected from the most distinguished, rarest and thoroughly cared for plantations worldwide. WITAL creates luxury tea blends from the finest leaves from around the world, using the experience of the prominent German tea taster Stephan Schonewald combined with the cutting-edge innovation. The highest quality and standards are applied during each step of the process: from tea leaf selection to harvesting and packaging into royal tea bags.

Boutique tea house brings unforgettable tea moments, striving for perfection in every detail. Focusing on quality, exclusivity and design WITAL brings you a unique tea taste and experience illuminated with elegance and grace in 3 exclusive tea lines:

The “FINEST TEA LINE” was designed to exceed expectations of the most sophisticated Tea-lovers. It is an ode to adepts of perfection craving to celebrate sophisticated bouquets and exceptional flamboyant tastes in 5 collections: Exclusive, Black, White, Green & Gourmet. Finest Line is when every tea leaf is a gem.

The “WELLNESS TEA LINE” was created for consumers who choose healthy alcoholic free drinks whilst trying to live vibrant and happy lives in today’s ever stressful world. Wellness line pack is made of Grass Paper– the exclusive packaging material was invented in Germany to decrease harmful emission levels and to save natural recourses, along with it’s Sustainable, Renewable & Compostable NatureFlex™ cellulose foil as a tea barrier it perfectly protects premium tea quality & minimizes a negative effect on the environment.

The “ORGANIC TEA LINE” is a scientifically led eco-innovation by WITAL. Its unique innovative and sustainable packaging helps to protect premium tea quality and is 100% biodegradable.

WITAL offers a wide range of services for partners and tea professionals which in turn will amaze the customers with an unforgettable tea tasting experience. They produce the finest teas in different packaging types to fit your current business model.

Besides preselected tea assortment WITAL have designed special tea accessories and sales point equipment which will help to present tea for each and every occasion: from a breakfast time in the hotel to the tea counter display in a fine food store.



100% hand-sewn cotton teabags  
source - witaltea.com



Wital Tea is a brand full of both modernity and originality  
source - witaltea.com

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Patent status: -  
On market since: 2000  
Regions: Germany  
Industries: Food and Drink, Consumer products  
Source links: [Wital GmbH](#)  
[ORIGINAL VIDEO](#)  
Direct link: [click here](#)





## LUMAS: HIGH QUALITY AND DURABLE TEXTILES FOR BEDROOM AND BATHROOM

Lumas International BV was founded in 1989 by Luc Slijpen and over the years has grown into an international player within the textile market. In 2014 Maurice Hul joined as a co-owner. The head office of Lumas is located in Maastricht. The company has purchasing offices in Pakistan, India and Turkey. Their range consists of textile products for the bedroom, bathroom and all basic textile products for in and around your home. The products are delivered in the desired quality. In addition to commissioning the production of private labels from their clients, the company carries some own labels; among other Royal Suite and Living Dreams. High-quality cotton is used for Lumas bed linen, guaranteeing comfort and durability. Moreover, their designers provide designs with a modern and warm atmosphere. They supply, among other things: duvet covers, fitted sheets and sheets.



Lumas has bed linen, the company supplies duvet covers, fitted sheets and sheets  
source - [lumasinternational.com](https://lumasinternational.com)

The company provides **Organic cotton**; 100% organic and fair trade cotton; a natural and honest product. **Flannel**; 100% brushed cotton (flannel). Thanks to the special treatment flannel feels warmer and softer than ordinary cotton. An ideal duvet cover to experience a warm and secure feeling during the cold winter months. **Microfibre**; non-iron, comfortable with favorable pricing. **Percal**; pure combed Egyptian cotton. By using high-quality cotton and densely woven threads a person will enjoy these duvet covers for a long time. **Satin**; pure combed cotton (satin) provides a high degree of luxury.

In addition to the great comfort of **bath linen**, the company develops sustainable products. Their designers follow the latest trends closely so that the bathroom will always have a modern and attractive character. They are able to supply the bath linen in many weights, sizes and colors. Their towels include towels, Bath towels, Guest towels, Washcloths, Bathrobes, Bath mats. Lumas also supplies basic textiles for **kitchen, living room, garage and garden**.

**Basics Home Collection** by Lumas includes table linen and kitchen textiles. The company also produces home plaids, decorative cushions and sunbed protectors for living room and garden. Their Basic Collection consists of basic outerwear for both men and women.



The company also produces home plaids, decorative cushions and sunbed protectors for living room and garden  
source - [lumasinternational.com](http://lumasinternational.com)

### Royal Suite & Living Dreams.

The line 'Royal Suite' consists of all textile products that are present in the bedroom and bathroom. A perfectly coordinated line that turns bedroom and bathroom into a luxury hotel suite.

Living Dreams; 'The Best HD Prints possible' These duvets produced in Europe are printed on state-of-the-art printing machines.



Basic Home Collection and Basic Clothing consist of textile products that will offer daily comfort  
source - [lumasinternational.com](https://lumasinternational.com)



Company name: Lumas International BV  
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Patent status: -  
On market since: 1989  
Regions: Netherlands  
Industries: Consumer products  
Source links: [Lumas International BV](#)  
Direct link: [click here](#)



## CLIVE CHRISTIAN - A "ROYAL" PERFUME HOUSE

Clive Christian Perfume is a leading independent British perfume house with a vision to create the world's finest perfumes. It boasts the world's most expensive perfume as recognized by the Guinness Book of Records. The brand's predecessor, the Crown Perfumery Company established in 1872, is the only house ever to have been granted permission to use Queen Victoria's crown on its bottles. An image that defines every bottle of Clive Christian perfume to this day. The iconic crown image only further symbolises Clive Christian's exclusivity, regal feel and British pride, embellishing each hypnotic perfume scent with a touch of magnificence. In addition, all Clive Christian perfumes are 20% perfume concentration or above, meaning they are all classified as pure perfume. If applied correctly, pure perfume should last for at least 8 hours. The only demand behind each luxury fragrance was sheer perfection. The finest ingredients, the rarest temptations of the senses, exhilarating and enthralling all at once.

## History of the House:

In 1978, Clive Christian founded [Clive Christian Furniture](#). His every creation represented grandeur, dedication to the familial and the romantic, a place to be remembered and where memories were made. Beyond furniture, Clive Christian turned his unwavering focus and desire to create toward luxury fragrances, with a view to revive the industry by bringing the same artistic beauty and attention to detail that had made his interior designs so sought after.

Both following and paving the path of luxury, Clive Christian seized the opportunity to purchase the Crown Perfumery Company in 1999, and established [Clive Christian Perfume](#). Truly, a match formed in a hedonist's heaven: an empire driven by the splendour and British history acquiring the only perfumery given the right by Queen Victoria herself to use the image of her crown, in turn bestowing Clive Christian with the now world-renowned crown bottle-stoppers.



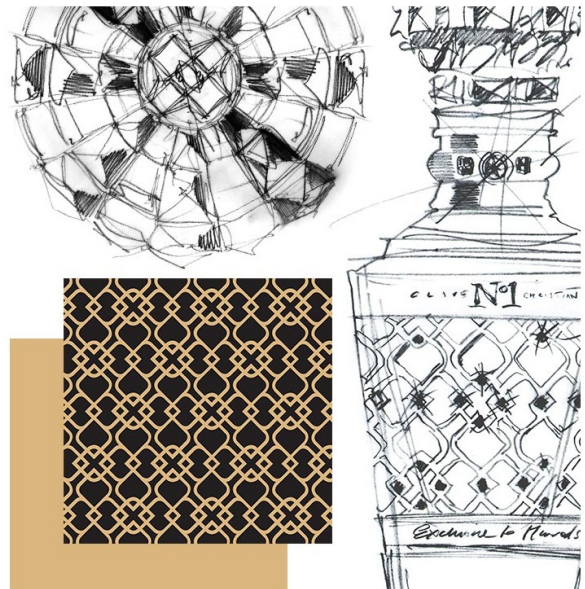
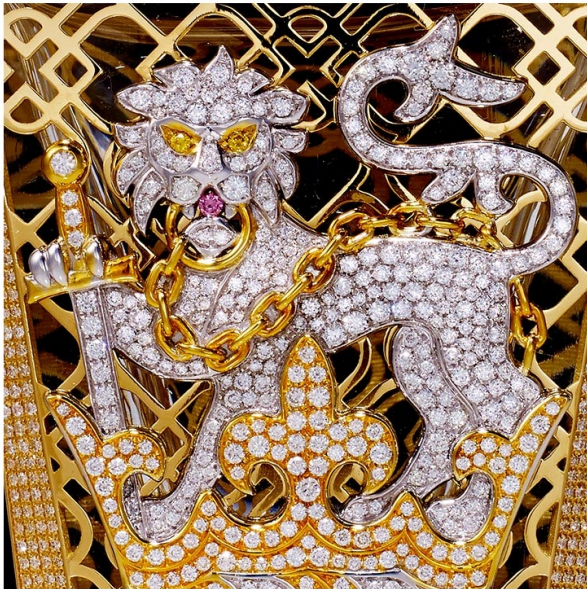
An Oriental that is understated yet distinctive  
source - clivechristian.com

## The No1 Perfume:

[Clive Christian Perfume](#) are creators of the world's finest perfumes. The finest of all perhaps is No1, the perfume Clive Christian refers to as "the perfume of my heart". Using only the most precious, rare and highest quality ingredients, No1 is the very essence of



perfume creativity. Taking this celebrated perfume Clive Christian developed a magnificently decorated crystal flacon for No 1, a piece of extraordinary beauty and rarity, *No1 Passant Guardant*, which became officially recognised as “The World’s Most Expensive Perfume”. The intricate detail and elaborate design is an ode to the complexity of this perfume, a celebration of extraordinary craftsmanship and the grandeur of precious materials.



It perfectly embodies the founding pillars of creativity, craftsmanship and provenance, which are at the heart of the Clive Christian brand

source - clivechristian.com

Clive Christian has named this rare work of exquisite craftsmanship *No1 Passant Guardant*. Taking the perfume house’s signature crystal bottle and adorning it in fine, handcrafted, 24 carat gold lattice-work, creating a glittering ode to pure perfume. The upper part of the heraldic crest is from Clive Christian’s own coat of arms, awarded by Queen Elizabeth II’s Royal College of Arms in 1999 and dating to when he took custodianship of the Crown Perfumery. Embedded in the lattice-work are more than 2000 individually set flawless white diamonds. Set in the eyes of the lion standing “passant guardant” over the Crown are two yellow diamonds, whilst a rare pink diamond marks out the lion’s tongue. This work of art is a sensually opulent homage to the fragrance within, No1 Sandalwood.

### Original Collection:

In 1999 Clive Christian launched the ‘*Original Collection*’, featuring a trio of fragrances



in both men's and women's versions, tailored to perfectly complement one another. The first, '1872', pays homage to the year Queen Victoria honoured the Crown Perfumery Company with her symbol. The feminine edition is a celebration of the British summertime, a serene melody of vibrant floral notes and citrus tones, whilst the masculine edition showcases a spiced infusion of Sandalwood and Cedar.



Sourced and composed using the rarest, most precious ingredients from around the world, this perfume is fully deserving of its name

The second fragrance in the collection is arguably the most resplendent. Known simply as **"No 1"**, the feminine edition is nothing if not spectacular; "Clive Christian's magnum opus. Rare and exotic flora are rendered timeless in this sparkling homage to the East. A floral oriental with fruity top notes of plum, mirabelle, white peach and bergamot which slowly and sensually unravel to reveal jasmine, carnation and rose." The masculine edition is no less sumptuous, the essence of refined masculinity encapsulated in a masterful blend of precious ingredients.

The third and final scent is 'X', an aphrodisiacal offering, created to tempt. The feminine edition emulates a femme fatale – subtly seductive, a mesmerising combination of Cashmeran Musk and Jasmine. The masculine edition is equally as intriguing, formed from far-flung exotic extracts.

**Private Collection:**

In 2010, the *Private Collection* was born, a selection of emotive and evocative fragrances as a tribute to Clive Christian's love of family. It is a reflection of life's most precious moments, stories spun with contemporary scents and bottled – snapshots caught in ten vivid perfumes.

#### Noble Collection:

A proud and patriotic family of scents shaped by the most celebrated horticultural, architectural and artistic periods of British history. The '*Noble Collection*' fragrances take inspiration from the spirit of nobility, and the exquisite flora of the gardens that surround Christian's own Queen Anne residence. As ever, his own fondness for beauty touches every detail of his empire.

A balance between traditional culture and contemporary art is perhaps what makes Clive Christian so special – each creation perfectly melds together the beauty of the past with a vision for the future.



A seductive botanical and elegant collection of perfumes inspired by a passion for horticultural architectural and artistic movements that shaped key periods in British history evoking the spirit of nobility  
source - [clivechristian.com](http://clivechristian.com)

#### Addictive Arts:

The most recent addition is the '*Addictive Arts*', a spellbinding trio of fragrances concocted with seductive, sybaritic elements to thrill the pleasure-seekers and sensualists. The names themselves conjure imagery of the wild and the reckless – *Jump Up And Kiss Me*, *Chasing The Dragon* and *Vision In A Dream*. Each intoxicating scent is created to

intrigue and excite, and awake the senses in a way only the most masterful can accomplish.

Truly, what sets Clive Christian apart is the unwavering dedication to their creations. Each fragrance is complex, with meticulously selected raw and rare elements, from British flora to exotic, far-flung notes of cinnamon and cardamom. The concentration of pure perfume in each bottled masterpiece guarantees both intensity and longevity, closer to the skin than any other cosmetic or apparel.



Addictive Arts uses Pioneering Perfume Technology (PPT) that is breaking boundaries in the world of niche perfume

source - [clivechristian.com](http://clivechristian.com)

Company name: Clive Christian Perfume

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Patent status: -

On market since: 1999

Regions: United Kingdom

Industries: Beauty Industry, Consumer products

Source links: [Clive Christian Perfume](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)





## MAVIVE OFFERS A UNIQUE PERFUMES FOR TODAY'S LIFESTYLES

Mavive was established in 1986 by Massimo Vidal. The Vidal family first entered the body-care sector in the early 1900s. Mavive is currently under the stewardship of the third and fourth generation of the Vidal family. The company has its headquarters in Venice. Through this continuous source of inspiration and the relationships created over a long time, Mavive is profoundly connected with this truly unique city. Driven by passion, creative freedom, and an entrepreneurial spirit, Mavive has created a prestigious portfolio of perfumery brands. Inventors believe that good ideas can come from any source, and this entrepreneurial attitude leads to growth and enhances the quality of all products. The team is made up of forward-thinking professionals who embrace a sense of creativity that is both dynamic and constantly progressive. The motto is Alacrity. The company believes there are no limits to innovation. It is in their creative DNA to recognise that the results generated from a journey, ignited by sharing ideas, are winning results.

The team goes beyond the limits of what they believe they can do because innovation is in their blood. The company finds collaborations beyond the national borders and beyond brands, in order to generate creative solutions for the market. They push ideas beyond the traditional limits, and guide them toward an extraordinary and sustainable success faster. Among the brands of Maviva are I Profumi di d'Annunzio, 4711, Blauer, Tabac, Police Brand, "Replay", Pino Silvestre, Monotheme and Zippo. I Profumi di d'Annunzio is a new brand. The earliest fragrance of this brand was created in 2017, the last one - in 2018. I Profumi di d'Annunzio worked with perfumers such as Maurizio Cerizza and Luca Maffei.



Driven by passion, creative freedom, and an entrepreneurial spirit, Mavive has created a prestigious portfolio of perfumery brands  
source - mavive.it

## IL FUOCO

Il Fuoco is an impressionistic perfume, full of light and amorous bewitchment - purple, celebratory, opulent. It is the excitement of a fire: flashing, bursting, feverish. Eminent and solemn, almost elusive, yet lively in its freshness and ardour. Il Fuoco is a deity of the instant. The vibration of every moment that wafts, disappears, and ascends, as a flame that disperses, re-absorbs, regenerates, in a sparkling of incandescent gold. An ancient perfume; an indefatigable, trembling presence saturated with hypnotic enchantment.

## NOTTURNO

Notturmo is a homage to the beauty of the night, to the instinct of divination, to the flashes of ecstasy; above all, to the visionary power of the eye, so beloved by the ancient soothsayers. It is a perpetual alchemy, a wandering magical sense. Its olfactory personality is restless, sibylline. A mysterious melody that is drawn, that stretches and flows. The whole passion of the night endlessly pursues, wave-after-wave. And it seems that nothing can divide or move away; nothing can hinder its destiny to meet an unknown sunrise...



I Profumi di d'Annunzio is a new brand  
source - mavive.it

## AQVA NUNTIA

Aqua Nuntia is the leading product in this olfactory line. It manifestly evokes the name of the Poet, in all its manifold interpretations. Aqua Nuntia was already mentioned in the Renaissance books, *Experimenti*, which inspired the experimentations by Gabriele d'Annunzio, and is the result of a scenographic vision of the ancient: of archaeological and mythological intensities. It is a daily breeze, tranquil and elegant, with a discrete passion. It is a feverish spirit, in which the images of the flow of time come together as the seasons arrive. It evokes in the feelings of the surging pace of marine foam, and the sound of a singing, sovereign Venus: *Aqua Nuntia portentosa, / Ora facis aulitosa, / Nardo spirans, nari mitis, / In te virtus Aphroditis.*

## ERMIONE



Ermione is the perfume of spiritual joy. Its natural exhilaration embraces everything, captured perfectly in the rustle of the gurgling spring. It is a suspended atmosphere, a precise musical note that seems to become airborne while trickling forth. It is tremulous rain, graceful and noble moisture, a whisper of silk. Ermione is the temple of the eternalness of movement. It is the mysterious that becomes simple, the perfect time for sentimental accords. It is the divine side of the human, the interior dimension that flows into the present. Life is fresh and fragrant.



The company finds collaborations beyond the national borders and beyond brands, in order to generate creative solutions for the market  
source - mavive.it

## IL PIACERE

Il Piacere is the perfume of the vibrant, of the ever-living flesh. It is the glory of the inimitable worldly art, it is the celebration of luxury from another era. With its sensual note, Il Piacere advances through the motions of a passion that involves bodies, apparels, accessories, opulence, atmospheres, vibrating souls, and moods. In its wholeness it lives, it feels. Intense and round, with an antiquity-like afterglow that is reminiscent of the perfumery art of the 16th century, Il Piacere is a eulogy to joyful voluptuousness. It entices to devour it and simultaneously to let it embrace with its countless tones of crimson, of bursting fire. It breathes everywhere and everywhere it embraces. Its note is dense and copious, its melody is intoxicating.

## DIVA MVSA

Diva Musa is a fragrance expressively dedicated to Eleonora Duse: a much divine glory, lover, muse, and the Poet's absolute poetical inspiration. Forged by dreams on a gilded



anvil, a simulacrum that is the last breath of the immortal fates and secrets; Diva Musa is the ever-glowing and multiple radiance that embodies all women within itself: Phaedra, Antigone, Electra, Francesca da Rimini, and Medea. It is dedicated to a woman who embodies all these legends. It incorporates the sense of tragedy, of nostalgia, and of melancholia. It is a fragrance that radiates light and voluptuousness. It is the animal instinct, the noble signature, an immense soul caged in a glass sphere. Diva Musa is the enigma, Diva Musa is the mystery. It is an inflamed sky, a vibrant aura, an indefinable atmosphere. It is the sacred spirit of the regal.



The earliest fragrance of this brand was created in 2017, the last one - in 2018  
source - mavive.it

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Patent status: -  
On market since: 1986  
Regions: Italy  
Industries: Consumer products  
Source links: [Mavive](#)  
[ORIGINAL VIDEO](#)  
Direct link: [click here](#)



# MOLINARD: ROCKED BY THE MOST BEAUTIFUL DREAMS OF PERFUME

Molinard, the renowned and venerable Grasse perfumer, is a family history that has thrived for five generations, forging a legacy with a passion for creation. An adventure that defies time, remaining true to its values and maintaining its exacting standards of excellence, quality, and tradition. The Maison Molinard perfume house was founded in 1849 in Grasse, Provence, in the south of France, the centre of Europe's perfume industry. It has remained an entirely family-run business to this day, and is also one of the oldest of its kind in France after Parfumerie Galimard established in 1747. In addition, Molinard prides itself on the raw materials it selects for its fragrance creations, placing special emphasis on rare, noble, and natural ingredients from Grasse and around the world, which makes it special. With trailblazing spirit, Molinard revolutionized perfume codes, creating Habanita, which is the first women's Oriental fragrance featuring vetiver, an essence hitherto reserved for men.

The story begins under the bountiful Riviera sun. *Hyacinthe Molinard founded a small company in Grasse to sell Eaux de Fleurs.* The shop swiftly attracted a wealthy clientele, including Queen Victoria, and became a shining beacon of quality French craftsmanship. *In the early 1900s, Maison Molinard opened its prestigious Provencal mansion,* where it would usher in a new era of a flourishing trade. Since that day, this original factory has drawn thousands of curious tourists who flock through its doors every year, contemplating the history-steeped heritage on display within.

One of the most iconic Molinard's creation is *Habanita*, which was born in the exuberance of the *Roaring Twenties*. From perfume extract to the essence of the femme fatale, Habanita's innovative style was eagerly embraced by the garçonnnes - France's flappers - and soon became Molinard's runaway success and an icon in the history of French perfume.



Perfume prodigy of the Roaring Twenties, Habanita established itself in 1921 as the first women's Oriental fragrance in history  
source - molinard.com

During the 1930s, Maison Molinard called upon the world's most celebrated glassmakers - *René Lalique, Baccarat, J. Viard* - to design and sign matchless glass containers. In 1932, *René Lalique designed "Le Baiser Du Faune" ("Kiss of the Faun")*, which won the award for the most beautiful bottle in the world at the 1939 [New York World's Fair](#).



Our days:

*Célia Lerouge-Bénard*, the fifth generation of perfumers and the first woman executive, boldly initiates and channels the creative development of every new fragrance. Wild and passionate by nature, with a creative, artistic soul, Célia now shares her vision of perfume with the world.

In addition, Maison Molinard has earned the nation's highest distinction as an *Entreprise du Patrimoine Vivant* ("Living Heritage Company"), which recognizes its rare savoir-faire honed across several generations. At once daring and legendary, the perfume house has naturally carved out its place in the world of Haute Parfumerie, capturing precious essences in breathtaking bottles.



FIGUE - be swept away to the Mediterranean! Experience the sweet delights of this fleshy, sun-kissed fruit. A rich, milky fig note spreads over the green, sparkling scent of fig leaf  
source - molinard.com

Company name: Molinard

Contact person: -

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Patent status: -

On market since: 1849

Regions: France

Industries: Beauty Industry, Consumer products

Source links: [Molinard](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



## NASOMATTO: PERFUMES WITH A SENSE OF MYSTERY

The brains (and nose) behind Nasomatto is Alessandro Gualtieri, an Italian perfumer who has created scents for Versace, Valentino, Helmut Lang, Fendi, Diesel, and more. Gualtieri was educated in the art of perfumery in Germany and built a successful career working with artists, niche brands and major designers - but after being rejected more and more for his radical concepts, he decided to strike out on his own. Gualtieri established his Amsterdam-based brand in 2007 and called it Nasomatto (Italian for 'crazy nose'). The first series of fragrances was released later that year: Hindu Grass, Duro, Narcotic Venus, Silver Musk, and Absinth. Currently, the store is located in Amsterdam, Netherlands. Each stylish and luxury bottle of the perfume is part of the project Nasomatto. Produced by hand in small batches at the Nasomatto laboratory, perfumes aims to evoke the deepest feelings and desires. Due to the nature of ingredients and the concentration of the oil, the colour of might different from batch to batch.



In the following years, several more scents joined the line-up: China White (2008), Black Afgano (2009), Nuda (2010), and Pardon (2011). The tenth, Blamage, was released in 2014 along with a film about its origins called The Nose - Searching for Blamage. Blamage is kind of magical - it comes in a creepy, David Lynch-like bottle and upon the first spray smells almost chemical. On wearing, it is woody and floral with magnolia and lily appearing in the most androgynous way imaginable - plus, because Nasomatto only uses extrait strength in their perfumes, it literally lasts 24 hours on the skin.

