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# NICHE BRAND AWARD REVOLUTION

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*

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235	Go Cubes - the world's first chewable coffee
249	Biopeptix - Evidence-based skincare line
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**2 – Superb**

**3 – Iconic**





**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 year, 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

Company name: Beardbrand

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Website: <https://www.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)



Company name: Oscar Valladares Tobacco & Co

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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

Company name: Mineralni Vody Karpat

Contact person: -

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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](http://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](https://www.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.

Company name: AZ Zahncreme GmbH  
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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 "NEWTIX"](#)  
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)

Company name: Love Grain

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Website: <http://lovegrain.co/>

Phone: +1 703-965-6184

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.



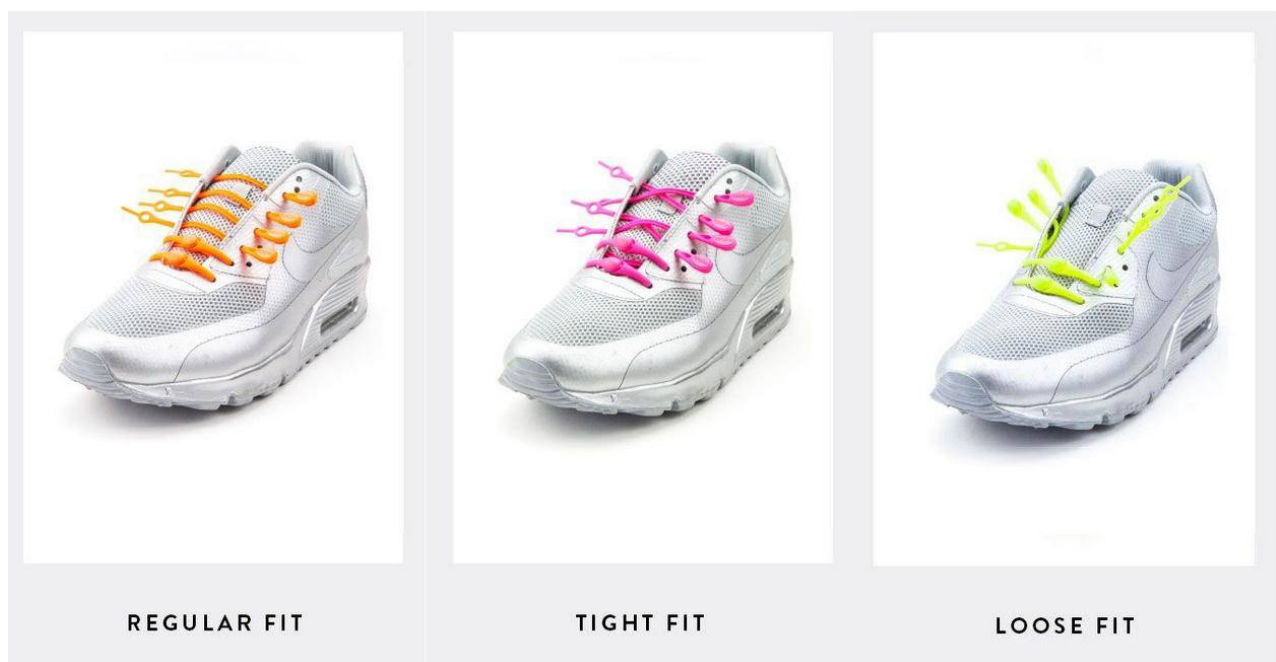
HICKIES elastic lacing system was appreciated by the world's leader in a sportswear, Adidas AG  
source - ksr-ugc.imgix.net

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 are laced. For 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...

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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.

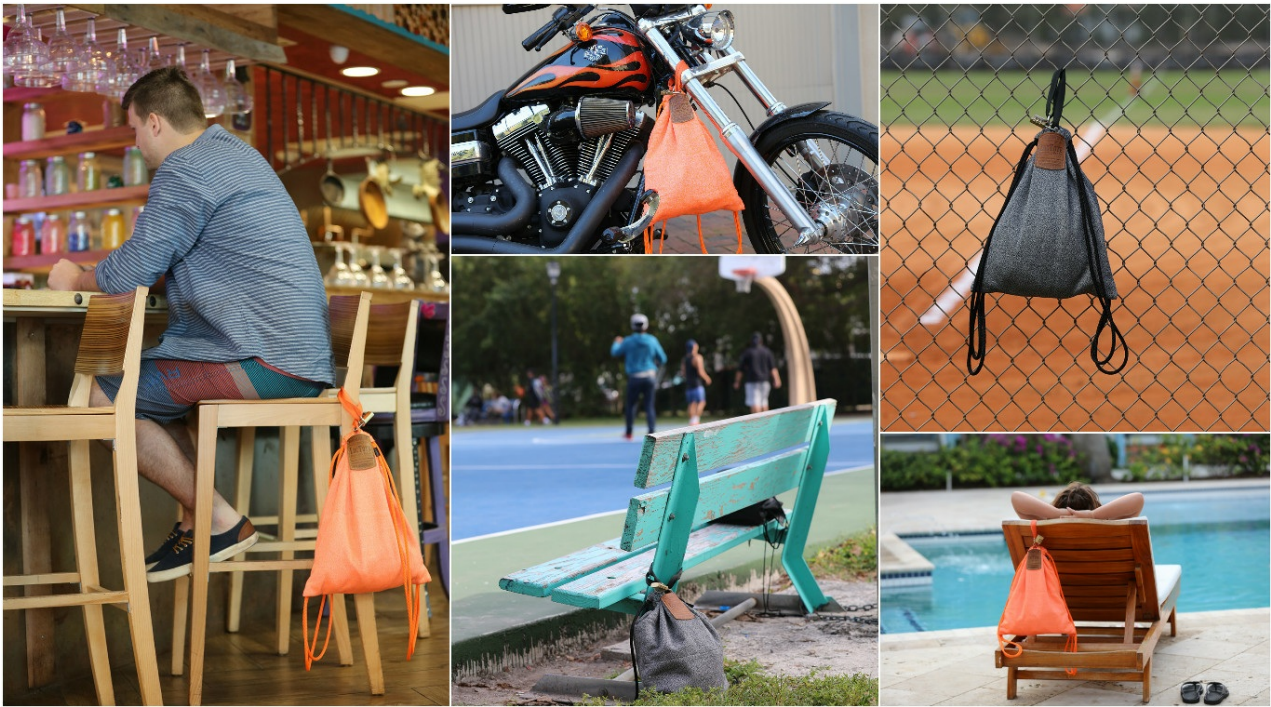
## THE LOCK

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.

