

2025.07.03

**NICHE BRAND AWARD
SUPERB**

**NICHE
BRAND
AWARD**
2018
SUPERB

*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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REVOLUTION

SUPERB



D.S & DURG PROVIDES THE ABILITY TO CONJURE UNSEEN WORLDS

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

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

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



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

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

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



Kavi and David
source - nose.fr

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

Company name: D.S & Durga

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Phone: +1-917-740-2805

Patent status: -

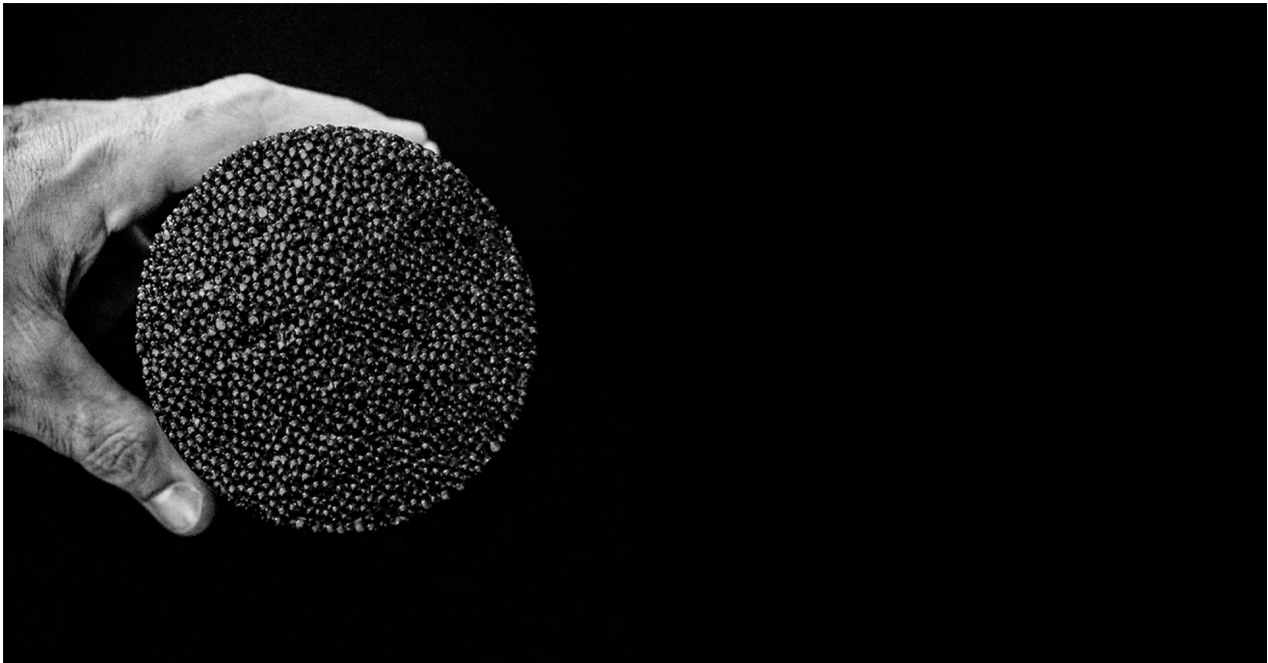
On market since: 2007

Regions: United States

Industries: Beauty Industry, Consumer products

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

Direct link: [click here](#)



CAVIAR HOUSE & PRUNIER COMBINES LUXURY WITH SUSTAINABILITY

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

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

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



Balik Salmon
source - caviarhouse-prunier.de

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

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

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



Fish Roe Fooddesign
source - caviarhouse-prunier.de

Company name: Caviar House & Prunier

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Patent status: -

On market since: 1950

Regions: France

Industries: Food and Drink

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

Direct link: [click here](#)



BOVEDA: FOR ANY HUMIDITY SENSITIVE PRODUCT

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

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

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



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

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

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

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

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

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



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

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Patent status: -

On market since: 1997

Regions: United States

Industries: Consumer products

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

Direct link: [click here](#)



MOROCCANOIL'S PROFESSIONAL HAIR AND SKIN CARE

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

LEADER IN HAIR CARE INDUSTRY

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

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

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

THE SECRET INGREDIENT

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

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

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



Moroccan oil smooth collection
source - the-luxelife.com

PRODUCTS AND PRICES

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

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

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

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



Fashion Week backstage with Moroccan oil
source - memoirmode.com

DISTRIBUTION

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

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

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

Company name: Moroccanoil

Contact person: Liliana Grunmann

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Phone: +1 888 700 1817

Patent status: -

On market since: 2006

Regions: Israel

Industries: Beauty Industry

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

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

Direct link: [click here](#)



THEODENT: FLUORIDE-FREE CHOCOLATE TOOTHPASTE

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

PROBLEM

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

DEVELOPMENT

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

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

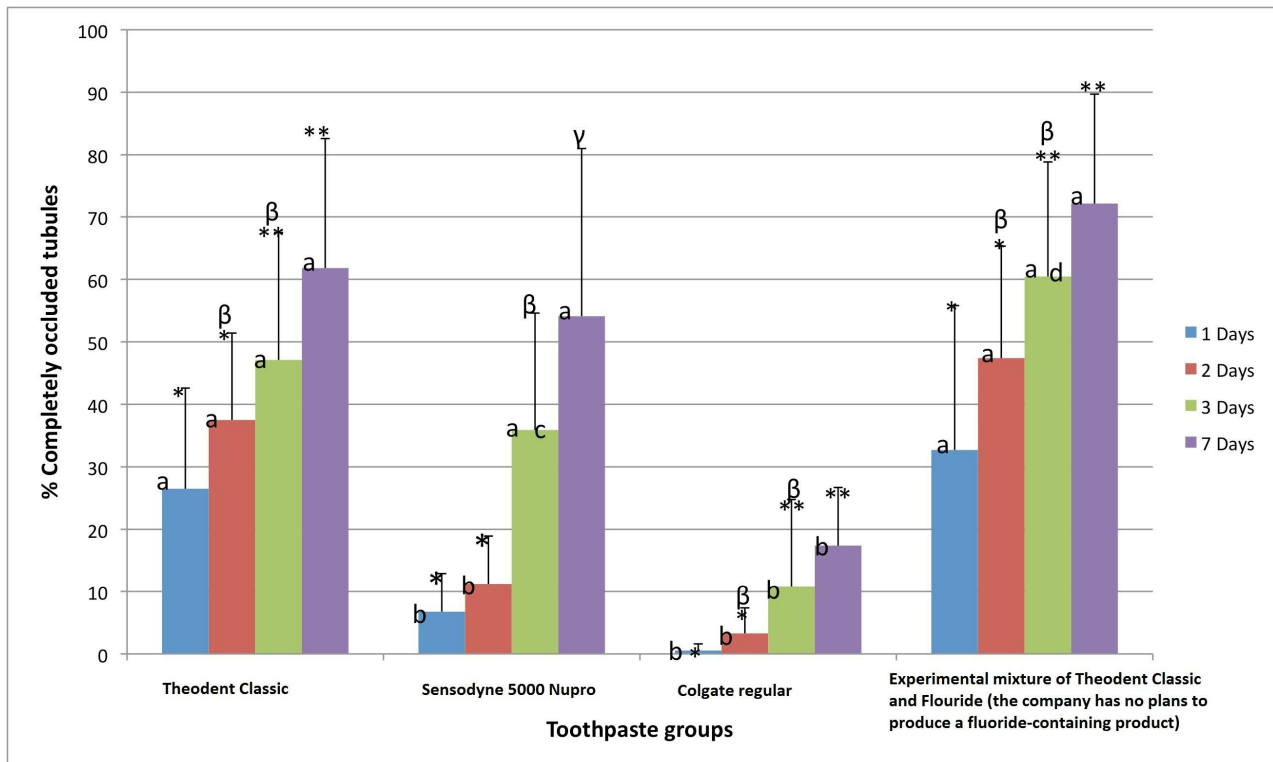
Theodent LLC is supported by [the New Orleans BioInnovation center](#). It is a nonprofit business incubator, a hub for bioscience companies in Louisiana. The organization supports teams developing innovative medical devices, diagnostics, therapeutics, digital

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

TECHNOLOGY

The basis of the revolutionary RENNOU formula is theobromine, a substance of natural origin derived from cocoa beans. Theobromine has antibacterial properties and actively promotes the remineralization of enamel. It stimulates the formation of hydroxyapatite crystals, the main component of the bone tissue of the tooth. Moreover, these new crystals of hydroxyapatite, formed on the surface of exposed dentin and within the dentinal tubules, are four times larger and stronger than the previous ones and much more resistant to external acids (wine, juices, fruits, etc.). In comparison to fluorine that incorporates itself into the tooth, the cocoa extract strengthens and enlarges the crystals that make up the tooth, resulting in a more robust enamel. Theobromine is totally safe for health and exceeds greatly the performance of fluorine (71 times less theobromine is needed to show the same results in comparison to fluorine). Thus, when regularly used, the Theodent toothpaste allows to eliminate the problems of tooth sensitivity and stop the development of caries at an early stage.

All the ingredients of Theodent formula closely interact with each other providing a high performance of the product. Thus, in addition to theobromine, the toothpaste also includes calcium acetate that restores positive calcium balance and sodium phosphate, a buffer for the absorption of calcium and growth of hydroxyapatite crystals. A range of ingredients is set to fight the bad bacteria. Xylitol is needed for the prevention of caries as it inhibits the growth of pathogenic microorganisms and helps to neutralize acidic environment in the mouth. Citric acid has a broad-spectrum antiseptic effect, thus killing harmful bacteria and preventing decay of soft tissues. Sodium benzoate suppresses the activity of enzymes in microbial cells responsible for the redox reaction. Peppermint oil has antiseptic, anti-inflammatory and deodorizing effect as well as a sorbitol having an antibacterial effect.



The study illustrates the dramatic effect of Theodent after just one week of twice a day usage
 source - dentalproductsreport.com

Soda microparticles are responsible for the mechanical removal of microbes removing plaque while gently polishing the enamel. In addition to soda, Theodent formula comprises also another mild natural abrasive, titanium dioxide. It gently cleanses the enamel and is a natural concealer restoring the natural white color of the teeth. Even the foaming agent in the composition of the paste is of vegetable origin. It is sodium lauroyl sarcosinate instead of commonly used sodium lauryl sulfate. Vanilla extract gives a light aroma and influences greatly the flavor of the paste, especially when combined with menthol and extract of stevia (one of the most famous natural sweeteners).

Efficacy and safety Theodent toothpaste were proved in more than [80 studies](#), including independent. Its effectiveness is confirmed by reputable medical organizations: Tulane University, the LSU school of Dentistry, the University of New Orleans, the University of Texas at San Antonio; the University of Texas at Austin; Department of Pediatric Dentistry, Marmara University Dental School. Theodent is the world's first toothpaste that has received the highest security status G.R.A.S. (Generally Recognized as Safe), previously assigned only to foods. The product is approved by the American Dental Association (ADA), the Food and Drug Administration (US FDA). Theodent is manufactured in accordance with ISO 13485:2003 (quality assurance, safety innovations). It has EAC and

EurAsEC certificates of conformity.



Theodent received GRAS status, the highest standard of food safety by the US FDA
source - Theodent Russia

STRONG POINTS

- Restores mineral composition and density of the tooth enamel;
- Stimulates the growth of a stronger enamel;
- Completely removes sensitive after 7 days of usage;
- Gently cleanses the enamel, as the toothpaste has one of the lowest index of relative dentin abrasivity among toothpastes, less than 40;
- Retains purity and smoothness of teeth throughout the day;
- Neutralizes acid produced by bacteria and prevents their further reproduction;
- It is an easy natural bleaching agent whitening teeth;
- The ideal solution for those who have weak enamel and has contraindication for peroxide bleaching;
- Increases the effect of whitening and professional cleaning by preventing the formation of plaque and staining;
- It does not contain fluorine and SLS and is safe if swallowed.

DISTRIBUTION AND PRICES

- Theodent Classic - Whitening Crystal Mint - \$11.99
- Theodent 300 - CLINICAL STRENGTH Whitening Crystal Mint - \$99.99
- Theodent Kids - Whitening Chocolate Chip - \$11.99
- Theodent Family Pack - \$109.99

Theodent Classic and Theodent Kids are available at hundreds of [retail locations](#) across the United States and around the world and [at the official website](#). Theodent 300 is available through select dental and medical offices and through the website, exclusively.

For its network of distributors, brokers, and retailers Theodent has developed [Minimum Advertised Price policy](#) to support brand value, retailer confidence and consumer service and satisfaction. All sales of products are subject to the policy.



Theodent product line
source - Theodent Russia

DISTRIBUTION SUCCESS STORY

Art De Smile Ltd. is an executive distributor of revolutionary dental cosmetic brands, including Theodent for Russia and CIS. The company was founded in 2013 by Olga Muzichevskaya, currently serving as CEO. Prior Olga gained wide experience in marketing at major Russian and international companies, such as Johnson & Johnson, Unilever, Henkel, IQ Card. Among her achievements is the EFFIE "Brand of the Year" award for the launch of the Svyaznoy Bank. With deep insight in the oral care industry and the study of the market of dental hygiene, Olga and her partner, Gleb Pekli, opened the first dental studio in Moscow [InSmile Dental Lounge](#), which specializes in preventive and aesthetic

dentistry. Olga Muzichevskaya also worked on the launch of premium dental brands in Russia.

The understanding of the oral care market and its needs empowered Olga to look for truly innovative products. She realized that the last revolutionary discovery in the dental industry took place more than 100 years ago, when fluorine was first used as an agent for tooth enamel remineralization. Upon learning about Theodent, Olga Muzichevskaya went to New Orleans to get acquainted with the company's management and scientist who discovered the unique properties of theobromine, Dr. Tetsuo Nakamoto. A deep awareness of the domestic market of fast moving consumer goods and the main players in the market of dental hygiene in the premium segment facilitated Olga to obtain the exclusive rights to the distribution of Theodent in Russia.



team Theodent Russia
source - Theodent Russia

Art De Smile managed to raise the brand's awareness and to multiply increase the number of trading partners during the first two years of its operation due to close cooperation with well-known dental clinics in Moscow, including Kraftway, Dental Fantasy, Aurora, Stomatology 31. In 2014, Theodent product line received the sign of approval from the

Stomatological Association of Russia. The improvement of the marketing concept enabled it to enter premium salons and cosmetic shops. The most important at this stage was a partnership agreement with the companies [Mercury](#) (running [TSUM](#), [DLT](#)) and [BOSCO \(Articoli\)](#).

To date, the company's portfolio comprises 5 brands represented in Russia on the rights of exclusive distribution. While its main focus is the development of the premium market of dental hygiene products, Art De Smile is also working on new categories of products, such as skin care products and perfumes.

KEY CUSTOMERS AND NICHES

Distribution is carried out through the following retail points of sale:

- Beauty salons, spas, fitness centers;
- Pharmacies;
- Dental and aesthetic clinics;
- Cosmetic shopping networks and department stores;
- Premium stores of children's goods;
- Supermarket chains;
- Duty-free shops.

The product line is also presented in catalogs of several Russian airlines. All in all, Theodent retails at 450 outlets in 13 cities across the territory of Russia, including Moscow, St. Petersburg, Ekaterinburg, Kazan, Krasnodar, Sochi, Surgut, Novosibirsk, Vladivostok.



Theodent point of sale in TSUM, Moscow
source - Theodent Russia

The main clients of the company are:

- Networks of pharmacies ("AVE", "36.3", "Samson Pharma", and "Doctor Stoletov");
- Chain stores ("Articoli", "Cosmotheca", "Gold Apple", and "Globe Gourmet");
- Department stores (TSUM);
- Children's goods stores ("Kenguru", "Daniel", and "Winni");
- Salons ("Jaque Dessange", "Aldo Coppola", "Planet Fitness");
- Clinics ("Dental Fantasy", Kraftway).