Gualtieri's anarchic creative process may have alienated him from more traditional brands, but it made Nasomatto a cult favourite and his new venture, Orto Parisi, instantly intriguing.



Orto Parisi

source - nasomatto.com

Nasomatto maintains a sense of mystery. The brand is curiously secretive - perfumers involved only provide their first names and no fragrance notes are given. Instead, all Nasomatto offers are strange, evocative descriptions that have become a trademark of the brand. The scents are variously described as aiming to evoke degrees of hysteria, enhance all the manifestations of male strength, breathe the belief in universal peace and love, and evoke superhero magnetism. There's plenty of other charming weirdness where that came from, including a quest for mercurial liquid love sensation - whatever that means.





Alessandro Gualtieri  
source - nasomatto.com

Nasomatto's bold, hit-you-on-the-head approach is no stranger to controversy. Nasomatto is authentic, contemporary and created for connoisseurs. The project is meant for men with a strong interest in the distinguished art of perfumery and a hedonistic appreciation for the senses.



Nasomatto's Collection  
source - nasomatto.com

In 2018, Gualtieri unveiled his 12th addition to the range: Nudiflorum, a characteristically opaque piece of work, heavy on abstract florals and tannery-centered notes. True to form,

he doesn't want to dwell on the subject of the new scent, claiming that when a composition has been completed, it's not for him to talk about it.



Nudiflorum  
source - nasomatto.com

Company name: Nasomatto

Contact person: Alessandro Gualtieri

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Website: <https://www.nasomatto.com/>

Phone: -

Patent status: -

On market since: 2007

Regions: Italy, Netherlands

Industries: Consumer products

Source links: [Nasomatto](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)





# KIND SNACKS ACHIEVE A BALANCE OF HEALTH AND TASTE

Since 2004, KIND has been on a mission to make the world a little kinder one snack and act at a time. KIND was born out of its founder's desire to create a snack that was healthy and tasty, wholesome and convenient. What began as a line of premium Fruit & Nut bars sparked the creation of a new healthier snacking category. Today, KIND has a family of more than 70 snacks that offer solutions for a variety of occasions. Its recipes use nutrient-dense, premium ingredients like nuts, seeds, whole grains and fruit, which are recommended for a healthy diet. All snacks are gluten-free, do not contain genetically engineered ingredients and are not sweetened with sugar alcohols or artificial sweeteners. Kindness has always been at the core of its business. KIND was founded with a social mission, the KIND Movement, which celebrates and inspires kindness. Today, the Movement is brought to life through the brand and The KIND Foundation.



KIND was founded by [Daniel Lubetzky](#) and is headquartered in New York City. It has always been committed to bringing customers wholesome and delicious snacks. The company always chooses **high-quality ingredients over recipe short-cuts and provide snacks that are both healthy AND tasty** – not one or the other. In addition, KIND's team works tirelessly to live up to fans' expectations.

The company claims that food shouldn't be overly processed to attain an arbitrary nutrient profile or manipulated to the point that it loses its soul. Instead, it obsesses over creating recipes, using real food, that taste delicious and let the nutrition take care of itself. As KIND grows and evolves, it'll continue to stay true to its mission: real food, wholesome ingredients, and sound nutrition. The company aspires for maximum transparency and always strive to think long term, holistically and empathically as it evaluates all decisions on behalf of it KIND consumers and its community.



Daniel Lubetzky, the founder & CEO  
source - kindsnacks.com

The company's recipes are based on the **use as little sugar as possible without sacrificing the flavour and quality of products**. KIND doesn't use high fructose corn syrup and customers will never find artificial sweeteners or added sugar alcohols in its snacks, since they go against the company's philosophy of using premium ingredients that are KIND® to the body.

Furthermore, KIND prioritizes making low glycemic snacks that bring together unique, high-quality ingredients to energize the customer. The first and predominant ingredient in all of its snacks will always be a nutrient-dense food like nuts, whole grains or fruit. In an effort to build on its commitment to transparency surrounding products and their nutritional, KIND is sharing the added sugar content of the 60+ snacks across its portfolio, two years in advance of the deadline set by the [U.S. Food & Drug Administration](#).



The KIND Foundation believes that connecting people with diverse perspectives is one step towards building a kinder, more inclusive world  
source - [kindsnacks.com](https://kindsnacks.com)

In addition, the company has [The KIND Foundation](#) to foster kinder and more empathetic communities. Through the Foundation, the KIND community will strive to embrace shared humanity and improve the way people relate to one another.

Company name: KIND Healthy Snacks

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Patent status: -

On market since: 2004

Regions: United States

Industries: Food and Drink

Source links: [KIND Healthy Snacks](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



## HAPPY SOCKS PROVIDES WITH THE BEST AND HAPPIEST PRODUCTS AROUND

Happy Socks is a Swedish manufacturer and retailer of socks and underwear. The company was created in with one vision in mind; turn an everyday accessory into a designed colourful item that also spreads happiness. In reaching this vision it aspires to maintain a rigid standard of ultimate quality, craftsmanship and creativity. Happy Socks was founded in 2008. In January 2017, Palamon Capital Partners acquired a majority share in Happy Socks, valuing the company at US\$85.4 million. Currently, the company's products are sold in more than 90 countries and on every continent. Furthermore, Happy Socks has 22 stores outside of Sweden, in the US, UK, Spain, Japan, South Korea, India, Taiwan, and Australia. In addition, Happy Socks features an almost endless variety of models and designs, using a broad spectrum of colour combinations and original patterns.



Happy Socks was founded by **Viktor Tell**, who is the Creative Director, and **Mikael Soderlindh**, who is the CEO. Viktor worked as a graphic designer and an illustrator for several years before finding his place in the fashion world. Inspired by colourful, playful patterns and designs, he is influenced by the daily everything and nothing when designing the Happy Socks collections. His motto: "All play, no work" accurately shows what the label is all about, turning a simple and overlooked product into a fun, creative, expressive success story.



It provides socks and underwear  
source - [happysocks.com](https://happysocks.com)

Mikael worked in the advertising industry for 10 years before he and long-time friend Viktor Tell started their Happy Socks adventure. After a decade of working in service, Mikael wanted to develop a product on a global market and build his own brand from A to Z; all driven by a clear strategy and business know-how. Integrating the corporate structure with a personal touch, Mikael runs Happy Socks by allowing creativity to evolve and grow without interference.

Currently, Happy Socks ensures that its suppliers have high standards by keeping close contact with all of them through regular visits and controls at all their factories. The meticulous care for detail allows Happy Socks to maintain and constantly develop its production processes and the product quality.

Furthermore, Happy Socks pays close attention to the production of its collections and

only uses the best materials and the sharpest designs for its socks and underwear. All products are durable but they last longer if they are washed inside out and kept out of the tumble dryer.



HAPPY SOCKS founder and creative director, VIKTOR TELL, teamed up with ADIDAS ORIGINALS to create his own fun version of Matchplay  
source - [happysocks.com](http://happysocks.com)

This season, Happy Socks went on a world tour to showcase its latest collection in a variety of settings to symbolise the international growth of the brand. From Stockholm to Los Angeles or Tokyo, Happy Socks reflects on its worldwide presence by shooting this catalogue on multiple locations, throughout several time zones and through the lenses of a curated selection of multinational photographers.

The company claims that customers should be able to wear whatever socks they like, so all of the created socks are unisex. Furthermore, Happy Socks has three different types of underwear. Boxer briefs and boxers for men, and briefs for women.

Collaborations are also an important part of Happy Socks. In addition to trying to do good, the company wants to work with the best, most creative designers and corporations. Currently, it has already co-operated with [Robert Rodriguez](#), [Snoop Dogg](#), [Barneys Coop](#), [Adidas Originals](#) and many others.

Company name: Happy Socks

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Patent status: -

On market since: 2008

Regions: Sweden

Industries: Consumer products

Source links: [Happy Socks](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)  
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)





## DR. VRANJES FIRENZE IS STILL THE CRADLE OF LUXURY, ARTISAN, PERFUMED PRODUCTS

The history of Dr Vranjes Firenze is truly fascinating. From the very beginning, master perfumer Paolo Vranjes, founder and sole nose at the Maison, has been able to inspire and anticipate, conceiving avant-garde products and sensing the perfect moment to review the ways in which an artistic fragrance can be read. Paolo grew up in Bologna, where his love for fragrances was born thanks to his grandfather, a trader in precious fabrics with a passion for essences. His curiosity and passion were supported by his innate talent, reinforced with academic studies in chemistry, pharmacy and cosmetology. In 1983, in Florence, he founded the Antica Officina del Farmacista together with his wife Anna Maria. The city has always played a fundamental role in the creative and productive process. The cradle of beauty, the beloved and distinguished city. In Italy, Florence boasts the longest tradition in the art of working with



essences and fragrances, with craftspeople able to support every type of creation.

The magic of a moment, the alchemy of an encounter, the beauty of a landscape, the memory of emotion. The fragrance is the perfect language for making the most beautiful memories unforgettable and evoking them in everyday life. Entering the world of **Dr. Vranjes Firenze Home Fragrances** means treating yourself to moments of pure pleasure, well-being and beauty. Getting to know them, experiencing the different notes, recalling the memories that each essence can evoke is like riding a carousel of the senses.

All the exclusive fragrances are the result of a perfect marriage between innovative and meticulous techniques, tireless research and homage to tradition. Having always been fascinated by olfactory memories, master perfumer Paolo Vranjes chose to enter the world of artistic perfumery by creating home scents.



Recommending the best fragrance for each room and activity - considering the area, furnishings and individual taste - is the brand's mission  
source - [drvranjes.com](http://drvranjes.com)

Today the collection includes over **40 exclusive scents**. The wide palette of fragrances is available in the iconic bottle and in refined decorative crystal elements, as well as in innovative *Decorative Candles, Fragrance Lamps and Linen Fragrances*. Thus, it is possible to choose the ideal olfactive decor element for every type of room, according to tastes, the seasons, space, volume and light.

Love for beauty and quest for perfection have always been the basis of the

brand's philosophy. Attention is paid to the quality of the essences and the products used, but also to the creation of all the components with the most refined materials. Bottles, boxes, paper and labels are made by Florentine craftspeople and testify to the exclusivity and timeless elegance. Another fruit of this continuous quest is **the iconic bottle created in 2008**. Yet again it was Florence that provided the inspiration. The intuition, however, came from Mrs. Anna Maria Vranjes, who has the ability to see the potential of unfinished objects.

She saw what was likely to be the base of a lamp being worked on by a master glass-maker, an expert in molten glass, and it reminded her of the octagonal base of the tambour of Florence's Duomo. In truth, it was still rather shapeless, as the glass was going to be shaped and worked by hand. And so, changes and shaping were suggested, and the cast was commissioned. This is how the bottle that has become the icon of Dr. Vranjes Firenze was created, a **symbol of style and design, the favourite olfactory decoration of many brand lovers**.



For work & studying area  
source - drvranjes.com

The ***Maserati fragrance*** is the fruit of a prestigious collaboration, created to celebrate the centenary of the renowned Italian car manufacturer. For [Maserati](#), master perfumer Paolo Vranjes, a great car enthusiast, created a fragrance which evokes its elegant and dynamic character, in which notes of Litsea Cubeba, an oriental fruit with a citrus scent,

blend into notes of leather and root wood.

For special or limited editions, exclusive olfactory decorations are only available at certain times of year; such as the white or gold versions of the famous bottle inspired by the *Florentine Duomo*. *Ginger Lime*, *Ambra*, *Melograno*, *Rosso Nobile* and *Oud Nobile* are the famous Dr. Vranjes Firenze fragrances that have taken shape, bringing the innovative collection of decorative candles to life.

Furthermore, the wicks are eco-friendly, in pure cotton with a paper core. The Candles are available in 4 sizes: 500 g, 1000 g, 3000 g and Maxi. Every size of the candle has wicks of a different diameter and number, to make the flame more elegant and to encourage the perfect burn.

In addition, another refined product is a **Lamparfum**, which is a catalytic lamp that combines an air purification and fragrance system. It is an elegant decorative element, hand-made from glass crystal by Tuscan craftspeople.



Lamparfum is an elegant take on the furnishing accessory which purifies and perfumes the air  
source - [drvranjes.com](http://drvranjes.com)



Company name: Dr. Vranjes Firenze

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Patent status: -

On market since: 1983

Regions: Italy

Industries: Beauty Industry, Consumer products

Source links: [Dr. Vranjes Firenze](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)  
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)



## BRITA CHANGES THE WAY PEOPLE DRINK WATER SUSTAINABLY

In 2016 BRITA GmbH celebrated 50 years of the company. The first BRITA products were made by hand in founder Heinz Hankammer's garden. In the years to follow, he transformed the company into an innovative leader in drinking water optimisation. BRITA's history began in 1966 when Heinz Hankammer had the great idea of optimising mains water in a smart and convenient way. Since then, the company, headquartered in Taunusstein, Germany, has evolved from a one-man show to an international business with 1,827 employees. Currently, BRITA GmbH operates in 66 countries across five continents providing high quality water filters. Now with a new look and redesigned website, the company is ready to take on the future.

## The Story Began

In **1966** Mr Hankammer tried to find the way to optimise mains water in a convenient and simple method. In **1967**, the **AquaDeMat**, a filter that demineralised water for car batteries at petrol stations, went into serial production for the first time. However, Heinz Hankammer wondered why ion exchange resin was not used to demineralise water at petrol stations. Therefore, members of his family made the first products under the pear trees in their garden.

Heinz had the great idea to create a mobile filter for domestic use. Early on in the 1970s, the company launched the **first water filter jug for home use**. An event that marked the beginning of BRITA's story of success. Initially, the entire family pitched in to help grow the company. In the years to follow, Heinz Hankammer advanced BRITA - named after his daughter - into an innovation leader for drinking water optimisation.

In the early '80s, the company kicked off its international sales activities. In doing so, BRITA laid the groundwork for expansion, and for the success it has today.



Intelligent cartridge status indicator reminds you when to replace the filter cartridge  
source - [brita.co.uk](https://brita.co.uk)

## Handing Over the Torch

After 33 years of leading the company, founder Heinz Hankammer became chairman of the newly established supervisory board. In 1999, Markus Hankammer took over as sole CEO of the [BRITA Group](https://brita.co.uk). By establishing a new recycling programme, BRITA set new sustainability standards.

In addition, the company made international headlines when Mr Hankammer became the first German to receive the ["International Entrepreneur of the Year"](#) award from the **American Housewares Club of New England**.

In that period of time, the company launched a new range of water filter jugs, including **Edition, Glass, Fjord, Atlantis and Aluna**. BRITA's research team also invented the electronic cartridge exchange indicator, **BRITA Memo**.

### **An Era of Innovation**

In the 2000s, BRITA celebrated its 40th birthday and launched several innovative consumer water filter jugs. Another highlight: **INTENZA**, a cartridge for BRITA Integrated Solutions (BIS) applications. The company is also expanded its range with an innovative new filter cartridge that directly integrates into the kitchen sink.

### **BRITA's product portfolio**

Whatever a person's water wishes and needs, BRITA offers the ideal solution. From water filter jugs and taps to enhance the home to professional-grade filtration solutions and more. Currently, the company provides **products for home; BRITA integrated solutions; Commercial water filter systems and cartridges; and pipe-connected water dispensers**.

#### **Products for home includes:**

- BRITA fill&enjoy water filter jugs;
- BRITA fill&go water filter bottles for on the go;
- BRITA fill&serve water filter carafe;
- BRITA mypure connected filtration systems;
- BRITA waterbars;

**BRITA Integrated Solutions** are consumer products with integrated BRITA filtration:

- Electric kettles;



- Coffee and espresso machines;
- Automatic tea makers;
- Multi-beverage brewers.



BRITA VIVREAU Bottler. Tap into high-performance bottling  
source - [brita.co.uk](https://brita.co.uk)

The water filters are integrated into a variety of small and large home appliances from the partners. The company also offer integrated filters for kitchen sinks, providing optimised BRITA water directly from the tap.

#### **Commercial water filter systems and cartridges (BRITA Professional):**

- Coffee and espresso machines;
- Dishwashers;
- Combi steamers and ovens;
- Drink and vending machines.

#### **Pipe-connected water dispensers are intended for (BRITA Professional):**

- Hospitality industry;
- Public buildings;
- Offices and industry;
- Educational institutions;
- Hospitals and nursing homes.

In addition, BRITA is a globally active group of companies with **28 national & international subsidiaries and branches**. It runs production sites in Germany, Switzerland, Great Britain, Italy and China (for Asian market only). 84% of its turnover is generated outside the German market.



Stylish and eco-friendly, this carafe is the perfect alternative to bottled water  
source - [brita.co.uk](https://brita.co.uk)



Each person is unique, though we all need water  
source - [brita.co.uk](https://brita.co.uk)

Company name: BRITA GmbH

Contact person: -

E-mail: [enquiries@brita.co.uk](mailto:enquiries@brita.co.uk)

Website: <https://www.brita.co.uk/>

Phone: 49 61 28 74 60; 0800 279 4145

Patent status: -

On market since: 1966

Regions: Germany

Industries: Water

Source links: [BRITA](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)  
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)



## YUETEX: HOME TEXTILE WITH AN EXCELLENT QUALITY

Yuyue Home Textile Co., Ltd. is located in the efficient ecological economic zone of Yellow River delta of Binzhou, Shandong, at the mouth of the Yellow River. It is a modern home textile enterprise integrated with the complete industry chains of popular textiles, including R&D and designing- fiber manufacturing- spinning and weaving- printing and dyeing-cutting and sewing- brand products sales- self-supported import and export trade. It can provide green, environmental-friendly home textile products for billions of consumers in Europe, America, Africa and Asia. YUYUE has got more than one hundred of awards like National May 1st Labor Certificate, Chinese Garment& Home Textile Independent Brand Enterprise Focused and Developed by MIIT and the second prize of National Scientific and Technological Progress Award since it was founded. Yuyue is the Vice President Company of China Home Textile Association and China Dyeing and Printing Association.



He is a member of China Cotton Textile Association and CHINA BAST AND LEAF FIBRES TEXTILE ASSOCIATION, Shandong Low Carbon Model Company. YUYUE got Oeko-TexStandard100 Certificate, passed SA8000 social responsibility audit as well as the social responsibility and anti-terrorist audit of more than 20 multinational companies such as IKEA, Decathlon, Wal-Mart and Macy's, and built long-term strategic cooperation with these companies. YUYUE adheres to the vision to create an environmental-friendly, colorful and comfortable lifestyle through superior technology and devotes to be the outstanding global supplier of the textile industry and use scientific and technological capabilities of excellence for global customers with high quality, user-friendly home products, to enhance the quality of human life. In the times of global economic integration, YUYUE builds a global industrial chain including R&D and designing- fiber manufacturing- spinning and weaving- printing and dyeing - cutting and sewing - brand products sales- self-supported import and export trade to create a domestic leading and international advanced home textile industry.



Home textile set

Pillowcase

source - yuetex.com

## INDUSTRIAL ADVANTAGES:

**Design:** Shandong Huanghe Delta Institute of Textile Science and Technology is a public service platform of science and technology integrated with high-tech R&D and transformation of scientific and technological achievements. It has complete test equipment, pilot plant, and production base. It conducts R&D design in the five main fields of an international home textile industry trend, intelligent equipment, environmental textile dyeing, and finishing auxiliaries, new textile materials, new dyeing and finishing process.

Achieving technological innovation through R&D; the company develops eight series of textile materials of cotton, linen, lyocell, viscose, modal, bamboo pulp fiber, wool, and silk. Meanwhile, over 500 new products are developed including seersucker, TPS exquisite portraying printing, special printing, single-transparent adiabatic product. which won the approval and promotion of international buyers. It established design centers in France, USA, the Netherland, Korea, Nigeria based on Shanghai design center, and established product design development platforms with many domestic universities and scientific research institutes.



Wool quilt  
source - yuetex.com

**Cotton:** The company established a cotton processing base and had Cotton processing qualification issued by the National Development and Reform Commission. And the processing base is Better Cotton processing base appointed by BCI. Make sure all sections including purchasing and processing use Better Cotton and establishes a complete traceability system.

**Spin:** YUYUE Home Textiles Co., Ltd. special fiber branch has the world's advanced level of spinning equipment: the most advanced blowing-carding machine, Germany Trützschler HSI 1000 drawing machine, German Schlafhorst open-end spinning machine, Japan MURATA NO.21C1 winding machine. It is equipped with lab equipment with complete functions, such as Bremen nep and short fiber tester, evenness tester, strength tester, yarn imperfection indicator. It has no joint technology and waxing technology integrated with Europe market, and complete raw material purchasing and finished product marketing channels. The company is equipped with new spinning technology and equipment such as low torque spinning, Siro compact spinning, segment color spinning, intervention spinning

for product development, which plays a special role in improving product style and character. The main products include fine cotton and long-staple cotton, Tencel, modal, milk fiber, and viscose fiber, flax fiber, moisture perspiration fiber, bamboo fiber. There are yarns with only one kind of fiber as well as yarns with blended fibers.



## Pillow core

The pillowcase is made of soft and pleasant to the touch material  
source - yuetex.com

**Weaving:** YUYUE Home Textile Co., Ltd. Weaving workshop equipped with Toyota JAT710 type wide-width air-jet looms, Tsudakoma ZAX series air-jet looms, Picante wide rapier looms, narrow rapier looms and other international advanced weaving equipment. The workshop not only can process natural fibers such as pure cotton but also has the processing ability of Tencel, viscose, hemp, polyester, nylon and polyester/cotton, cotton and other mixed fibers. The fabrics woven include both cotton products and a variety of interwoven products. Products covered plain, twill, satin, Jacquard, seersucker and multi-layer cloth.

**Dye:** YUYUE dyeing workshop is committed to the production of various types of green home textile dyeing fabrics and industrial dyeing fabrics with cold, pad dyeing, Jig dyeing, overflow dyeing, and other advanced production lines. The company mainly produces cotton, polyester-cotton, Tencel, modal, bamboo fiber, viscose, linen, and other fabrics series, which widely used in home, hotels, medical, clothing and other fields. In particular, the company's high-count and high-density cotton and Tencel products with skin-friendly, soft, smooth, green and excellent quality are praised by customers. Products are popular in Asia, Europe, the United States, Australia and dozens of countries and regions. The company has mature fabric functional finishing ability, such as iron free, antibacterial, waterproof, flame retardant, resistant to chlorine bleaching, anti-fluff balloon, sanding,

anti-down and dozens of functional finishing. The company developed five main series of fiber dyeing, honeycomb, yarn-dyed, double-layer cloth, and multi-component, which are favored by consumers.



Blanket

Blankets  
source - yuuetex.com

**Stamp:** Printing workshop is an important part of YUYUE's complete production chain. The company is mainly equipped with the rotary screen printing machine, (horizontal rotary screen printing machine, inclined rotary screen printing machine), flat screen printing machine, high-precision and high-speed digital printing machine, which can realize several printings of rotary screen printing, flat screen printing, and digital printing.

**Batik:** YUYUE's batik branch mainly engaged in R&D design and production of high-end batik cloth. It has wax printing, imitation wax printing, and other printing methods. The products are loved by Africans.

**Sewing:** YUYUE Home Textile Sewing Branch mainly engaged in finished product processing with advanced sewing line. The main equipment are sewing machine, quilting machine, quilting embroidery machine, embroidery machine, double needle machine, pleating machine, button attaching machine, buttonhole over-locking machine, knitting machine, five-thread over-locking machine, three-needle, and five-thread over-locking machine, carding machine, filling machine, washing machine, dryer, transfer printing machine, offset printing machine and other special sewing equipment. The products include home supplies, outdoor supplies, and garment. It can produce Bedding, curtains, washed bedspreads, pillows, cushions, neck pillow, clothing, sleeping bags, hammocks



and children's toys.