Contact person: Donald Halpern

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Website: <http://loctote.com>

Phone: +1 (614) 4070888

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](https://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](https://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

E-mail: [viticortesechef@grezzoitalia.it](mailto:viticortesechef@grezzoitalia.it)

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

Phone: +39 06 483443

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  
Contact person: -  
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Website: [www.weltcorp.com](http://www.weltcorp.com)  
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: -

E-mail: [info@joyastudio.com](mailto:info@joyastudio.com)

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 Bibliothèque  
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. Bibliothèque 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](https://byredo.eu)

Company name: BYREDO  
Contact person: Ben Gorham  
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Website: <https://byredo.eu/>  
Phone: +33 (0) 144 505 335  
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)



Company name: Phaedon  
Contact person: -  
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Phone: +(33) 04 73 91 73 36  
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

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: -

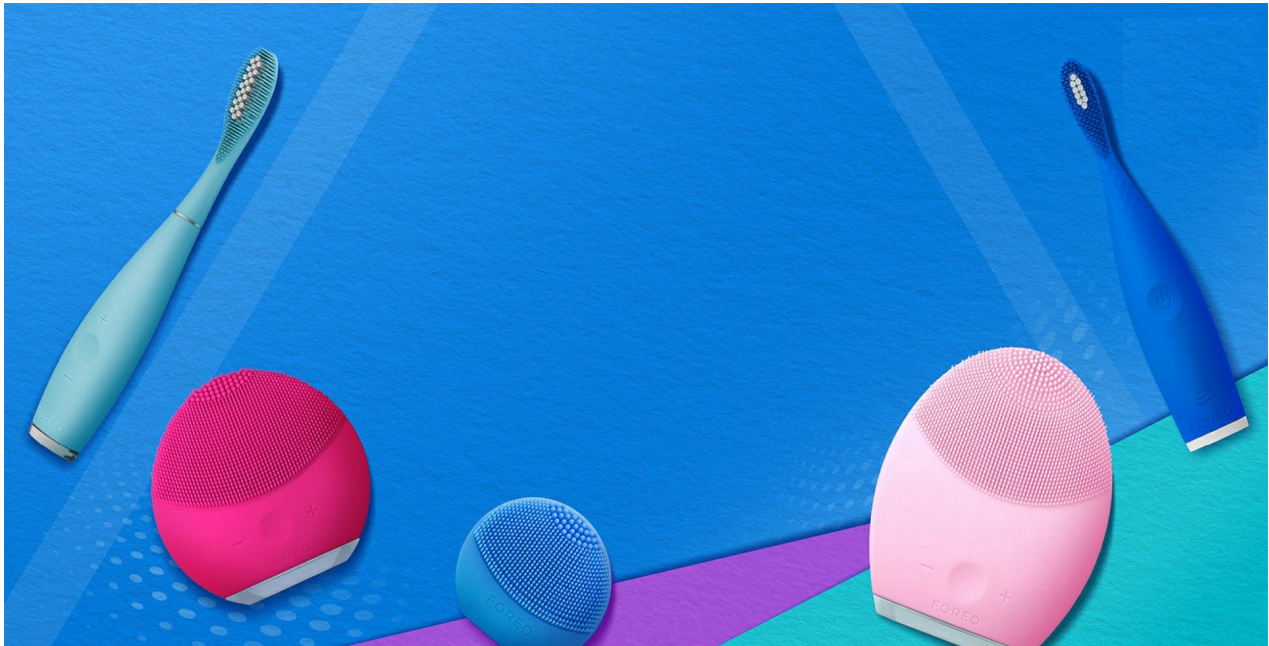
On market since: 2015

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 millennia. 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.

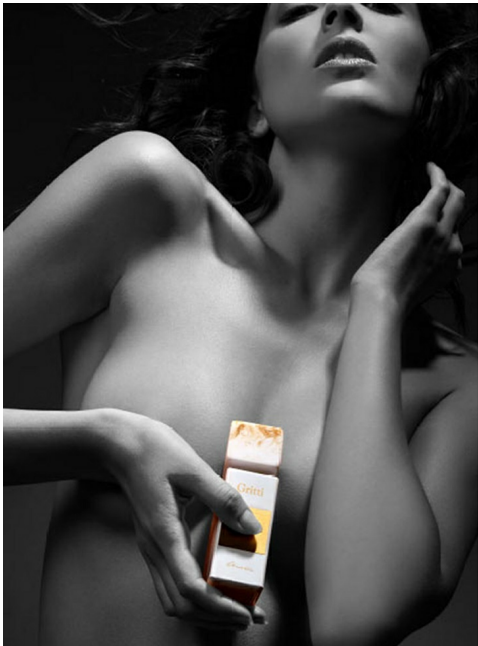
## COSTARELA

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.

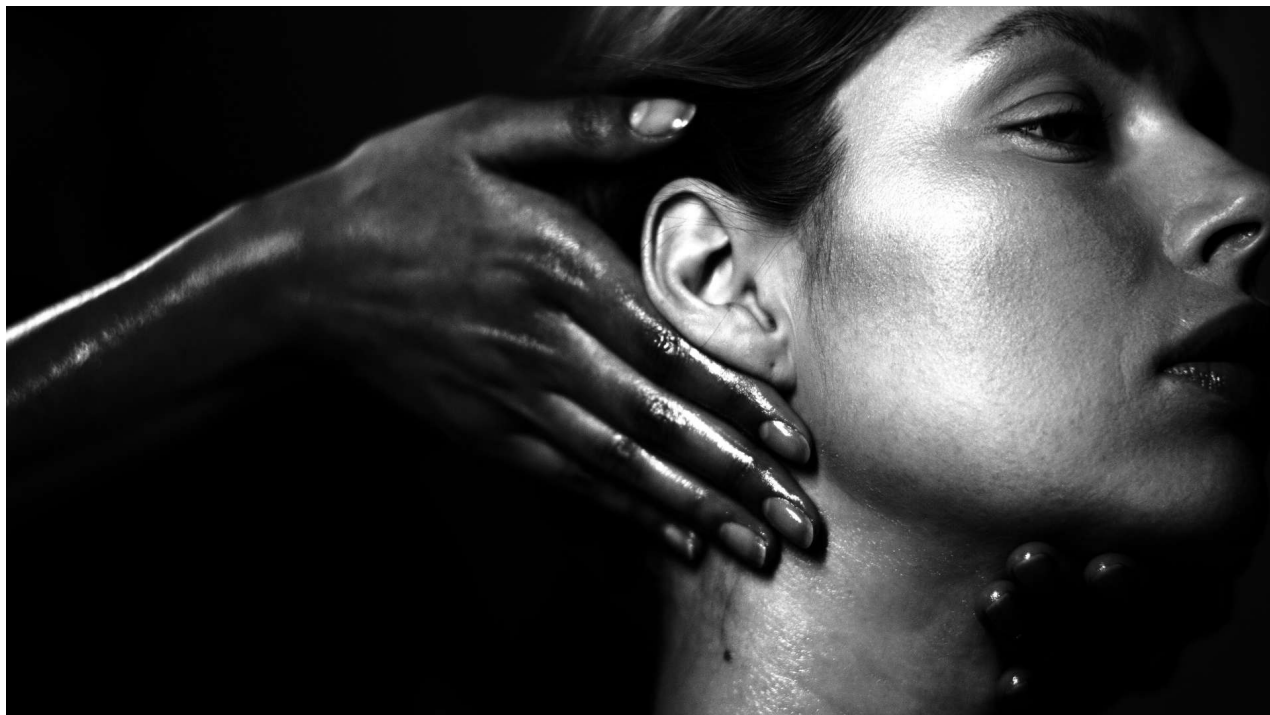
Believing in prevention, rather than intervention, as means of maintaining skin health and vitality he realised that many people could benefit from this formula, and worked together with his wife Eva to create the 111SKIN brand, evolving from one single product to five ranges. Taking inspiration from 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