MEDIA PROMOTION AND MARKETING

As part of the launch of the brand in Russia, a series of press events for journalists and beauty editors was held. It resulted in more than 30 publications in leading media (ELLE, Grazia, L'Officiel, Yoga Journal, Kommersant, Seasons, Numero, Instyle, etc.). A number of partner projects have been implemented within the relevant media platforms and bloggers, such as BeautyInsider, Natali Yakimenko, Instyle Kids. The brand is also promoted in social networks, including Instagram and Facebook.

In 2017, Art De Smile has become a new partner of the International Forum SKYSERVICE, a large international civil aviation event dedicated to the development of on-board airline

services.

ART DE SMILE SUCCESS FACTORS

- A thoughtful approach to the selection of brands;
- Filling the empty niches in the beauty and oral care,
- A thorough analysis of the competitive environment,
- Financial and marketing expertise of the company's employees.

PLANS FOR THE FUTURE

- The company's development is carried out in several directions:
- Access to the markets of the CIS countries, such as Ukraine, Azerbaijan, Kazakhstan;
- Brand portfolio expansion with new product categories (perfumery, household products);
- Product price optimization, negotiations with suppliers, and the pursuit of a global price policy;
- Working with manufacturers on new products, targeting the current needs of the Russian market (travel kits, mini-formats, new colors, and tastes).

REVIEW IN MEDIA



Theodent toothpaste featured in media
source - Theodent Russia

“Theodent is housed in the 7-month-old New Orleans BioInnovation Center, a \$47 million business incubator that is focused on developing a local bioscience industry centered on university research. The firm is one of the first tenants in the center to convert a scientific discovery into a commercial product. Aaron Miscenich, president of the New Orleans BioInnovation Center, said Theodent’s success in bringing a new toothpaste product onto the market will bolster efforts to develop the local bioscience industry.” [The Times-Picayune](#)

“The percentage of surface area covered by deposited smear layer (the material that occludes the tubules) after 14 uses of the 4 toothpastes was a key test of efficacy. At the assessment on day 1 (after only 2 product uses), Theodent had achieved 90% smear layer deposition compared with 43% with Sensodyne and about 3% with Colgate, Dr. Sadeghpour reported. By day 3, Theodent had achieved 100% coverage, Sensodyne achieved 80%, and Colgate achieved less than 30%.” [Medscape](#)

“A study published in the highly respected dental journal, Caries Research, what the inventors of Theodent toothpaste have been saying all along: that theobromine, an all-natural and organic compound found in chocolate, re-mineralizes and hardens tooth

enamel at a greater rate than fluoride. The finding is significant because theobromine is the active ingredient in Rennou, the patented chocolate extract contained in Theodent toothpastes.” [The Wall Street Journal](#)



source - Theodent Russia

FEEDBACK

“This toothpaste has been a life saver! I have been experiencing extreme tooth sensitivity after getting a filling in a back molar. The pain was almost unbearable - even room temperature liquids would bring tears to my eyes, and the pain would last for a long period of time. I had tried other toothpastes for sensitive teeth or for remineralizing, and nothing made a difference. I found Theodent and decided to give it a try. In under a week, I started to notice the sensitivity lessening, and it has continued to get better. I have been using Theodent for a little over a month now, and while the sensitivity isn't completely gone, it is so much improved, that I can eat and drink without fear of excruciating pain. I also appreciate that Theodent is natural, yet cleans my teeth well and tastes minty fresh. The other natural toothpastes I have used, just didn't leave me with that polished clean feeling or fresh breath.” Ryan



source - Theodent Russia

“Every year I have cavities and have to get fillings. Last year I heard this repeated to me by the dentist. So the next day, I bought Theodent. A year later I go for my check-up, and I have zero cavities. That never happens. I noticed my teeth didn't become sparkly movie star white, but they became whiter. I didn't change my eating habits or brushing habits. I just used Theodent.” Christine

“There is some real science behind this toothpaste. it has been clinically proven more effective than current fluoride and sensitive based toothpaste, without the poisoning of fluoride. Fluoride is known to be a neurotoxin, and recent Harvard studies have shown it's correlated to lower IQ levels in children. This toothpaste has the capacity to remineralize enamel lesions comparable to fluoride. Things like taste, feel, packaging don't really matter to me, but the effectiveness does, so for that reason alone I give it 5 stars, however the taste is good. My daughter also uses the children's version, and she enjoys the chocolate like taste, again without the fluoride poisoning.” Andrew

Company name: Theodent, LLC
Contact person: contact inquiries
E-mail: info@theodent.com
Website: <http://theodent.com>
Phone: +1 504 264 5050
Patent status: -
On market since: 2007
Regions: United States
Industries: Beauty Industry, Consumer products
Source links: [Theodent](#)
[Daily Mail](#)
[Dental Products Report](#)
[Chocolate and Health: Chemistry, Nutrition and Therapy](#)
[LSUHSC School of Dentistry](#)
[Huffington Post](#)
[New Orleans BioInnovation Center](#)

Files:

[Patent EP 2533786 B1 Compositions comprising theobromine for the prevention of caries EP 2533786 B1](#)

[Patent US6183711 Products of apatite-forming-systems](#)

[Patent US5919426 Apatite-forming-systems: methods and products](#)

[Remineralization of Artificial Enamel Lesions by Theobromine](#)

[Clinical Evaluation of Efficiency of Toothpastes](#)

[Theodent Brochure Rus](#)

Direct link: [click here](#)



THE DIFFERENT COMPANY EPITOMIZES THE HAUTE PARFUMERIE CONTEMPORAINE

For centuries, luxury has been synonymous with scarcity, quality, precision and inaccessibility. But little by little, it became popular, becoming more and more accessible and standardising the offer. The Different Company was born within this century, in a context where perfume lovers are turning away from the novelties of the big brands, which tend today to create juices intended to please the greatest number. The Different Company perfume house was founded in 2000 by perfumer Jean-Claude Ellena and Thierry de Baschmakoff in Paris, France. Its products are successful lines of perfumes, which are also available worldwide in boutiques and concept stores. Inventors founded The Different Company and embarked on the crazy project to create a brand that will embody the Haute Parfumerie Contemporaine, with exceptional fragrances contained in art objects. A spirit without constraints, finding the meaning of the exception to create real rare perfumes: this is a step engraved forever at the heart of the brand.

Creation of The Different Company:

Based on this observation, The Different Company's first creations appeared, developed by **Jean Claude Ellena** and **Thierry de Baschmakoff**. Not imposing costs or codes limits, exploring new territories, demanding excellence in raw materials and sillages, working with talented perfumers of international renown, expressing a signature luxury design: this is the vision of The Luxury Perfumery of The Different Company.

The Different Company is definitely a contemporary brand driven by creation and which brings new olfactory emotions, in beautiful bottles, the unique combination of design and olfactory creativity that is based on the art of French Haute Perfumery.



Our Samples
Boxes

At The Different Company they know that it takes time to discover a fragrance, to understand each unique olfactive note, to be seduced by each sensual facet of the perfume
source - europe.thedifferentcompany.com

The first bottles:

Thierry de Baschmakoff, a worldwide recognised luxury goods designer, has signed the visual identity of the bottles by designing a sleek 3-tiered cap that emphasises the simplicity and elegance of the House. The first bottles were a 250ml and a 10ml, both refillable, followed by the creation of the emblematic "48heures" case with manufactured aluminium and contemporary design, which dresses and protects the travel bottle 10ml.

Three fragrances: Osmanthus, still unknown by perfume lovers and yet sitting on the organs of every perfumer, Bois d'Iris, with an exceptional concentration of Iris Pallida, the glitzy the most sumptuous? and the most expensive Iris, and Rose Poivrée, a very personal interpretation of Rose by **Jean Claude Ellena** who still has no equivalent today, an animal Rose, heady, fleshy.

The 90ml refillable bottle is a glass bottle, fire-polished to eliminate impurities and to give

more softness to the touch. It is silkscreened in real platinum, its pump is invisible, its 3-level cap is in solid metal: it is a real object representing the culmination of contemporary French luxury.



The remembrance of the laughs along the Seine, the rustling trees and the wind gently rushing into her flowing dress. A dress of a captivating sillage, a magnetic night
source - europe.thedifferentcompany.com

Luc Gabriel's arrival:

In 2004, after Jean Claude Ellena's departure, **Luc Gabriel** took over The Different Company to carry the DNA and the development of the brand. This Perfume Enthusiast knows this universe well for having grown up around a family perfumery business held by his mother.

Like a Matryoshka doll, the brand's travel concept allows carrying favourite perfumes everywhere. A 10ml refillable spray bottle, decorated with the engraving of the logo, which can be inserted into the 48hours aluminum case. Everything takes place in a real mini perfume bag, in lambskin, which can hold 3 bottles of 10ml, for your urban trips or more distant.

The first Celine Ellena's creations:

From 2004 to 2011, **Celine Ellena**, a worthy heir to her father Jean Claude Ellena, composes 9 fragrances for The Different Company: Jasmin de Nuit, Sel de Vétiver, Ailleurs & Fleurs, Charms & Feuilles, Sublime Balkiss, Oriental Lounge, De Baschmakov, and Pure eVe, Just Pure. Through these 9 olfactory creations, Céline Ellena offers universes with oriental and spicy dominance. Alongside The Different Company, she explores dreamlike horizons and promotes the discovery of new olfactory sensations. Her creations and those of her father are then grouped into a collection, the collection *Juste Chic*.

With the creation of new fragrances and the launch of the 50ml bottle, The Different Company expands its international presence by establishing itself in thirty countries.

The Collection Excessive by Bertrand Duchaufour:

Composed of 4 fragrances today (Oud Shamash, Oud For Love, Aurore Nomade, and I miss Violet), the Collection Excessive represents the Absolute Luxury of rare and precious raw materials, concentrated in powerful and complex fragrances, which combine sensuality, depth and rarity. **Bertrand Duchaufour** thus confirms the know-how and expertise of the brand by signing original arrangements with new accords.

With an elegant architecture and surprising associations, **Emilie Coppermann** reinvents the Cologne universe with 7 creations (*After Midnight, Kâshân Rose, Limon de Cordoza, Sienne d'Orange, South Bay, Tokyo Bloom, White Zagora, and Majaina Sin*). Full of olfactory surprises, the collection uses the codes of Eau de Cologne to better twist them and make them perfumes whose complexity and density are hidden behind an immediate approach. The spirit is a Cologne, the creation is a Perfume.

For its home fragrances line, The Different Company collaborates with three exceptional perfume designers: **Corine Cachén, Alexandra Monet, and Delphine Jelk**. Through the two collections, *Collection des Rêves* and *The Modern House*, the brand offers real decorative objects which diffuse surprising scillages. The candles are produced by a House of wax masters and heirs since 4 generations of family know-how, unique and ancestral. The candle's glass packaging is, slightly conical, finely lacquered in brown and screen-printed, playing on a matt / brilliant effect, designated by Thierry de Baschmakoff.



Sample Box
Our 27 fragrances

3 Collections, 7 Perfumers, 27 Fragrances: elegant and innovative fragrances, with unique scillages
source - europe.thedifferentcompany.com

Collaboration with Christine Nagel:

A unique collaboration with **Christine Nagel**, she signs the 14th fragrance of the Juste Chic collection: Une Nuit Magnétique, All Night Long. A unique construction where the materials attract themselves by affinity and repel by contrast. She emphasized that it's a unique experience to be able to create for The Different Company. The freedom of creation is at the same time a great proof of confidence on the part of this Maison de Haute Parfumerie and at the same time a real challenge.

Alexandra Monet signs the ***Anniversary Edition***, the fragrance celebrating The Different Company's 15th birthday, in limited edition. With this fragrance, the brand continues its tradition: break the codes of perfumery, have the sense of exception, take a contemporary look at a secular art and bring you an infinite pleasure, with elegance.



Sample Box
L'Esprit Cologne Collection

The universe of Colognes renewed by Emilie Coppermann. Inspired by Colognes, they are true fragrances with amazing scents

source - europe.thedifferentcompany.com

Our days:

Today, The Different Company is ***1 designer, 3 collections, and 28 perfumes signed by 8 internationally renowned perfume designers.*** Always in the respect of the values established in 2000, The Different Company does not cease to challenge itself in order to create "Made in France" olfactory compositions, which are always more surprising and elegant than the last, and this, in a context of creation always so exceptionally free. The Different Company is the representation of an unconstrained spirit.

Company name: Different Company

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Patent status: -

On market since: 2000

Regions: France

Industries: Beauty Industry, Consumer products

Source links: [Different Company](#)
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



JUNIPER RIDGE - THE WORLD'S ONLY WILD FRAGRANCE COMPANY

Founded by Hall Newbegin in 1998, Juniper Ridge is the world's only wild fragrance company. Distilling colognes and perfumes from real plants, moss, mushrooms, bark and tree trimmings, Juniper Ridge's ingredients are sourced throughout the USA's West Coast and turned into fragrances at the company's workshop in Oakland, California. Wilderness perfume is what they make around campfires and on the trail in the backcountry mountains of the West. Wilderness Perfume is both a concept, an aromatic snapshot of a wild moment, and an ingredient: all of their products contain wilderness perfume. Juniper Ridge formulates Wilderness Perfume by distilling and extracting fragrance from wildflowers, plants, bark, moss, mushrooms, and tree trimmings that they harvest on the trail. All of their products are named for the wild places they come from. Juniper Ridge is building a new fragrance grammar of the American West.

The company is built on the simple idea that nothing smells better than the forest and that the only way to bring this beauty home is to strap on your boots and go there.

HARVEST



HARVEST

source - juniperridge.com

...if it comes from nature, it is going to change... Unlike synthetic fragrances, these wilderness perfumes are extracted from real, native-plant sources.

PROCESS

Juniper Ridge team crawls around in mountain meadows. They smell the wet earth beneath fir trees and try to determine exactly what those scent notes are in the wind sweeping over a glacier. They conceive fragrances throughout the West, on dirt roads and trails, around campfires, and formulate in Oakland, California workshop. All to capture the beauty of the Mojave Desert at sunrise, thick blanket of fog draping the wildflower gardens of Big Sur, or a late-season, sun-baked, snow carved, glacial canyon high in the Sierra Nevada.

FORMULATION

All Juniper Ridge products are 100% Natural and produced using old perfume-making techniques including distillation, tincturing, infusion and enfleurage. A hundred years ago,

all perfumes were made this way. Today Juniper Ridge continues to handle every step of the process, from beginning to end. These formulas vary from year to year and harvest to harvest, based on rainfall, temperature, exact harvesting location, and season. The exact formula depends on what we find in the wind, a conversation with the living, wild ecology.



PROCESS

source - juniperridge.com



FORMULATION

source - juniperridge.com

FIELD LAB

The outer-experimental edge of what we do is in the Field Lab. These extremely small-batch, trail-made fragrances are produced in numbers usually less than a hundred and are designed as aromatic snapshots, capturing the wind on a particular day in a particular

wild place.



FIELD LAB

source - juniperridge.com

STEWARDSHIP



STEWARDSHIP

source - juniperridge.com

All of the plants are wild-harvested with the utmost sensitivity and respect for the existing wildscape. Juniper Ridge returns to the same stands year after year to carefully monitor regrowth. They never use alien or invasive species and are actively involved in native plant restoration projects from San Diego to Seattle. 10% of all of their profits are annually donated to a portfolio of Western Wilderness Defense organizations. Juniper Ridge revels in the intact forest habitats of the West and tirelessly work to promote education as to how

best to protect them.