Syu-Face Towel  
source - yuetex.com



Yuetex also produces the household items  
source - yuetex.com

**IM&EX:** Self-managerial import & export is not only a part of YUYUE's complete industry chain but also serve the entire industry chain. YUYUE has self-managerial import & export authority. After 10 years of development, it creates a professional and skilled team. On the one hand, it makes full use of textile raw materials on the international market. Imported cotton, cotton yarn, and other textile raw materials, service in the company's new product development and manufacturing of the complete industry chain. On the other hand, YUYUE exports high-quality, humanized home to the world's major markets. Since its establishment, the company's import and export business has been increased every year by double-digits. In order to meet the needs of the Group's international market strategy, import and export company has always taken import high-quality textile raw materials, exported high-quality textile products, strictly controlled the quality of imported raw

materials and ensured the safety of export earnings as the purpose of business development.

Company name: Yuyue Home Textile Co., Ltd  
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Website: <http://www.yuetex.com/>  
Phone: + 86 54 3361 8003  
Patent status: -  
On market since: 2003  
Regions: China  
Industries: Manufacturing, Consumer products  
Source links: [Yuyue Home Textile Co., Ltd](#)  
[ORIGINAL VIDEO](#)  
Direct link: [click here](#)



## ODIN, THE FRAGRANCE OF A JOURNEY

Its name comes from the Nordic mythology. Odin is the most important god and the god of wisdom and victory. It is also known for traveling around the world, trying to reach the most exotic destinations. This quest becomes the inspiration for a series of unisex fragrances, each one of them with its own character and trying to reflect the vision and spirit of the brand. ODIN fragrances take us abroad, to fascinating destinations, and soak us with all of their mysticism. Odin New York boutique opened in 2004 in Manhattan and is one of the first lifestyle shops dedicated exclusively to men. In 2009 Odin launches its first three men's fragrances, which can also be worn by women. Designer Odin has 15 in the fragrance's base. Odin is a new fragrance brand. The earliest edition was created 2009 and the newest is from 2015. Odin fragrances were made in collaboration with perfumers Kevin Verspoor, Pierre-Constantin Gueros, Jean-Claude Delville, Corinne Cachén, Phillippe Romano and Delphine Jelk.



The Odin ethos is all about minimalism and a tactile, sensory experience rather than a visual one. Odin fragrances are blended to have subtle layers invoking places and memories. Even the Odin fragrance packaging is, in their own words, "an exploration in black", with soft paper textures contrasting with slick vinyl typography and a grosgrain pull tab.



Inside of Odin Boutique, New York  
photo retrieved from [www.santaeulalia.com](http://www.santaeulalia.com)

Inspired by exotic destinations, reconstructed memories, and forgotten places, Odin New York's FiFi Award-winning Black Line fragrance collection takes you on a fragrance journey with modern interpretations of time-honored fragrance traditions. Identical, amber-colored liquids, architectural lines and contrasting finishes are designed to provide a clean slate for each unique creation. Ten unisex fragrances of amber liquid inspired by fascinating foreign places – literal and figurative. While each has its own character, they collectively express the brand's vision and take us on a journey abroad, steeped with all its mysticism.

This library of aromas aims for the creative exploration of fragrances. Perfumes that invite us to reflect and that captivate and move those who enjoy them. "Each fragrance is a

story", says Paul Birardi, co-founder of the brand and one of the four creators of these sophisticated perfumes. "Unlike clothes, which cause an immediate reaction and it is an experience, perfume has the ability to evoke emotions, memory and to tell stories that are alive".



Paul Birardi and Eddy Chai, the founders  
photo retrieved from [www.santaeulalia.com](http://www.santaeulalia.com)

Inspired by the rich landscapes of India, Black Line No. 12 Lacha by ODIN New York is a spicy blend of black pepper, rare Lacha saffron, warm nutmeg, and carnation flower brings a kaleidoscope of images rich in color and synonymous with India. The essence of Lacha is characterized by a deep maroon hue, bittersweet and leathery, with a narcotic nature. A suede accord blended with sandalwood, musk, and patchouli provides balance with a long-lasting earthy base.

ODIN, with its series of 12 aromas transport you to a journey that starts with the eyes and the hands. A packaging in which all the senses take part, even before smelling the fragrance. Each one of these perfumes has the exact same amber color, inside a beautiful bottle of clean, architectural lines. The exquisite and careful design reflects the same perspective and experience lived in any ODIN store and echoes the feeling anyone has

when visiting them.



07 TANOE

photo retrieved from [www.odinedt.com](http://www.odinedt.com)



Company name: Odin  
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Website: [www.odinedt.com](http://www.odinedt.com)  
Phone: +1 212-243-4724  
Patent status: -  
On market since: 2004  
Regions: United States  
Industries: Consumer products  
Source links: [Odin](#)  
Direct link: [click here](#)





## DEATH COFFEE - THE WORLD'S STRONGEST COFFEE

Death Wish Coffee is a coffee brand that bills itself as "the strongest coffee in the world" with 200% more caffeine than a regular cup of coffee. In a 12-ounce cup of coffee, there is an average of 650.4 milligrams of caffeine per serving. It is made from robusta coffee beans which are much higher in caffeine than arabica coffee beans, which is generally used in most commercial coffees and coffee houses. Death Wish Coffee provides extra energy and possesses a unique aroma and mild taste. Based in Saratoga Springs, NY, Death Wish was founded by Michael Brown in 2008. It has 10,000 reviews and reportedly more five-star reviews than any other coffee bag on Amazon.com. The product gained publicity when it was chosen as the winner of Intuit's "Small Business, Big Game" contest, allowing it to have a Super Bowl commercial carried nationwide free of charge during Super Bowl 50. When the company's simple but bold skull and crossbones logo was seen by roughly 167 million last year, it opened all sorts of new opportunities.

At Super Bowl a splashy 30-second ad featuring Vikings thirsting for their caffeine fix touted the brew as the "world's strongest coffee." But Death Wish's extra-strength grounds already had a cult following. Within seconds of it airing, more than 150,000 visitors hit Death Wish Coffee's website. The company's sales that Super Bowl Sunday were reportedly 20 to 25 times higher than what they were on an average Sunday.

According to commercial analytics firm Spot Trender's national representative poll of Super Bowl ads, 64 percent of people said that they enjoyed the ad, and 87 percent said they would remember it. More than half said they were likely to buy the product. The next day, Death Wish Whole Bean Coffee was the No. 1 best-seller in the Grocery & Gourmet category on Amazon.com, and it was two of the top 10 spots in its Movers & Shakers category, meaning the company's sales rank increased 550% in just 24 hours. Announcing the company slogan, the commercial says, "Death Wish Coffee — fiercely caffeinated." Watch the full Super Bowl ad below to see what all the fuss is about.



Michael Brown - owner of Death Wish Coffee Company  
[www.foxbusiness.com](http://www.foxbusiness.com)

Six months later, that 30-second ad has changed the entire trajectory of Brown's coffee business. Death Wish's website traffic has leveled off and is now reportedly averaging 12,000 visitors a day, which is still double what it had per day the previous year.

"Once you put that logo out in front of people, it creates the intrigue you need," he said. "It's already turned it into a lifestyle brand" that has translated into clothing, stickers and,

for some of the most hardcore fans, tattoos, he said. Sales were also up. In 2015, the company brought in about \$6 million in revenue. In 2016 the company had already matched and exceeded last year's number with a whopping \$10 million in sales.

"At least four people have Death Wish tattoos," said Mike Brown. "And those are just the ones I know about." Devotees of the hyper-caFFEinated brew - one ounce of the stuff delivers about 54 milligrams of caffeine, making it three times as potent per serving as a standard [Starbucks](#) brew - include Ice Road Truckers star Rodd Dewey and heavy metal musician Zakk Wylde. On the company's [Facebook](#) page, which has some 300,000 followers, fans exchange coffee memes and compare Death Wish merch. "Some people have collections that blow me away," Brown said. "Its stuff even I don't have any more."



No need to drink a whole pot of coffee to get a boost of energy  
[www.caffeineinformer.com](http://www.caffeineinformer.com)

The genesis of Death Wish was, appropriately, in a coffee shop. Brown had quit his job as an accountant for New York state, and was trying to figure out a different career path. "I was spending a lot of time in coffee shops," Brown said. "I finally opened one in Saratoga Springs and put my life savings into it. I was really green, business-wise. At 30, I was borrowing money from my mom to make payroll. It was like, "Oh man, I made a mistake."

To offset some of the expenses of the coffee shop, Brown decided to try selling things online. One of the products he put up was a coffee blend that he had customized in the shop, an extra-strong blend that his customers kept clamoring for. "I had a vision; I wanted it to look dangerous," Brown said. "That's what I built the brand around." It started selling



at a steady clip and, per Brown, "a light bulb went off."

In 2013, [Good Morning America](#) featured the brew on their show and sales went through the roof. "It almost buried us," Brown said. "We were operating out of the basement of the coffee shop, and I had to pull my customers to come help me pack up coffee and send it up."



Nothing beats a good boost of caffeine from a good cup of Death Wish Coffee  
[www.adweek.com](http://www.adweek.com)

For a coffee that has a skull and crossbones on the bag, Death Wish makes for a surprisingly smooth, pleasant cup of coffee, with hints of chocolate and cherry. But like a so-delicious-you-forget-its-alcoholic, the agreeable taste can be a problem — have more than one cup, and, depending on your caffeine content, you'll start to get anything between a strong buzz and a full-on case of the jitters.

The caffeine content comes from using Rubusto beans, which have double the strength of the more widely used Arabica beans but "tend to have a burned rubber kind of taste," Brown said. "The challenge is making it taste good." The formula of the actual blend changes depending on the coffee crop, but Brown's focus is making Death Wish more than a cup of coffee only a trucker could love.





Death Wish Coffee flavored vodka  
[www.money.cnn.com](http://www.money.cnn.com)

Death Wish Coffee is organically grown, fair traded and shade grown to save more land, according to the company. "Initially everyone tries it for the caffeine content," Brown said. "We get a lot of energy junkies and caffeine fiends. But I would hope that the flavor is what gets people to have a second cup." Brown drinks it black, through a Chemex, but doesn't have a strong preference for how to brew it. He has, however, had to cut himself off at three cups a day. "I used to drink more," Brown said, "But it made me feel a little crazy."

Deathwish Coffee has the full flavor of dark-roasted Arabica coffee beans without the loss of caffeine during its. Explaining this as a rarity, Death Wish states that dark roasts typically contain less caffeine than lighter roasts due to the amount of time the beans are cooked. Fine grinds and longer steeping put more caffeine in the cup. Most importantly, caffeine varies according to plant species. Coffee Robusta is more caffeinated than her sister bean, Coffee Arabica. Robusta also leans toward strong and bitter in flavor, and is typically valued in espresso blends. Arabica is the choice of premium coffee roasters, who find it smoother, more refined. Robusta is hardier to grow, less expensive, and often mixed with arabica to help control costs.

"At first I was thinking that it whould be so strong that I whould not be able to drink...but its very nice and smooth and gives a big boost of energy!!" one of Amazon users wrote.



Death Wish company uses Robusta beans instead of conventional Arabica  
[www.money.cnn.com](http://www.money.cnn.com)

The company is becoming more and more popular, and it's easy to see why. With a catchy concept, and a hardworking team of people, a total dream come true, and the brand is sure to become a staple in households across the US.

The best and easiest place to get it from is to order direct from the Death Wish Coffee website. Whether you want their original recipe coffee, or their Valhalla Java blend which has notes of chocolate in it, the Death Wish Coffee Co. website is the place to be — especially since the coffee is available in pod form for all the coffee machines.

Aside from ordering direct from Death Wish Coffee's own website, some of their products are also available on Amazon at \$19. As the Death Wish website says, "You can buy Death Wish Coffee products either on this website or on Amazon.com". While this is the case at present, it's likely to change following the unveiling of their latest commercial and all of the people who will watch it. After all, the Super Bowl is renowned for having a massive audience (in 2015, it had upwards of 114 million viewers). That's a lot of potential customers, and future fans, of Death Wish Coffee.

Following the Super Bowl, Brown is still trying to keep up with demand. He has doubled the size of his staff (seven to 14 employees), and has expanded from 10 to 150 grocery

stores in the Northeast. Brown's next step includes making more hires and consolidating the operation under one roof; the staff currently works out of four different warehouses.



Death Wish Coffee exclusive package design  
www.topsy.one

## FEEDBACK IN MEDIA:

"Mike Brown, the founder and owner of Death Wish Coffee, a blend with twice the amount of caffeine of most coffees, won a contest for small business owners who wanted to advertise during the Super Bowl. In the commercial a Viking ship forges through stormy seas, which turn into a river of strong brew that flows into the mouth of a satisfied coffee drinker. The contest sponsor, Intuit QuickBooks, paid for the production plus the cost to air it during the Super Bowl, a reported \$5 million for 30 seconds", [Forbes](#)

'Buy a bag, if you hate it, send it back (within 60 days) and we will refund you your money plus shipping. No Risk. It's the best part about selling a product we believe in,' [Daily Mail](#)

"Amazon data shows that Death Wish Whole Bean Coffee is No. 34 on the Best Seller list in the Grocery & Gourmet category, and No. 18 in the Coffee, Tea & Beverages category. It has an average rating of 4.7 stars out of 5, with 82 percent of customers ranking it with a 5-star rating", [CNBC](#)

Company name: Death Wish Coffee Company

Contact person: Michael Brown

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Website: [www.deathwishcoffee.com](http://www.deathwishcoffee.com)

Phone: + 1 518 400 1050

Patent status: -

On market since: 2008

Regions: United States

Industries: Food and Drink, Consumer products

Source links: [Times Union](#)  
[Daily Mail](#)  
[Death Wish Coffee](#)  
[Fortune](#)  
[Amazon](#)  
[Mens Journal](#)  
[Caffeine Informer](#)  
[Huffington Post](#)  
[Wikipedia](#)  
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# MYMUESLI: CUSTOM-MIXED ORGANIC MUESLI

Mymuesli's Muesli Mixer is a unique muesli mixing technology that offers 566 quadrillion variations of cereal breakfast from 80 natural ingredients. All ingredients are coming from certified organic producers worldwide. Together with natural oat and wheat base, there is also a wide selection of nuts, seeds, fruits and extras. With the German brand, it became possible to mix and order the tailor-made organic muesli in the individually designed tube online. The customer may also choose one of the ready-made creations. Alongside with private customers' model, the brand has developed special corporate and gift propositions as well as muesli for kids. Mymuesli rapid growth makes the brand the key player at the German breakfast cereal market. Today the bio-food product is available worldwide namely at Austrian, Netherland, Swiss, UK and Swedish markets.

## HISTORY OF MUESLI

Muesli was invented more than 100 years ago by a Swiss doctor Maximilian Bircher-Benner. However, his original idea was mainly about eating a balanced diet than tasting good. Among other things, Bircher wanted to replace breast milk – because muesli is “very similar in terms of protein, fat, and carbohydrates”.

According to legend, Bircher-Benner was on a hike in the mountains when he tried something similar to muesli for the first time in an Alpine dairy. This gave birth to the “apple dietary meal” he created for his patients who needed a healthy diet. After a few years, dish gained a name “muesli” or “Bircher Muesli”.

Nowadays, muesli is known worldwide, and it has become a common cereal breakfast in everyday life worldwide. The market constantly continues to grow, particularly in those regions where a bowl of muesli on the breakfast table is not an ordinary case, like Kenya or Iran.

## THE COMPANY

[Mymuesli](#) was founded in 2007 by Hubertus Bessau, Philipp Kraiss and [Max Wittrock](#). This is a German brand of breakfast cereals headquartered in Passau, Germany. The company produces and distributes individual organic muesli via the Internet. It got the name "Mymuesli" because the customers can create their own mix of cereals breakfast “muesli”. Users can choose from various combinations and the proportion of cereal.

The story of Mymuesli begins back in the summer of 2005. Three students from Passau, a city near Munich in Germany, were on their way to the lake and listening to a famous radio commercial from a big cereals producer. They didn't like the advertisement and they also thought they could make the better muesli. Then the idea was born to offer customized “muesli” with the opportunity to choose favorite ingredients by the customers and mix by their own.

Muesli was an ideal customization product because of its different ingredients and combination options. It supposed to be organic without added flavors or colours, and sugar-free. Most important in the idea was to make original muesli individually

customizable. Some people like fruits in their cereals, other are more into wheat instead of corn, some prefer chocolate in there. So the idea to offer a “breakfast 2.0” was born. Using the global trend of mass customization and the customer need of multiple options, the inventors decided to distribute customized muesli ordered and chosen on the Internet.



The co-founders of Mymuesli Hubertus Bessau, Philipp Kraiss and Max Wittrock  
source - [mymuesli.com](http://mymuesli.com)

Until recently the Internet users did not have good, customizable online options for their breakfast. It was a perfect time to start the campaign because that time in Europe and Germany it was trending sustainable ecological ingredients. Biological food stays in a very big trend with a huge demand nowadays.

The company used the concept of mass customization for food and became the first successful story. This is one of the advantages of mass customization and its business model with very low cost. This was noticed by several organizations in Germany and the success of this business model has opened the floodgates for a new host of [e-commerce](#) entrepreneurs. Many companies have copied the business model very closely in America and across Europe. Almost all car and computer companies have applied this concept for a long time. Even [General Mills](#) tried to set up a custom cereal website but



failed mainly due to its very high cost and a non-receptive public. [Dr. Frank Piller](#), a leading German expert in the field and administrator of Mass Customization & Open Innovation News, Co-Director of the [MIT Smart Customization Group](#) at the MIT Media Lab, has described Mymuesli at his web-site as a successful business model founded on mass customization.



Mymuesli is a custom-made cereal breakfast  
source - novelstyleblog.com

In 2007 the brand went online with Mymuesli. After just two weeks the company's sales started to grow rapidly. At the end of the year, the company has moved to a new production site.

The demand for customized cereal breakfast was very high, so the company was in trouble to fulfill all the orders. The company had to increase the number of employees three times that equaled to 90 by the end of 2009 and the problem was solved. Today it has more than 250 employees.





The company made 6 prototypes and when it was almost perfect they replicate 80 machines for all the ingredients

source - [foodnewsinternational.com](http://foodnewsinternational.com)

## TECHNOLOGY

After the idea and starting the production of Mymuesli the founders made some logistics and decided they need the automatization of the process. They needed that machine that will be capable of mixing huge amount of ingredients into different possible variations of muesli, putting into the tube. The automatisaton of mixing such amount of ingredients into numerous variations was quite a problem to solve because all the automatization companies could produce a lot of packs but all muesli of the same type. Meanwhile, the co-founder Hubertus Bessau asked the help of the specialist in automatisaton who agreed to produce such mechanism. So the company made 6 prototypes and when it was almost perfect they replicate 80 machines for all the ingredients. This is when the full-scale production process started.

## MYMUESLI WORKSHOP

In 2011, after two years of planning and development, the company finally installed the Mymuesli mix machine, the world's first fully automated organic muesli mixing machine. This machine is responsible for mixing more than 566 quadrillion possible muesli combinations. Together with it, the founders had to build the entire workshop around this

system. They found the perfect location and built Mymuesli workshop right in the heart of Passau. The Head of Production Cornelia Bauer coordinates all the processes within muesli workshop and ensures that only the best ingredients make it into your breakfast bowl.

## THE PRODUCT QUALITY

All the mueslis are mixed with the highest quality standards at the workshop in Passau. The company is committed to maintaining strict hygiene standards and careful adhering to all applicable food production guidelines.

The production of the organic mueslis is monitored and regularly checked by independent experts from food supervisory bodies. The company is certified in line with the [HACCP](#) standard (Hazard Analysis and Critical Control Points), a preventative approach to food safety originally developed for [NASA](#).

The ingredients are coming from selected producers, suppliers and traders. The company maintains close contacts with the business partners that plays a vital role in ensuring outstanding product quality. Wherever possible, Mymuesli buys all organic ingredients from regional farmers mostly in Germany, but some of them, as for example, pineapple, are coming from certified partners around the globe.

Mymuesli is a member of the [Biokreis association](#), a group dedicated to organic agriculture and healthy eating, that shows the high standards of the organic sources guaranteed by the company. It applies the very strict standards which go over and above the [EU-Eco-regulation](#) - ensuring that every spoonful is what it promises to be.

Like all ingredients, the Mymuesli apple pieces also come from biological cultivation. [Botanica](#) represented by managing director Martin Nätscher is the key supplier of bio-apple cubes that go into the muesli.



Mymuesli buys all organic ingredients from regional farmers and producers based close to the workshop in Passau and worldwide  
 source - incolors.club



## FINANCIALS

Today the company provides the customers with a variety of 80 ingredients which could be mixed up to 566 quadrillion different combinations of cereals. The product is rather expensive, but the high demand shows people's willingness to pay for a healthy and tasty breakfast, designed on their own. The founders were able to finance their activities in the beginning without venture capital. Using their own money and savings as well as family funds, the type of financing can be described as bootstrapping. This was possible since there were no big investments needed for the web page and the warehouse to act as a reseller and distributor of the customized cereals.

After venture capitalists joined the company in 2008 in order to finance the expansion to other European countries such as Great Britain, Switzerland, Sweden and Austria, the company published at least some basic income and expense numbers. Since that time the company had several financial rounds from venture capitalists. The funding is required for further market penetration through traditional marketing methods such as commercials to build a strong brand. Moreover, some packaging facilities also were needed to mix, pack and deliver the orders faster. The company started to sell some different pre-mixed mueslis in the coffee shops. This new distribution channel as well as acquiring and

developing more of them became successful as well. But with respect to the positive cash flows right from the beginning 1 million Euros of external funding was sufficient for the second financing round because there was the possibility of organic growth through retained earnings and internal financing from the revenues.

**Bircher-Muesli** is an organic muesli with these delicious ingredients:

high fibre      non-GMO

**Nutrition values**      Your serving?  g      per 100g

Caloric value	227 kcal / 949 kJ	378 kcal / 1581 kJ
Fat	7.2g	12g
...thereof saturated fatty acids	0.8g	1.3g
Carbohydrates	33.0g	55g
...of which sugar	12.6g	21g
Fibre	6.6g	11g
Protein	6.6g	11g
Salt	0.02g	0.03g

**List of ingredients**

47% fine **oat flakes**, 9% dried grapes, 7% dried date cubes, 7% roasted, ground **hazelnuts**, 6 % raisins, 5% ground **almonds**, millet flakes, 4% dried apple pieces, 3 % plantago seeds, 3% dried cranberries, flax seeds, apple syrup, rice flour.

**Notes for allergic persons:** May contain traces of other nuts, peanuts, soya, lupins, sesame seeds and milk.

First Mymuesli Online Mixer  
source - [www.mymuesli.com](http://www.mymuesli.com)

## MARKET EXPANSION

Since 2008 the company started to expand in Europe. The muesli fans in the UK and in Switzerland could customize their muesli. The same year the company opened a smaller factory in Tägerwilen, Switzerland. The first Mymuesli store was opened in 2009 in Passau.

Since 2009 Mymuesli also became available in the Netherlands. And the team grew further. Nowadays, as the mature company, it has an experience and could deal with the expansion of business without the previous supply chain problems. 2010 - 2011 the headquarters moved again to a new factory and a new office.

In 2012 the company opened two local Mymuesli stores in Munich and in Regensburg. In 2012 the business of MyMuesli found the support from the investor of 19% share named



[Knusperreich GmbH](#), the Berline Startup 2011 by Manuel Grossmann und Max Finne. At the end of 2015 MyMuesli was supported by [additional financing](#) from The Jungs GmbH with 46% of share and Genui Vierte Beteiligungsgesellschaft mbH with the share that equaled 32%.

In May 2016, after almost 9 years of development, the co-founder and CEO Hubertus Bessau successfully shared his experience of Mymuesli establishment at the European Largest Nordic [eCommerce Summit](#) in Stockholm.



Mymuesli contains organic ingredients without any colourings, flavourings or flavour enhancers  
source - [www.facebook.com](https://www.facebook.com/mymuesli)

Today, the company Mymuesli has a clearly identified market segment. It sells premium



quality, organic muesli, and the customers can choose the product according to their wishes. As of now, the company concentrates on people who are either interested in customizing their own cereals or people who are interested in buying organic food. Both the customization industry and the organic food industry is growing in recent times which supposes the constant stable growth of sales for the company.

## DISTRIBUTION & FUTURE PLANS

Online [Muesli Mixer](#) is the unique online muesli mixing shop that offers plenty variations of flakes together with huge variations of ingredients. There are about 50 different ready mixes as you can see at the official [on-line shop](#).