Company name: 111SKIN

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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

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Patent status: -

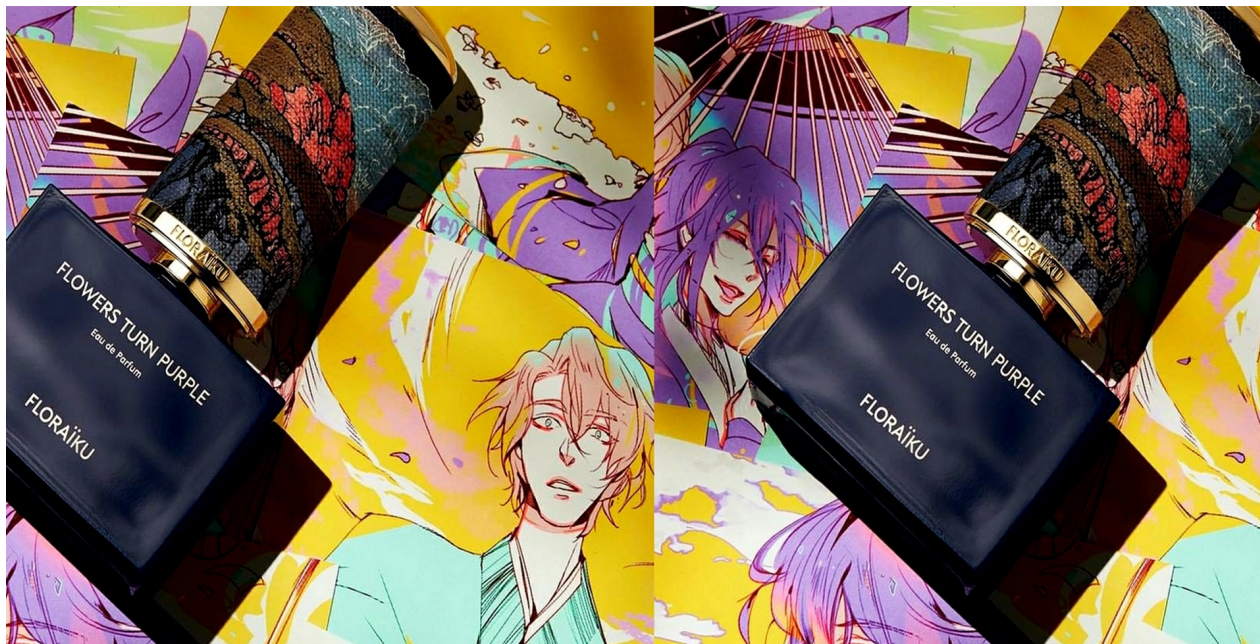
On market since: 2011

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

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

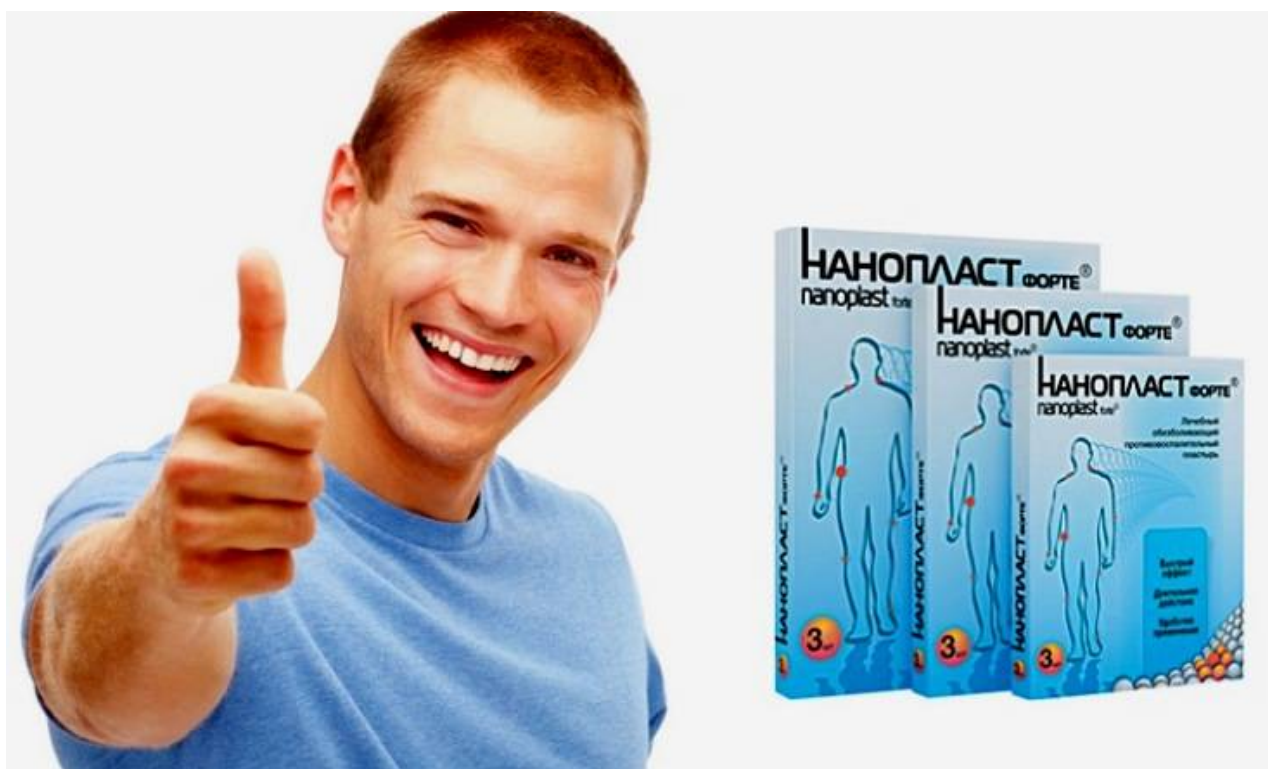


## NANOPLAST FORTE IS THE POWER OF SCIENCE AGAINST PAIN

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





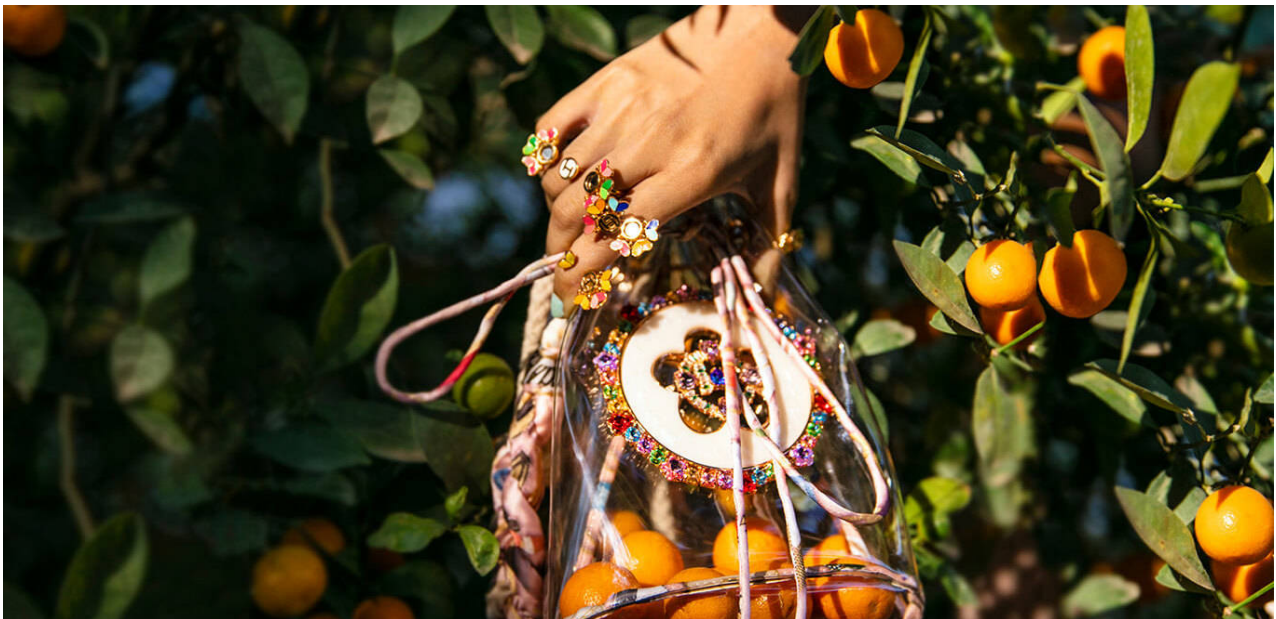
## OUTHOUSE JEWELLERY: A FANCY EXOTIC, UNIQUE AND LUXURIOUS FASHION JEWELLERY

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

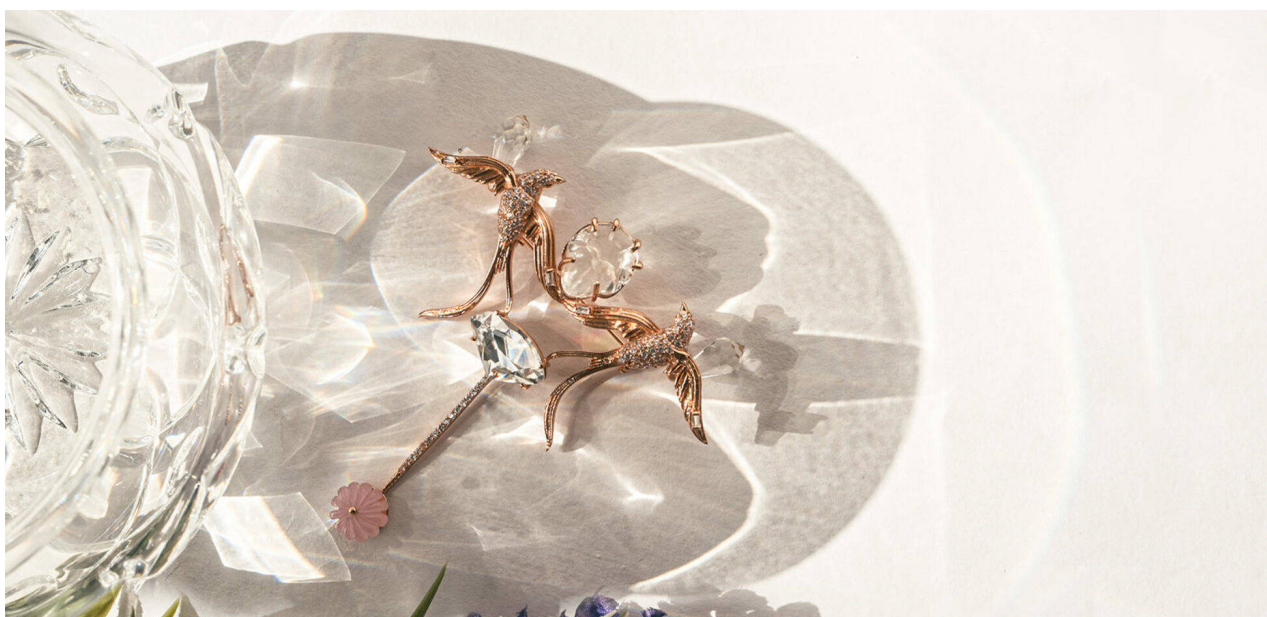