Company name: Juniper Ridge
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Phone: +44 800-205-9499
Patent status: -
On market since: 1998
Regions: United Kingdom
Industries: Beauty Industry, Consumer products
Source links: [Juniper Ridge](#)
Direct link: [click here](#)



ARQUISTE: A HISTORIC FRAGRANCE COLLECTION OF SUBLIME SCENTS

A scent is a time capsule. It can invoke the most intimate memories and dreams, and open doors to distant worlds. Curated by an architect specializing in Historic Preservation, ARQUISTE is a fragrance collection that transports the wearer to evocative moments in history. Meticulously researched using authentic sources and crafted with only the rarest of ingredients, each fragrance restores the olfactive experience of a particular time and place, allowing both women and men to unlock personal revelations and experience history in a most intimate way. ARQUISTE was honoured on January 2013 with the Fashion Group International's 16th Annual Rising Star Award for best Beauty/Fragrance Entrepreneur Brand. Currently, ARQUISTE is well-known for its sophisticated perfume lines, which are based on the use of perfect ingredients. At ARQUISTE, Carlos uses the finest, most exclusive and rarest ingredients.

Boutonniere No.7 and **Nanban**, have both been chosen as finalists for the Parfum Extraordinaire prize (the industry's top honor for olfactive works of art) at the **United States Fragrance Foundation Awards in 2013 and 2016 respectively** and considered part one of the top five fragrances launched in the United States during those years.

Carlos Huber's experience in the world of luxury retail, creating meticulously detailed interiors for Polo Ralph Lauren, provided a unique opportunity to design commercial spaces with historical references. A more in-depth exploration of the past came with his involvement in the experimental projects of architect and Columbia professor Jorge Otero-Pailos, working on art installations that analyze the role of non-visual cues in the interpretation of historic sites. Turning to his longtime love of perfumery, Huber studied fragrance development and collaborated with internationally recognized noses Rodrigo Flores-Roux and Yann Vasnier in order to recapture the olfactive notes of historical moments.



Carlos Huber
source - arquiste.com

In addition to his work for **ARQUISTE** Parfumeur, Huber has worked with brands

like Cire Trudon, St. Regis Hotels & Resorts, J.Crew, and El Palacio de Hierro to create their bespoke, signature scents. His evocative and complex creations honor the history and embrace modernity.

ARQUISTE fragrance ELLA has won the noteworthy **Olfactorama 2017 Prix de l'Emotion**. One of the proudest honors in the French luxury perfume industry. Held in Paris on July 5th, the Olfactorama Awards represent what's best in the French fragrance world. In true French spirit, winners chosen are based on olfactive quality, beauty, and emotional impact. Besides being one of the only two winning niche brands, ARQUISTE is proud to be the only American winner. And in good company, among luxury brands like Hermès, Chanel, and Cartier.



ARQUISTE fragrance ELLA
source - arquiste.com

The secret for creating a superior perfume lies in the ingredients. **At ARQUISTE, Carlos uses the finest, most exclusive and rarest ingredients.** One of them is the Couroupita flower. Very few people have even heard of Couroupita guianensis, also known as Cannon Ball Tree, and even fewer people had the chance to smell its divine fragrant flowers. However, those who experienced its luscious scent will never forget it.

ARQUISTE has been commissioned to create a new scent for the prestigious **Cire Trudon candle line**, marking the first time the legendary French line has partnered with another

brand to create a scent for one of its candles. To celebrate this esteemed Franco-Mexican collaboration, Arquiste has chosen to recreate the balmy night described by Empress Charlotte, centering on the exuberant, multi-layered fragrance of the guava tree. Succulent ripe fruit, intoxicating blossoms, foliage, and bark are enveloped by elegant woody notes of mahogany and 'palo primavera,' with just a hint of firework gunpowder, for an altogether intriguing, sumptuous scent.



Couroupita flower
source - adobe.com

Each luxurious ARQUISTE room scent focuses on a place, interior or landscape evoked in one of the fragrance stories, recreating a unique ambience and mood.



Anima Dulcis: a baroque, spicy gourmand with main notes of Cocoa absolute, Mexican vanilla, cinnamon, and smoked chili infusion
source - adobe.com

Company name: ARQUISTE

Contact person: Carlos Huber

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Patent status: -

On market since: 2011

Regions: United States

Industries: Consumer products

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

Direct link: [click here](#)



XERJOFF: THE EXQUISITE FORM OF AN TIMELESS ESSENCE.

The XERJOFF brand was launched in 2004 by Sergio Momo with the aim of blending the most luxurious materials to complement the most affluent global lifestyles. Xerjoff is an expression of a journey on the precious land of rare perfumes, the place celebrating the magical affinity between the wonders of nature and the skill of Italian artisans. Xerjoff means transcending the olfactory dimension and entering a much wider universe, where perceptions and sensations meet pure luxury. This Turin-based perfume house is fully dedicated to luxury fragrances in its art form. Talking about Xerjoff means going beyond the olfactory dimension, to enter a wider universe where the perceptive and sensorial area are blended together, rediscovers the golden ages when the art of perfumery was hand in hand with the multi-sensorial arts of their bottle holders. The house uses the raw materials, selected from the very best offered.

Nature's skill and inaccessible riches are the privileged partners of XerJoff, which uses in making its perfumes, from extremely precious ingredients from which unique fragrances are obtained, with the help of the most innovating technologies, to very rare and very special materials – such as gold, quartz or... meteorite fragments – giving a perfect “shape” to the precious content, a mix of art and design, tradition and modernity.



Begum
source - xerjoff.com

XJ 17/17 is the first collection of XerJoff house and was created, after a year of testing, by an internationally experienced team in Grasse, Southern France. The collection includes 4 perfumes: *Elle*, *Homme*, *Irisss* and *XXY*.

It was followed by the Shooting Stars collection, inspired by the fall of Sikhote – Alin meteorite in 1947 in Siberia; a collection of 6 perfumes, each of them named after a famous meteorite fallen on Earth in the last century, suggesting perfumes for women: *Esquel*, *Shingl* and *Dhajala*, as well as for men: *Dhofar*, *Uden* and *Modoc*. 2 other perfumes, Kobe and Ibitira were added to the collection, in a limited edition. Each of the 299 bottles of the perfume of the Shooting Stars collection contains a meteorite fragment.



Elle

source - xerjoff.com



Shooting Stars Collection

source - xerjoff.com

The Vintage – Casamoratti 1888 collection replenishes the XerJoff portfolio with a new brand of perfumes inspired by the old art of Italian perfumery. The brand recreates the history of the glorious perfume house founded in Italy between the 18th and 19th centuries, with the intention to save the historical and artistic heritage of this bright era. XerJoff presents two perfumes from the old *CASAMORATI* collection, one for men – *MEFISTO* and the other for women – *FIORE D'ULIVO*.

Company name: Xerjoff

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Patent status: -

On market since: 2004

Regions: Italy

Industries: Consumer products

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

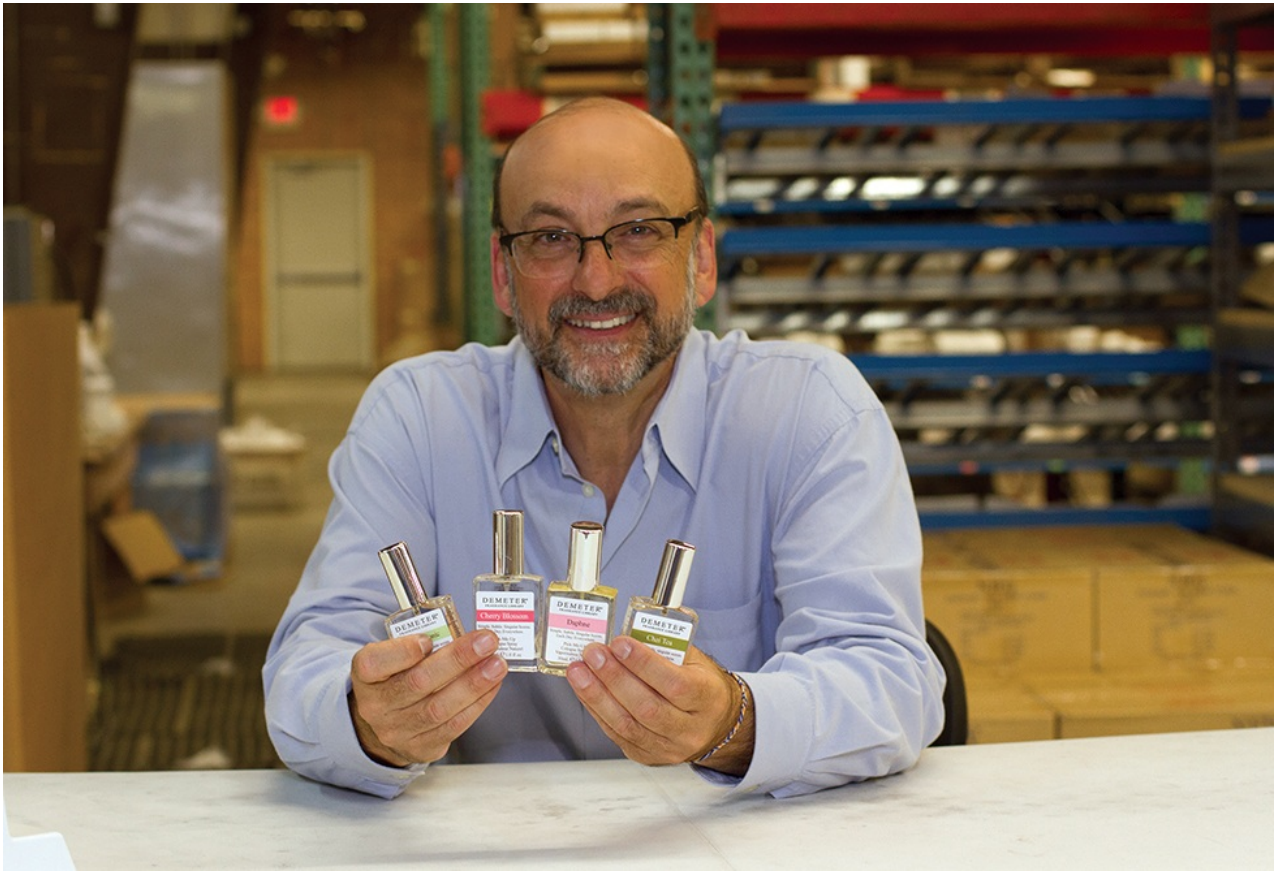
Direct link: [click here](#)



DEMETER FRAGRANCE LIBRARY: PERFECT FOR EVERY DAY

Demeter was conceived in 1996, with a unique and ever-expanding perspective on fragrance. The original mission was to capture the beautiful smells of the garden and nature in wearable form. The Demeter name itself was inspired by the Greek Goddess of Agriculture. The first three fragrances were Dirt, Grass, and Tomato, and were sold in a few stores in NYC. Today, with fragrances from Baby Powder and Pure Soap to Gin & Tonic, Play-Doh, Vanilla Cake Batter and even Pizza, Demeter Fragrance Library has radically expanded its olfactory goals and geographic reach. Not only can the customer now buy Demeter fragrances from Apple Blossom to Zombie, but he or she can buy them from New York to Beijing. Demeter wants to expand the use of fragrance, each day, everywhere! All Demeter products are either made entirely by hand, or semi-automatically, in small batches. Consequently, there can be variations in colour from time to time. Whatever colour the product displays, however, is imparted naturally from the fragrance oil.

Because every time you smell something you love, you smile. And the world needs more smiles. It is just that simple, and that difficult: Demeter believes people can change the way they feel, through scent.



Mark Crames, the CEO of Demeter Fragrance Library

source - demeterfragrance.com

The team creates environments where people can rediscover the wonderful world of scent that is too often overlooked or forgotten in its modern, multi-tasking world. That is because great fragrance, quite simply, makes for a better day. Ultimately, Demeter wants nothing less than to change the way fragrance is used throughout the world. To make fragrance work every day, in addition to being great, it needs to be simple and understandable. All Demeter fragrances are single note fragrances, meaning they are the smallest combination of ingredients that expresses an olfactory idea. Notes are linear, which means they express their olfactory nature immediately and do not change over time.

This is very different from the top-middle-bottom note dry down that changes over time, associated with prestige fragrances. Linear is simple, and simple is perfect for every day. And because most Demeter fragrances are inspired by everyday objects and experiences, they are familiar, comfortable and comforting, and understandable.



Malaga Cooler Demeter Fragrance for Men and Women
source - demeterfragrance.com

Demeter's single note scents are combinations of the fewest ingredients that comprise a recognizable smell. Notes have special characteristics: they express their nature immediately and do not change over time. Notes, also called accords, are what master perfumers use when making prestige and designer fragrances. They create the familiar top, middle and bottom note dry-down that is associated with how the smell of prestige and designer fragrances change over time.

Roll On Perfume Oils are a neat, clean and perfectly portable way to use fragrance. Demeter's Roll On Perfume Oils make the entire Library of over 300 scents available in a long-lasting fragrance alternative at a great price. They also pamper and soften the skin with a non-alcohol formulation while delivering a fabulous fragrance experience. For an even longer lasting and effusive fragrance option, spray your cologne on top of the perfume oil.

- NO ALCOHOL
- 95% of the ingredients are derived from natural or renewable resources.
- No artificial colors. Any color in a Demeter scent is a natural product of the ingredients used to make the scent. This is why most Demeter scents are clear.

- NO PARABENS
- No binders or emulsifiers
- No Phthalates
- Never tested on animals



The Roll On Perfume Oils are made with the same top-shelf fragrance oils as is used in its colognes and all other products so you can be assured of a great and consistent fragrance experience.

FREE OF ALL THE THINGS YOU DON'T WANT:

Demeter's collection

source - demeterfragrance.com

INGREDIENTS:

- Caprylic/Capric Triglyceride: Fractionated, or super-heated Palm Kernel Oil and Coconut Oil, both from renewable sources
- Fragrance: While it is impossible to make the broad range of fragrances that it makes without using some synthetic ingredients, it strives to make Demeter as natural as possible. The active fragrance ingredients in all Demeter scents, while secret, contain a combination of synthetic and natural ingredients, all in concentrations

deemed safe for use on the skin

- Simmondsia Chinensis: Jojoba Seed Oil
- Tocopherol: Vitamin E

Demeter Maximizes the Bond Between Scent and Sense Memory:

The most important impact from making scents inspired by reality flows from the very nature of the sense of smell. There is overwhelming evidence that the strongest emotional responses are to scents, triggered by the sense of smell. This means choosing a Demeter fragrance is often related to the personal emotional responses already associated with that smell. And those associations vary wildly from person to person. The bottom line: everyone knows what smells are pleasing to themselves. That simple question - 'what kind of smells do you like?' - is the key to choosing your Demeter fragrances.



Demeter's Kitten Fur

source - demeterfragrance.com

Demeter is a family owned and operated business. They try and extend that passionate and caring dynamic to all their fans, as part of the extended Demeter family. All Demeter products are made in the Pennsylvania factory, here in the USA. All Demeter products are either made by hand or manufactured semi-automatically and finished by hand. All fragrances are batched by hand.

Company name: Demeter Fragrance Library, Inc.

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Phone: +1 800 482 0422

Patent status: -

On market since: 1996

Regions: United States

Industries: Consumer products

Source links: [Demeter Fragrance Library, Inc.](#)
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



LM PARFUMS: EXTREME REMIX YOUR LIFE

It takes a sharp mind, keen curiosity and undying passion to embark on an adventure of discovery. To conjure the undiscovered takes more. To make exist the inexistent, requires fearless and especially sensitive talents, an eye for the poetical, all mystical and beautiful. A deep desire for the magical and the ability to pinpoint, blend the unexpected and find connection surfaces between the seemingly opposed asking the unique. To bring things like these to the world calls for a master. Laurent Mazzone is such a person. In 2000, he founded the niche perfumery brand Lm Parfums (Laurent Mazzone Parfums). Exquisite perfumes with the smell of almond, leather, tonka bean and oranges are enclosed in bottles of opaque black glass giving us the ability to enjoy with sophisticated creations. Mr Mazzone quickly identified the boutiques as potential 'sensory laboratories'. Expanding purpose and reason, to enjoy the opportunity to gather immediate feedback from customers whilst continuing his passionate work.