Mymuesli wide distribution chain  
source - [www.behance.net](http://www.behance.net)

The penetration of the cereal market in developing countries in Asia and other parts of the world is very low. The sale of cereals in Russia and China is small compared to global terms with 263 million USD and 71 million USD of sales in a 24 billion USD cereal industry. These markets are growing fast and have a huge potential lying ahead. The company first was selling cereals via its website and it was delivered to the customer's home. Since that time the company has a partnership with [DHL](#), a huge logistics company for the delivery. Considering the fact that 77.5% of cereals are distributed via supermarkets and

hypermarkets, the company continuously concentrates on adding another valuable distribution channel like supermarkets.

Since July 2008 it is available in the [UK](#) and that was quite a step for a small startup. For several years, the customers may find favorite muesli off-line, since Mymuesli currently exists locally in many stores to touch, see and try the unique mixing product. Since 2012 Mymuesli started to sell their products in trendy coffee shops in Berlin as a good step to test and develop another distribution channel. It was a huge success and company easily expanded this strategy. Nowadays, Mymuesli is available in more than fifty big cities via Germany. A huge variety of different kinds of muesli waits for the customers in Mymuesli's overflowing shops in Passau, Berlin, Munich, Augsburg, Mainz, Dusseldorf, Bern etc. The showcases promise plenty of cereal breakfasting and all of the organic top quality. Locally, cereal consultants can help with finding a personal favorite flavor mix. In addition, visitors can sample cereal or breakfast in Mymuesli2go cups ready to cook along with the way for free. There's even a bespoke Mymuesli blend for each city with the photo of the city on the tube.

Mymuesli continues its international expanding and now [EUROPARK](#), the largest shopping center in Salzburg, proudly presents the most successful German Mymuesli brand in Austria. The company plans to expand the business internationally. It is possible partnerships with huge coffee store chains like [Starbucks](#) or [Waynes Coffee](#) as a huge step towards supermarkets and other distribution channels.

## FLAVOURS AND VARIATIONS

There are 6 classic flavors of MyMuesli such as:

- Balance Muesli;
- Berry Muesli;
- Bircher Muesli;
- Cacao Nibs and Nuts Muesli;
- Chocolate Muesli;
- Superfruit Muesli.



There is a bespoke Mymuesli blend for each city with the photo of the city on the tube  
source - [www.mymuesli.com](http://www.mymuesli.com)

The collection recently was added by new flavors such as 40% Protein Muesli, and Paleo Apple Crunchy and Paleo Coconut Crunchy. The standard weight of the muesli in the tube is 575g. The average prices for standard tube equal 8,90 €, the price for the pack of four tubes is 34,90 € and pack of 6 tubes costs around 51,90 €. The customers can find the detailed description of organic ingredient and nutrition in the chart under each kind of muesli package on the website and on the backside of the tube. The new taste will cost more than the standard one. For Paleo Apple Crunchy 575g tube the customer will pay 14,90 €, the average price for a pack of 4 tubes is 59,00 € and 6 tubes of muesli cost 87,90 €.

Lately, the company added special edition of Mymuesli for children, organic muesli without artificial flavors and additives. The ideal children's breakfast with "Aufess-Garantie".





Gift box wich consists of 575 g organic muesli tube together with a bowl and a spoon  
source - [www.mymuesli.com](http://www.mymuesli.com)

### *Mymuesli in portion cups*

The special edition Mymuesli2go serving cups are just 10cm high and filled with 85g of the best organic muesli. It is comfortable to take this kind of snack on a trip or to work.

Mymuesli2go 12 different kinds became bigger with 2 new varieties: Cocoa Chips Nut and Apple and Almond Granola. Mymuesli2go average price for a pack of 12 cups varies from

19,90 € to 29,90 €.

*My Muesli corporate sets & gift packs*

Organic muesli from Mymuesli will make anyone happy and is a special way of thanking for a great cooperation. Starting from 48 pieces the partners will receive an individual muesli gift. It is perfect for coworkers, customers and business partners.

When ordering 200 muesli tubes the customer receives the customized tube with the corporate symbolic. Either as coworker- or partner gift for Christmas, as a birthday gift, appearance at a fair or for employer branding. The gift pack includes:



The customized tube with the corporate symbolic  
source - [twitter.com](https://twitter.com)

- 575g best organic muesli;
- the muesli mix by choice;
- individual design of muesli tube.

It is also possible to choose Mymuesli2go cups as a corporate gift decision. The 85g 2go cups with a transparent lid and the personal logo. The proposition is available starting at 240 cups.



575g organic muesli tube is added with the custom designed logo or a personal greeting in the lid placer  
source - twitter.com

There is a Gift box wich consists of 575 g organic muesli tube together with a bowl and spoon. Starting at 100 pieces it is possible to individualize the bowl and spoon.

Lid placer was designed especially for a gift purpose. 575g organic muesli tube is added with the custom designed logo or a personal greeting in the lid placer. The order is possible starting from 48 Mymuesli tubes.

Mymuesli brand offers cups and bowls to the customer. They are made of special brand's Chinese porcelain. Plates and cups are coming in white as well as multicolored. The set of 4 cups costs 58,90 €. The price for a plate is 14.90 €.

Kitchen set details:

- available in 4 different colors;
- 100% fine porcelain (Perfect China Porcelain);
- outside matt white with a logo Mymuesli;
- painted in shiny glazed with embossed hearts;
- packed in a high-quality gift box;
- cups: 8.5 x 8.5 x 9.5 cm, 320 ml capacity;
- suitable for the dishwasher.

## MARKETING





Mymuesli2Go is specially designed for active customers  
source - [www.facebook.com](http://www.facebook.com)

With the new spin on the development of mixing technology, the brand creates the new porridge which is available to order via the website as well as to buy in Mymuesli shops. Mymuesli spinoff is named [N'oats](#). It is the finest and unrivaled delicious organic porridge. Bio-porridge consists of the oat flakes which are ground in a special process. A unique organic meal from N'oats is not only delicious but also high-fiber and fast prepared. There are 7 varieties of N'oats plus special Christmas products. The same size and weight like Mymuesli2go N'oats are available in the more compact form which calls N'oats2go.

The store opening is a great event for Mymuesli. The company organizes big events with music and balloons, gifts and special propositions. As one of marketing steps in 2015 during the shop opening in Augsburg, Mymuesli has launched Mymuesli drink gift proposition. For every purchase from Mymuesli Laden Augsburg, the customer received a free Mymuesli drink.

Mymuesli has opened a store in Heidelberg for consumers to buy their favorite muesli. Together with the customized mix of cereal, it became possible to select text and images and print them on tube featuring the unique tailor made the design. The customized packaging is made possible with the 4D Jetmaster Dimension printing technology from [Heidelberger Druckmaschinen AG](#) (Heidelberg). It has successfully developed this technology within all the network of shops.

## AWARDS

For the period of development, the company was acknowledged with the [Financial Times Germany Award](#), [Enable2start](#), the Bayern Online prize, a Multimedia Founders' [prize](#) of the German Federal Ministry of Economics and were voted Startup of the year 2007 by a jury of the online magazine [Deutsche Startups](#). In 2008 it received the Young Business Award 2008 ([Bundesverband des Deutschen Versandhandels](#)) and in 2009 Selected Place In the City Of Ideas Award ([Ausgewählter Ort im Land der Ideen](#)). In 2016 Mymuesli has also won the [German Marketing Award](#).

## EMBASSADORS

Recently, the brand is proudly represented by the Yoga Instructor and Fitness Model [Zeynep Doenmez](#) having the same healthy ideology. It has introduced the special edition of Yoga-Müsli with apple pieces, amaranth, and a special ayurvedic blend spice. In the process of product development, the company deals intensely with the yogic philosophy of dieting. Zeynep supports the brand in a photo shoot as a model and as the instructor of yoga at the web-site. She teaches yoga and there is a special blog with questions and answers about the healthy diet and new trends in yoga. The company has launched Asana Rebel, the only Yoga Inspired Fitness app in the world, that allows users to follow special workouts and to reach personal fitness goals together with the healthy Mymuesli diet.

## FEEDBACKS



Mymuesli drink  
source - mymuesli.de

"The special thing about my cereal is that it is not only fruity but also sweet. The white chocolate harmonizes very well with the fruits and looks super delicious! The perfect muesli for me."@\_jacquelineg.\_

"Individuality and quality are particularly important to our customers. They don't just want some muesli, they want their muesli. It has never been easier to give family and friends such an unexpected surprise as it is with a custom-printed mymuesli can." Max Wittrock, co-founder of Mymuesli.

## MASS MEDIA

"I just placed my order for a custom box of muesli. No raisins, but plenty of mango and apricots. No hazelnuts, but cashews and pine. And some magic Alfalfa (what ever this is, but it seems to be good). By doing so, I stepped into the typical MC consumer trap: Motivated by a cheap basic price and rather small additional premiums for additional items, I ended up with a Muesli that will cost about 4 times more per pound compared to

my standard organic muesli mix. But it is custom, comes in a nice box, and has my name on it. So who cares?! MC veterans will remember General Mills' pilot in the same area, mycereal.com, but this venture never went online in full scale. Today, three business school graduates from Germany have launched Mymuesli (of course in beta). Max Wittrock, Hubertus Bessau and Philipp Kraiss offer customers on their rather simple site a simple, but working configurator to create complex custom mixes from more than 75 ingredients. While the site is not the latest in web design, I like the idea – and I am curious to see how the site develops! Update: After about two weeks, I got my custom muesli mix. It was packed in a special tube box (which, however, did not survive the treatment in the German postal service). The muesli is great, really delicious mix, very good ingredients. But I am not sure yet if it is worth the high premium compared to my regular stuff." [Dr. Frank Piller](#), a leading German expert in the field and administrator of Mass Customization & Open Innovation News, Co-Director of the MIT Smart Customization Group at the MIT Media Lab

"Nice example of mass-customization, and one that's quickly catching on: Mymuesli started two weeks ago, but has already run out of packaging (which they'd estimated would last at least 8 weeks). ... One to adapt to local breakfast preferences? Could be a fun gimmick for hotels, too: during the booking process, let guests order their own breakfast and have it delivered to their room in a personalized box". [Springwise](#)

"Consumers in the mymuesli store on Heidelberg's Hauptstraße can choose from four favorite, ready-filled muesli mixes and then pay a surcharge to have the packaging designed to their taste. There are five motifs to choose from that are based on themes related to the city of Heidelberg. Consumers can also type a message for the recipient on the packaging. After choosing the muesli mix and motif and enter the text at a special terminal, a mymuesli assistant places the can in the Heidelberg Jetmaster Dimension and then initiates the printing process." [Food News International](#)



Company name: Mymuesli GmbH

Contact person: Max Wittrock

E-mail: [support@mymuesli.com](mailto:support@mymuesli.com)

Website: [www.mymuesli.com](http://www.mymuesli.com)

Phone: +49 851 986 9900

Patent status: -

On market since: 2007

Regions: Germany

Industries: Others

Source links: [Mymuesli](#)  
[Gruenderszene](#)  
[OekoLandBau](#)  
[Food New International](#)  
[Slide Share LinkedIn](#)

Files: [Mymuesli Business Model Analysis](#)  
[Mymuesli Financing Plan](#)  
[Mymuesli Marketing Pioneers](#)

Direct link: [click here](#)



## BEAUTYBLENDER - A UNIQUE MULTI-PURPOSE MAKEUP APPLICATOR

Beautyblender is a revolutionary makeup sponge applicator. Its 360° working surface helps you create total complexion perfection. It is a seven-time Allure Best of Beauty Award winner. Beautyblender was designed by Rea Ann Silva and Veronica Lorenz, famous Hollywood makeup artists, to satisfy your fanciest makeup needs.



<http://juliadecember.blogspot.com/>

source – juliadecember.blogspot.com

Like the best things in the world, beautyblender was invented with a practical purpose. Silva's idea was to create fundamentally different tool for makeup to achieve a natural look whether you prefer amazingly sheer coverage or a buildable full coverage. Besides makeup artists always strive their work look natural on high-definition television. Rea also wanted an environmentally friendly product that would last several months in contrast to the one-use makeup sponges on the market.

Rea Ann experimented to find superior alternative to brushes and airbrush. She began working with triangular foam sponges, which were considered to be a supplementary means to cover the nose and the eyes area. But they have sharp edges and can be used at most two or three times. To find the perfect shape she cut sponges at different angles. In 2003 the first sample of the bright pink teardrop shaped applicator appeared at the Rea.deeming, Inc. Then, the company developed a beautyblender cleanser to prolong its life and established the mass production. To help promote her creation, Silva used beautyblender on celebrities doing their makeup, and she offered them one to use at home. It quickly became popular among professional makeup artists driving out traditional brushes. By 2008, the company manufactured line of products, which grew to include

makeup brushes, cleansers, a body sponge for tanning products and reusable blotting papers.

The beautyblender original pink version costs 20\$. Now, it is sold worldwide and in major stores in the U.S., including [Sephora](#), [Macy's](#), [Nordstrom](#) and [Van Maur](#). You can find a list of stores, international distributors, eCommerce partners, authorized retailers on Amazon, and contact form [on the beautyblender website](#).

Beautyblender is an innovative means for applying primer, foundation, powder, cream blush, and any other face product. This is a professional sponge, which allows you to apply makeup product so that the makeup looks the most natural, concealing all the imperfections. It eliminates lines and streaks that other sponges and applicators leave behind. It's makeup friendly. Your makeup will look ideal whether you are using a mass market product or a lux one. Unlike one-use sponges, beautyblender holds up for three or four months.

The beautyblender's secret to flawless makeup is its open cell structure. It is made of a patented soft synthetic material. It is hypoallergenic, non-latex, and moisture-loving. The uniqueness of the material is in its ability to absorb a little product and give it away carefully dosed. The beautyblender needs to be wet before usage, so it allows a product to stay on top rather than being absorbed. Wet beautyblender is softer and twice bigger in size, returning to its original size when it air dries. An additional advantage is that when moistening the applicator the problem of dry skin is reduced.

The patented elliptical shape of beautyblender is much more convenient than brushes and other sponges of flat oval, rectangular and triangular shape. You can use each side for different types of products. The pointed tip is great for the eyes or nose area. The wide tip comes in handy for the cheeks and forehead zone.

The combination of unique form and first-rate material allows you to forget about the technique or tricks of applying your makeup. The beautyblender works perfectly for anyone from a beginner or a full-blown makeup artist. It is essential for modern busy women: "One of Rea Ann's concepts was she wanted to bring some of the tricks of the trade to the consumer. She was a working mother; she didn't have a lot of time. She knew this concept would cut some time for the working mother to be able to look her very best."





use different versions of beautyblender with different makeup products (source – beautyblender.com)

The beautyblender can be used to apply everything from foundation to lipstick. It can replace brushes in your make-up routine. The cosmetics junkies adapted it to be used in an off-label way, dyeing hair, perfecting cat eye, ditching excess shine.

Beautyblender line includes the original pink one, black, white and nude. Purple and red sponges were released as exclusive edition. A set of micro.mini sponges is designed for hard to reach areas of the face and body. Blotterazzi is a washable sponge-alternative to blotting papers. A bodyblender is a large sponge for blending of self-tanning lotions, bronzers and more. Recently the company introduced the newest member of the family, beauty.blusher, for flawless application of blush.

Beautyblender has [Allure's](#) Best of Beauty award in 2007, 2008, 2011, 2012, 2013, 2014 (micro.mini), 2015. It has been featured in [Self](#), [Real Simple](#), [Mademoiselle](#) and [Marie Claire](#) magazines. It is an essential tool for personal beauticians to the stars. Makeup artist [Fiona Stiles](#) (working with L'Oreal, Sephora, Victoria's Secret) includes it into 9 must-haves for makeup list.

Beautyblender as a revolutionary beauty makeup gadget got millions of fakes due its popularity. The company's strategy aims to hold claim to the market niche. The efforts resulted in the removal of more than one thousand infringing and counterfeit product

listings on sites such as Amazon, Groupon, eBay, Poshmark and Alibaba. In 2016 Rea.deeming Beauty protected its trademark and reputation against [Avon's unauthorized sale](#) of the pink sponges “Beauty Blender”. Avon conceded the violation of intellectual property rights of Silva’s company. Avon Products Inc. and Avon Cosmetics Limited made a considerable payment.



source - thebeautysnoop.com

Beautyblender website has a page to [educate the consumers about counterfeits](#). It includes store locations worldwide and in the US, and encourages to report about counterfeit product. It also provides sign to check a product’s authenticity:

- The products are handcrafted in the USA and are never shipped from China.
- Items priced below their suggested retail price should be approached with caution.
- The packaging will never contain spelling mistakes or grammatical errors.

“Rea.deeming Beauty has an unsurpassed reputation of providing high-quality, trusted tools, that are coveted and endorsed by professionals and everyday women alike,” said

Rea.deeming Beauty's President and CEO Rea Ann Silva."We are 100% committed to ensuring that our customers continue to receive the level of quality they expect and deserve from the beautyblender® name."



source - amazon.co.uk

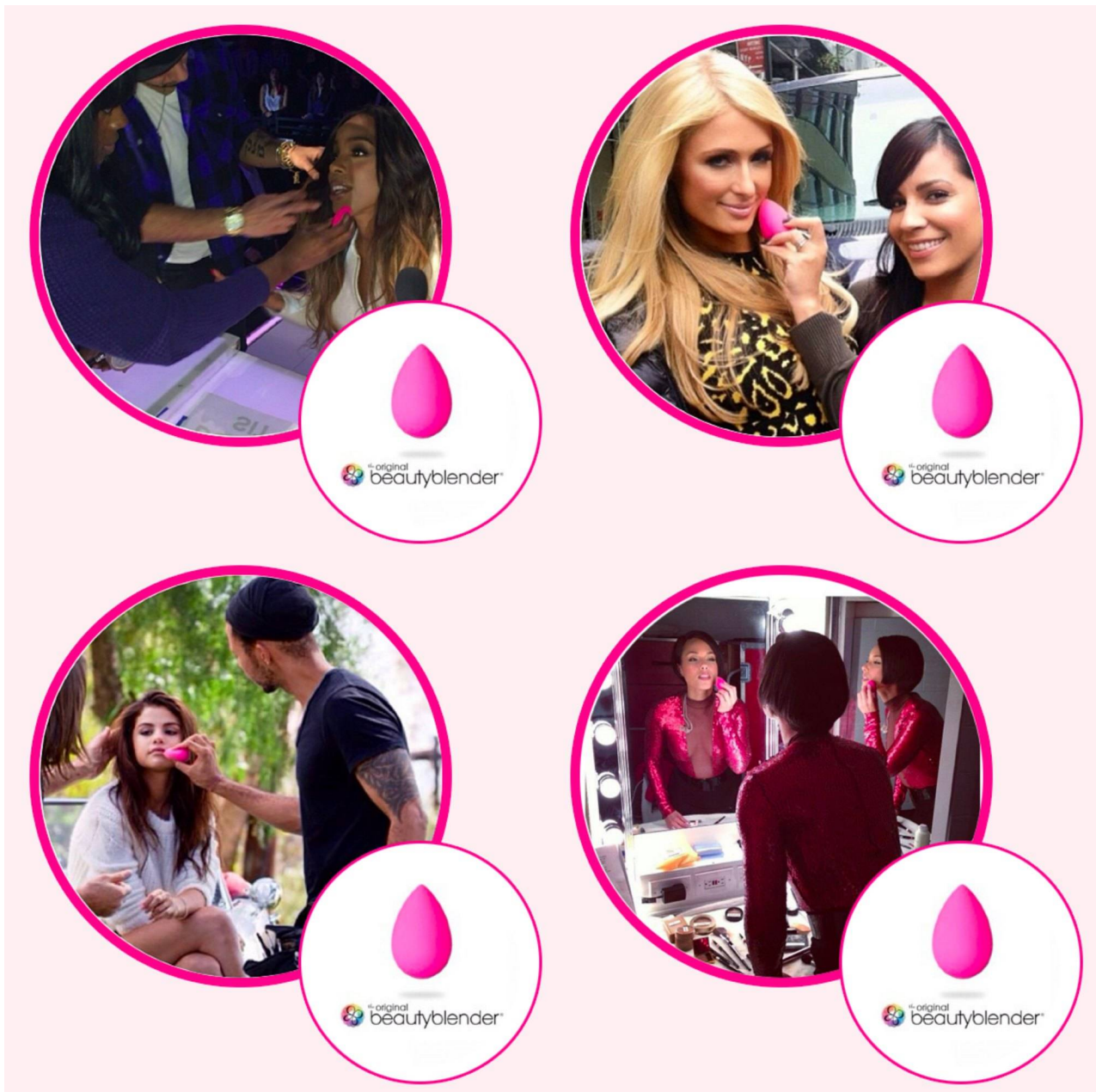
Rea Ann Silva made a real revolution in the makeup industry with its new reusable sponge for applying cosmetics. The beautyblender combines the best features of sponges, brushes and airbrush.

## FEEDBACKS

"It allows you to apply your foundation flawlessly, thinning it out where you need less and leaving more coverage in spots that need camouflaging. It lasts forever and it's really adorable to boot!" [Fiona Stiles](#)

"This has seriously changed my foundation game. Skin looks flawless. A must buy."  
NanaY93





personal beauticians to the stars love to work with beautyblender (source - makeup2makeup.ru)

"This sponge has changed my makeup routine. Without this my face would not have the streak free, soft look it has. I love this. Repurchased twice." Mmankin

"I'm loving this blender. I had been using my ring finger to tap my concealer on, and was noticing that it looked dry and cakey. I was hesitant to purchase this because of the price. I am so happy I did. Everyday my under eye concealer looks picture perfect." Chellem

"I use my beauty blender every single day, if not for foundation, then for applying some sort of skincare. But today is the first day I'm going out of town since I bought it two months ago and I had to pack it into my bag the night before. So I pulled out a brush to put on my



nars tinted moisturizer and although it is a good brush, in comparison to the BB it looked streaky and cakey. Needless to say, brushes are useless for me now! My beauty blender is my number one favourite tool and it really is worth the splurge." Makeuplover98

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Phone: +8884745369  
Patent status: -  
On market since: 2003  
Regions: United States  
Industries: Others  
Source links: [Beautyblender](#)  
[Allure](#)  
[Cosmeticsbusiness](#)  
[Mcall](#)  
Direct link: [click here](#)



## EYESLICES - THERAPEUTIC EYE TREATMENT PADS

eyeSlices are therapeutic eye treatment pads created for the beauty and wellness industry. Dermal delivery eye pads reduce the appearance of red eyes, dark circles under eyes, tired eyes, wrinkles and puffy eyes within 5 minutes of use. An innovative product is based on a global first cryogel polymer technology. eyeSlices, first in the world, are using natural essences with a bio-innovation to bring about an all-in-one solution to all common eye concerns.



Kerryne Krause-Neufeldt  
[www.financialmail.co.za](http://www.financialmail.co.za)

The story of [eyeSlices](#) began in 2009 in the Republic of South Africa, when Kerryne Krause-Neufeldt, the CEO of the company, first had an idea to create pads for therapeutic treatments of eye area. That time Kerryne couldn't predict that except for the CEO, she would become a technologist and a scientist. The 32-year old, Krause-Neufeldt became a founder of eyeSlices – an innovative product made of hydrogel polymer, which uses cryo technology for absorption of various active ingredients into a gel pad. Applied on the eye area, a disposable pad slowly releases active ingredients on the skin, targeting a set of cosmetic concerns. In the beginning, eyeSlices line was represented only in beauty salons. Nowadays eyeSlices are unique and conquer international market like a hurricane.

The idea of eyeSlices creation first sparked when Kerryne once came across an Italian fabric eye mask, saturated with different ingredients.

“I wanted to be an importer of those masks and develop them on the South African market, but the products seemed to me quite gimmicky, dried out too fast and didn't provide the expected effect”, recalls Kerryne.

After 3 years' work as a distributor of oxygen creams, Neufeldt realized that it was time to create her own product and find distributors in South Africa and other regions for its marketing.



“I knew exactly, that I had to create something effective – I wanted technology behind that product”, she says.