**IMAGO ENCHANTED Collection:** Inherently feminine, Imago Enchanted is a creative expression of metamorphosis. Fluid forms in gold and sparkling crystals give the collection a sense of whimsy while the neutral colour palette ensures versatility. The transformative pieces in the collection are in sync 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

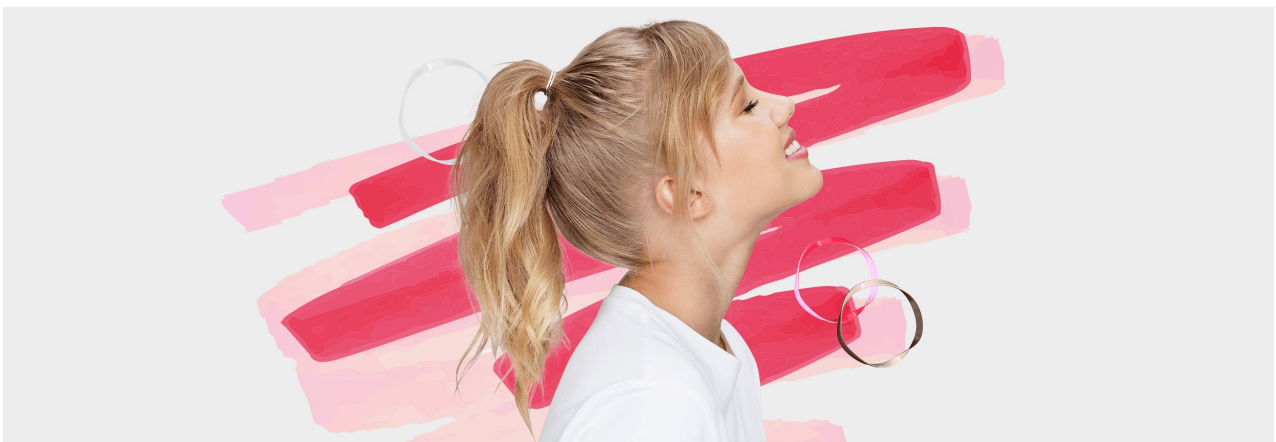
This Invisibobble Hair Styling Tool is an innovative hair ring accessory developed by hair experts in the year 2013. This hair tie's tighter spirals provide a very delicate look, making it the perfect tool for a stylish office hairdo or for a chic evening look. It can also be worn as a fashionable bracelet. 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