Mr Mazzone's story:

Of Italian decent, Mr Mazzone was born in the beautiful heart of the southern French Alps. A perfect setting to evolve and finely tunes all his young senses to build a strong, natural pallet foundation suited for the mystical world of fragrances. Already at the tender age of 12, the family home was turned alchemical laboratory where Mr Mazzone would intuitively mix and blend, chisel and sculpt local fragrances to experience new sensations. Ingredients he would find in the garden, local shops and raiding the bathroom cabinet. Scents of all new kinds would fill the family home but most importantly, the passion was discovered there and then. The immense focus, the curiosity and required vision evolved if yet fragmented, piece by piece, ingredients by ingredients, it was coming together. Results were awarding in the discovery of new perfumes and he soon grew into the esteemed role of *'Discoverer of fragrances'*. If yet only locally but that would soon change. All the arts make for a greater wonderful.

Continuing discoveries in adolescent years, the exploration of the new, Mr Mazzone went on to grow his natural ability to blend ingredients but with samples and beats. The leap to successful DJ was short and seamless. These years in San Tropez widened his perspectives of the world and opened his eyes to haute couture, the enticing world of fashion. As popular DJ he would divide his time between the clubs, fashion shows and style workshops. Slowly starting to connect the dots to achieve the greater vision. Mr Mazzone soon steered his passion into his very first commercial venture by creating and opening a fashion store. His kind, magnetic persona, taste and ability to pick the right team proved to be a recipe for success. The one location quickly grew into a string of *Prêt à Porter* boutiques, for women and men looking for the unusual and special, created by the most innovative designers and today Mr Mazzone heads a most successful chain of stores located inside the source. Where he is beloved, revered and resides, his hometown of Grenoble.

Mr Mazzone claimed the boutiques as potential *'sensory laboratories'*. To fulfil the desire to discover new fragrances was irresistibly tempting. He developed a series of special candles and filled the shops not only with haute couture, but a layer of magical scents. Much to the customers' delight and positive reactions were immediate. Mr Mazzone fine-tuned and perfected, the people rejoiced. The customer demand for the scents grew naturally but fast. The overwhelming response led Mr Mazzone to finally make

the decision on a level that emotionally was decided long ago, *to create his own perfumes*. The inspiration of its perfume bottles comes from a starry night in New York in 2012. *A unique design with structural lines which recover the appearance of buildings*.



For the love of fragrance, art & the In-Between
source - beautyuneearthly.blogspot.com

To merge it all in the end, to shape a wondrous future:

Rushing was never an option. Finding and developing the quality Mr Mazzone demand takes perfection and perfection takes time. Always staying open, to learn and evolve. Like the perfumes themselves alchemically evolve their own scents, this accurately reflects the personality and drive of Mr Mazzone.

The year is iconically 2000 and his very first niche *Parfumerie* opens. A workshop delight for all the senses. Mr Mazzone's envisioned paradise of scents and aromas, the success he believed in, hoped and wished for. The personal touches translate right back to the very fabric of the dream out of which it's carved. The Parfumerie holds all his favourite things. Candles, perfumes, perfumes, perfumes. In all it's forms, every layer. The Parfumerie and workshop has for more than a decade allowed Mr Mazzone to indulge in his passions and most important work, the wild adventure of creating his own perfumes.

The time spent perfecting has successfully led to timelessness. *The passion, energy and undying love of the arts, evolution.* Mr Mazzone is here now. LM Perfumes is in this world. Complete and forwards moving. With creations like the *Noir Gabardine, Ambre Muscadin and Patchouli Bohème*, he has found his voice. It's a deep, rich voice. Filled with ingredients, the right experiences and what it takes to create what's now in existence. It takes a lifetime to come far, one to evolve and another to journey. The magic has begun, the heart is beating. Beating in *LM Perfumes*. The discovery never ends.



The house also produces perfumed elixirs and perfumed candles
source - beautyuneearthly.blogspot.com

Company name: Laurent Mazzone Parfums

Contact person: -

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Website: <https://Imparfums.fr/en>

Phone: 04 76 86 28 05

Patent status: -

On market since: 2000

Regions: France

Industries: Beauty Industry, Consumer products

Source links: [Laurent Mazzone Parfums](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



M. MICALLEF PERFUMES: UNIQUE FRAGRANCES FOR MEN AND WOMEN

Founded in Grasse in 1996, the M. Micallef brand is now a signature in the world of high-end luxury perfumes. With almost 900 retail outlets in 54 countries, the company's success speaks for itself. Driven by their individual passion and talents, Geoffrey Nejman together with Jean Claude Astier, a renowned 'nose' developed exceptional fragrances whilst Martine Micallef with her artistic flair designed and developed a range of beautifully decorated bottles. The bejewelled collection, produced and decorated by hand became an iconic work of art and perfume seducing connoisseurs from all over the world. Martine Micallef was born in St. Paul de Vence and spent her childhood surrounded by art. With her artist's soul, she instinctively developed her talents in designing, painting, and sculpturing. Her consistency in creativity and her rich cultural heritage ensure the ever-growing success of the brand.

Geoffrey Nejman: Born in Germany, the hardened businessman from the world of private banking in Europe and the USA was almost seized by a passion for the fascinating and dreamlike world of perfumes in the mid-'90s. Geoffrey has since been in charge of the Micallef scents creation in a perfect duo with Jean Claude Astier. With his banking expertise, he manages the company and works on the financial and structural growth of M. Micallef.



source - parfumsmicallef.com

All the perfumes are produced and handcrafted in the M. Micallef workshop in Grasse - France. The designs and decor are made using the heritage of age-old techniques and methods of the greatest French luxury manufacturing expertise. For almost twenty years, the perfume bottles have been hand-decorated in our workshop in Grasse, France, **with beautiful Swarovski crystals**, renowned for their purity and unequalled brightness. One by one, each crystal is delicately set, making the perfume bottles prestigious jeweled pieces of unique quality and of exceptional luxury, the true signature of Parfums M.Micallef. Parfums M.Micallef offers the exclusive possibility to personalize your perfume bottle by engraving, painting or hand decorating with your own desired name or motif.



Les Exclusifs collection

source - parfumsmicallef.com

Martine Micallef and Geoffrey Nejman find their inspiration for new and unique compositions in their numerous travels throughout the world. In the Arabian culture, in particular, there has been a pronounced knowledge of superior fragrances from immemorial time, and the requirement for pure and rare raw materials is especially high there. The impressions collected fire ideas and, as a result, in close collaboration with one of the most renowned perfume laboratories in Grasse, are turned into a new Micallef fragrance.

To bring it to life, only the finest and most valuable ingredients are used, and their origin is always strictly checked. Nowadays most aromatic substances can be manufactured in larger quantities and therefore more cheaply if done so synthetically. Almost 200 aromatic substances are known these days; less than 50 different ones are mixed for a commercial perfume composition. M.Micallef Parfum's unwavering philosophy guarantees the refusal of these synthetically produced substances and uses only pure essential oils.

After a new perfume has been created, the Micallef in-house Art department designs the most appropriate perfume flacon. They are hand-filled by the production staff, always aiming for a quality product in the style of renowned French luxury goods, through which M.Micallef's success has been built upon.

Each of the unique and limited edition's bottles is signed and numbered by hand. Parfums M.Micallef combines expertise and imagination to sublimate in the greatest respect of craft traditions all the exceptional creations.



New, Luxury Set With Love Pure Extrême
source - parfumsmicallef.com

For a customer whose maximum individuality requirement is still not met by the M. Micallef perfumes, Martine and Geoffrey also offer a ' Private Label ': A totally new composition of fragrances is created for the customer, an exclusiveness that can scarcely be surpassed. Not only international luxury stores have had their own personal M.Micallef perfume created for their top clientele but private individuals also value this form of unrivalled uniqueness and enjoy not having to share their own favorite fragrance with other people.

Company name: M. MICALLEF

Contact person: -

E-mail: customer@mmicallef.com

Website: -

Phone: + 33 493 604 827

Patent status: -

On market since: 1996

Regions: France

Industries: Consumer products

Source links: [M. MICALLEF](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)



BY TERRY: BEAUTY MUST APPEAL TO THE SENSES

By Terry, a sophisticated beauty and perfume brand, was founded in 1998 by Terry de Gunzburg. When setting up her now globally successful cosmetics brand, Terry de Gunzburg's mission was simple: to give women what they need. Drawing on her own lifestyle and beauty needs, the founder set about creating products that were not based on the latest trends or fads, but that were easy-to-use, accessible and universal. Furthermore, throughout her career, Terry has been obsessed with the scientific side of beauty and has spent decades working closely with research and development teams across makeup, skincare and fragrance, producing luxury and exquisite creations. Terry de Gunzburg is a trailblazing industry legend who over the course of the past 30 years has changed the face of beauty. Hailing from a family of scientists, Terry initially embarked on a career in medicine, but soon abandoned her studies for a more creative life.

Terry's story:

Cutting her teeth at the now-fabled Carita beauty school in Paris she quickly became an in-demand studio makeup artist working across runway and editorial with some of the biggest names in fashion from Helmut Newton to Guy Bourdin. Her trademark beauty look has always been distinctive: imperceptible foundation, impeccable lips and thick, separated lashes.

But it was her collaboration with *Yves Saint Laurent* that would leave an indelible mark on fashion and beauty history. As *International Makeup Designer of YSL Beauté* for 15 years, Terry invented countless products and formulas, including the iconic *Touché Eclat* in 1992. Indeed, radiance and a healthy, but an invisible complexion has always been key to Terry's approach to make up, so when she decided to launch her own collection of products in 1998, *By Terry* was born as a bespoke 'couture' beauty line offering made to measure cosmetics.

Word soon spread and a year later, Terry introduced an ultra-luxurious soon to be cult beauty line to the wider market. In 2004 after a mix up in the lab, double the amount of rose butter was added to a lip balm which would soon become ByTerry's most successful product: *Baume de Rose*. Described as the Rolls Royce of lip balms, it symbolises everything the brand stands for - *luxuriant, indulgent and a timeless classic*.

In 2012 Terry introduced her debut *Haute Parfum* collection working in collaboration with Michel Almairac. Each scent was composed in Grasse and celebrates the rare and the precious. Three years later Terry launched the *Expert range* - each and every product a multi-tasking, dual action makeup staple combining both the formula and the tool for its application. Terry has always understood the time pressures on modern women rushing between their many roles in life, so created this easy to use a collection which still offers a professional finish. In September 2017 the Expert range was expanded to offer even more convenience for women on the go.

Terry's lab:



Terry de Gunzburg has always understood this special relationship between the two worlds and that a woman's style directly relates to her beauty image
source - byterry.com

The reason why Terry's products are more expensive than some others isn't that of money spent on the packaging or aggressive advertising - instead, the investment has been made in her state of the art research & development lab in Paris. Innovation is truly at the heart of not only the skincare collection but the make-up line too. By using only the purest pigments in exceptionally high concentrations and combining nourishing and protective ingredients most usually found in skincare, By Terry's colour products are multi-tasking and will improve your skin as you wear them. Terry believes that beauty must appeal to the senses, so the scent of every product will smell exquisite, the feel of every cream will be decadent and the high-end ingredients will effectively enhance your skin - to Terry, that is what *true luxury is all about*.

Terry's ingredients:

While the list of ingredients used across the By Terry collection would fill countless pages, there are several signature extracts and raw materials that are key to the beauty and skincare collections.

1. CELLULAROSE®:

Combining a mixture of native rose cells, the Cellularose® skincare line helps increase collagen production resulting in firmer skin. Each product also comes complete with high

levels of Vitamin C which is an antioxidant - marking two key elements in the fight against the ageing process.



SOLEIL PIQUANT

DÉLECTATION SPLENDIDE

GOUTTE DE MERCURE

Olfactory Fantasies Collection

source - byterry.com

2. TAHITIAN BLACK PEARL:

Rich in fortifying calcium, anti-aging proteins and antioxidant tocopherols, the Tahitian black pearl extract found in the Ombre Blackstar collection of melting eyeshadow sticks smooths and fixes colour to the eyelids. Creating a protective film, the formula defends the delicate eyelid from environmental pollutants.

3. LUMICOAT®:

Combining Glycoproteins to boost lash growth, Collagen and Hyaluronic Acid for silkier lash condition and ultra-soft plant wax and polymers for a curving and volumizing effect, Mascara Terrybly is more than just a make-up bag staple - it's a little bit of beauty magic.

Therefore, Terry's simple beauty tips are designed to make women's lives easier and have subsequently become signature to her brand - from teaching women that less is always more when it comes to coverage to wearing a bright red lipstick to give you an instant lift and glamour. The founder believes that every woman should be a master of her own beauty and not feel afraid to experiment and be bold.

Company name: By Terry

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Patent status: -

On market since: 1998

Regions: France

Industries: Beauty Industry, Consumer products

Source links: [By Terry](#)

[ORIGINAL VIDEO](#)

[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



ESCENTRIC MOLECULES: PERFUMERY AS THE ART OF THE CHEMISTRY

Escentric Molecules celebrates perfumery as the art of chemistry. This perfume house was founded in 2006 and it owes its existence to an aroma-molecule that does not exist in nature. Escentric Molecules' fragrances are presented in binary pairs. Each pair explores one aroma-molecule in two different ways. The Escentric fragrance highlights the unique character of the aroma-molecule with ingredients that enhance its key facets. The Molecule fragrance is radically minimalist. It contains no odorants except the aroma-molecule, pure and singular. It uses the hyper-abstraction of Iso E Super in two different fragrances, which has been remained unknown outside the world of perfumery until the launch of Escentric Molecules, though its elusive presence hovers at relatively low concentrations in the background of many fragrances for both men and women. Among perfumers, it is prized for its velvety, cocooning effect. In our days, Escentric Molecules celebrates perfumery as the art of chemistry.

The history of Escentric Molecules:

When perfumer Geza Schoen first smelt Iso E Super in isolation, something clicked and he realised that the common denominator in all the fragrances he liked was that they contained a large dose of it. Iso E Super is highly unusual. You can never get enough of it. One sniff and you want the whole bottle. It's like a drug. Schoen began to experiment, *creating fragrances that contained Iso E Super in unheard-of proportions*. One night he went further. Heading out for a drink with a friend, he suggested they spritz on nothing but the aroma-molecule itself.



Escentric Molecules portables are 30ml fragrances that slot into sleek, minimalist cases for maximum portability
source - escentric.com

The effect was immediate. No sooner had they sat down at a bar, than a woman came up to ask about their fragrance. As Schoen talked with her, it became clear that the connection between the fragrances she liked was also a large dose of Iso E Super. Schoen realised he was on to something. His proposal was bold. He would create two fragrances in homage to this enigmatic attractant. One fragrance would contain an unprecedented **65% of the molecule**. The rest of the formula would consist of ingredients designed to underscore its low-lit mood.

If this was a radical move, the second fragrance was totally non-conformist. *It would contain only the molecule Iso E Super*. He was wrong. From its launch in 2006, Escentric Molecules was a phenomenon. Schoen followed the first pair of fragrances, 01,

with 02, 03, and in 2017, a fourth pair, Escentric Molecules 04. Each pair focuses on those *rare aroma-molecules that have the radiance and depth of character to stand alone.*



Escentric Molecules Body Wash
source - escentric.com

Fragrances:

Escentric Molecules's fragrances focus on an exceptional series of aroma-molecules, *01 (Iso E Super, 02 (Ambroxan), 03 (Vetiveryl Acetate) and 04 (Javanol)*. The fragrances foreground these molecules in two different ways. The Escentric fragrances enhance the molecule with other ingredients that bring out its key qualities. The Molecule fragrances take a radically minimalist approach. Each Molecule fragrance contains no odorants except a single, pure aroma-molecule: 01, 02, 03 or 04.