Kerryne knew exactly what she was going to create, when she met a manufacturer of products with aloe vera.

“After 2 weeks he got back to me and said that he had a technology for me, and it was already on the shelf in CSIR (Council for Scientific and Industrial Research)”, recalls Kerryne.

The mentioned technology was a water-soluble polymer gel, as Kerryne explains: “It was actually “a carrier” or what they called a dermal delivery system.”



[www.pressdispensary.co.uk](http://www.pressdispensary.co.uk)

The eyeSlices technology is based on Poly (vinyl alcohol) (PVA) - a hydrophilic polymer which is of special interest for the application in medicine owing to its excellent biocompatibility. Poly (vinyl alcohol) is one of the most ancient polymers and at the same time the most popular one used in this field. It is manufactured through freeze/thaw cycling of PVA polymer in solution resulting in the formation of physical cross-linking (i.e. weak bonding through a nonpermanent "association" of the polymer chains). PVA hydrogels formed in this manner are thermoreversible and are termed "[cryogels](#)". In general, cryogels are solid elastomers containing over 80% water which are produced when solutions of higher molecular weight Poly (vinyl alcohol) (PVA) of high degree of hydrolysis

are subjected to one or more freeze/thaw cycles. Such cryogels are tough, slippery, elastomeric, resilient, insoluble in water below 50 degrees Celsius and nontoxic.

Thus eyeSlices technologically advanced dermal delivery pad is unique in its properties:

- instant cooling without a fridge;
- creation of a thermo-gymnastics effect on the skin stimulating circulation;
- re-usable up to 10 times;
- manufactured through a natural&non-toxic process;
- effectively and slowly releases active ingredients into the skin.



[www.eyeslices.com](http://www.eyeslices.com)

But the technology had a long way before it became a marketable product.

“I thought I would just find a producer and sell the product all over the world, but it was not to happen at once”, recalls Kerryne.

The technology was so unique, that it was not possible to find the necessary equipment for its production, and the scientists, which created this technology, left the country long ago.

Unperturbed, Kerryne decided to become a scientist herself.

“We returned to the lab, cooked up polymer in a slow-cooker, bought several pre-used

freezers and conducted experiment after experiment with hundreds of freeze/thaw cycles. If you didn't do it perfectly at the right temperature for the right amount of time and repetitions, the eye pad was either too gooey or too rubbery," she remembers.

Once she got the right formula, Kerryne immediately faced the problem of its packaging.

"The initial recipe from CSIR was to lay out the gel on the trays and cookie-cut it, but it made the process too labor-intensive and didn't give an opportunity of mass production", says Kerryne.

Together with her team, Kerryne created a special technology of freezing, thawing and filling in special customized trays, and subsequently purchased a packaging machine, which turned out to be the right solution.

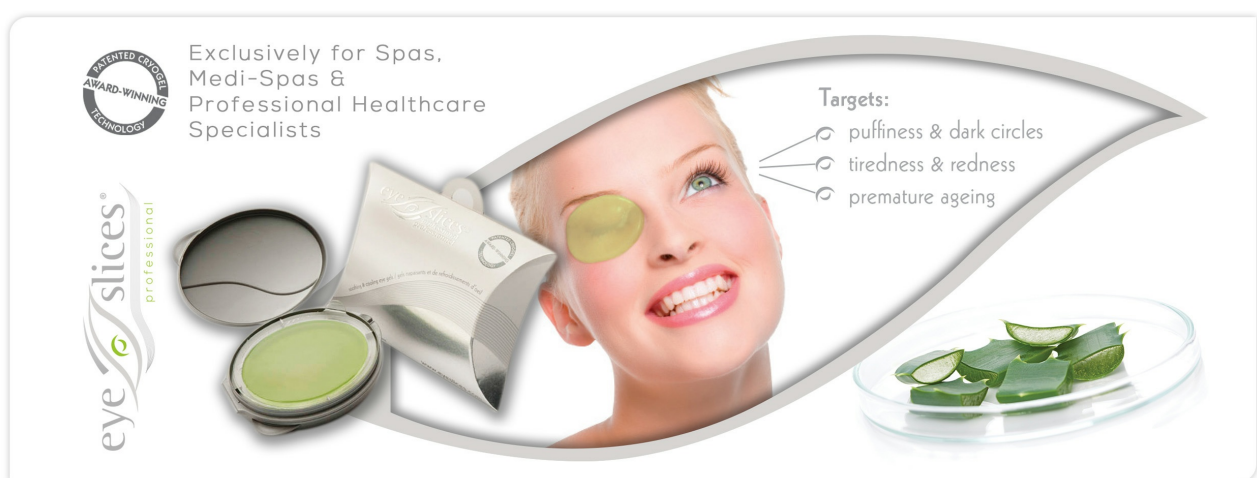


eyeSlices Biotanix range  
[www.eyeslices.com](http://www.eyeslices.com)

It took 6 years in total before the product reached perfection. Meanwhile, Kerryne was trying to get investments wherever she could. The technology was so impressive, that she managed to collect \$3,3 million from 13 different organizations.

“My husband worked as a video-operator and we tried to earn everywhere we could in free time, just to support ourselves and invest in the project. Finally eyeSlices were introduced on the professional exhibition in Galagher Estate. We sold out everything within just first 2 hours – it was a great break-through”, says Kerryne.

Having launched the products to beauty salons to secure the professional reputation, Kerryne took to creation of the retail line. The interest was global and the demand arrived from retail boutiques, cosmetics stores, airlines and large retail chains. No doubt, that Kerryne began to reap the crop of the long painstaking work.



[www.eyeslices.com](http://www.eyeslices.com)

Imagine a product that fills a billion dollar gap in the market, a product in demand, an innovative product based on a global first cryogel polymer technology. eyeSlices is fast becoming both a global business player and a truly South African success story. The company is aware of the responsibility that they have to their country and together eyeSlices will strive to ensure that they represent South Africa proudly on the global business stage. eyeSlices is both proud of the reputation of their brand and their relationships with customers, business partners, government agencies and community in South Africa. This reputation has to hold eyeSlices into the future as they walk onto the global stage. eyeSlices continually strive for standards of excellence with regard to their products, service, systems and attitudes. The company is aware that its team is only as strong as the weakest link and thus depends upon each and every individual to adopt the same culture of excellence and integrity within themselves and their work.

Incorporating the use of eyeSlices into the SPA, pharmacies, hotels and retail stores will



add versatility and profit to your business.



[www.eyeslices.com](http://www.eyeslices.com)

Adding value to your treatments with eyeSlices:

- incorporate eyeSlices into facials or massages as an extra add-on eye treatment. Apply eyeSlices during the mask time for 25 minutes and remove any residue from eyeSlices with cotton pads;
- eyeSlices help to soothe and calm inflamed or irritated skin whilst reducing puffiness and irritations around the eye area after permanent make-up applications;
- add eyeSlices into a bridal package for an extra-special treat or for those pre-wedding emotional moments! A few minutes of relaxing with eyeSlices before a bride applies her make-up will leave her looking and feeling bright-eyed and beautiful;
- retail eyeSlices for everybody to enjoy. eyeSlices make great gift ideas and add to your bottom line with fantastic profit margins;
- eyeSlices look great in your salon;
- eyeSlices Professional have specifically been designed for beauty salon and SPA use.

I-Slices Manufacturing has won the prestigious 2011 Technology Top 100 (TT100) Award for sustainability. The Technology Top 100 programme is focused on identifying the true South

African role models, who through innovation, tenacity and a passionate belief in people, have been able to take their organisations to new levels of competitiveness. The programme seeks to identify role models who are either users or developers of technology.



eyeSlices Professional range  
[www.eyeslices.com](http://www.eyeslices.com)

The assortment of EyeSlices consists of:

[Professional line](#) - created specially for SPAs, beauty salons, medi-SPAs and professional beauticians. The range targets tiredness, dark circles, puffiness, redness and wrinkles. All in 1 product! Professional line is available in a retail version with re-usable pads and in a salon version with disposable pads. Results are visible within one application due to the efficacy of the dermal delivery system PLUS the 20% active ingredients contained within the product.



eyeSlices Biotanix range  
[www.eyeslices.com](http://www.eyeslices.com)

[Biotanix line](#) - for pharmacies, optometries and department stores. Re-usable up to 10 times! The brand new eyeSlices Biotanix retail range is a wonderfully innovative creation. Four unique variants targeting specific symptoms, using active ingredients sourced from natural and organic plant extracts.

- Bright Eyes – fights with dark circles and puffy eyes;
- Beautiful Eyes – reduces tiredness and redness;
- Clear Eyes – fights with seasonal irritants and inflammation;
- Gorgeous Eyes – reduce fine lines and wrinkles.

## FEEDBACKS IN MEDIA

"If the eyes are the window to the soul, the delicate skin around the eye certainly provides insight to the hectic lifestyle we lead and possibly how many birthdays are behind us! Giving yourself 10 minutes in the day to close your eyes and take a breath will not only do wonders for your body but your soul too. So instead of letting the rolling blackouts cause more stress, embrace the break from your schedule with a short meditation and a chance to take a little time for yourself with eyeSlices", [Les Nouvelles Blog](#)

"eyeSlices come in a handy retail pack that can be displayed at till points, making them a great impulse-buy offering or gift idea for customers. The retail pads can be re-used up to ten times and once opened, customers can conveniently store them in the fridge at home. They come packaged in a handy refillable clam, encouraging regular users to make

special salon visits in order to purchase refills", [SPA&Beauty](#)

"Developed in South Africa specifically for professional use, and already highly successful in the US, Middle East and parts of Europe, eyeSlices Professional offers health and beauty experts an entirely new and therapeutic way of treating the eyes", [Massage Mag](#)



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Website: <http://eyeslices.co.za/>

Phone: +27 0 10 224 0134

Patent status: -

On market since: 2006

Regions: United States

Industries: Others

Source links: [EyeSlices](#)  
[Pansyfa](#)  
[Reviews Essays](#)  
[Entrepreneur Mag](#)

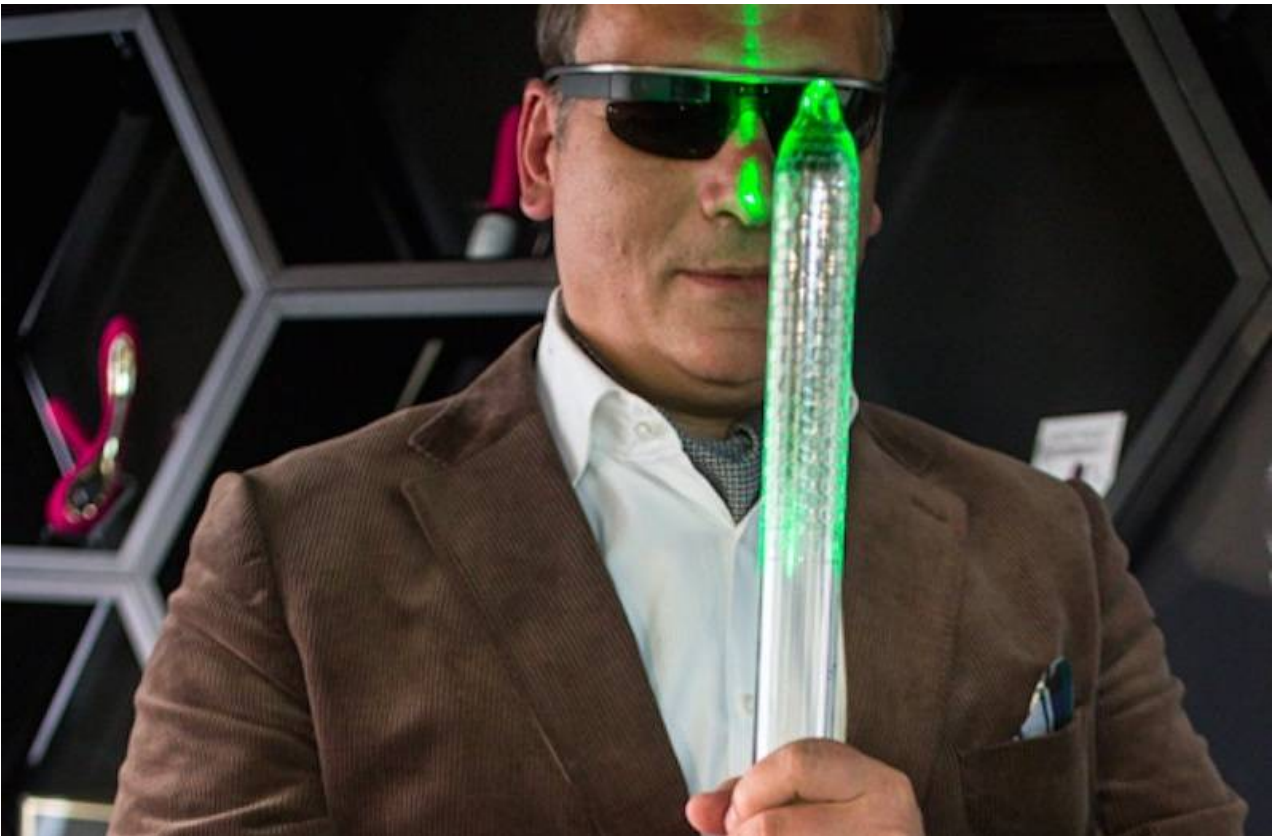
Files: [eyeSlices company&product profile](#)

Direct link: [click here](#)



## HEX - SUPER FIRM CONDOM

HEX – is a super firm condom created by LELO, a Swedish intimate lifestyle company that designs, develops and manufactures upmarket sex toys, BDSM accessories, and massage products. Each condom is made up of 350 small latex hexagons. The company plans in future the development of new materials. The Swedish innovation was called the biggest breakthrough in the industry over the past 70 years. This condom is impossible to pierce even with a needle.



LELO founder Filip Sedic examines the indentations in a LELO HEX mold  
[www.businessinsider.com](http://www.businessinsider.com)

In 2002 industrial designers Eric Kalén, Carl Magnuson and engineer Filip Sedic founded [LELO](#). It is currently a leading producer of high-quality sex toys and intimate lifestyle products, selling in over 40 international markets. LELO has taken a non-traditional approach to the design and manufacture of sex toys, utilizing high design concepts that are non-representational of the sexual anatomy of the human body, a style that is now widely adopted across the sex toy industry. The company has been recognized for pioneering creations in the adult industry, including the first couples' toys with motion controller functions from their [SenseMotion](#) line, as well as the first sex toys to employ tactile sensing, the [Smart Wands](#).

Since the development and sale of the first LELO product in 2003, LELO has gone on to segment their sex toy selection into four distinct catalogs. The [FEMME](#) and [HOMME](#) collections are made up of sex toys catering to women and men, respectively, while the [Insignia](#) range is composed of higher-end and more design-oriented sex toys, including the SenseMotion Insignia couples' massagers with wireless remote controls as well as the Smart Wands all-over body massagers with tactile-sensing SenseTouch technology.

The [LUXE](#) collection includes LELO personal massager designs cast in 24-Karat gold or stainless steel, and are among the world's most expensive sex toys offered at retail, ranging in price from \$2.590 to \$15.000. In summer 2016 LELO launched the HEX condom. Initially launched on crowdfunding website [Indiegogo](#), the project exceeded its goal of 10,000 pledges within the first 12 hours of launch.

Sedic, a former product manager for mobile products at Ericsson, pinpoints the two biggest barriers to condom usage as he sees it: their tendency to break or slip (depending on how you're endowed) and the universal truth that they make the intercourse less pleasurable. His assertions are backed by a 2008 [Kinsey](#) Institute study of men attending an STD clinic that focused on challenges to correct condom use. The study found that 30 percent of respondents "experienced problems with the fit or feel of the condom," 31 percent had a condom break and 28.1 percent lost erections during condom use.

Development of [HEX](#) condom took LELO around 3 years of research and 4 years of testing. The condom had to be different in all the aspects – from design to predestination. Developers tried to unite the preferences of all their customers in one small latex product. The condom had to be firm, safe and allow sensations. The emphasis was done not on creating of the new materials, and the invention of a new structure. The basis of the last - hex, as it is the very nature of these creates ultra-light, but at the same time very strong structure, for example, honeycomb.

According to LELO hexagonal structure of latex has several other advantages. Firstly, the raised internal structure reduces sliding during intercourse, thereby improving sensitivity. In addition to the slip prevention, hexagonal elements on the condom facilitate adaptation to each individual size.

Initially Sedic and his team of developers tried to experiment with various materials, including polyurethane - incredibly strong polymer that is used in the insulation of walls and shoe soles. But in order to release a new condom on the market, it must be as firm as the latex. A process for the approval of the new technology may take decades. That's why Lelo team decided to avoid these problems and to keep latex as a base material, and instead concentrate on the structure of the condom.



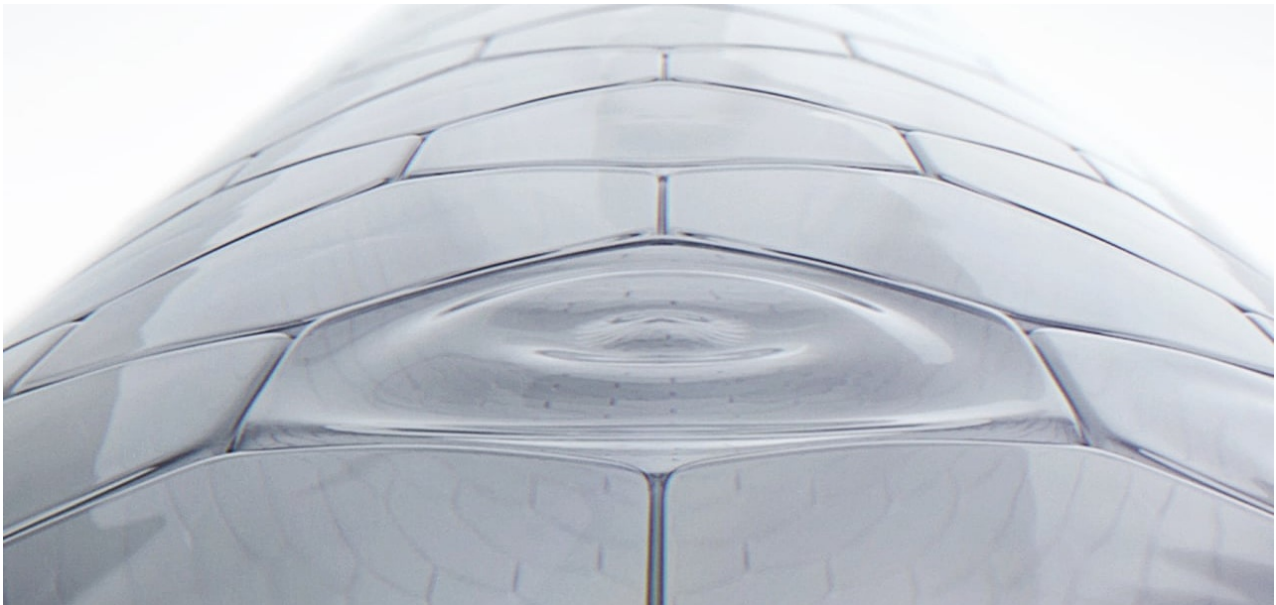


Development of HEX structure  
[www.sostav.ru](http://www.sostav.ru)

When LELO announced readiness to introduce the innovation they received a wave of distrust and critics. Competitors claimed that it was impossible to unite everything and at once in one product, and customers ignored HEX with hesitation. The first press-release was scheduled for the 13th of June 2016. It was indeed a great achievement not only for pleasure, but for health as well. The first limited production series offered 3.000 free of charge condoms for everyone who wanted to test them.

For the last 70 years of existence of latex condoms, since Durex created the first pre-lubricated condom in 1957, the users got used to the fact that it is uncomfortable and a pleasure killing invention, but at the same time it protects from the sexually transmitted diseases. Meanwhile new types of diseases keep popping and the industry is simply unable to develop new technologies of protection, that why users still see the same thickness of the latex and the same design. While computers grew small enough to fit in our pockets and cars learned to drive, the latex condom has remained more or less unchanged since it was invented in the 1920s.

In November 2013, the Bill and Melinda Gates Foundation even distributed \$100,000 grants for researchers to develop a better condom. "Quite simply, condoms save lives," a press release stated, "but new thinking is needed to ensure that men and women around the world are using them consistently and correctly to prevent unwanted pregnancies and sexually transmitted infections.



Damage of the material will not spread outside one cell  
[www.psfk.com](http://www.psfk.com)

"It is kind of a shame that in 2016, we are still using a product that is more or less identical to what it was a hundred years ago," says the inventor and founder of the company LELO Philip Sedic . "I believe that with today's technology, we can do much better." HEX became a real turning point in the struggle for safe and sensual sex. It is able to adjust to the feelings and body contours. HEX bends in a way to allow the user concentrate on the pleasure.

Another secret tip of HEX is that it does not require additional lubrication, as the user simply won't feel it. HEX is easy to put on with just three motions of the hand. It rolls out smoothly without clues and folds. It is not just a design painted on the latex. Each hexagon is like a material stretched on the supporting frame. The creators of HEX chose hexagons as those ideally group in a puzzle. They preserve the shape, being very light and very firm at the same time, like a natural honeycomb. Even the most popular and thinnest condoms [Okamoto](#) can't compete with HEX when it comes to feelings.

HEX is created with ultra thin layer of just 0.045 mm, but in comparison to Okamoto it will not tear off with just one touch or stretch. Even when piercing HEX with a needle, the user will notice that it will not be torn apart, only stretched. The condom became a real alternative also to popular items with additives – pimples, ribs and other unevenness. They were designed to add sensations that are lost when using a conventional condom. However it was not the best option, as not all the females like it, and for men they do not

add anything at all.



HEX has a universal size  
[www.farmilly.com](http://www.farmilly.com)

HEX is in a way analogue to tires of Formula 1 cars. Special texture of those guarantee optimal contact with the ground keeping the car stable at the high speed. Owing to their special texture hexagons do not slip off the penis and ideally slide in the vagina. HEX concentrates on the inner pressure, not on the exterior design. It does not smell with latex or leave greasy stains on the clothes. The wearer won't feel the necessity to wash hands immediately. HEX does not squeeze the penis on its basis and has affordable price. 1 condom costs 1 EURO, a pack of 12 condoms – 12 EURO.

"The mold is plunged into the liquid twice - in the first phase, it fills a special groove, forming a frame at the second top of the base coat is welded. When pressure is applied to the condom, it stretches in six directions from any point. This flexibility makes it more forgiving of tension. The honeycomb structure carries reinforcing function and prevents deformation processes spreading beyond a single cell. If the condom is stretched and pierced, it will not break on a large area and will retain its shape ", - says Sedic.

Futuristic hexagonal condoms LELO HEX must accustom to contraception those who dislike ordinary condoms. American actor Charlie Sheen, who is HIV-positive, starred in the HEX advertising campaign. In the video Sheen says that before, like many people, he

thought that he will never face sexually transmitted diseases. He also talks about the stereotypes associated with this type of contraception: "For many people the condom is associated with less pleasure, less intimacy with a partner. But those five seconds of awkwardness [while they take out and put on a condom] can protect them from the grief and suffering that will last a lifetime."



HEX package  
[www.craveonline.com](http://www.craveonline.com)

Many qualified sex educators, award-winning bloggers and international sex toy companies took to the internet to make their feelings about LELO's choice of rep very clear. Most pointed to his past of alleged violence against women – in 1996, he pleaded no contest to battery charges against an ex-girlfriend, in 2010 he pleaded guilty to third degree domestic violence, and his former wife Denise Richards was granted a restraining order against him after filing for divorce. Others referred to his admission that he had sex with women without telling them he was HIV positive. LELO defended their choice of spokesperson saying: "Charlie is a symbol of change with the strength and courage to confront key issues head on. We believe his participation will help drive safe sex and innovation to the forefront."

A study published in the Archives of Sexual Behavior in 2007 surveyed a hundred college students about their sex lives over three months, and discovered men and women who rated unprotected sex as more pleasurable were less likely to use condoms. More Americans are throwing the "no glove, no love" rule out the window. In the largest-ever nationwide study on sexuality in 2010, 45% of men and 63% of women reported not using



a condom in their most recent sexual encounter with a "new acquaintance", according to [Indiana University](#). Such negligence can invite a set of complications, including disease.