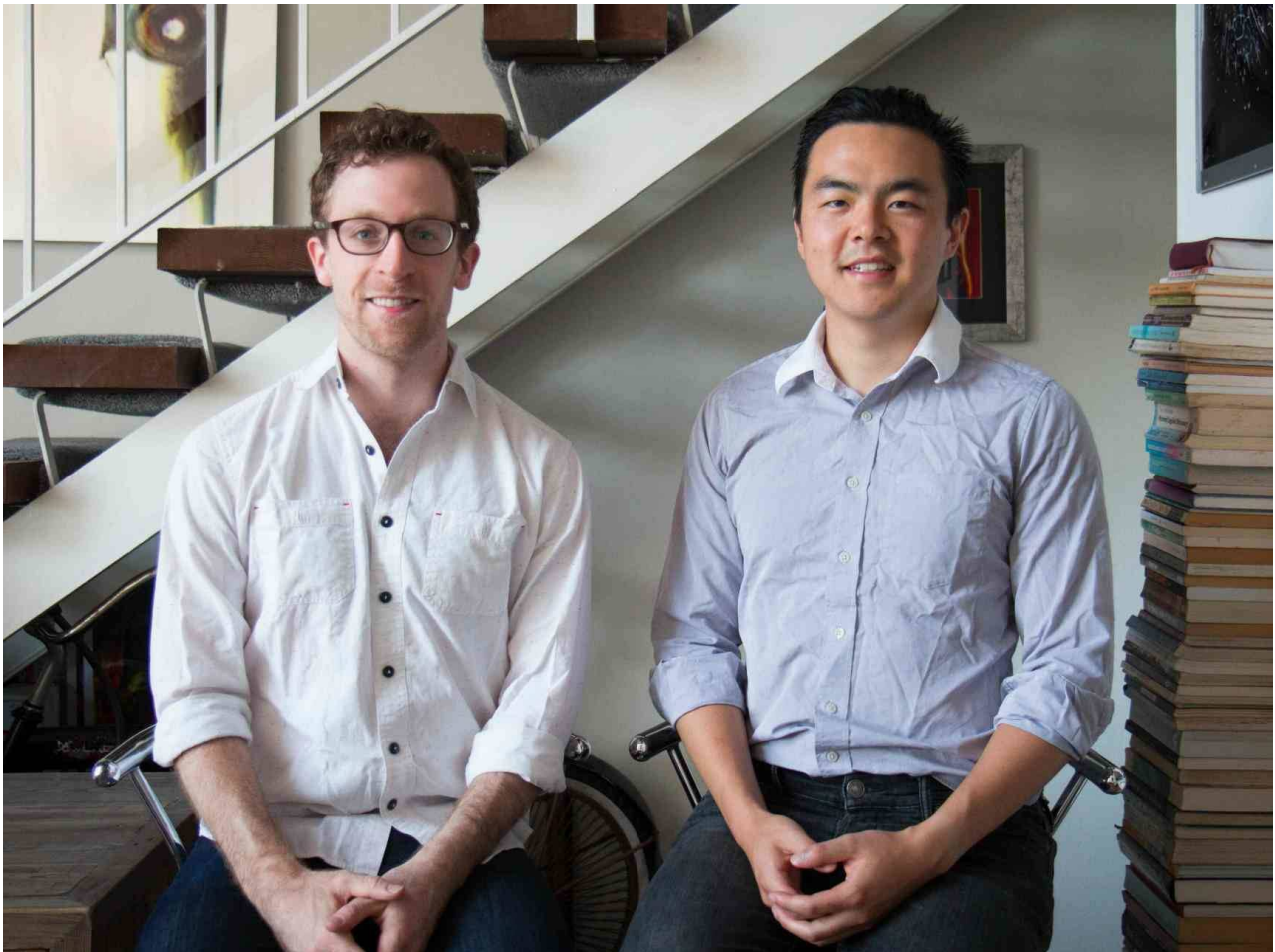
Source links: [Schlosem Ukraina, Ltd.](#)

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.

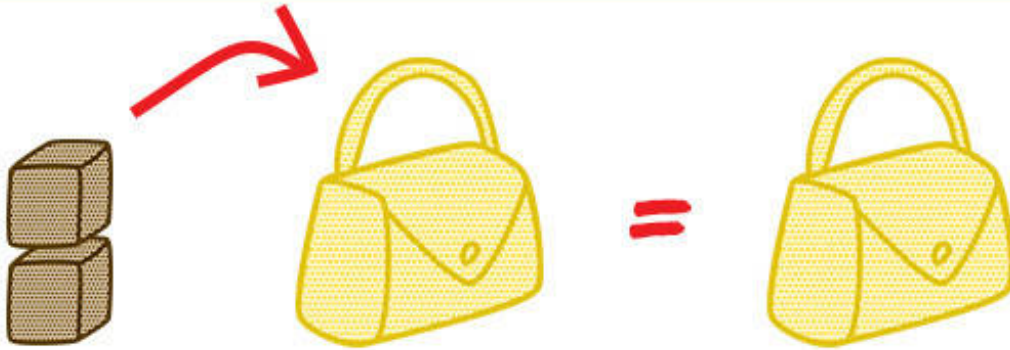
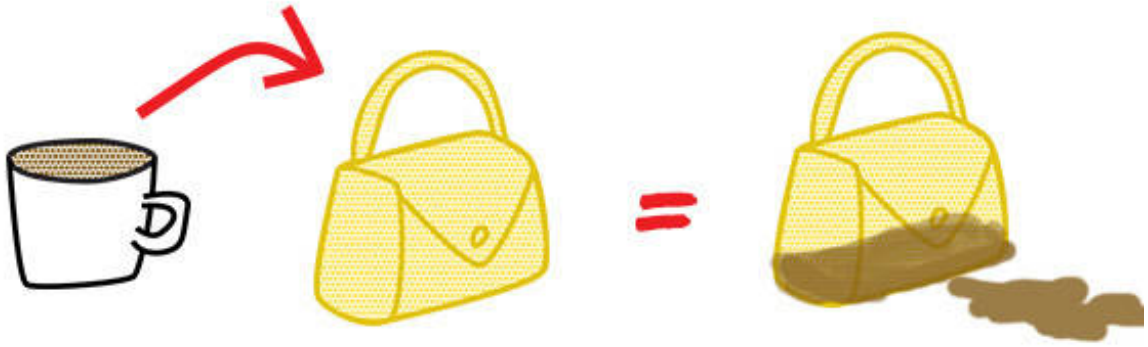
## COFFEE THAT FITS IN ANY POCKET