Design Philosophy:

The visual language of Escentric Molecules reinforces perfumery as *science + art*. Each aroma-molecule in the series 01, 02, 03 and 04 is explored in binary pairs: escentric fragrance – a formula; molecule fragrance – a molecule.

This binary pair at the heart of Escentric Molecules translates to an emphasis on binary notation in the design. Binary is explored in a number of different ways, some esoteric,

and others readily decodable, such as classic binary code.



Escentric Molecules 03

source - escentric.com

Company name: Escentric Molecules

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Website: <https://www.escentric.com/>

Phone: 0207 267 3464

Patent status: -

On market since: 2006

Regions: Germany, United Kingdom

Industries: Beauty Industry, Consumer products

Source links: [Escentric Molecules](#)
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



RICHARD MILLE - A NICHE BRAND OF LUXURY SWISS WATCHES

After studying marketing in Besançon, Richard Mille (born 13 February 1951) started work at Finhor, a local watchmaking company in 1974. The company was bought by Matra in 1981 and Richard Mille rose to manage Matra's watchmaking business, which then included the brands Yema and Cupillard Rième. Matra's watchmaking activities were sold to Seiko, who Mille left in 1992 to start a watchmaking business for jewelry firm Mauboussin. In 1999 he founded the company Richard Mille SA with Dominique Guenat, CEO of Valgine Watches, and in collaboration with Audemars Piguet. Its first product, the RM001 went on sale in 2001. Currently, all Richard Mille's watches are a sophisticated and complex mechanical device, designed and constructed using the most modern watchmaking techniques and materials that exist. These watches have been assembled and optimized by master watchmakers. Each piece is finished and assembled by hand, reflecting what is best in the culture of 'Haute Horlogerie'.

Key Dates

2012: The RM 056 is presented, the first tonneau-shaped watch in the world with a case made of solid sapphire. With the presentation of the RM 039 Aviation EB-6 Flyback Chronograph, the brand enters the world of aviation for the first time. This new aviation watch is also one of the most complexes that exist in haute horology (+1,000 components).



RM 039

source - richardmille.com

2013: Richard Mille participates to the first edition of Watches and Wonders in Hong Kong. The Italian golfer Diana Luna becomes the first sportswoman partner and driver Sebastian Loeb joins the Richard Mille family.

2014: A year dedicated to the feminine worlds within the collection and proclaimed as Richard Mille's 'Year of the Women' with the introduction of the RM 07-01 and RM 037 automatic calibers, the RM19-01 Tourbillon Natalie Portman and the RM 51-01 Tourbillon Michelle Yeoh. Two new sports partners join the RM Family with the skier Alexis Pinturault and the golf woman Cristie Kerr. Increasing of boutiques network development; a total of 22 is planned before the end of the year.



RM 056

source - richardmille.com

2015: The RM 19-02 Tourbillon Fleur and the RM 51-02 Tourbillon Diamond Twister are presented at the SIHH along with a new Open Link strap for women and a titanium strap for owners of the RM 011 series.

2016: In creating this mechanical pen for his clientele, Richard Mille has revisited an emblematic object that, like the brand itself, has transformed its world. The piece is aimed at all those who harbor a love of beautiful handwriting and great Swiss watchmaking mechanisms.

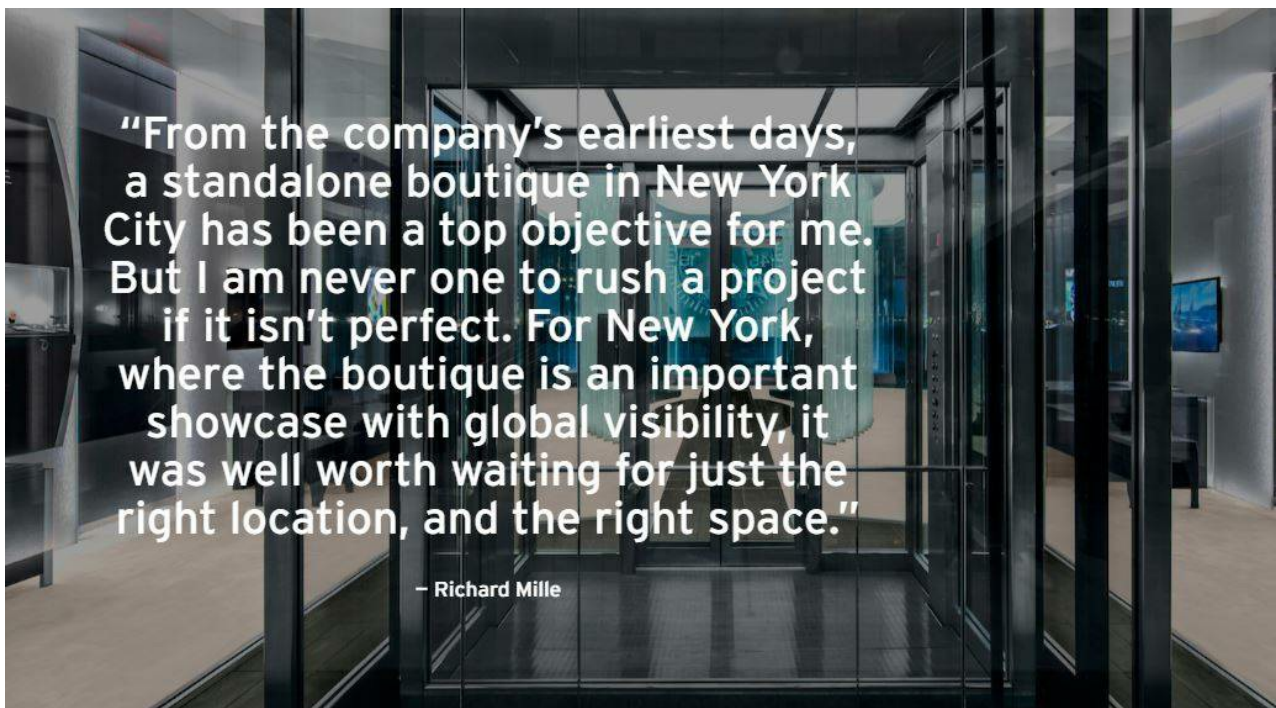
2017: Two new athletics sports partners join the RM Family with Wayde Van Niekerk and Mutaz Essa Barshim.

2018: Opening of Flagship Boutique in New York City located at 46 East 57th Street, in the heart of Manhattan, the 4,200-square-foot flagship becomes the ninth Richard Mille boutique in the Americas.



Mechanical Fountain Pen

source - richardmille.com



Richard Mille

source - richardmille.com



New models with a singular theme – bonbon
source - richardmille.com

Company name: Richard Mille

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Website: <https://www.richardmille.com/>

Phone: 852 2528 1669

Patent status: -

On market since: 2001

Regions: Switzerland

Industries: Consumer products

Source links: [Richard Mille](#)
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



MONTALE PARIS: THE MOST ICONIC FRAGRANCES

Pierre Montale had a date with destiny 20 years ago in the far reaches of the Kingdom of Arabia. Inspired by the beauty and hidden secrets of the Eastern world, between learning process and pure marvel, he composes with confidential and millennial olfactory materials such as rose, incense, amber, cedar, precious woods and a thousand other wonderful scents like happy ointments or love potions. On the range of Pierre Montale's most popular scents rises the spirit of the oud, keeper of traditions at the gates to the east. Pierre Montale will become the first ambassador for the West. Subjugated by his infinite combinatorial properties, Pierre Montale became the first ambassador of oud for the west providing the most sophisticated feelings. He claimed that a fragrance is a natural and living raw material, which continues its maceration. The fragrance the person buys today will gain strength and roundness along its conservation. Time and maceration: The secret of an elixir.

WHAT IS THE OUD?

Oud is produced when the Aquilaria/Agar Tree is infected by a Sparasitic fungus. The tree naturally secrets a defense against this parasite. This mechanism produces a very dark and aromatic resin. This set of wood/parasite/natural defense is taken manually, sheltered from the light in cellars for several years. After a distillation process, the Oud is here. It is a material used in spiritual rites and practices from the Middle East to the Far bats, crossing the border of religions.



AMBER MUSK

source - montaleparfums.com

Montale creates its perfumes from high-quality natural materials, high-concentration perfumes, which encourage their intensity & exceptional holding.

Emblematic raw materials:

Passionate about Roses, Pierre Montale brings in his compositions Roses from France, Bulgaria, Turkey, India, Saudi Arabia. Forevermore sensuality and originality. Their delicate scents, powerful and recognizable, evokes for the creator the very scent of the oriental gardens. Vanilla was one of the first scents of the brand. Intimate, sensual and greedy, it is indispensable to the development of oriental perfumes. Montale parfums has more than 10 fragrances around vanilla bourbon: the most beautiful vanilla in the world from Madagascar. Orange Flowers, Jasmine & Tuberose are very appreciated by Pierre Montale.



The aluminum bottle Montale has been specially created to protect and preserve the valuable essences and contribute to their evolution
source - montaleparfums.com

Flowers offer depth and richness inside his creations. It's absolute femininity. They represent the sun and the light. All flowers are extracted in Grasse, the emblematic city of perfumes. Bergamot, citrus, strawberry, litchi, blackberry or raspberry are also key ingredients of the house. Fruits bring natural sugar, acidity, freshness. They help to compose sexy and sparkling perfumes. Feminine as masculine. Musk, amber, patchouli, vetiver & sandalwood are perfumes on their own. Charnel, enveloping and sensual, these materials are essential in the Montale landscape.

Black Oud: the Montale identity

A real oriental olfactory experience created by Pierre Montale in 1993. More than an oud, it is the first fragrance from the house which offers intensity and a total surprise, by its mastered originality. Today, iconic of the Montale's house, he meets the components of the Oriental identity & the French excellence. Black oud is an awesome Cambodian oud blender with Indonesian patchouli leaves over a combination of mandarin, musk and roses petals. It is a perfume with a powerful wake of sensuality.



Intense Pepper

source - montaleparfums.com



The fragrance you buy today will gain strength and roundness along its conservation

source - montaleparfums.com

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Phone: +33 1 40 70 07 09

Patent status: -

On market since: 2001

Regions: France

Industries: Consumer products

Source links: [Montale Paris](#)
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



MAITRE PARFUMEUR ET GANTIER LEAVES A UNIQUE AND THRILLING OLFACTORY SIGNATURE

Jean-Francois Laporte was a highly influential figure in the world of niche perfumery. Having made his name as the founder of Sisley, he went on to offer one of the first alternatives to mass market perfumery when he founded L'Artisan Parfumeur in 1976. After leading that now extremely well-known brand to its initial success, he moved on to found the perfume house Maitre Parfumeur et Gantier in 1988. Rooted in the French perfumery tradition of the 17th century, this exquisite brand draws inspiration from travels, the world of opera and baroque aesthetics. Linking heritage and modernity, Maitre Parfumeur et Gantier is distinguished by its audacious and rare blends breathing new life into the art of perfumery. Through a handcrafted look and a rigorous selection of the finest raw materials, this Parisian brand offers the guarantee of refined and luxurious fragrance ranges. Whether personal or ambiance, each fragrance leaves a unique and thrilling olfactory

 signature.



Maitre Parfumeur et Gantier was founded in 1988

source - ginifragranze.com

The Eaux de Parfums come in an exquisite glass bottle with bevelled edges. The seal of Maître Parfumeur et Gantier is *printed in gold on a fine layer of enamel*. Each bottle has a gilded cap adorned with a diamond-like *Swarovski stone*. Like precious jewels, fragrances are presented in red cases coated with leather grain paper, a reference to the origins of Gantier, as French glovemakers (gantries) used to scent their gloves.

A short walk from the *Place Vendôme*, this Parisian boutique recreates the special atmosphere of the perfume shops of the *17th century*. A shiny marble floor, walls covered with Cuir de Cordoue and a trompe l'oeil ceiling create a sophisticated ambience; a warm setting that perfectly matches the refined style of the perfumes.

Maitre Parfumeur et Gantier's creations:

Rose, Tuberose, Camellia, Lily, Iris, Ylang, Carnation, Maitre Parfumeur et Gantier sublimates the flowers to honour the spring! From White Garden to Comoros Flower, from Tuberose to Nile Garden, opulent or fresh, spicy or fruity, discover all the richness of the floral notes at Maitre Parfumeur et Gantier.

Ambre Mythique:



Ambre Percieux & Ambre Mythique
source - maitre-parfumeur-et-gantier.com

The magic of the desert of Oman in the evening the night comes to cover the dunes like a starry wall hanging. Maitre Parfumeur et Gantier found its inspiration under the skies of the East, mixing Amber, his favourite note, with the mythical essences of Frankincense and Myrrh. The user will discover Ambre Mythique *the perfect balance of amber note linked to the richness of floral notes and ancestral balms.*

L'Ambiance:

Furthermore, Maitre Parfumeur et Gantier is also a wide range of ambiance fragrances. To Sprays, To Diffuse or in candles you can bring to your interior the refinement that it deserves. Woody heats, floral opulence, fruity freshness, discover the pleasure of perfuming your interior.



Each fragrance is the product of a playful marriage between scents and notes
source - maitre-parfumeur-et-gantier.com

Company name: Maitre Parfumeur et Gantier
Contact person: -
E-mail: info@tarakaparfums.com
Website: <http://www.maitre-parfumeur-et-gantier.com>.
Phone: +33 1 42 96 35 13
Patent status: -
On market since: 1988
Regions: France
Industries: Beauty Industry, Consumer products
Source links: [Maitre Parfumeur et Gantier](#)
Direct link: [click here](#)



ETAT LIBRE D'ORANGE: AN AMBITIOUS, AUDACIOUS PERFUMERY

Etat Libre d'Orange is a confiscated perfume house founded in 2006 by Etienne de Swardt. Etat Libre d'Orange currently presents a collection of 34 fragrances - all aspirational, all essential. With an emphasis on originality, audacity, authenticity, and freedom of expression, Etat Libre d'Orange proposes surprising olfactory compositions, without any limitations in terms of creativity, raw materials, or expense. A whimsical perfumery that uses irony to hone the names of its scents. A spirited perfumery that shakes up prejudices and stirs up ambiguities. A perfumery that plays with ideas and reinvents the pleasures to be found in the sense of smell, through sublime, delicately composed juices. These are juices composed from first-rate, living matter that fuses with the skin so they can only belong to the person who wears them. Juices that are fashioned without constraint or compromise. Juices that are designed to disturb, to touch, to tempt, to thrill. And seduce, seduce, seduce.

THE NAME:

When Etienne de Swardt created his house of perfume in 2006, it was only right and natural for him to give it this name, to honor his birthplace and what it represents. In South Africa, Etat Libre d'Orange, the Orange Free State, was an autonomous sovereign republic which declared independence from British rule in 1854. The name was derived from the royal family of the Netherlands, the homeland of the region's pioneers. It was a land of staggeringly rough beauty and color and unforgettable smells, a nation of contrasts, strong feelings, and mixed emotions. The rainbow mosaic of people and cultures gave it an unpredictable, sometimes savage nature. And it was independent - unrestrained, unrestricted. Unity, beauty, conflict - and freedom, the hallmarks of our company. The Orange Free State ended in 1902. But its attitude lives on at Etat Libre d'Orange.