HEX package  
[www.craveonline.com](http://www.craveonline.com)

Still, men won't wear condoms if they expect them to be uncomfortable. The HEX aims to solve that issue as well. Today, you browse the condom aisle of a drug store and find dozens of arbitrarily named variations that promise a "barely there," "double ecstasy" feel for "extended premium" erections. It's impossible to choose.

"Even if I had the money to buy all three variations and put them on top each other, I don't think I'm going to achieve what I want," Sedic jokes. "Why not make one thing ... so you don't need to make these choices? Why should I make these choices?" Sedic calls the HEX the condom that can do it all.

The packaging consists of a plain white box with black lettering, in a postmodern style that's very Apple. The manufacturing process for the HEX makes it 2.5 times more costly than traditional condoms to produce, but Sedic credits the condom's price tag to exclusivity, not operations. He doesn't count Trojan and Durex, the two best-selling

condom brands on Amazon, as LELO's competitors. Instead, Sedric hopes the company's innovation will inspire others to continue improving the condom.

"It's not a matter of taste, yeah?" Sedric says. "It's a matter of life and death — of protecting yourself or not."

#### FEEDBACKS IN MEDIA:

“While there have been some minor changes to the condom since it was invented in 1920, there haven’t been many practical or performance-driven improvements. They still break, they still slip, and they are still uncomfortable. But now, it seems, the condom is finally getting the innovative makeover it deserves by upscale Swedish sex toy company Lelo. Named Hex, the new product uses a hexagonal web, which doesn’t only look different, but also changes the entire structure of the device.

In addition to more practical problems with the condom’s traditional design and makeup, Lelo alleges that it has found a solution to sensational problems and improved comfort. Its raised motif supposedly increases pleasure; it is also echoed on the inside of the condom to reduce slippage. And due to the practical nature of the hexagon, which anyone who has used Glad ForceFlex garbage bags knows, it molds to the wearer. While most of what we know about the condom is limited to what the company has told us, and those using Hex should still be as cautious as they would when using a typical condom, hopefully, it will encourage more people to use condoms and engage in sex in a safe, positive way”, [Nylon](#)

"He took the 'brave' step of publicly admitting he was HIV positive in November. "It is what it is, and I don't want to make light of it", He explained. "But it changes the whole approach on it, because it's no longer about my interests and my folly, it's about the other person. It's about protecting them and just being open and responsible". Charlie went public with his HIV positive status in November - a move he was forced to make after reports in the media that an unnamed high profile actor had been diagnosed the with virus. He spoke of how he had been pleased that the publicity around his diagnosis had increased internet searches for HIV, as people sought information on how to avoid it. And, he said, while people still want to be just like him, they do not want to have his HIV status. 'There’s an odd combination now, people still want to be like me or experience my life, but there’s a little detail they want no part of", he said. "So they can avoid that by using this". Sheen

hopes the new contraceptive will reduce the stigma around condoms and prevent STIs from being spread", [Ikon London Magazine](#)



LELO founders and Charlie Sheen at the HEX press-release  
[www.justjared.com](http://www.justjared.com)

"LELO HEX comes as a giant leap forward in the fight for great, safe sex – with a structurally different design, that means you can see and feel the difference. After seven years of research and testing, LELO's project succeeded where so many others have failed. "We took the thinnest, strongest material known to science - graphene - and integrated its hexagonal molecular structure into the latex condom. Our manufacturing partners said applying structure couldn't be done. It could, and the results are extraordinary," said the team", [Plugin Magazine](#)

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Phone: +46 8 4400466  
Patent status: -  
On market since: 2003  
Regions: United States  
Industries: Others  
Source links: [Safe Connection](#)  
[Farmilly](#)  
[Yablyk](#)  
[Wikipedia](#)  
[Pikabu](#)  
[LELO](#)  
[Gizmodo](#)  
[Reveal](#)  
[Business Insider](#)  
[Vice](#)  
[Engadget](#)  
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## SPANX - SLIMMING UNDERWEAR

Spanx, Inc. is an American underwear maker which is founded in Atlanta, Georgia, the USA. Spanx products are solution to many problems of female figure. They help to emphasize the contours of the body and hide certain problem areas, garments are intended to make people look thinner than they actually are. The company mainly manufactures pantyhose and other underwear for women. Since 2010 it produces male underwear as well. During last 10 years Spanx has grown into a big business, its annual income is \$ 250 million, while only 125 people are involved in the manufacturing process, 90% of the stuff are women. Sara Blakely, the founder of the company, is the youngest woman billionaire according to Forbes magazine.



The founder and sole owner of Spanx, Sara Blakely  
source - [www.cnn.com](http://www.cnn.com)

## HISTORY

The founder and sole owner of Spanx is Sara Blakely. The company was founded in 2000. Sara is 42 years old now. She is in the 1342th place among 1426 the richest people in the world with company's annual profit of more than 250 million dollars.

After graduation from [Florida State University](#) (FSU), she got a job in a successful local stationery company [Danka](#) that was selling fax machines door to door. Sarah has become one of the best sales representatives. It seemed that life is perfect and nothing unusual can happen.

Once Sara Blakely was invited to a party. She wanted to look perfect as any woman in the world. And she decided to use underwear that would provide a smooth look under white pants. But there was a problem - all pantyhose look really awful. Armed with scissors, she cut off the feet of pantyhose. Her “creation” looked nice, but it was too inconvenient, so Blakely promised herself that she would develop her own concept of women's slimming undergarments. During the next year she carefully studied the techniques, fabrics, production schemes of similar products. Sara invested her life-savings of \$5,000, moved to Atlanta, where she developed a hosiery concept predominantly on her own.

The creation of the initial prototype and involved Blakely, her mother and her friends who personally tested the garments. Such tests were innovative at the time, as the industry did not test products with people. Blakely found out that the industry had previously been using the same size waistband for all hosiery products to cut costs. A rubber cord was inserted into the waistband. Blakely created different waistbands to suit different-sized consumers. As a result, she designed a prototype of undergarment the way she saw it without disadvantages that she noticed in the industry.

The next step on Sara’s success path was to find a factory that would work with her and that would bring to life her idea. Everyone whom Sara called with suggestion politely refused because they believed that Sara’s products were delusions and believed that no one ever would buy it. But fortunately there was one person who agreed to work with Sara Blakely. He did this on advice of his daughters, who saw the real necessity of the appearance on the market such underwear from female point of view. At that moment Sara understood that there are no bad business ideas. We need to present the idea and the plan correctly and to find people who want to be engaged in its development.

While working on the release of the first samples of Spanx, Sara Blakely has understood some innovative ideas that became the basis for the future success of the product. First - she started to produce underwear in sizes, unlike competitors at that time. Second - Blakely was against using dummies for testing of new products. She gave this job to ordinary women and basing on their feedbacks she made adjustments to Spanx products.

## **PATENT**





Spanx stores  
source - [www.flickr.com](http://www.flickr.com)

When Sarah has found a factory for the production, she thought that her idea should be patented. She faced two problems. The first one was that lawyers did not want to believe in success of the plan and did not take it seriously. The second problem was that the price of the patent was huge, 5,000 dollars. At that time Sarah could not afford such expenses. Therefore she took a lot of books and self-issued a patent.

## PACKAGING

The packaging for products Sarah also designed herself. All boxes of existing underwear were certainly in beige tones and Blakely decided to use something bright like red. The design took 3 months. Blakely knew that she needed to attract attention on the racks themselves. She cut out eyes, noses and ears from magazines, figuring out how she'd like her cartoon alter ego to look. Today, blonde, pony-tailed Sunny is still the brand's 'mascot', although she'd had a few makeovers since 2000.

Blakely also abhorred the way she felt lingerie companies talked down to women in their marketing. "I literally was writing things on the packaging how I'd tell a girlfriend," she said. "It wasn't saying, 'it's the sheerest of the sheerest most sheer elegance.' Just, 'it



makes your butt look better.’”

The brand’s cherry-red, cartoon-adorned packaging was crucial in setting the brand apart from its competitors in the beige hinterland of the lingerie floor, where bored-looking women gaze out from a neutral-colored pantyhose packet.



Bright packaging

source - [www.behance.net](http://www.behance.net)

## BRAND NAME

Sara knew that Coca-Cola and Kodak were the two most recognized brand names in the world, and that both contained a strong "k" sound. She read that the founder of Kodak liked the sound so much that he used it as the beginning and end of his brand name and then proceeded to create a functioning word based upon this foundation. The name "Spanks" eventually came to Blakely, and she decided to replace the "ks" with an "x", as her research had shown that constructed names were more successful and were easier to register as a trademark. Blakely then used her credit card to purchase the "Spanx" trademark on the [USPTO](http://USPTO) website for \$ 350.

## FINDING DISTRIBUTION CHANNELS

After the factory linen samples and packaging sample were ready, Sarah started to look for sales channels. She appealed to the [Neiman Marcus Group](http://Neiman Marcus Group) and conducted a personal meeting with a company’s representative. Fortunately, the boss was a woman. Sarah was able to personally demonstrate the quality and convenience of Spanx underwear which

she changed into in the ladies restroom in the presence of the [Neiman Marcus](#) representative. Blakely's product was sold in seven Neiman Marcus stores as a result of the meeting. [Bloomingdales](#), [Saks](#), and [Bergdorf Goodman](#) followed soon.



Oprah Winfrey played an important role in Spanx success  
source - hookedoneverything.com

## OPRAH WINFREY AND SPANX

American TV presenter and businesswoman [Oprah Winfrey](#) played an important role in life and career of Sarah. In one of the shows telediva was telling about inconvenience and impracticality of contemporary lingerie and stockings. Sara considered this as a sign from above and with new forces continued to promote her own project.

Later Blakely sent Oprah a set of Spanx products. Oprah included Spanx in a list of the best things of 2000 and sent her TV crew to prepare a story about young entrepreneur. This event has become a kind of starting point for the development of Sara Blakely's business. After the release of Oprah's show, Sara got an incredible amount of customers.

## PRODUCTS

The most popular category of Spanx products is corrective undergarments (section Shapewear). There are about 200 different models: body (completely close body) with

short and long sleeves, pants and shorts, shirts and bustiers, overalls (a kind of body which also covers arms and legs), correcting posture and smoothing figure body, bras, corsets, waist belt. All products are designed from different fabrics: spandex, lycra and nylon to achieve a particular desired elasticity.

High-waist slimming models - Slimming shorts with medium and high waist that reduce volume of thighs, stomach and waist.

Bust open nightgown. They look very tempting because they hide folds of the figure.



Spanx range

source - [www.whosthebomb.com](http://www.whosthebomb.com)

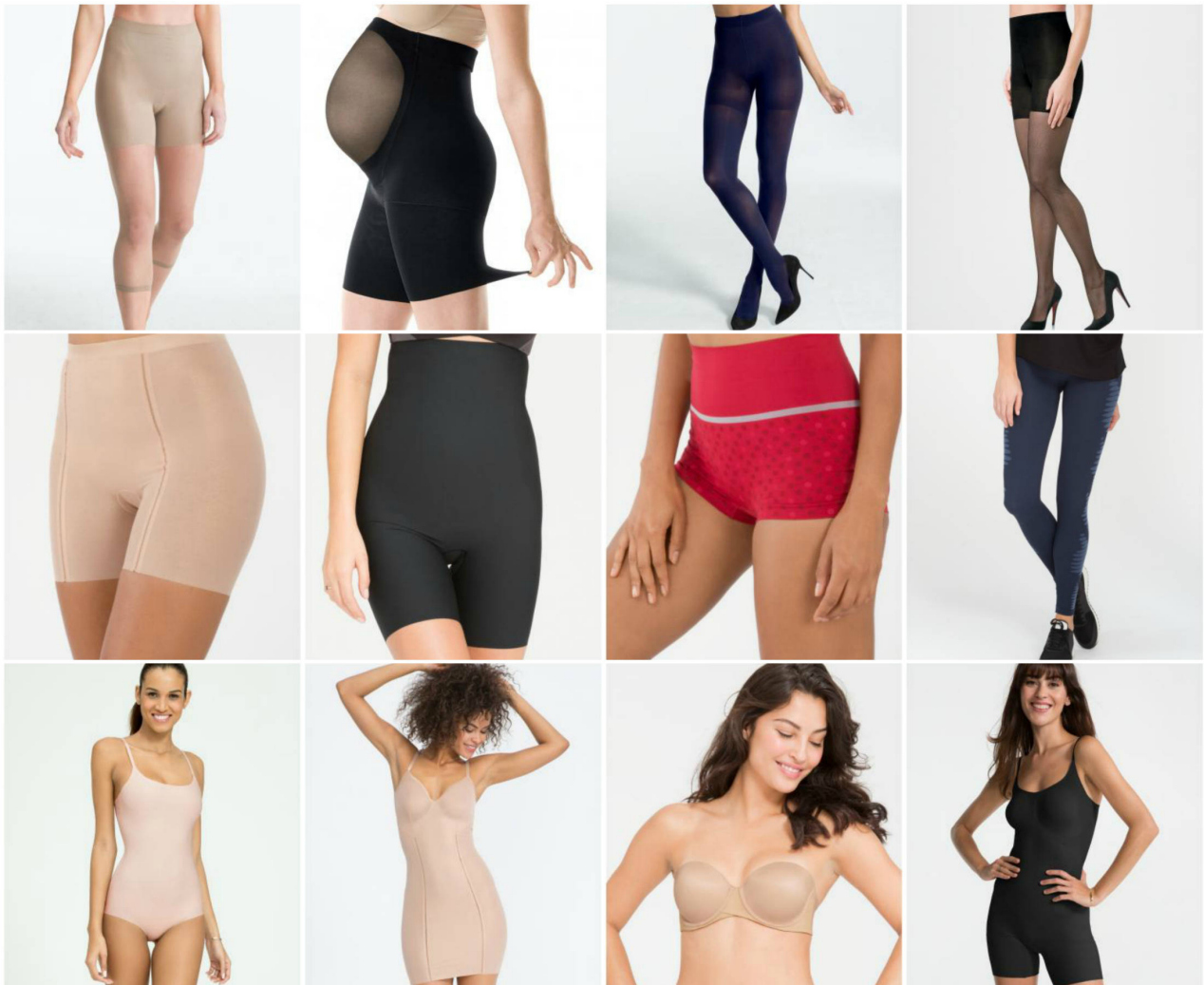
Seamless body - Slimming T-shirts with different kinds of bras. This underwear emphasizes the contours of female figure, especially chest, waist and thighs. Long corrective shorts and tights will appeal to those who want to hide some problems on hips and legs. Using these tights under the trousers won't contour the underwear.

Slimming models for pregnant women. This category includes waist hosiery with shorts, jeans and leggings. These products are high-waisted, they form a flat stomach and slender thighs, remove fat folds and make waist look thinner.

Swim section includes ladies swimwear and attractive dresses for swimming

Active category has a wide range of tight shorts, pants, shirts, T-shirts, tops, sports bras for yoga, acrobatics, jogging and other sports.

In 2009 Spanx launched a deluxe collection called "Haute Contour" that included items such as a lace thong with waist reinforcements and color options like pink. One year later Spanx started manufacturing body-shaping undergarments for men "Spanx for Men – MANX".



Spanx assortment

source - [blogshopkerry.blogspot.com](http://blogshopkerry.blogspot.com) & [www.spanx.com](http://www.spanx.com)

## MARKETING

Blakely was selling Spanx out of her apartment in white Office Depot envelopes.

Advertising wasn't a priority, namely because there was no way she could afford it. When she started Spanx in her twenties, word of mouth wasn't so much a strategy as a necessity. But today, even with the brand's incredible success, the company still won't advertise,



even though they could now afford every billboard in Times Square.

One of examples is New York flagship Bloomingdale's on 59th Street, Spanx has an "in-store shop" - a store within a store, all very on-message with the company's trademark bright pinks and reds and candy jars and lava lamps. The brand's reliance on word of mouth and woman-to-woman advice is evident in just a few minutes browsing the racks. A twentysomething student stops in because she admired a friend's smooth derriere at yoga class in the brand's \$118 'Power Pants'. An older lady with a Margaret Thatcher bouffant has been sent by her daughter to try the footless pantyhouse, Spanx's first ever product, still a hit almost 12 years on.

In 2003 Spanx became known for its Hollywood fans, with celebrities singing praises for the slimming panties underneath unforgiving Oscar gowns. The first A-list endorsement came from sylph-like Gwyneth Paltrow, who in a red carpet interview, claimed Spanx helped her post-baby body look better. "The floodgates just opened," said Blakely. "It was Oprah and Brooke Shields and Julia Roberts and Kate Winslet." Among celebrities who adore Spanx are Jessica Alba, Kim Kardashian, Rachel Zoe, Ms Winfry and others.

## STORES

All Spanx products are manufactured in the United States. At the moment there are more than 300 stores in the United States of America. Also there are stores in Europe and Asia. Now there is an option to buy Spanx products at airports outlets. The main official online store is [Spanx.com](https://spanx.com). Items are sorted into categories in the site, there is an online catalog in the form of a magazine. Everything is simple and convenient. Regularly appear discount coupons which can be used during the purchase.

## FEEDBACKS

"These are my new favorite undies, and I'm very picky about undies! They're comfortable, pretty, invisible under clothing, and they provide a little bit of smoothing around the hips and belly. They stay put, too, so I never need to tug them down in the back. As a bonus, my husband admires them too." Monica

"Love these! Perfect fit! After two babies these were the best thing I found and they

actually breathe. They are not at all uncomfortable just the opposite actually addictive! I don't leave home without my Spanx. Great buy and they fit true to size. Will buy more!"

Susan

"This is amazing! Excellent butt, hips and abdomen control! The material is light, soft and comfortable. This is excellent for everyday wear! Also if you have a lot of junk in the truck like I do this is perfect, it is full coverage. Initially, I was concerned about the butt coverage, I was pleasantly surprised to see how well it covers and gives me a natural and smooth shape. Also, it can be worn at the waist to create that hour glass figure. It can be placed directly under the bra as well. Completely seamless!" Katie

"This has been a lifesaver. If you're more bumpy or jiggle around the belly area than you'd like to be, then this is perfect for you. It is 10 points out of 10!" Mary



Spanx store

source - [www.buckheadview.com](http://www.buckheadview.com)

"This purchase was my first Spanx product. I am 5'8 and 167 pounds. Dieting and exercising to get to 150. I bought this to wear under a dress. It did the job. It smoothed me and made my muffin top disappear." Stef

"These are the most fantastic invention since sliced bread. I bought Spanx to wear under some jeans and found myself wanting to purchase more. Love them! They stay up, they are lightweight, they smooth the midriff, they do everything they claim to do. Best purchase maybe ever!" Ann

"I like the way they feel. They do not feel like most shapers, where you are conscious of being squeezed in all day. They are soft and relaxed." Nikkie

"This was perfect for just smoothing out my little pooch. If you have more going on around the sides. I'm not certain if it wouldn't show over the top. But to flatten out that vanity 5 lbs it worked perfectly. I will be buying other colors." Butterfly

"I bought these lace panties to wear to avoid panty lines, and it does a great job with that. The lace is sexy-looking, and the fit is a cheeky fit." Kate

"These are awesome as everyday panties under dresses. Bought size small for more control and medium for looser fit. Wearing Spanx you don't see the panty edges through clothing." Megan

"I liked these a lot because they were comfortable and I forgot I was wearing them most of the night! I am in between a small and a medium in underwear at Victoria's Secret and I bought a small in these. I would've probably exchanged for a medium if I had time. I wore them under a formal dress." Linda

## REVIEW IN THE MEDIA

"Anytime someone compliments me on my figure, I'm wearing Spanx undies," actress Isla Fisher has said. And she's just one of countless Hollywood A-listers who insist on shapewear as their red carpet secret weapon. Other devotees include everyone from Gwyneth Paltrow to Oprah to even Jennifer Lawrence, who has been known to discuss pre-Awards shows Philly cheesesteak sandwiches in the same breath. Heck, even Tom Hanks has vouched for the way that the undergarments "do something for you down there." Photoshop and retouching aren't available on the red carpet but Spanx does it IRL. Magic." [Elle](#)

“Compression is just so 15 years ago,” said Jacqui Stafford, a fashion editor and celebrity stylist in New York. “Women today just don’t want to be squeezed into something uncomfortable. And they’re more comfortable with real bodies.” So instead of gut-squeezing agony, a new line of Spanx pants and bodysuits offers an easier, less constricting fit, something the brand says has more to do with smoothing the body’s bumps and curves and less to do with sculpting or shrinking waistlines or thighs. Spanx, the flab-obscuring, body-sculpting line of bras and bodysuits, helped a generation of women squeeze into ever-tinier dresses.” [NY Times](#)



Celebrities wearing Spanx  
source - [www.radaronline.com](http://www.radaronline.com)



Company name: Spanx, Inc.  
Contact person: contact enquiries  
E-mail: [contactus@spanx.com](mailto:contactus@spanx.com)  
Website: <http://www.spanx.com/>  
Phone: +1-404-321-1608  
Patent status: -  
On market since: 1998  
Regions: United States  
Industries: Consumer products  
Source links: [Medpred](#)  
[Mksat](#)  
[UBR](#)  
Direct link: [click here](#)



## MEDUSE - INNOVATIVE LED SHISHA

Meduse Design Ltd. – manufacturer of Meduse shisha pipes – was founded in 2005 in Czech Republic. The shisha consists of a glass flask, made of luxury Bohemian glass, and a tripod stand. The design of this high-tech miracle resembles a jellyfish. The shisha is equipped with a LED light module. Unique fruit cocktails, play of colors, light and shadow, clouds of smoke in the transparent flask will provide a unique smoking experience.



[www.meduse-experience.com](http://www.meduse-experience.com)

Since long time shishas have been an attribute of the oriental luxury, it was decorated with ornaments and traditional elements. Modern fashion trends, such as high-tech and minimalism changed the design of shishas. [Meduse Design](#) added absolutely new approach and functionality to the hookahs' design. The Czech company was one of the first in the world to develop such a modern high-tech shisha. Meduse curves became recognizable among hookah lovers. Meduse Design is a shisha not only for creative smokers with refined taste, but for people who are keen on all the specialties of postmodernism. It is not an ordinary hookah and it has nothing to do with classic idea of the hookah. Owing to a large amount of craftsmanship and focus on the smallest details, Meduse Design no doubt belongs to a TOP class of hookahs. The company carefully performs all the stages of production – from design to distribution and serving manner. First models of these shishas were produced with the massive glass jars, a forged stand and a light module.

Here are the main components of a Meduse hookah that are crucial to its operation. The design of a glass Meduse hookah includes: glass jar, tobacco bowl, hose and mouthpiece. Futuristic appearance of Meduse hookahs is certainly suitable for clubs, restaurants and nightlife: the light module and a completely transparent glass jar look very impressive. But there are a number of features: glass tobacco bowl of a Meduse hookahs leads to a shorter smoking period (~20 minutes), after this period the tobacco



"burns". This can be tuned into an advantage with service, if an hour of smoking is sold the customer can try several different tobaccos. Meduse exclusive hookahs have three versions. Silicone hoses are the perfect solution for improved hygiene smoking. Easy to clean, durable and do not absorb odors. There are three options for the shape of the glass flask, all of them trace a circle. And at the end of illumination - is an essential attribute of modern hookah. In Meduse Design it is bright and works from a power outlet.

Meduse Design offers 5 series of shishas:

- Noble – aristocratic blue color line;
- Mirage – magical glass flasks that shimmer with tricolor;
- Brute – rustic design with artistically manufactured forged stand;
- Sepia – transparent brilliant Bohemian glass, a unique masterpiece that cannot be repeated;
- Nautila – bright series with colorful stands and fruit cocktails.



[www.meduse-experience.com](http://www.meduse-experience.com)

So what does Meduse shisha actually offer? Primarily it is functionality and a nice price. Mostly parts of the shisha are made from stainless steel. You can always have a choice how to arrange your smoking experience: on tobacco or on fruits. Standard tobacco bowl allows to smoke for quite a long time, and even longer with a bigger tobacco bowl – up to



90 minutes and more. The hookah stand is made from metal, its design would fit any interior and it can be moved easily. Portable light module works on a battery and does not require to be constantly connected to electricity source. Position of the shisha on the eye level will allow you to observe the smoking process. Meduse became the first shishas in the history prepared on fruit cocktails inside the glass flask.