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



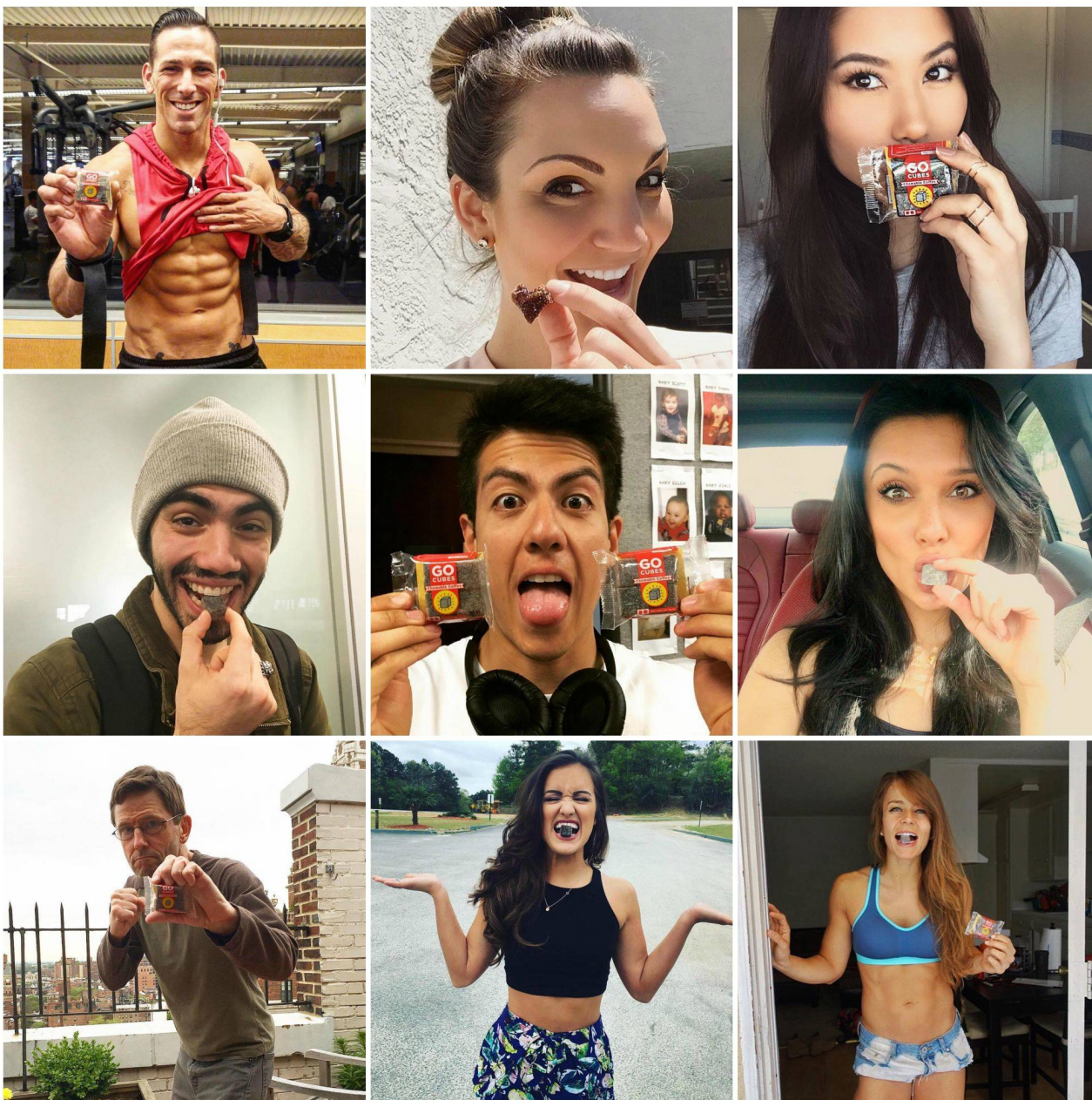
“The cubes are more portable than coffee, they offer a precise measure of caffeine, and because they include some ingredients meant to modulate caffeine’s sharpest effects, they produce a more focused high.”Farhad

## 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)

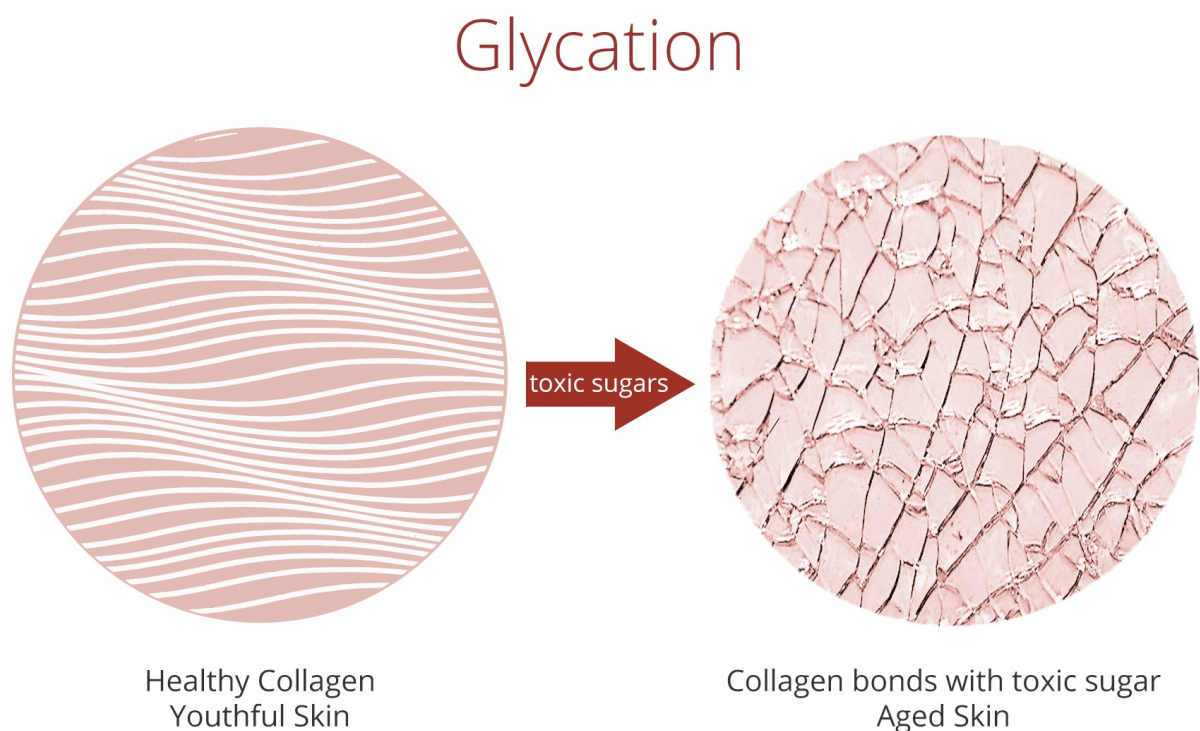
## Why do we age?