Etienne de Swardt
source - etatlibredorange.com

THE SIGNATURE:

Etat Libre d'Orange is a declaration of independence. Etienne de Swardt worked for a long time in the rarefied world of luxury perfume, a world which has had a fixed scope and

ambition. Much of the work in recent years has been limited to simple and sterile fragrance expressions. Perfumes have been conceived with the goal of pleasing the greatest number of potential customers, and this goal is based on the premise that customers want something easy and uncomplicated. Bored with these dictates, Etienne formed his own house with the idea of starting a revolution. He wanted to create a challenging perfumery, to emancipate juices from traditional restrictions. He envisioned perfumes that were furiously liberated, dangerously endearing. Flamboyant, excessive, perfect. Sometimes scandalous, always delicious. Perfumes for life and love and making love.



Etat Libre d'Orange collection
source - etatlibredorange.com

THE EMBLEM:

For Etienne, the three colored rosette is his symbol of liberty, his proclamation of difference. It appears as a seal, a commitment, on the sharp edge of all the bottles.

THE BOTTLE:

Etat Libre d'Orange is a gallery of avant-garde perfumes, a platform for olfactive innovations. No restrictions are imposed on the making of fragrances. The concentration is on the juice, not the packaging. Etat Libre d'Orange doesn't spend time, energy, or money in the design of its bottles. . A simple bottle - solid, serious, attractive - holds the true creativity.



Etat Libre d'Orange secretions magnifiques
source - etatlibredorange.com

The brand has met a growing number of passionate fans who see in Etat Libre d'Orange its singularity, its sincerity, and its adherence to its ethos: luxurious, provocative, sometimes ironic, often subversive, and always elegant. In ten years, Etat Libre d'Orange has become a respected constituent in the world of perfume:

- Five stars from the New York Times in its classification of perfume houses;
- The Specialists' Prize, awarded by the Fragrance Foundation France for having created an innovative and daring perfumery.

Company name: Etat Libre d'Orange

Contact person: Etienne de Swardt

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Phone: +33 1 42 78 30 09

Patent status: -

On market since: 2006

Regions: France

Industries: Consumer products

Source links: [Etat Libre d'Orange](#)
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



DAVID RIO PROVIDES A RICH, INDULGENT CHAI EXPERIENCE

David Rio is an award-winning, premium chai and tea company based in San Francisco, California, offering customers only the finest products domestically and around the world. Established by co-founders David Scott Lowe and Rio Miura in 1996, it first started as a line of speciality tea, coffee, and accessories through an all Japanese catalogue, and transformed into America's premier chai company. David Rio is available in cafés, restaurants, and speciality food stores across the U.S. and in over 50 other countries. Furthermore, the company strives to be the global premium chai brand, exceeding customers' expectations, offering exceptional taste and quality, and delivering meaningful customer service. In addition, as a part of David Rio's corporate philosophy to support animal welfare, the company has maintained partnerships with local, regional, and international organizations such as the International Fund for Animal Welfare, Cat Tales Zoological Park and Peninsula Humane Society & SPCA.

David Rio was founded by Rio Miura and David Scott Lowe in 1996. They first began selling specialty teas, coffees, and accessories through an all-Japanese language catalogue for export to Japan, Rio's native country. David Rio's first chai, Elephant Vanilla, was intended to be sold in Japan only, but immediate domestic demand from both individuals and wholesalers led David Rio to offer its chai in the US market.

David Rio's success with Elephant Vanilla inspired Scott and Rio to create a new chai with stronger spice notes and developed its second blend, *Tiger Spice Chai*®, which quickly became the company's signature chai. Since then, David Rio has continued to create innovative flavours under its "*Endangered Species Line*" of premium chai products, to demonstrate its commitment to animal welfare. Each product is named after endangered, at-risk, or vulnerable animals.



Rio Miura and David Scott Lowe, co-founders
source - davidrio.com

With this deep commitment to animal welfare, David Rio donates annually to the [International Fund for Animal Welfare](#) (IFAW)'s elephant and tiger programs. These donations contribute to [IFAW's](#) global initiatives, such as protecting endangered tigers and elephants around the world.

David Rio has also supported the San Francisco Bay Area's [Peninsula Humane Society & SPCA](#) since 2002, as well as partnered with [Cat Tales Zoological Park](#) in Mead,

Washington since 1999, where the company adopted a Bengal Tiger, Atlas.

Furthermore, Chai Bar by David Rio's passion for animals is also reflected in its logo of a strong, beautiful Bengal tiger.



In addition to offering exceptional service and superb products, Chai Bar by David Rio stands behind protecting endangered, at risk, or vulnerable animals
source - davidrio.com

Today, David Rio's premium chai and tea products are available in cafés, restaurants, and speciality retail stores in over 50 countries around the globe. With its strong domestic and global presence, the next step in the Company's vision was to create a retail café. In Spring 2015, David Rio opened the doors to Chai Bar by David Rio, a chai-centric café in San Francisco's Mid-Market, so that locals and consumers from around the world could enjoy signature David Rio Chai products, as well as have the opportunity and excitement to share in David Rio's newest offerings and products under development.

Company name: David Rio

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Phone: +1 800-454-9605

Patent status: -

On market since: 1996

Regions: United States

Industries: Food and Drink

Source links: [David Rio](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



KT TAPE: AN ELASTIC SPORTS TAPE DESIGNED TO RELIEVE PAIN WHILE SUPPORTING MUSCLES

KT Tape is an innovative product that helps to reduce pressure to the tissue and may reduce discomfort or pain. KT Tape and other sports medicine products respectively were developed by KT Health, which was formerly known as Lumos, Inc. The company was founded in 2008 and is based in Lindon, Utah. Its correct taping also provides support to muscles by improving the muscle's ability to contract, even when it is weak, and helps the muscle to not over-extend or over-contract. When an area of the body is injured through impact or over-use, the lymphatic fluid builds up causing inflammation and swelling. This accumulation of lymphatic fluids may cause increased pressure on muscles and tissue which can cause significant discomfort or pain. It is believed that when applied correctly, KT Tape lifts the skin, decompressing the layers of fascia, allowing for greater movement of lymphatic fluid which transports white blood cells throughout the body and removes waste products, cellular debris, and bacteria.

Whether you are training for your first marathon, getting ready for your first game, reaching a personal fitness goal, or just trying to get through the day, nothing slows you down more than pain and injury. KT Tape is lightweight, comfortable to wear, and can be used for hundreds of common injuries such as lower back pain, knee pain, shoulder pain, carpal tunnel syndrome, sprained ankles, and tennis elbow - just to name a few. KT Tape provides pain relief and support so you don't have to slow down.

KT Tape Original and Gentle tape are made of 100% cotton fibers with specialized elastic cores. KT Tape PRO, PRO Extreme and PRO-X are made using a highly engineered, ultra-durable synthetic fabric with 30% stronger elastic cores. Both the cotton and synthetic materials create unidirectional elasticity which allows the tape to stretch in length but not in width. As a result, the elastic fibers provide stable support without restricting the range of motion like a traditional rigid athletic tape.



KT TAPE PRO-X Patch
source - kttape.com

KT Tape PRO's fibers allow for moisture release which is critical for comfort and wearability. As a result, the tape provides greater comfort over a longer period. KT Tape's specially formulated adhesive is latex-free, hypo-allergenic, and designed to last through humidity, sweat and showers, and multiple days of wear.

Based in American Fork, Utah and founded in 2008, KT Tape® has revolutionized the sports medicine industry with the introduction of the most advanced and recognized kinesiology tape and recovery products. KT Tape® is recognized as a leader in sports-related pain and injury treatment. The mission of the company is to develop breakthrough solutions to help enable athletes to compete at their best. KT Tape has become the athlete's choice for drug-free pain relief and injury management.



KT Tape: Full Knee Support
source - kttape.com

The Company currently designs, develops, and distributes a variety of kinesiology tape lines, including KT Tape® Original (cotton) and KT Tape® Pro™ (synthetic), engineered for targeted pain relief and enhanced functionality, as well as lines of performance and recovery products.

KT TAPE GRIP TAPE:

- Enhances grip during heavy barbell, kettlebell, CrossFit, and Olympic lifting
- 2 inches (5cm) width works for all thumbs

KT TAPE® COTTON:

- Comfortable to wear for 1 to 3 days

- Stays on in water
- All-natural cotton for everyday wear

KT TAPE® PRO:

- Comfortable to wear for 4 to 7 days
- Stays on in water
- Durable 100% synthetic fibers are highly breathable

KT TAPE® PRO EXTREME:

- Extra strength adhesive
- Highly Water resistant
- Comfortable to wear up to 7 days

The Kinesio Taping® Method is a definitive rehabilitative taping technique that is designed to facilitate the body's natural healing process while providing support and stability to muscles and joints without restricting the body's range of motion as well as providing extended soft tissue manipulation to prolong the benefits of manual therapy administered within the clinical setting. Latex-free and wearable for days at a time, Kinesio® Tex Tape is safe for populations ranging from pediatric to geriatric, and successfully treats a variety of orthopedic, neuromuscular, neurological and other medical conditions.



KT Tape: General Elbow
source - kttape.com

The Kinesio® Taping Method is a therapeutic taping technique not only offering your patient the support they are looking for, but also rehabilitating the affected condition as well. By targeting different receptors within the somatosensory system, Kinesio® Tex Tape alleviates pain and facilitates lymphatic drainage by microscopically lifting the skin. This lifting affect forms convolutions in the skin thus increasing interstitial space and allowing for a decrease in inflammation of the affected areas.

Company name: KT Health LLC

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Patent status: -

On market since: 2008

Regions: United States

Industries: Consumer products

Source links: [KT Health LLC](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)



NAILS INC KEEPS NAILS IN HEALTHY CONDITION WITH A GLAMOROUS FINISH

The UK's number one nail brand, Nails Inc was founded by Thea Green in 1999, and has quickly become one of the most innovative fast-growing independent beauty businesses in the market, with new brands being added to the portfolio. It is renowned for being the first premium nail bar in the UK, boasting 16 luxury destinations in stores including Harvey Nichols, Selfridges, Fenwick and Brown Thomas, as well as five standalone stores in Japan. Nails Inc has a widely established global product distribution across 25 countries, with prestigious retailers such as Sephora. Currently, the company has stores in the UK, US, France, Middle East, Singapore and Hong Kong. With a series of industry accolades due to its first to market product innovation, original must-wear shades and collaborations with the likes of Victoria Beckham, Diane Von Furstenberg and Alexa Chung, Nails Inc continues to lead the way in the nail category.

In October 2017, Thea Green introduced INC.redible cosmetics. Amplifying the DNA from the mother ship of Nails inc, the proposition of the colour and skincare brand is to be INC.redible self. The brand mission is to deliver an INC.redible cosmetic range with genuinely INC.redible products and a positive brand world with a social conscience that has a positive impact on people. Like [Nails inc](#), INC.redible is cruelty-free and PETA approved. The brand portfolio continues to grow with the latest edition of My Mood, launched in June 2018. A youth lifestyle brand built collaboratively with a community of those who know best – the consumer - the range covers everything from bath & body, accessories, beauty and tech, packaged with a social conscience. It is the first of its kind; shaped by a community of young enthusiasts and creatives. All of My Mood products are vegan, cruelty-free and ocean-friendly.

Nails inc is the UK's largest nail bar chain, serving on average **10,000 customers per week through 60 locations**. The company now has stores in the UK, US, France, Middle East, Singapore and Hong Kong. The company has also developed Get Lashed, a diffusion brand for false eyelashes.



All of My Mood products are a vegan, cruelty-free and ocean-friendly
source - nailsinc.com

Currently, the company has responded to the demand from the nail professionals and created Nails inc PRO for them. The new formula is the result of years of knowledge and

experience combined with the latest gel effect and long-wearing technology, encapsulated in a super-charged polish and treatments.

STEP 1. The revolutionary base coat. This polish contains a unique resin system which allows the colour to bind to the base like a magnet. It also features integrated optical brighteners to give the appearance of clean and healthy nails.

STEP 2. The colour. The colour contains a collection of technology to deliver intense colour.

Each shade is enriched with:

Volcanic glass and shellac (a protective agent) for strength and protection of colour;

Polyester resin for flexibility and durability;

Dual polymer complex for high shine and long-lasting colour.



Nails inc is the UK's largest nail bar chain, serving on average 10,000 customers per week through 60 locations
source - nailsinc.com

STEP 3. The finish. The final polish in the system is the self-curing gel-like top coat. The top coat compliments the rest of the system by offering a long lasting high shine finish. The top coat is enriched with acrylic and shellac which protects the manicure against discolouration and chipping.

With these technologies combined Nails inc has created the ultimate long wear colour, giving on average five to seven days glossy and unblemished wear. The Nails inc PRO

collection includes 36 shades, including best-selling colours from Nails inc and brand new shades specifically created for Nails inc PRO. In addition, there is a base coat, a top coat and two treatment products.

Company name: Nails inc
Contact person: Hannah Steele
E-mail: hannah@nailsinc.com
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Phone: 44-20-7529-2340
Patent status: -
On market since: 1999
Regions: United Kingdom
Industries: Consumer products
Source links: [Nails inc](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 1](#)
Direct link: [click here](#)



WITAL TEA COMBINES THE BEST TECHNOLOGIES AND MATERIALS

WITAL is a boutique German tea house with a unique product concept called WITAL TEA – a tea brand created in the luxury niche market for clientele with refined and exquisite tastes. The uniqueness of the product lies within its origins. All the exclusive WITAL TEA varieties are collected from the most distinguished, rarest and thoroughly cared for plantations worldwide. WITAL creates luxury tea blends from the finest leaves from around the world, using the experience of the prominent German tea taster Stephan Schonewald combined with the cutting-edge innovation. The highest quality and standards are applied during each step of the process: from tea leaf selection to harvesting and packaging into royal tea bags.

Boutique tea house brings unforgettable tea moments, striving for perfection in every detail. Focusing on quality, exclusivity and design WITAL brings you a unique tea taste and experience illuminated with elegance and grace in 3 exclusive tea lines:

The “FINEST TEA LINE” was designed to exceed expectations of the most sophisticated Tea-lovers. It is an ode to adepts of perfection craving to celebrate sophisticated bouquets and exceptional flamboyant tastes in 5 collections: Exclusive, Black, White, Green & Gourmet. Finest Line is when every tea leaf is a gem.

The “WELLNESS TEA LINE” was created for consumers who choose healthy alcoholic free drinks whilst trying to live vibrant and happy lives in today’s ever stressful world. Wellness line pack is made of Grass Paper– the exclusive packaging material was invented in Germany to decrease harmful emission levels and to save natural recourses, along with it’s Sustainable, Renewable & Compostable NatureFlex™ cellulose foil as a tea barrier it perfectly protects premium tea quality & minimizes a negative effect on the environment.

The “ORGANIC TEA LINE” is a scientifically led eco-innovation by WITAL. Its unique innovative and sustainable packaging helps to protect premium tea quality and is 100% biodegradable.

WITAL offers a wide range of services for partners and tea professionals which in turn will amaze the customers with an unforgettable tea tasting experience. They produce the finest teas in different packaging types to fit your current business model.

Besides preselected tea assortment WITAL have designed special tea accessories and sales point equipment which will help to present tea for each and every occasion: from a breakfast time in the hotel to the tea counter display in a fine food store.



100% hand-sewn cotton teabags

source - witaltea.com



Wital Tea is a brand full of both modernity and originality

source - witaltea.com

Company name: Wital GmbH
Contact person: Aleksey Popov
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Website: www.witaltea.com
Phone: +49 (0) 6105/70358-10
Patent status: -
On market since: 2000
Regions: Germany
Industries: Food and Drink, Consumer products
Source links: [Wital GmbH](#)
[ORIGINAL VIDEO](#)
Direct link: [click here](#)



LUMAS: HIGH QUALITY AND DURABLE TEXTILES FOR BEDROOM AND BATHROOM

Lumas International BV was founded in 1989 by Luc Slijpen and over the years has grown into an international player within the textile market. In 2014 Maurice Hul joined as a co-owner. The head office of Lumas is located in Maastricht. The company has purchasing offices in Pakistan, India and Turkey. Their range consists of textile products for the bedroom, bathroom and all basic textile products for in and around your home. The products are delivered in the desired quality. In addition to commissioning the production of private labels from their clients, the company carries some own labels; among other Royal Suite and Living Dreams. High-quality cotton is used for Lumas bed linen, guaranteeing comfort and durability. Moreover, their designers provide designs with a modern and warm atmosphere. They supply, among other things: duvet covers, fitted sheets and sheets.