[www.meduse-experience.com](http://www.meduse-experience.com)

The company created unique fruit cocktails, which will provide unforgettable smoking experience. The tobacco itself consists of various flavors and is richer than the ordinary tobacco. Cocktails from fresh fruits, herbs and spices will add more to the aroma. Fruit cocktails will either highlight the fruit and tobacco taste, or create a completely new flavor to make your smoking experience unique. Meduse Design calls its special fruit cocktails “tobacco cocktails”. Interesting visual solution was to use food colorings for the liquid while smoking. Each shisha series has its own special color: tempting red Brute, chilly blue Noble, magnifying tricolor Mirage. Instead of foil, Meduse shishas have tobacco bowls from stainless steel. Thanks to this solution, the fume, inhaled while smoking, is smooth, sweet, without additives of toxic oxide aluminum.

The innovative bowl does not require aluminum foil. Preparation of the hookah takes less

than a minute! Meduse Hookah since the start conquered the most prestigious destinations in Europe, Asia and Middle East. Among its customers are Four Seasons 5\* Beirut, Ritz Carlton 5\* Moscow and other outlets. Meduse hookahs are produced from genuine [Bohemian glass](#) which is considered to be the best in the world. The glass undergoes a quality control for firmness and transparency. With the art of Czech blaksmiths appear the forged parts of hookahs. One of the advantages of Meduse shisha is a clean and rich fume. Transparent jar allows you to our a liquid of any color, make a cocktail of ice and fruits and watch a play of colors. Bigger volume of the jar cools the fume better than the ordinary shisha. Meduse shisha does not require foil as the coals are placed on the special container of stainless steel. The basement of the hookah is covered with a special paint which doesn't leave the fingerprints.



[www.meduse-experience.com](http://www.meduse-experience.com)

The main advantages of Meduse design on the market of shishas:

- due to the steel basement the hookah stands firmly and doesn't fall;
- inhaled fume is always cool;
- smoking process of one coal lasts not for half an hour, but for an hour and a half;
- due to medical metal you will not feel any unpleasant flavors or smells;
- tobacco undergoes more stages of cleaning and does not provoke headaches;
- interesting high-tech design with LED backlight.

FEEDBACKS IN MEDIA:

"Exclusive Meduse Design shishas became an alternative of the shapes of traditional oriental shishas. Limited editions of Meduse Design are produced manually from transparent Bohemian glass. Filling the glass flask subsequently, the smoke creates unbelievable images, magnifying the smoker", [Luxury Live Journal](#)



[www.meduse-experience.com](http://www.meduse-experience.com)

"Meduse cools the smoke better and allows to change flavors, to enjoy more with different tastes. The hookas attract special attention with sea stones tobacco resin and nicotine free", [TOP Club](#)

"Elegant organic lines are inspired by underwater sea life. A shisha pipe like a mysterious animal getting alive with every inhalation. My idea of design was to uncover all interesting processes that take place in the pipe such as bubbling, smoke flow, fruit mosaic and the play of lights. I have achieved this by maximizing the glass proportion and mainly by uplifting the functional area to the eye level, instead of traditional shisha pipes where its almost hidden on the ground level. Using real fruit pieces inside the glass corpus for cocktails enhances the experience to the new level", [Art Design Magazine](#)





[www.meduse-experience.com](http://www.meduse-experience.com)



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Patent status: -

On market since: 2005

Regions: Czech Republic

Industries: Consumer products

Source links: [Meduse Experience](#)  
[Shapes Pipes](#)  
[Art Smoke](#)  
[Kaljans](#)  
[Kaljan](#)  
[Archello](#)

Direct link: [click here](#)



**ICONIC**



# TOUS: THE MOST DESIRABLE LUXURY JEWELRY BRAND IN THE WORLD

Joyería Tous, S.A. designs, manufactures, and sells jewelry. The company's jewelry include bracelets, rings, earrings, necklaces, brooches, cufflinks and tie pins, pendants, chokers, and charms, as well as jewelry for kids and babies, and men. It also provides hand bags, watches, eyeglasses, perfumes, and textile products through multi-brand stores. In addition, the company offers its products in more than 50 countries. Joyería Tous, S.A. was founded in 1920 and is based in Manresa, Spain. It has operations in Africa, America, Asia, Europe, and the Middle East. Three generations and over 100 years of dedication to the craft demonstrate the wisdom of the path taken by TOUS.



## History

The origins of TOUS date back to 1920 when Salvador Tous Blavi and his wife Teresa Ponsa Mas opened a small watch repair workshop that progressively grew in prominence in the jewelry industry. In 1965, Salvador Tous, the son of the founder, married Rosa Oriol - the pair pooled their talents, experience and creativity for the purpose of designing a new style of jewelry. At present, the brand name has more than 400 stores. Since 1920, TOUS has created jewelry as the company's core business, but also produces a broad range of accessories, such as bags, watches, perfumes, eyeglasses, textiles and small leather goods. As of 2012, the company produces 30 annual collections.

Jewelry is the core business of TOUS. Due to its success, at the end of the 20th century, the company began to diversify its portfolio to offer a wide range of extras: bags, perfumes, watches, glasses and other accessories. The jewelry sets the trend for the other product lines, and under the strict supervision of the artistic director, the jewelry inspiration is transmitted to the other categories. Moreover, each TOUS item reflects the brand's values of tenderness, fun and youthful spirit, expressing the company's very soul.



Three generations and over 100 years of dedication to the craft demonstrate the wisdom of the path taken by TOUS

source - tous.com

## Jewelry

With its innovative designs, TOUS creates jewelry and accessories that help make their clients feel good and convey warmth when given as gifts. The company combines its craft traditions with the latest advances in technology to create unique, special pieces. TOUS uses noble metals and precious gemstones, as well as new materials and techniques such as titanium, silicone, hydrothermal gemstones, vermeil and bi-lamination. At TOUS, innovation is not a department, it's a mindset. Since its expansion, the company has innovated its manufacturing processes. TOUS combines craft traditions with the latest technological advances in order to supply their worldwide points of sale.



Since 1920, TOUS has created jewelry as the company's core business, but also produces a broad range of accessories

source - tous.com

## Handbags

In 2000, TOUS chose to include a collection of handbags in its portfolio. TOUS handbags stand out for their craftsmanship and design. The company uses the best materials and leathers, ensuring the highest quality finishes. Thanks to its immense creative and manufacturing capabilities, TOUS launches more than 50 new collections a year.

## Watches

Salvador Tous was a watchmaker by trade, meaning that this craft is in the very DNA of

TOUS. The TOUS range of watches is immensely varied, offering something for all tastes. The range includes collections of classic watches that incorporate state-of-the-art technology, as well as modern designs in line with the latest trends. In addition, TOUS offers a line of children's watches with iconic brand images, as well as a line of men's watches, which is gaining in popularity.



The range includes collections of classic watches that incorporate state-of-the-art technology, as well as modern designs in line with the latest trends  
source - tous.com

## Glasses and accessories

TOUS launches a collection of glasses each year, both prescription and sunglasses. In Spain, TOUS is the market leader in prescription glasses. Each season, the TOUS accessories collection conveys the creative concept of the brand. It includes silk and wool scarves, ties, stationery, key rings and gadgets that come together to create a world of affordable luxury.

## Fragrances

In 2002, TOUS entered the world of select perfumery with 'TOUS Eau de toilette'. Since then, TOUS has become a market leader in the perfume sector. Each fragrance has a unique market position that appeals to the varied profiles of the brand's customers.

## Kids&Baby

Children have always been very important here at TOUS. They bestow a sense of tenderness that resonates deeply with the brand. Tous Baby inspires life's unique, special moments. The relationship between mother and child: tenderness, enthusiasm, affection and gentleness. A full range of clothing and accessories for babies, girls and boys that stand out for their quality fabrics and attention to detail.



Each fragrance has a unique market position that appeals to the varied profiles of the brand's customers  
source - tous.com

## Contemporary era

Tous' managerial skills resulted in a national expansion during the 1980s. The Tous' four daughters — Rosa, Alba, Laura and Marta — subsequently joined the family business. For the first time, the company has collaborated with Eugenia Martinez de Irujo, the daughter of the Duchess of Alba. Consolidated over numerous years, the working relationship with the Duchess of Montoro, which is her title, has led to the development of a signature collection; 'Iluminada', 'Leyendas' and 'Cercle' are some of her recent product releases.

In the 1990s, the international expansion began with the opening of the brand's first store in Japan; countries like Mexico and the United States followed. Kylie Minogue has been one of several celebrity 'images' of the brand name and has contributed to consolidating



TOUS' international popularity. Recently, TOUS chose Jennifer Lopez as the image for its Spring–Summer campaign. TOUS also launched a special collaboration with Manolo Blahnik for the creation of the 'Manolo Blahnik for TOUS' collection; the collaborative release consisted of pendants that are a faithful reproduction, in gold and in silver, of the famous 'Campari' shoe.

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Phone: +34 938 784 444  
Patent status: -  
On market since: 1920  
Regions: Spain  
Industries: Consumer products  
Source links: [Joyería Tous, S.A.](#)  
Direct link: [click here](#)



## CIRE TRUDON, FROM ROYAL FAMILY TO MODERN EXCELLENCE

Established in 1643 by Claude Trudon, Cire Trudon is one of the most famous wax producing factory in France. As the provider of Louis XIV's French royal court, as well as the most glorious cathedrals and churches throughout France history, and know-how, is unsurpassed. In 1643 Claude Trudon became the owner of a boutique on the rue Saint-Honoré where he developed his activity as a grocer and candlemaker. His candles were purchased to light parishes and homes. Thus, in the early days of Louis the 14th reigns, Claude Trudon created a manufacturing company that would make his family's fortune. The manufacturer used the beeswax to make its candles. Its Motto "Deo regique laborant" meant "They work for God and the King" ("they" being the bees). The wax was carefully harvested from the hive before being filtered, washed and exposed to the sunlight in order to obtain the purest white possible.

The court of Louis the 15th and the kingdom's largest parishes were seduced by the Manufacture's perfectly white candles. Besides their immature color, they burned for a long time and did not splutter. Already true luxury...

In 1737 his descendant Jérôme Trudon brought the Manufacture Royale des Cires (Royal Wax Manufacturer) in Antony from Seigneur Péan de Saint\_Gilles. With his family's extensive candling skills, Jérôme Trudon brilliantly developed the Manufacture.

In 1762 in the Encyclopédie Raisonnée des Sciences, Arts et des Métiers (the Encyclopedia of Reason for the Science, Ar, and Trade), the engineer Duhamel du Monceau published an article on the Art of Candling. **The Manufacture supplied Versailles up to the last days of the Ancient Regime and survived through the French Revolution.**

When Napoleon the 1st was crowned in **1811**, the Manufacture supplied the imperial court. The Emperor gave his son only one present the day he was born: a Trudon pillar candle adorned with three gold coins showing Napoleon's profile, the Imperial Pillar Candle.



Cire Trudon Room Stray Josephine  
source - trudon.com

No political or industrial revolution ever blighted the Manufacture's existence, it even survived the arrival of the "miracle of the electricity". In 1889 the Manufacture's know-how was honored with a gold medal at France's World's Fair.



In 2007 the company took the name “Cire Trudon” and became a specialist in manufacturing perfumed candles. Today it enlists well-known “noses” to create perfumes for the stories it wishes to tell. Each candle is still dripped and made by hand, perpetuating a luxury manufacturing which helps perpetuates the skills of its founder, Claude Trudon.



Deux  
source - trudon.com

The first Trudon store opened at the beginning of the 20 century in the Saint Germain-des-Prés neighborhood near Saint Suplice church. Surrounded by a number of religious item stores, it continues to propose a broad range of scented decorative candles.

In 2014 Trudon opened a store at 11 rue Sait Croix-de-la-Bretonnerie in the Marais, a historical and typically Parisian area. Today Trudon candles shine throughout the world.



Cire Trudon Shop, New York  
source - [trudon.com](http://trudon.com)

Company name: Cire Trudon

Contact person: Mark Crames, CEO

E-mail: [mcrames@demeterfragrance.com](mailto:mcrames@demeterfragrance.com)

Website: [https://trudon.com/eu\\_en/](https://trudon.com/eu_en/)

Phone: 1-800-482-0422

Patent status: -

On market since: 1643, 2006

Regions: France

Industries: Consumer products

Source links: [Cire Trudon](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



## VALMONT: VISIBLE AND LONG-LASTING EFFICACY

To offer astonishingly effective high-performance anti-aging treatments: this has been the vocation of Valmont cosmetics since 1985. A true anti-aging expert, for more than 30 years Valmont has been perpetuating the unique expertise of Swiss cellular cosmetics, the legacy of the famous Valmont Clinic, with treatments that offer instant and lasting results of unparalleled quality. True to the concept of cellulotherapy, Valmont delved into the very nucleus of the skin's cells to find molecules with peerless anti-aging properties: DNA and RNA. Thanks to a unique and exclusive extraction process, Valmont harvests macro-molecules intact, thus preserving their incomparable regenerative power. Featured in Valmont's beauty treatments, this dynamic duo strengthens and stimulates cells suffering from the effects of time or outside aggressions, revealing sublime and youthfully radiant skin.



## WHEN ART MEETS BEAUTY:

A pillar of the brand's identity, art suffuses La Maison Valmont with inspirational expressions of beauty, signed by international contemporary artists carefully selected by Didier Guillon. These are locally sourced works of art, or those demonstrating the talent of an artist from abroad, supported by the Valmont Group at an international level.



Valmont prides itself on deftly reconciling cutting-edge Swiss R&D and the taste for tradition that comes from the natural heritage of exceptional purity

source - valmontcosmetics.com

An artistic dialog is underway throughout the network of boutiques across several continents inspired by the collection of feminine portraits by the German painter El Bocho. A prolific artist of multiple talents, El Bocho works on installations and giant-sized pieces. He is illustrious for his street art, and now represents the artistic values of La Maison Valmont with his works specially created for each boutique. Art, like a pillar, is a commitment on a daily basis for the Valmont teams. This means developing unique creations every year, to honor a given product or to represent an exclusive partnership. This is what inspires the superb Limited Editions for noble products such as Elixir des Glaciers Votre Visage magnified in its crystal cocoon, and crowned by an authentic Lalique cabochon top, or arty hand-made decorations - all available at La Maison Valmont.

## Spa Treatment:

**RITUEL HYDRATATION SOURCE DES BISSES:** This treatment was inspired by observing the irrigation channels known as 'bisses,' which are used by the Highlanders of the Swiss Wallis region. Valmont applied this ancient tradition of hydraulic control to the skin. A moisturizing bath for the skin, the Source des Bisses treatment slakes even the thirstiest skin. Filled with water, the epidermis is reactivated and the dermis reinflated,

smoothing the wrinkles that result from dehydration. An essential treatment that will leave skin as fresh as the morning dew.



Valmont foundation

source - valmontcosmetics.com

**RITUEL ENERGIE VITALITÉ DES GLACIERS:** The very first Valmont treatment, *Vitalité des Glaciers* quickly became a signature treatment. Introduced in 1985, it reflects the technical know-how of the Swiss expert in anti-aging. A true beauty booster, this cabin treatment stimulates both skin vitality and cell renewal, two factors in skin health that wane with time. After the treatment, the complexion is fresher and brighter, features are relaxed, and the face displays a unique fullness.



Skin is optimally hydrated, plumped, and smoothed. Features are smoothed and tiredness erased  
source - valmontcosmetics.com



Skin is regenerated, brightened, and firmed. An essential treatment for tired, devitalized skin  
source - valmontcosmetics.com

**RITUEL ECLAT ECLAT DES GLACES:** An original creation by the House of Valmont, the Eclat des Glaces treatment is devoted to completely restoring the complexion's purity and youthful freshness. With this exclusive professional treatment, Valmont offers the finest solution to gently awaken the complexion's glow and even hue. It also enhances skin texture while ensuring comprehensive anti-aging action.

**RITUEL ANTI-WRINKLE & FIRMNESS SOMMETS DU LIFTING:** With this resolutely anti-wrinkle and firming expert treatment, Valmont puts its technical and cosmetic know-how into action to treat or prevent the most visible signs of aging.





Skin is lifted and replenished. Wrinkles fade and the facial contours are redefined  
source - valmontcosmetics.com

## THE GUILLON FAMILY:

The Valmont Group is privileged to be a family affair, under the steady direction of Didier Guillon and his wife Sophie.

Descendant of a family of art collectors, Didier Guillon has perpetuated a family tradition, showing his passion for modern and contemporary art at an early age. After studies in law and business management, Didier Guillon held several positions in marketing in France before moving to Switzerland and acquiring the producer of cosmetic products, Valmont. All Valmont visuals are created along a precise artistic line derived from his personal drawing and color selection.

Sophie Guillon is the guarantor of the uncompromising quality and efficiency of the precious care products in the Valmont and L'Elixir des Glaciers lines. Sophie is the fulcrum between the laboratories and the brand's clientele. She manages research projects as well as the conception of communications on the beauty care lines of the Maison. Thanks to her technical expertise and her incessant quest for innovations, Sophie has succeeded in making Valmont a true pioneer in the cosmetics market. For over 30 years the Valmont has helped women and men master the signs of time. It is a fantastic family saga, passing on the love of science, innovation, and cosmetics from generation to generation.





The Guillon Family  
source - valmontcosmetics.com

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Patent status: -  
On market since: 1985  
Regions: Switzerland  
Industries: Consumer products  
Source links: [Valmont Cosmetics](#)  
[ORIGINAL VIDEO](#)  
Direct link: [click here](#)



# THE ICONIC LE CREUSET HAS EARNED THE LOYALTY OF COOKS AROUND THE WORLD

At the turn of the twentieth century, a new global perspective on cuisine began to dawn. Chefs paused in their kitchens to reconsider the courses they were serving. Traditional attitudes about cooking and dining fell away. Eating became both the expression and the pursuit of pleasure. At last, eating was no longer just a necessity but a joy. Le Creuset is focused on inspiring and empowering people everywhere to make joy through cooking. From its original enamelled cast iron cookware to stoneware, stainless, silicone and more, Le Creuset has grown to offer products across a range of materials and categories that guarantees the right tool for the right job. This cookware manufacturer was founded in the French town of Fresnoy-le-Grand, Aisne, Picardy, a strategic location at the crossroads of transportation routes for iron, coke, and sand. In addition, Le Creuset is best known for its colourfully-enamelled cast-iron cookware "French ovens", also known as "cocottes or coquelles" and "sauce pans" or "casseroles" (in French).

Dining, once a private activity, went public, and suddenly people experienced the delight of sharing a delicious meal in the company of friends. They remembered the marvellous dishes they tasted at restaurants; they went home to their own kitchens, eager to experiment and replicate. Soon, *cooking became a way to connect with loved ones, a reason to gather together at the table.*



Le Creuset Stoneware offers a fresh, modern take on the signature cast iron design  
source - [lecreuset.com](https://lecreuset.com)

And in the midst of all the culinary innovation and change, *Le Creuset introduced the first vibrant, Flame-colored enameled cast iron cocotte in 1925.* This groundbreaking cocotte took a kitchen staple - cast iron cookware - and refined it, making it more functional, more beautiful and deeply joyful.

Le Creuset cookware earned a special place in the lives and memories of cooks around the world. Since that time, modern cuisine has continued to evolve and so has Le Creuset, but the moments people share together in the kitchen and at the table are still the ones treasure most. Ninety years later, cooking continues to be at the heart of the celebrations - just as it has for generations.

Le Creuset products, above all, have excellent quality. *The Enameled Cast Iron cookware has been the world's colour and quality benchmark for almost a century.* Cast individually in sand moulds, then hand-inspected by French artisans, each cast iron piece features a rich heritage design, as well as ergonomic knobs and handles -



which are sized for easy carrying with pot holders. Ideal in the oven, on the stove or at the table, the iconic cookware is beloved for both its chip-resistant enamel exterior and superior heat retention that locks in flavor and keeps foods moist and tender.



Ideal heat distribution and superior heat retention  
source - lecreuset.com

*Le Creuset Stainless Steel is elegantly designed to inspire the joy of cooks everywhere.* Crafted by European artisans for superior performance and a radiant lifetime lustre that reflects the colourful surroundings of every kitchen, this cookware features a full aluminium core for even heat distribution, as well as a titanium-infused stainless steel exterior that effectively prevents scorching and discolouration over time.

Designed for a wide range of recipes and ingredients, *Le Creuset Toughened Nonstick pans deliver unsurpassed nonstick performance with a proprietary, PFOA-free, a triple-layered reinforced coating that will never peel or flake during use.* The hot-forging process also prevents warping and facilitates consistent heat distribution, making the range as ideal for omelettes and soufflés as it is for searing fish and poultry. This cookware's patented nonstick coating releases food easily for quick, simple clean-up.

Le Creuset enamel on steel cookware combines the capability of stainless steel with the style and character of Le Creuset's color palette. Protected by a colorful, hard-wearing layer of enamel that resists damage from heat and utensils, Le Creuset's light yet durable Stoneware ranges are ideal for baking, roasting and serving.

In addition, for nearly a century, *Le Creuset premium cast iron cookware has been trusted in kitchens around the world for its superior performance, lasting quality and iconic design.*



Durable, nonreactive sand-colored interior  
source - [lecreuset.com](https://lecreuset.com)

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Phone: 1-877-273-8738

Patent status: -

On market since: 1925

Regions: France

Industries: Consumer products

Source links: [Le Creuset](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



## ARTURO FUENTE: UNSURPASSED QUALITY OF FLAVOR AND CONSTRUCTION

Arturo Fuente is a brand of cigar, founded by Arturo Fuente, Sr. in 1912 in West Tampa, Florida. Following a catastrophic fire in 1924, the brand ceased production for 22 years, reemerging in 1946 on a limited, local basis. Ownership was transferred to Arturo's younger son, Carlos Fuente, Sr. in 1958. Following the 1960 United States embargo of Cuba, the Fuente brand began a period of slow and steady growth, emerging as one of the most critically acclaimed makers of hand-rolled premium cigars outside of Cuba. As of 2010 the company was producing 30 million cigars per annum from its factory in the Dominican Republic. In 2012, the Fuente companies celebrated 100 years of hard work, dedication and family tradition. From the very beginning, the focus of making a Fuente cigar was quality: quality tobacco, quality craftsmanship, and taking the time necessary to make a truly remarkable cigar. According to Carlos Fuente Sr, they didn't hurry things, they just



■ did things the way they were supposed to be done.

When the Fuente companies were established in 1912, Arturo Fuente would have never dreamed his passion for cigars would become a global benchmark for the cigar industry. He started his company with humble beginnings, rolling and blending cigars in the back of his house with his wife Cristina and two sons, Carlos and Arturo Oscar. Four generations later, the company is still family-owned and operated in the Dominican Republic.

100 years later, a burning passion for cigars continues to inspire the Fuente family. As they pass down to their children the culture and traditions of Arturo Fuente, the Fuente family will continue to make the world's finest cigars for generations to come.



The Magnum R line  
source - arturofuente.com

After years of development, Arturo Fuente proudly presents the Magnum R line of cigars. The Magnum R line features an exclusive Rosado sungrown wrapper, culled from the lower primings of fine Ecuadorian tobacco plants and aged for nearly a decade. It is these rare and delicate wrapper leaves that create this complex, balanced smoke.