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.



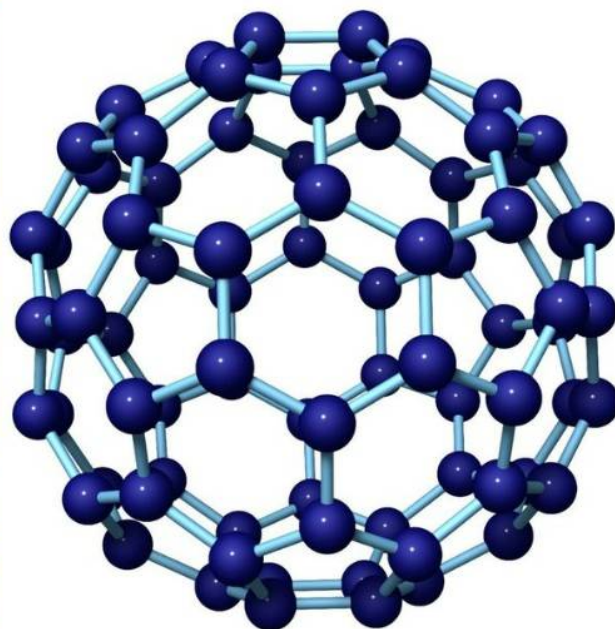
source - [www.antiwrinklecreme.org](http://www.antiwrinklecreme.org)

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.

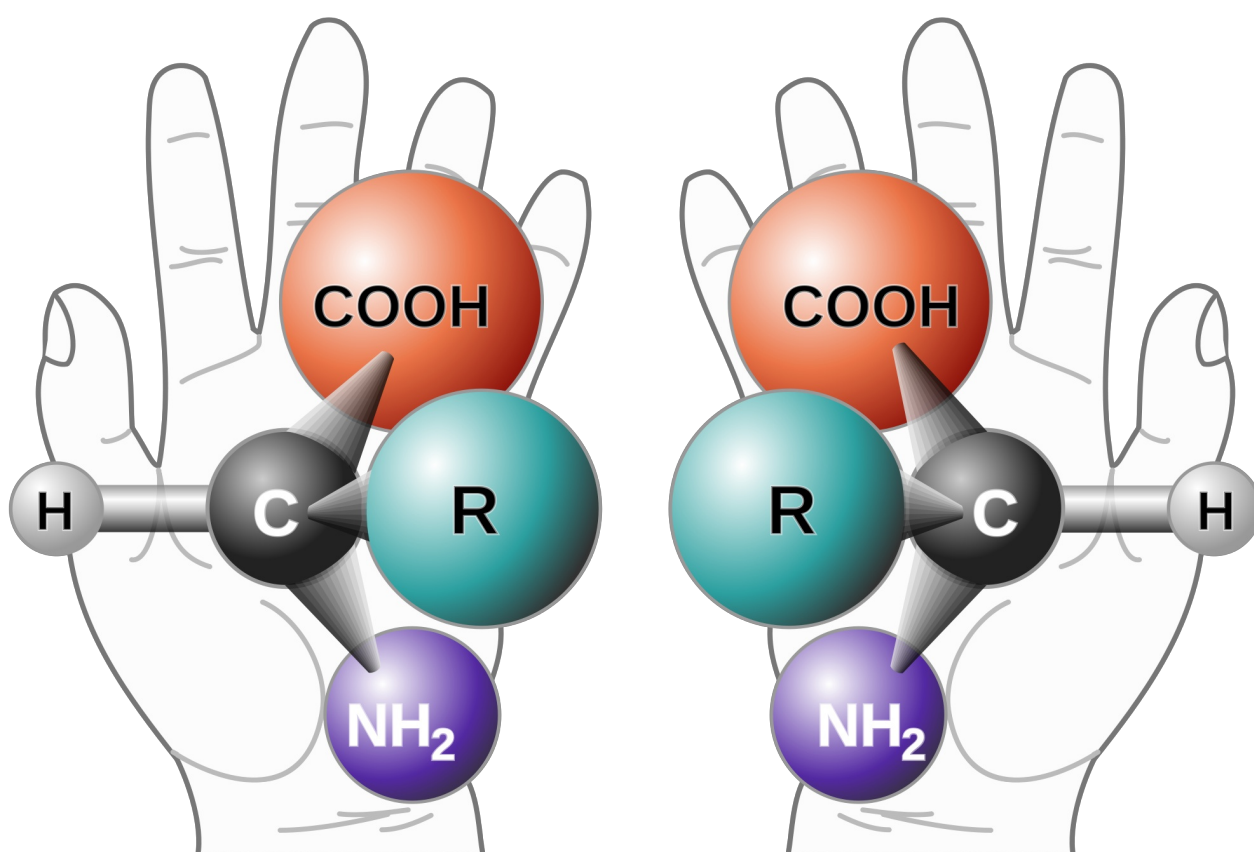


Fullerene (source - [www.lookfordiagnosis.com](http://www.lookfordiagnosis.com))