Lumas has bed linen, the company supplies duvet covers, fitted sheets and sheets
source - lumasinternational.com

The company provides **Organic cotton**; 100% organic and fair trade cotton; a natural and honest product. **Flannel**; 100% brushed cotton (flannel). Thanks to the special treatment flannel feels warmer and softer than ordinary cotton. An ideal duvet cover to experience a warm and secure feeling during the cold winter months. **Microfibre**; non-iron, comfortable with favorable pricing. **Percal**; pure combed Egyptian cotton. By using high-quality cotton and densely woven threads a person will enjoy these duvet covers for a long time. **Satin**; pure combed cotton (satin) provides a high degree of luxury.

In addition to the great comfort of **bath linen**, the company develops sustainable products. Their designers follow the latest trends closely so that the bathroom will always have a modern and attractive character. They are able to supply the bath linen in many weights, sizes and colors. Their towels include towels, Bath towels, Guest towels, Washcloths, Bathrobes, Bath mats. Lumas also supplies basic textiles for **kitchen, living room, garage and garden**.

Basics Home Collection by Lumas includes table linen and kitchen textiles. The company also produces home plaids, decorative cushions and sunbed protectors for living room and garden. Their Basic Collection consists of basic outerwear for both men and women.



The company also produces home plaids, decorative cushions and sunbed protectors for living room and garden
source - lumasinternational.com

Royal Suite & Living Dreams.

The line 'Royal Suite' consists of all textile products that are present in the bedroom and bathroom. A perfectly coordinated line that turns bedroom and bathroom into a luxury hotel suite.

Living Dreams; 'The Best HD Prints possible' These duvets produced in Europe are printed on state-of-the-art printing machines.



Basic Home Collection and Basic Clothing consist of textile products that will offer daily comfort
source - lumasinternational.com

Company name: Lumas International BV
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Website: www.lumasinternational.com
Phone: + 31 43 408 2145
Patent status: -
On market since: 1989
Regions: Netherlands
Industries: Consumer products
Source links: [Lumas International BV](#)
Direct link: [click here](#)



CLIVE CHRISTIAN - A "ROYAL" PERFUME HOUSE

Clive Christian Perfume is a leading independent British perfume house with a vision to create the world's finest perfumes. It boasts the world's most expensive perfume as recognized by the Guinness Book of Records. The brand's predecessor, the Crown Perfumery Company established in 1872, is the only house ever to have been granted permission to use Queen Victoria's crown on its bottles. An image that defines every bottle of Clive Christian perfume to this day. The iconic crown image only further symbolises Clive Christian's exclusivity, regal feel and British pride, embellishing each hypnotic perfume scent with a touch of magnificence. In addition, all Clive Christian perfumes are 20% perfume concentration or above, meaning they are all classified as pure perfume. If applied correctly, pure perfume should last for at least 8 hours. The only demand behind each luxury fragrance was sheer perfection. The finest ingredients, the rarest temptations of the senses, exhilarating and enthralling all at once.

History of the House:

In 1978, Clive Christian founded [Clive Christian Furniture](#). His every creation represented grandeur, dedication to the familial and the romantic, a place to be remembered and where memories were made. Beyond furniture, Clive Christian turned his unwavering focus and desire to create toward luxury fragrances, with a view to revive the industry by bringing the same artistic beauty and attention to detail that had made his interior designs so sought after.

Both following and paving the path of luxury, Clive Christian seized the opportunity to purchase the Crown Perfumery Company in 1999, and established [Clive Christian Perfume](#). Truly, a match formed in a hedonist's heaven: an empire driven by the splendour and British history acquiring the only perfumery given the right by Queen Victoria herself to use the image of her crown, in turn bestowing Clive Christian with the now world-renowned crown bottle-stoppers.

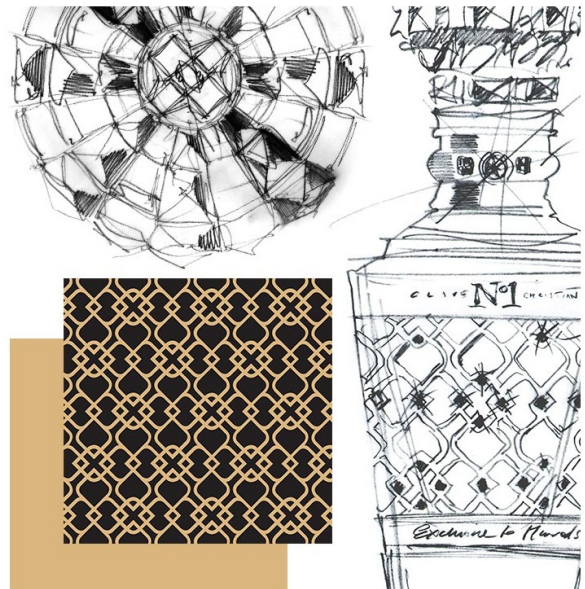
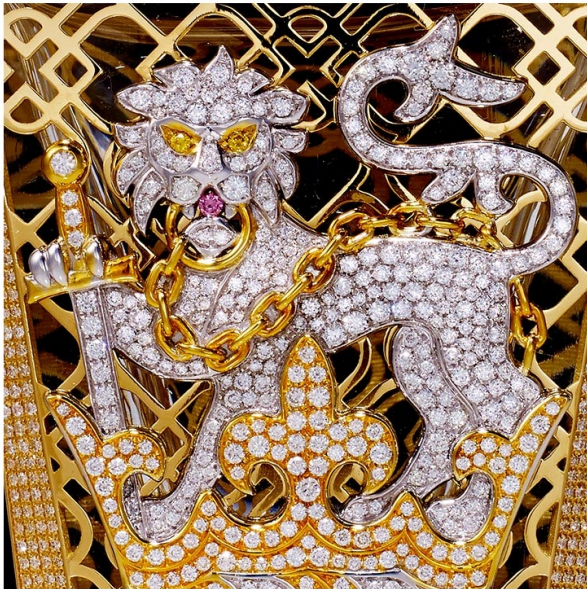


An Oriental that is understated yet distinctive
source - clivechristian.com

The No1 Perfume:

[Clive Christian Perfume](#) are creators of the world's finest perfumes. The finest of all perhaps is No1, the perfume Clive Christian refers to as "the perfume of my heart". Using only the most precious, rare and highest quality ingredients, No1 is the very essence of

perfume creativity. Taking this celebrated perfume Clive Christian developed a magnificently decorated crystal flacon for No 1, a piece of extraordinary beauty and rarity, *No1 Passant Guardant*, which became officially recognised as “The World’s Most Expensive Perfume”. The intricate detail and elaborate design is an ode to the complexity of this perfume, a celebration of extraordinary craftsmanship and the grandeur of precious materials.



It perfectly embodies the founding pillars of creativity, craftsmanship and provenance, which are at the heart of the Clive Christian brand

source - clivechristian.com

Clive Christian has named this rare work of exquisite craftsmanship *No1 Passant Guardant*. Taking the perfume house’s signature crystal bottle and adorning it in fine, handcrafted, 24 carat gold lattice-work, creating a glittering ode to pure perfume. The upper part of the heraldic crest is from Clive Christian’s own coat of arms, awarded by Queen Elizabeth II’s Royal College of Arms in 1999 and dating to when he took custodianship of the Crown Perfumery. Embedded in the lattice-work are more than 2000 individually set flawless white diamonds. Set in the eyes of the lion standing “passant guardant” over the Crown are two yellow diamonds, whilst a rare pink diamond marks out the lion’s tongue. This work of art is a sensually opulent homage to the fragrance within, No1 Sandalwood.

Original Collection:

In 1999 Clive Christian launched the ‘*Original Collection*’, featuring a trio of fragrances

in both men's and women's versions, tailored to perfectly complement one another. The first, '1872', pays homage to the year Queen Victoria honoured the Crown Perfumery Company with her symbol. The feminine edition is a celebration of the British summertime, a serene melody of vibrant floral notes and citrus tones, whilst the masculine edition showcases a spiced infusion of Sandalwood and Cedar.



Sourced and composed using the rarest, most precious ingredients from around the world, this perfume is fully deserving of its name

The second fragrance in the collection is arguably the most resplendent. Known simply as **"No 1"**, the feminine edition is nothing if not spectacular; "Clive Christian's magnum opus. Rare and exotic flora are rendered timeless in this sparkling homage to the East. A floral oriental with fruity top notes of plum, mirabelle, white peach and bergamot which slowly and sensually unravel to reveal jasmine, carnation and rose." The masculine edition is no less sumptuous, the essence of refined masculinity encapsulated in a masterful blend of precious ingredients.

The third and final scent is 'X', an aphrodisiacal offering, created to tempt. The feminine edition emulates a femme fatale – subtly seductive, a mesmerising combination of Cashmeran Musk and Jasmine. The masculine edition is equally as intriguing, formed from far-flung exotic extracts.

Private Collection:

In 2010, the *Private Collection* was born, a selection of emotive and evocative fragrances as a tribute to Clive Christian's love of family. It is a reflection of life's most precious moments, stories spun with contemporary scents and bottled – snapshots caught in ten vivid perfumes.

Noble Collection:

A proud and patriotic family of scents shaped by the most celebrated horticultural, architectural and artistic periods of British history. The '*Noble Collection*' fragrances take inspiration from the spirit of nobility, and the exquisite flora of the gardens that surround Christian's own Queen Anne residence. As ever, his own fondness for beauty touches every detail of his empire.

A balance between traditional culture and contemporary art is perhaps what makes Clive Christian so special – each creation perfectly melds together the beauty of the past with a vision for the future.



A seductive botanical and elegant collection of perfumes inspired by a passion for horticultural architectural and artistic movements that shaped key periods in British history evoking the spirit of nobility
source - clivechristian.com

Addictive Arts:

The most recent addition is the '*Addictive Arts*', a spellbinding trio of fragrances concocted with seductive, sybaritic elements to thrill the pleasure-seekers and sensualists. The names themselves conjure imagery of the wild and the reckless – *Jump Up And Kiss Me*, *Chasing The Dragon* and *Vision In A Dream*. Each intoxicating scent is created to

intrigue and excite, and awake the senses in a way only the most masterful can accomplish.

Truly, what sets Clive Christian apart is the unwavering dedication to their creations. Each fragrance is complex, with meticulously selected raw and rare elements, from British flora to exotic, far-flung notes of cinnamon and cardamom. The concentration of pure perfume in each bottled masterpiece guarantees both intensity and longevity, closer to the skin than any other cosmetic or apparel.



Addictive Arts uses Pioneering Perfume Technology (PPT) that is breaking boundaries in the world of niche perfume

source - clivechristian.com

Company name: Clive Christian Perfume

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Patent status: -

On market since: 1999

Regions: United Kingdom

Industries: Beauty Industry, Consumer products

Source links: [Clive Christian Perfume](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



MAVIVE OFFERS A UNIQUE PERFUMES FOR TODAY'S LIFESTYLES

Mavive was established in 1986 by Massimo Vidal. The Vidal family first entered the body-care sector in the early 1900s. Mavive is currently under the stewardship of the third and fourth generation of the Vidal family. The company has its headquarters in Venice. Through this continuous source of inspiration and the relationships created over a long time, Mavive is profoundly connected with this truly unique city. Driven by passion, creative freedom, and an entrepreneurial spirit, Mavive has created a prestigious portfolio of perfumery brands. Inventors believe that good ideas can come from any source, and this entrepreneurial attitude leads to growth and enhances the quality of all products. The team is made up of forward-thinking professionals who embrace a sense of creativity that is both dynamic and constantly progressive. The motto is Alacrity. The company believes there are no limits to innovation. It is in their creative DNA to recognise that the results generated from a journey, ignited by sharing ideas, are winning results.

The team goes beyond the limits of what they believe they can do because innovation is in their blood. The company finds collaborations beyond the national borders and beyond brands, in order to generate creative solutions for the market. They push ideas beyond the traditional limits, and guide them toward an extraordinary and sustainable success faster. Among the brands of Maviva are I Profumi di d'Annunzio, 4711, Blauer, Tabac, Police Brand, "Replay", Pino Silvestre, Monotheme and Zippo. I Profumi di d'Annunzio is a new brand. The earliest fragrance of this brand was created in 2017, the last one - in 2018. I Profumi di d'Annunzio worked with perfumers such as Maurizio Cerizza and Luca Maffei.



Driven by passion, creative freedom, and an entrepreneurial spirit, Mavive has created a prestigious portfolio of perfumery brands
source - mavive.it

IL FUOCO

Il Fuoco is an impressionistic perfume, full of light and amorous bewitchment - purple, celebratory, opulent. It is the excitement of a fire: flashing, bursting, feverish. Eminent and solemn, almost elusive, yet lively in its freshness and ardour. Il Fuoco is a deity of the instant. The vibration of every moment that wafts, disappears, and ascends, as a flame that disperses, re-absorbs, regenerates, in a sparkling of incandescent gold. An ancient perfume; an indefatigable, trembling presence saturated with hypnotic enchantment.

NOTTURNO

Notturmo is a homage to the beauty of the night, to the instinct of divination, to the flashes of ecstasy; above all, to the visionary power of the eye, so beloved by the ancient soothsayers. It is a perpetual alchemy, a wandering magical sense. Its olfactory personality is restless, sibylline. A mysterious melody that is drawn, that stretches and flows. The whole passion of the night endlessly pursues, wave-after-wave. And it seems that nothing can divide or move away; nothing can hinder its destiny to meet an unknown sunrise...



I Profumi di d'Annunzio is a new brand
source - mavive.it

AQVA NUNTIA

Aqua Nuntia is the leading product in this olfactory line. It manifestly evokes the name of the Poet, in all its manifold interpretations. Aqua Nuntia was already mentioned in the Renaissance books, *Experimenti*, which inspired the experimentations by Gabriele d'Annunzio, and is the result of a scenographic vision of the ancient: of archaeological and mythological intensities. It is a daily breeze, tranquil and elegant, with a discrete passion. It is a feverish spirit, in which the images of the flow of time come together as the seasons arrive. It evokes in the feelings of the surging pace of marine foam, and the sound of a singing, sovereign Venus: *Aqua Nuntia portentosa,/Ora facis aulitosa,/ Nardo spirans, nari mitis,/In te virtus Aphroditis.*

ERMIONE

Ermione is the perfume of spiritual joy. Its natural exhilaration embraces everything, captured perfectly in the rustle of the gurgling spring. It is a suspended atmosphere, a precise musical note that seems to become airborne while trickling forth. It is tremulous rain, graceful and noble moisture, a whisper of silk. Ermione is the temple of the eternalness of movement. It is the mysterious that becomes simple, the perfect time for sentimental accords. It is the divine side of the human, the interior dimension that flows into the present. Life is fresh and fragrant.



The company finds collaborations beyond the national borders and beyond brands, in order to generate creative solutions for the market
source - mavive.it

IL PIACERE

Il Piacere is the perfume of the vibrant, of the ever-living flesh. It is the glory of the inimitable worldly art, it is the celebration of luxury from another era. With its sensual note, Il Piacere advances through the motions of a passion that involves bodies, apparels, accessories, opulence, atmospheres, vibrating souls, and moods. In its wholeness it lives, it feels. Intense and round, with an antiquity-like afterglow that is reminiscent of the perfumery art of the 16th century, Il Piacere is a eulogy to joyful voluptuousness. It entices to devour it and simultaneously to let it embrace with its countless tones of crimson, of bursting fire. It breathes everywhere and everywhere it embraces. Its note is dense and copious, its melody is intoxicating.