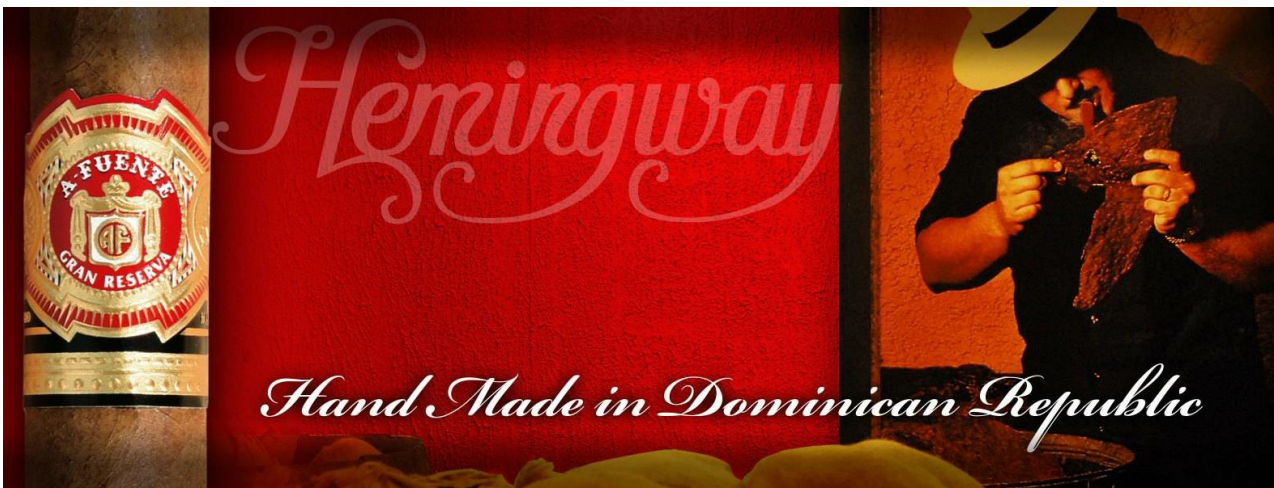
The Magnum R cigar appeals to cigar lovers who enjoy a creamier and smoother cigar experience without sacrificing flavor. With a distinctive, sweet finish and elegant, complex undertones, this cigar is destined to become another Fuente classic.

Strength: Medium; Shape: Robusto; Size: 5 x 52; Country: Dominican Republic;  
Color: Natural; Wrapper Origin: Ecuadorian Rosado Sungrown; Binder: Dominican Republic; Filler: Dominican Republic; Box Count: 25.



Magnum R Rosado sungrown  
source - arturofuentes.com

The Magnum R Rosado sungrown are released in 6 sizes and each one is named after their ring size: Vitola 52, Vitola 54, Vitola 56, Vitola 58, Vitola 44 and Vitola 60.



THE HEMINGWAY FAMILY OF CIGARS  
source - arturofuentes

A rich, African Cameroon wrapper over vintage Dominican filler give way to flavors both complex and refined. The slightly sweet flavor produced by the select African Cameroon wrapper is in perfect balance with the savory aroma. Flawless construction, a hallmark of Tabacalera A. Fuente, ensures an even burn and smooth draw, unquestionably among the world's most elite cigars.

Carlos Fuente Jr. is one of the most recognized faces in the world of cigars. The 51-year-old president of Tabacalera A. Fuente y Cia. is a passionate cigarmaker who finds inspiration in breaking new ground in the cigar business. He and his father, Carlos Sr.,

revived the perfect shape with their immensely popular Hemingway series of cigars and drove the demand for full-flavored smokes with their creation of the Fuente OpusX, the first successful cigar to be made with a Cuban-seed wrapper grown under shade in the Dominican Republic.



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Phone: -

Patent status: -

On market since: 1912

Regions: United States

Industries: Consumer products

Source links: [Arturo Fuente Marketing Ltd.](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



## GINJINHA SEM RIVAL IS UNIQUE LIQUEUR FROM LISBON

Lisbon sweet liquor 'ginja' or, as it is affectionately called 'ginjinha', for almost two centuries has success both among residents of the capital and countless visitors. Ginja Sem Rival, founded by João Manuel Lourenço Cima, was patented in 1909 and, years later (1935), the business was inherited by his two children Víctor Manuel and José Agapito. The business remains in the same family, and Nuno Gonçalves already represents the fourth generation as a liquor maker. It is often said that those who tell the truth do not deserve punishment. In the case of João Manuel Lourenço Cima, founder of Ginja Sem Rival, around 1890, the old maxim could not be more correct, because, until today, this is a business that continues to fascinate the fondest of sour cherry liquor. Always located in nº 7 of Portas de Santo Antão street, in a building whose owner was the iconic Vasco Santana, the establishment is often referenced by the name of the street itself and has a definite family sieve.



Lisbon sweet liquor 'ginja' or, as it is affectionately called 'ginjinha', for almost two centuries has success  
source - lisboanossa.pt

Turning the clock back, inventors came to the activity that catalyzed the creation of the brand: the production of liqueurs and syrups, made with great mastery by João Manuel Lourenço Cima, great-grandfather of Nuno Gonçalves. The original recipe, still used today in the artisanal production of liquor.

The famous brand was patented in **1909** and, years later (1935), the business was inherited by his two children Víctor Manuel and José Agapito. The house continued to gain fame and became a meeting point, par excellence, in Lisbon, with individuals from all walks of life and age groups meeting in Ginja Sem Rival for a drink and chatting. Joao Manuel Lourenço Cima was indeed an accomplice in the metropolis' swing, at a time when Amália was still a girl who came from door to door, barefoot, selling lemons, bought there to aromatize the capilé refreshment. He also made a lot of friends, one of which entails an interesting story: one of the usual customers, **Eduardo**, a clown at the Coliseu dos Recreios, used to mix several of the house liquors in one glass. **Joao Manuel Lourenço Cima** decided to create a new liquor, the ever-famous **Eduardino liquor**, after proving the blessed combination in honor and thanks to his friend and clown Eduardo. It is for all this, considered a genuinely alfacinha liquor, patented since 1908.

The business remains in the same family, and **Nuno Gonçalves** already represents the fourth generation as a liquor maker. They were charged with continuing to cultivate the good environment and name of the house, as well as production supported by Portuguese

producers of cherry fruit, scattered throughout the country. This is a house that is present in all tour itineraries. The little balcony fills up with the usual guests or national and international tourists who can not resist the appeal of the picturesque and traditional establishment. According to Nuno Gonçalves, from the richest to the poorest, everyone drinks a glass of ginjinha, or Eduardino, when it passes through the Portas de Santo Antão.



Ginja Sem Rival was patented in 1909 and, years later (1935), the business was inherited by his two children Vítor Manuel and José Agapito  
source - lisboanossa.pt





The production of liqueurs and syrups, made with great mastery by João Manuel Lourenço Cima, great-grandfather of Nuno Gonçalves  
source - lisboanossa.pt



Joao Manuel Lourenço Cima decided to create a new liquor, the ever-famous Eduardino liquor  
source - lisboanossa.pt

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Patent status: -  
On market since: 1909  
Regions: Portugal  
Industries: Food and Drink, Consumer products  
Source links: [Ginja Sem Rival](#)  
Direct link: [click here](#)



# ARMAND DE BRIGNAC IS THE NEW REFERENCE OF LUXURY CHAMPAGNE

The Cattier House elaborates its champagne from the vineyards to the bubbles with a traditional and creative mind to guarantee exceptional quality. 12th and 13th generation wine growers, Jean-Jacques Cattier and his son, Alexandre, crafted the prestige cuvées of Armand de Brignac. Their dream was to create champagne of the most exceptional quality, that would represent the best of the best from the region, where their family has grown vines for more than 250 years. The Cattier family is based in the Montagne de Reims and own 33 hectares of vines across some of the most lauded crus in Champagne, including the villages of Rilly-la-Montagne, Chigny-les-Roses and Ludes. The fruit selection is guided by the intimate knowledge the Cattier family have of the tapestry of vineyards in Champagne, after working the land for more than 250 years. Sustainability is a core principle of the Cattier's vineyard management and their owned lands are certified HVE level 3 – the highest grading from the French government – acknowledging the level of care they give to the environment, to protect it for future generations.

In the early 2000s, Jean Jacques Cattier aimed at creating a luxury Champagne brand with a different approach than a historic one. The philosophy of this cuvee was to respond to a double and ambivalent imperative: be innovative while remaining traditional. The answer to this aspiration was to place innovation both in packaging and tradition, with knowledge in the champagne production. The first blends were defined according to a strict selection of Crus. Every step was carefully considered with one single guideline: the choice of excellence! To create the bottle design, Champagne Cattier selected metalized bottles, already used by the house in the 90s for the fashion designer Andre Courreges. Each color corresponding to a specific wine. And for the labels, Champagne Cattier chose pewter. The final bottle was perfected in collaboration with a US partner that contacted in the meantime for a distribution agreement. Champagne Cattier granted them an old brand: **Armand de Brignac**.



Each color corresponding to a specific wine  
source - cattier.com

Initially, this brand was created by Nelly Cattier in the 50s for a specific and exclusive distribution with a Parisian customer, who finally didn't use it. She was inspired by a novel she read and loved and whose main character was Mr. De Brignac. Jean-Jacques revived this brand again in tribute to his mother who worked her whole life for the expansion of the firm. The first release from Champagne Armand de Brignac, the Brut Gold remains the most iconic cuvée in the range. Only including the very first and freshest portion of the cuvée press, in order to produce the very best champagnes possible, is a winemaking signature of Armand de Brignac. This intense selectivity and meticulous attention to detail ensure the juice abounds with vibrant fruit character, soft texture and balanced acidity.





In the early 2000s, Jean Jacques Cattier aimed at creating a luxury Champagne brand with a different approach than a historic one  
source - cattier.com

Each bottle of Champagne Armand de Brignac is finished with a unique dosage, which comprises the finest base wine of the harvest, aged for one year in new French Oak. This winemaking touch provides subtle complexity to the finished cuvées, introducing hints of baked pastry, vanilla and toastiness. **Unique to Champagne Armand de Brignac is the blending of a trio of vintages.** Each assemblage brings together the unique characters from three distinct harvests while maintaining a powerful lineage from blend to blend.

**2006** was the year of the release of the first bottles of Armand de Brignac in the USA. Very rapidly this Champagne was adopted by the **US singer Jay-Z who decided to feature it into a music video for one of his songs.** This unexpected highlighting triggered a 'big bang' for Armand de Brignac and the beginning of a wonderful story for Champagne house.

**2010** was the year of oenological consecration: Armand de Brignac Gold Brut was awarded best Champagne in the world, during a blind tasting hosted by the international journal **Fine Champagne Magazine** including the most prestigious Champagne brands and carried out by sommeliers, Masters of Wine, winemakers and other experts. Armand de Brignac is now a key brand in the world of luxury and has become champagne acknowledged for the exceptional quality of its wine.



Armand de Brignac is now a key brand in the world of luxury  
source - cattier.com

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Patent status: -

On market since: 2000

Regions: France

Industries: Food and Drink, Consumer products

Source links: [Champagne Cattier](#)  
[Armand de Brignac](#)  
[Original video](#)  
[Original video](#)

Direct link: [click here](#)



# LLADRÓ IS THE MAXIMUM EXPRESSION OF HANDCRAFTED PORCELAIN

Lladró S.A. is the family-owned company and designs and sells porcelain home décor products. The company provides products in the categories of lighting, lithophanes, fantasy, bridal and romanticism, horses, high porcelain, mirrors and wall art, oriental traditions, women, other animals, vases and decorative, men, angels, Spain and traditions, children, Christmas, re-deco, Christianity and Judaism, ballet and circus, naturofantastic, sculptures and nudes, Buddhism and Hinduism, sports and professions, jewelry accessories, flowers, motherhood and families, and dogs and cats. It markets and sells its products through its boutiques in New York, Beverly Hills, Moscow, Tokyo, London, Beijing, Hong Kong, Shanghai, Singapore, Delhi, Mumbai, Madrid, Barcelona, and Valencia, as well as through retailers worldwide. The company was founded in 1953 and is based in Valencia, Spain.



## History

**The 1950's: The beginning of the adventure.** In 1953, at their home in the village of Almàssera, they began to make their first plates, vases and ceramic figurines inspired by the works of the great European manufacturers of Meissen, Sèvres and Capodimonte. It is in this period that the modeling of flowers or the complex treatment of tulle first appeared, examples of virtuoso techniques that we still find today in many of the brand's creations. At the end of this decade, Lladró opens its first store in Valencia.

**The 1960's: The consolidation of a style.** Fruit of constant artistic restlessness, at this time a unique and distinctive style is forged, with elongated lines, which makes Lladró works world-famous. In a demonstration of dexterity and mastery in handling material, the pieces become increasingly more complex and dynamic, challenging the laws of gravity. Lladró introduced the revolutionary single-firing method which soon replaced the tradition triple-firing. This pioneering method also helped to define another hallmark of the brand: the characteristic pastel tones of a large part of its work. In 1965, with little more than a decade to its credit, Lladró entered the American market. And in 1969, Lladró opened its current headquarters in Tavernes Blanques (Valencia).

**The 1970's: Recognition.** The 70s are years of feverish activity and creative maturity. The quality achieved leads Lladró to undertake more ambitious works, the first limited series are born and the definitive international recognition arrives. After intensive research, it begins to work with gres, a new material that opens up a whole world of expressive possibilities. The particular resistance of this material and its characteristic earthy tones expand the creative resources of Lladró's artists.

**The 1980's: Reaching new heights.** In the 1980s, the constant search for new ways of expression continued apace. Greater control of porcelain enabled creations that show an extraordinary mastery of modeling. In singular collections like Sculptures, Caprices or Goyescas, the artists' imagination is carried away by fantasy and the pleasure of creation. In this decade Lladró reaches two major milestones in its international expansion. In 1986 Lladró disembarked in Asia with subsidiaries in Japan and China. And in 1988 it opened its first museum and gallery in New York City, on Fifth Avenue in Manhattan. And the process of internationalization continued steadily in emerging markets like Russia, Eastern Europe or India.



Lladró S.A. is the family-owned company and designs and sells porcelain home décor products  
source - lladro.com

**The 1990's: Excellence.** In the nineties Lladró produced many highly complex period scenes, most of them incorporating vivid floral compositions which represent the greatest expression of the painstaking attention to detail and know-how of Lladró artists. In 1995 the first Lladró boutique opened in Tokyo, in the fashionable district of Ginza; in 1996 its first own store opened in calle Serrano, the exclusive street in Madrid, and in 1997 the Beverly Hills boutique opened its doors in Rodeo Drive. In this decade Lladró receives two prestigious awards: the Príncipe Felipe Prize for Internationalization in 1993 and the Príncipe Felipe Prize for Competitiveness in 1997.

**The 2000's: New Paths.** Lladró takes its expressive potential to new heights in High Porcelain, a collection of pieces with extraordinary artistic and technical quality, destined to form a select group of masterpieces within the brand's production. At the same time, Lladró reinvents itself with sculptural pieces in matte white porcelain or dynamic and expressive pieces decorated in vivid colors. This diversity of product is reinforced with the collaboration of outstanding external designers such as Jaime Hayon, Bodo Sperlein and Culdesac, who add their personal and artistic universe to Lladró's work in a fruitful creative exchange. In 2006 and 2009 Lladró opens two boutiques in Moscow, at the prestigious Petrovsky Passage and GUM mall, respectively. In this decade Lladró received

the Príncipe Felipe Award for Renowned Brand Management (2002).



Lladró porcelain is still handcrafted in Spain, at the company's only factory in the world, located in Valencia  
source - lladro.com

**The 2010's: Diversification.** Lladró intensifies its creativity in functional lines of lighting, home accessories and jewelry, reinforcing its position as a porcelain brand that represents a contemporary, elegant and exclusive lifestyle. Collaborations are also intensified in a fruitful creative exchange with renowned external designers such as Paul Smith, Rolito or Gary Baseman. In 2012 the Lladró Boutique in New York City opens its doors at 500 Madison Avenue.

### Know how

At an unhurried pace and with the same loving care and attention as once lavished by alchemists of old, Lladró porcelain is still handcrafted in Spain, at the company's only factory in the world, located in Valencia. The so-called "white gold" in the Chinese Tang dynasty (618-907 AD) is made up of minerals such as kaolin, quartz and feldspar, with which Lladró creates up to 32 different types of porcelain of the highest quality for its varied range of products.

The birth of Lladró porcelain begins with the original idea of its author. With his hands

and traditional tools, the sculptor gives shape, in clay or plasticine, to a sketch based on his own inspiration and a painstaking process of documentation that, in the case of human figures, it often requires live modeling.



The birth of Lladró porcelain begins with the original idea of its author  
source - lladro.com

Once the sketch has been modeled, the exciting artistic development of the original model begins. The technical team must visualize and define the fragments in which each piece will be broken down in order to reproduce it later. There are creations so complex that they need to be divided into more than 400 fragments.

This initial fragmentation enables the first reproduction of the different parts in alabaster, a highly resistant material on which sculptors and ornamentalists, with craft techniques of carving and engraving, etch to the smallest detail the faces of figures, architectural elements, vegetation or clothing.

These fragments will form the basis for the die set to create the matrix molds, that are used to obtain the definitive molds. This carefully executed artistic process, from the birth of the idea until the model is ready to be reproduced in porcelain, can take up to five years for the most complex creations in the High Porcelain collection.





To bring the piece to life, their definitive molds are filled with liquid porcelain that slowly sets inside  
source - lladro.com

To bring the piece to life, their definitive molds are filled with liquid porcelain that slowly sets inside. With great care, the artists carefully extract the parts of this magical puzzle and recompose them. The molds deteriorate with use, so every once in a while it is necessary to re-create them from their original matrix.

Another key moment in this creative phase is the decoration of the piece. With over 4,000 different colors, the Lladró palette is in constant evolution, continuously adding new tonalities created expressly for some pieces.

And finally, the key moment arrives: the firing in the kiln. As the artists say, porcelain is alive and it is in the kiln where the success of each creation will be judged. In the kiln, the piece undergoes temperatures of up to 1,300°C (2,500°F) for a whole day and the true Lladró colors come to the surface.

During the process, the porcelain paste loses water and its size is reduced by about 15%. Ensuring that this reduction in size is uniform and that the piece does not suffer any damage, is one of the biggest miracles that take place at Lladró. In the most complex pieces, a porcelain support system is used, which is almost a feat in engineering itself and

supports the piece in areas that are difficult to balance. Another key moment in this creative phase is the decoration of the piece.

This complex and laborious process is the only one capable of guaranteeing the degree of excellence that has won Lladró worldwide recognition. The search for perfection also extends to quality control, where the finished sculpture undergoes various tests that certify that it fulfils the high standards demanded by the brand.



Lladró creates up to 32 different types of porcelain of the highest quality for its varied range of products  
source - lladro.com

Excellence is also applied in the packaging, customized to the individual features of each piece in order to ensure that it reaches its final destination safely and in perfect conditions.

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Patent status: -  
On market since: 1953  
Regions: Spain  
Industries: Consumer products  
Source links: [Lladró S.A](#)  
Direct link: [click here](#)



## CREED: LUXURY FRAGRANCE' S FOR MEN & WOMEN

Creed is a British multi-national perfume house, based in Paris, it was originally established and founded in England as a tailoring house in 1760 based in London by the antecedents of French British fashion impresario Charles Creed, and became known for fragrances from the 1980s. Creed is a niche perfume house, which has boutiques in Paris, London, New York City, Dubai Mall, and Kuwait in addition to stands in high-end retailers across the world. The house purportedly creates its perfumes in-house by two perfumers: a father and his son. The current generation consists of Olivier Creed (who is credited for Green Irish Tweed, Millesime Imperial, Silver Mountain Water, and Aventus among others) and his son Erwin Creed. The House of Creed is known to only use the best ingredients. And because it only uses the best of each harvest, the Perfume House is at the mercy of Mother Nature. If a certain ingredient is not up to the Creed standard, they would rather wait until the next harvest than use subpar ingredients in their fragrances.



The Creed 'Millesimes' have been created from essences of great quality. The word Millesime comes from the world of wine, translating from the French to mean a great vintage, vintage referring to a particular year and place from which the quality of wine was superb. One of the unique joys of a perfume which is high in natural oils is that while the quality always remains 100%, the accents of the scent will vary bewitchingly with every vintage. The perfume becomes a living entity, as animated and arbitrary as any of its wearers. Each harvest will yield flowers of a slightly varying fragrance depending on hours of sunshine and rainfall. With Creed fragrances, the finished Millesime perfume will always follow the same identical formula, but also breathe out an individual signature, just as a precious wine will vary subtly from year to year. Here is the magical mystery and sophistication at the heart of Creed.



Love In Black is a daring, floral fragrance full of spicy warmth and mystery  
source - [creedboutique.com](http://creedboutique.com)

2009: The House of Creed opens up the Creed Boutique in New York City and launches [CreedBoutique.com](http://CreedBoutique.com).

2010: Olivier Creed introduces **Les Royales Exclusives**, an exquisite collection expressing fragrances as fine art in every sense. The collection features flacons made of hand-crafted Pochet glass and fragrances created from the highest quality ingredients

from around the world.



A sensual, audacious and contemporary scent, Aventus is inspired by the dramatic life of a historic emperor who waged war, peace, and romance with equal magnitude  
source - [creedboutique.com](http://creedboutique.com)

2010: **Aventus**, inspired by the strength and success of a historic French Emperor, debuts and instantly becomes the best-selling men's fragrance from Creed. Superb ingredients blended by Olivier Creed, a must-have for the individual who savors a life well-lived. Perfect for the spirited and confident, Aventus opens with tantalizing top notes of blackcurrant and Italian bergamot, blended with Calville Blanc apples and sparkling pineapple. A woody and heady centre is complemented with notes of roses, Jasmine blossom, and patchouli, while a rich base of oakmoss, ambergris and a touch of vanilla provide a final flourish to this sophisticated scent.

2015: A sought-after vaulted icon is reborn with the introduction of Royal Mayfair. Nearly 80 years after its original commission by the Duke of Windsor, the aptly named fragrance (formally known as Windsor) debuts as daring and modern as it was then, to celebrate all men of style and London's most desirable fashion destination.



The Creed's collection  
source - creedboutique.com

2016: **Royal Princess Oud** debuts as the first scent inspired by the family's couturier legacy born from the early 19th century volumes of fashion sketches made by Third Generation Henry Creed II for the most stylish socials in history. Created by Olivier Creed, this women's fragrance is a woody floral with iris at the heart and oud at the base. Like the glamorous ritual of bespoke dressing, the scent is like a modern day little red dress.

2016: **Aventus for Her** debuts as the irresistible feminine counterpart to the legendary Aventus. Nearly three years in the making, this olfactory celebration of femme forte (strong women) was highly anticipated before its triumphant unveiling. The Aventus for Her spirit lives in every woman; she is poised with inner strength and radiance, and leaves an indelible mark on all she touches.

**Inspired by history's most powerful women** - from royalty and visionaries to artists and writers – whilst heralding the strong, modern woman of today.

Opulent and sensual, this fruity floral scent opens with accords of crisp green apple blended with fragrant pink pepper and sparkling Calabrian bergamot. Aventus for Her

blossoms into a magnificent floral heart of dewy rose, exotic sandalwood with a irresistible base of amber, ylang-ylang, and peach.



Aventus for Her marks the irresistible feminine counterpart to the legendary Aventus  
source - [creedboutique.com](http://creedboutique.com)

2017: Viking debuts, The House of Creed's first men's launch since 2010. The fiery and daring scent was inspired by the craftsmanship of longships, a centerpiece of the Viking age. Masterfully created by Olivier Creed, the woody citrus scent bottles the spirit of boundless exploration for the modern man who pushes himself to be fearless in all aspects of his journey in pursuit of the challenge and his thirst for discovery.

Inspired by the incredibly crafted longships, a centerpiece of the **Viking Age** and one of the greatest design feats of the ninth century. A symbol of voyage and undeniable perseverance, longships were carefully designed for the skilled seaman who embodied unbridled determination to conquer.

Whether you're treating yourself or a loved one, the new luxury engraving service allows you to customise your Creed perfume and aftershave bottles with a personal message. With a choice of three elegant fonts across the bestselling fragrances, Creed engraving offers the ultimate personalised gift for that someone special.

Discover Aventus For Her, Love In White and Acqua Fiorentina with This exclusive Discovery Coffret. Inside you will find a 10ml atomiser and three 10ml glass vials of



fragrance that can be interchanged depending on your mood.



Women's Fragrance Discovery Set  
source - [creedboutique.com](http://creedboutique.com)

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Patent status: -

On market since: 1760

Regions: France, United Kingdom

Industries: Consumer products

Source links: [Creed Boutique](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)