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:**

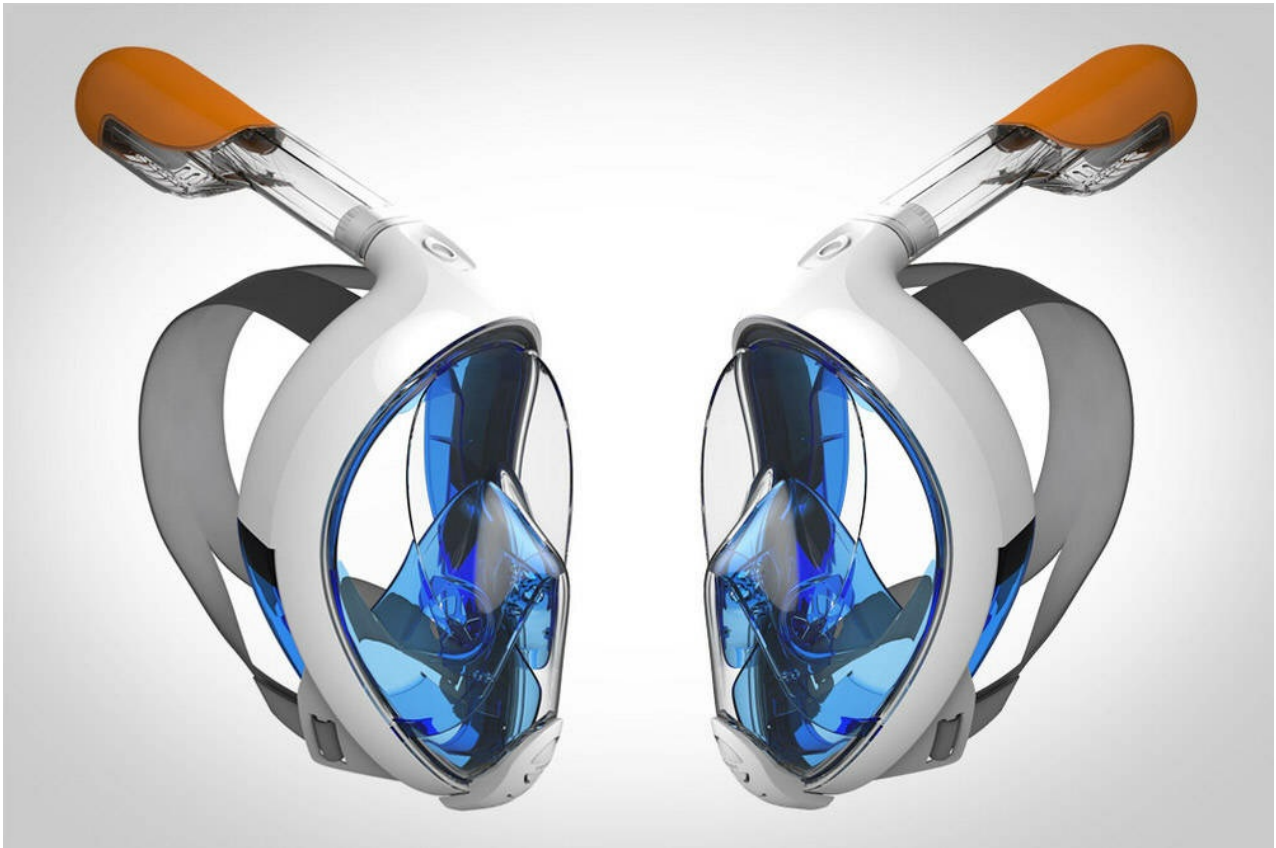
Frame - 100 % Polypropylene (PP)

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



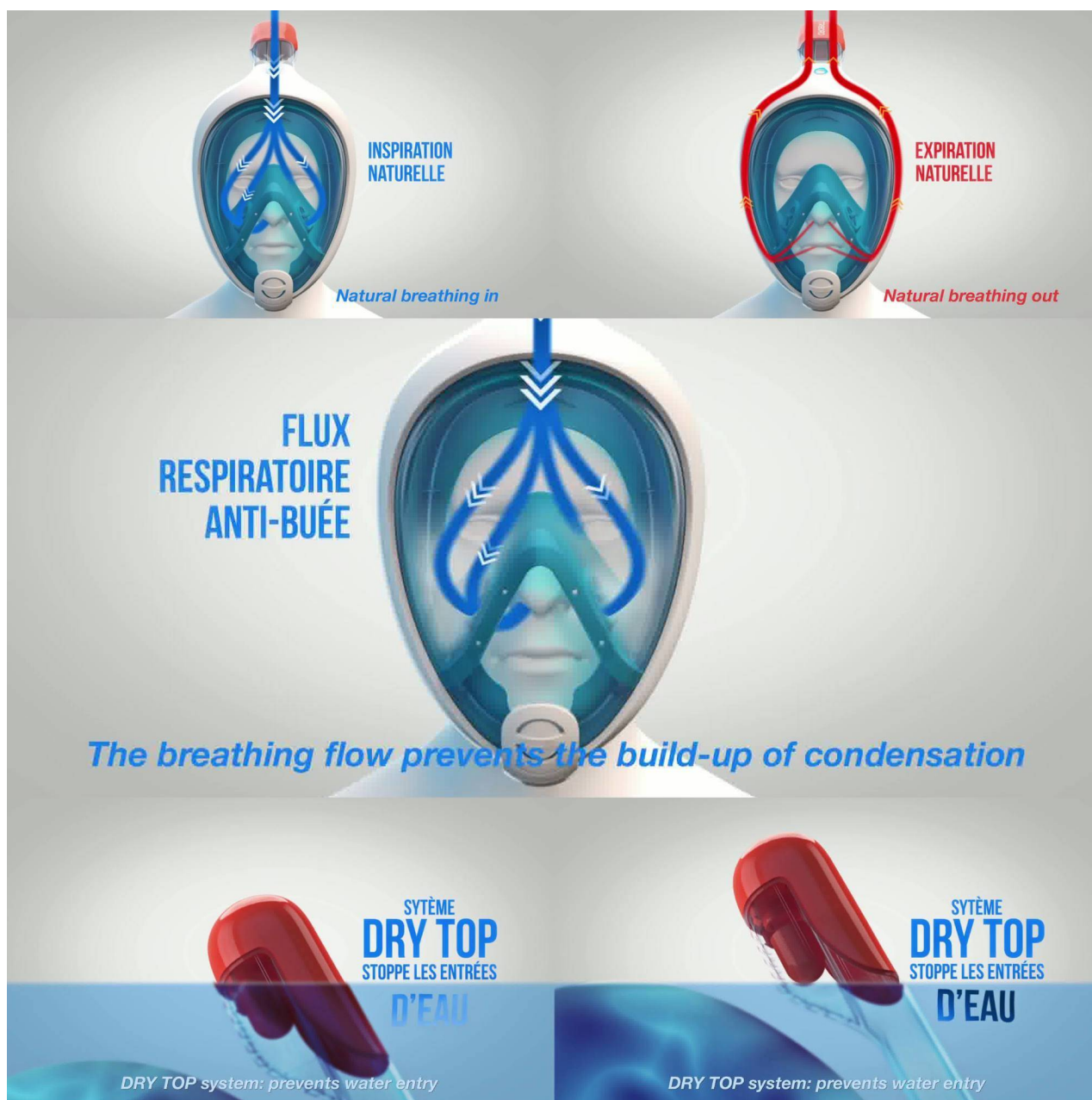
would not let me use it so I had to try it out at a pool I practice scuba diving in. It was comfortable and easy to put on. The extra visibility was fantastic. The valve on the snorkel worked well when I duck dived under (no coughing / spluttering). Although the instructions say for surface use only 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

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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](#)





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