DIVA MVSA

Diva Musa is a fragrance expressively dedicated to Eleonora Duse: a much divine glory, lover, muse, and the Poet's absolute poetical inspiration. Forged by dreams on a gilded

anvil, a simulacrum that is the last breath of the immortal fates and secrets; Diva Musa is the ever-glowing and multiple radiance that embodies all women within itself: Phaedra, Antigone, Electra, Francesca da Rimini, and Medea. It is dedicated to a woman who embodies all these legends. It incorporates the sense of tragedy, of nostalgia, and of melancholia. It is a fragrance that radiates light and voluptuousness. It is the animal instinct, the noble signature, an immense soul caged in a glass sphere. Diva Musa is the enigma, Diva Musa is the mystery. It is an inflamed sky, a vibrant aura, an indefinable atmosphere. It is the sacred spirit of the regal.



The earliest fragrance of this brand was created in 2017, the last one - in 2018
source - mavive.it

Company name: Mavive
Contact person: Massimo Vidal
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Website: www.mavive.it
Phone: +39 041.5417771
Patent status: -
On market since: 1986
Regions: Italy
Industries: Consumer products
Source links: [Mavive](#)
[ORIGINAL VIDEO](#)
Direct link: [click here](#)



MOLINARD: ROCKED BY THE MOST BEAUTIFUL DREAMS OF PERFUME

Molinard, the renowned and venerable Grasse perfumer, is a family history that has thrived for five generations, forging a legacy with a passion for creation. An adventure that defies time, remaining true to its values and maintaining its exacting standards of excellence, quality, and tradition. The Maison Molinard perfume house was founded in 1849 in Grasse, Provence, in the south of France, the centre of Europe's perfume industry. It has remained an entirely family-run business to this day, and is also one of the oldest of its kind in France after Parfumerie Galimard established in 1747. In addition, Molinard prides itself on the raw materials it selects for its fragrance creations, placing special emphasis on rare, noble, and natural ingredients from Grasse and around the world, which makes it special. With trailblazing spirit, Molinard revolutionized perfume codes, creating Habanita, which is the first women's Oriental fragrance featuring vetiver, an essence hitherto reserved for men.

The story begins under the bountiful Riviera sun. *Hyacinthe Molinard founded a small company in Grasse to sell Eaux de Fleurs.* The shop swiftly attracted a wealthy clientele, including Queen Victoria, and became a shining beacon of quality French craftsmanship. *In the early 1900s, Maison Molinard opened its prestigious Provencal mansion,* where it would usher in a new era of a flourishing trade. Since that day, this original factory has drawn thousands of curious tourists who flock through its doors every year, contemplating the history-steeped heritage on display within.

One of the most iconic Molinard's creation is *Habanita*, which was born in the exuberance of the *Roaring Twenties*. From perfume extract to the essence of the femme fatale, Habanita's innovative style was eagerly embraced by the garçonnnes - France's flappers - and soon became Molinard's runaway success and an icon in the history of French perfume.



Perfume prodigy of the Roaring Twenties, Habanita established itself in 1921 as the first women's Oriental fragrance in history
source - molinard.com

During the 1930s, Maison Molinard called upon the world's most celebrated glassmakers - *René Lalique, Baccarat, J. Viard* - to design and sign matchless glass containers. In 1932, *René Lalique designed "Le Baiser Du Faune" ("Kiss of the Faun")*, which won the award for the most beautiful bottle in the world at the 1939 [New York World's Fair](#).

Our days:

Célia Lerouge-Bénard, the fifth generation of perfumers and the first woman executive, boldly initiates and channels the creative development of every new fragrance. Wild and passionate by nature, with a creative, artistic soul, Célia now shares her vision of perfume with the world.

In addition, Maison Molinard has earned the nation's highest distinction as an *Entreprise du Patrimoine Vivant* ("Living Heritage Company"), which recognizes its rare savoir-faire honed across several generations. At once daring and legendary, the perfume house has naturally carved out its place in the world of Haute Parfumerie, capturing precious essences in breathtaking bottles.



FIGUE - be swept away to the Mediterranean! Experience the sweet delights of this fleshy, sun-kissed fruit. A rich, milky fig note spreads over the green, sparkling scent of fig leaf
source - molinard.com

Company name: Molinard

Contact person: -

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Website: <https://www.molinard.com/en/>

Phone: +33(0)4 93 36 01 62

Patent status: -

On market since: 1849

Regions: France

Industries: Beauty Industry, Consumer products

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

Direct link: [click here](#)



NASOMATTO: PERFUMES WITH A SENSE OF MYSTERY

The brains (and nose) behind Nasomatto is Alessandro Gualtieri, an Italian perfumer who has created scents for Versace, Valentino, Helmut Lang, Fendi, Diesel, and more. Gualtieri was educated in the art of perfumery in Germany and built a successful career working with artists, niche brands and major designers - but after being rejected more and more for his radical concepts, he decided to strike out on his own. Gualtieri established his Amsterdam-based brand in 2007 and called it Nasomatto (Italian for 'crazy nose'). The first series of fragrances was released later that year: Hindu Grass, Duro, Narcotic Venus, Silver Musk, and Absinth. Currently, the store is located in Amsterdam, Netherlands. Each stylish and luxury bottle of the perfume is part of the project Nasomatto. Produced by hand in small batches at the Nasomatto laboratory, perfumes aims to evoke the deepest feelings and desires. Due to the nature of ingredients and the concentration of the oil, the colour of might different from batch to batch.

In the following years, several more scents joined the line-up: China White (2008), Black Afgano (2009), Nuda (2010), and Pardon (2011). The tenth, Blamage, was released in 2014 along with a film about its origins called The Nose - Searching for Blamage. Blamage is kind of magical - it comes in a creepy, David Lynch-like bottle and upon the first spray smells almost chemical. On wearing, it is woody and floral with magnolia and lily appearing in the most androgynous way imaginable - plus, because Nasomatto only uses extrait strength in their perfumes, it literally lasts 24 hours on the skin.

Gualtieri's anarchic creative process may have alienated him from more traditional brands, but it made Nasomatto a cult favourite and his new venture, Orto Parisi, instantly intriguing.



Orto Parisi

source - nasomatto.com

Nasomatto maintains a sense of mystery. The brand is curiously secretive - perfumers involved only provide their first names and no fragrance notes are given. Instead, all Nasomatto offers are strange, evocative descriptions that have become a trademark of the brand. The scents are variously described as aiming to evoke degrees of hysteria, enhance all the manifestations of male strength, breathe the belief in universal peace and love, and evoke superhero magnetism. There's plenty of other charming weirdness where that came from, including a quest for mercurial liquid love sensation - whatever that means.



Alessandro Gualtieri
source - nasomatto.com

Nasomatto's bold, hit-you-on-the-head approach is no stranger to controversy. Nasomatto is authentic, contemporary and created for connoisseurs. The project is meant for men with a strong interest in the distinguished art of perfumery and a hedonistic appreciation for the senses.



Nasomatto's Collection
source - nasomatto.com

In 2018, Gualtieri unveiled his 12th addition to the range: Nudiflorum, a characteristically opaque piece of work, heavy on abstract florals and tannery-centered notes. True to form,

he doesn't want to dwell on the subject of the new scent, claiming that when a composition has been completed, it's not for him to talk about it.



Nudiflorum

source - nasomatto.com

Company name: Nasomatto

Contact person: Alessandro Gualtieri

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Website: <https://www.nasomatto.com/>

Phone: -

Patent status: -

On market since: 2007

Regions: Italy, Netherlands

Industries: Consumer products

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

Direct link: [click here](#)



KIND SNACKS ACHIEVE A BALANCE OF HEALTH AND TASTE

Since 2004, KIND has been on a mission to make the world a little kinder one snack and act at a time. KIND was born out of its founder's desire to create a snack that was healthy and tasty, wholesome and convenient. What began as a line of premium Fruit & Nut bars sparked the creation of a new healthier snacking category. Today, KIND has a family of more than 70 snacks that offer solutions for a variety of occasions. Its recipes use nutrient-dense, premium ingredients like nuts, seeds, whole grains and fruit, which are recommended for a healthy diet. All snacks are gluten-free, do not contain genetically engineered ingredients and are not sweetened with sugar alcohols or artificial sweeteners. Kindness has always been at the core of its business. KIND was founded with a social mission, the KIND Movement, which celebrates and inspires kindness. Today, the Movement is brought to life through the brand and The KIND Foundation.

KIND was founded by [Daniel Lubetzky](#) and is headquartered in New York City. It has always been committed to bringing customers wholesome and delicious snacks. The company always chooses **high-quality ingredients over recipe short-cuts and provide snacks that are both healthy AND tasty** – not one or the other. In addition, KIND's team works tirelessly to live up to fans' expectations.

The company claims that food shouldn't be overly processed to attain an arbitrary nutrient profile or manipulated to the point that it loses its soul. Instead, it obsesses over creating recipes, using real food, that taste delicious and let the nutrition take care of itself. As KIND grows and evolves, it'll continue to stay true to its mission: real food, wholesome ingredients, and sound nutrition. The company aspires for maximum transparency and always strive to think long term, holistically and empathically as it evaluates all decisions on behalf of it KIND consumers and its community.



Daniel Lubetzky, the founder & CEO
source - kindsnacks.com

The company's recipes are based on the **use as little sugar as possible without sacrificing the flavour and quality of products**. KIND doesn't use high fructose corn syrup and customers will never find artificial sweeteners or added sugar alcohols in its snacks, since they go against the company's philosophy of using premium ingredients that are KIND® to the body.

Furthermore, KIND prioritizes making low glycemic snacks that bring together unique, high-quality ingredients to energize the customer. The first and predominant ingredient in all of its snacks will always be a nutrient-dense food like nuts, whole grains or fruit. In an effort to build on its commitment to transparency surrounding products and their nutritional, KIND is sharing the added sugar content of the 60+ snacks across its portfolio, two years in advance of the deadline set by the [U.S. Food & Drug Administration](#).



The KIND Foundation believes that connecting people with diverse perspectives is one step towards building a kinder, more inclusive world
source - kindsnacks.com

In addition, the company has [The KIND Foundation](#) to foster kinder and more empathetic communities. Through the Foundation, the KIND community will strive to embrace shared humanity and improve the way people relate to one another.

Company name: KIND Healthy Snacks

Contact person: Jenna Thornton

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Website: <https://www.kindsnacks.com/>

Phone: (212) 616-3006

Patent status: -

On market since: 2004

Regions: United States

Industries: Food and Drink

Source links: [KIND Healthy Snacks](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



HAPPY SOCKS PROVIDES WITH THE BEST AND HAPPIEST PRODUCTS AROUND

Happy Socks is a Swedish manufacturer and retailer of socks and underwear. The company was created in with one vision in mind; turn an everyday accessory into a designed colourful item that also spreads happiness. In reaching this vision it aspires to maintain a rigid standard of ultimate quality, craftsmanship and creativity. Happy Socks was founded in 2008. In January 2017, Palamon Capital Partners acquired a majority share in Happy Socks, valuing the company at US\$85.4 million. Currently, the company's products are sold in more than 90 countries and on every continent. Furthermore, Happy Socks has 22 stores outside of Sweden, in the US, UK, Spain, Japan, South Korea, India, Taiwan, and Australia. In addition, Happy Socks features an almost endless variety of models and designs, using a broad spectrum of colour combinations and original patterns.

Happy Socks was founded by **Viktor Tell**, who is the Creative Director, and **Mikael Soderlindh**, who is the CEO. Viktor worked as a graphic designer and an illustrator for several years before finding his place in the fashion world. Inspired by colourful, playful patterns and designs, he is influenced by the daily everything and nothing when designing the Happy Socks collections. His motto: "All play, no work" accurately shows what the label is all about, turning a simple and overlooked product into a fun, creative, expressive success story.



It provides socks and underwear
source - happysocks.com

Mikael worked in the advertising industry for 10 years before he and long-time friend Viktor Tell started their Happy Socks adventure. After a decade of working in service, Mikael wanted to develop a product on a global market and build his own brand from A to Z; all driven by a clear strategy and business know-how. Integrating the corporate structure with a personal touch, Mikael runs Happy Socks by allowing creativity to evolve and grow without interference.

Currently, Happy Socks ensures that its suppliers have high standards by keeping close contact with all of them through regular visits and controls at all their factories. The meticulous care for detail allows Happy Socks to maintain and constantly develop its production processes and the product quality.

Furthermore, Happy Socks pays close attention to the production of its collections and

only uses the best materials and the sharpest designs for its socks and underwear. All products are durable but they last longer if they are washed inside out and kept out of the tumble dryer.



HAPPY SOCKS founder and creative director, VIKTOR TELL, teamed up with ADIDAS ORIGINALS to create his own fun version of Matchplay
source - happysocks.com

This season, Happy Socks went on a world tour to showcase its latest collection in a variety of settings to symbolise the international growth of the brand. From Stockholm to Los Angeles or Tokyo, Happy Socks reflects on its worldwide presence by shooting this catalogue on multiple locations, throughout several time zones and through the lenses of a curated selection of multinational photographers.

The company claims that customers should be able to wear whatever socks they like, so all of the created socks are unisex. Furthermore, Happy Socks has three different types of underwear. Boxer briefs and boxers for men, and briefs for women.

Collaborations are also an important part of Happy Socks. In addition to trying to do good, the company wants to work with the best, most creative designers and corporations. Currently, it has already co-operated with [Robert Rodriguez](#), [Snoop Dogg](#), [Barneys Coop](#), [Adidas Originals](#) and many others.

Company name: Happy Socks

Contact person: -

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Website: <https://www.happysocks.com/gl/>

Phone: 46 0 86 11 87 02

Patent status: -

On market since: 2008

Regions: Sweden

Industries: Consumer products

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

Direct link: [click here](#)



DR. VRANJES FIRENZE IS STILL THE CRADLE OF LUXURY, ARTISAN, PERFUMED PRODUCTS

The history of Dr Vranjes Firenze is truly fascinating. From the very beginning, master perfumer Paolo Vranjes, founder and sole nose at the Maison, has been able to inspire and anticipate, conceiving avant-garde products and sensing the perfect moment to review the ways in which an artistic fragrance can be read. Paolo grew up in Bologna, where his love for fragrances was born thanks to his grandfather, a trader in precious fabrics with a passion for essences. His curiosity and passion were supported by his innate talent, reinforced with academic studies in chemistry, pharmacy and cosmetology. In 1983, in Florence, he founded the Antica Officina del Farmacista together with his wife Anna Maria. The city has always played a fundamental role in the creative and productive process. The cradle of beauty, the beloved and distinguished city. In Italy, Florence boasts the longest tradition in the art of working with

essences and fragrances, with craftspeople able to support every type of creation.

The magic of a moment, the alchemy of an encounter, the beauty of a landscape, the memory of emotion. The fragrance is the perfect language for making the most beautiful memories unforgettable and evoking them in everyday life. Entering the world of **Dr. Vranjes Firenze Home Fragrances** means treating yourself to moments of pure pleasure, well-being and beauty. Getting to know them, experiencing the different notes, recalling the memories that each essence can evoke is like riding a carousel of the senses.

All the exclusive fragrances are the result of a perfect marriage between innovative and meticulous techniques, tireless research and homage to tradition. Having always been fascinated by olfactory memories, master perfumer Paolo Vranjes chose to enter the world of artistic perfumery by creating home scents.



Recommending the best fragrance for each room and activity - considering the area, furnishings and individual taste - is the brand's mission
source - drvranjes.com

Today the collection includes over **40 exclusive scents**. The wide palette of fragrances is available in the iconic bottle and in refined decorative crystal elements, as well as in innovative *Decorative Candles, Fragrance Lamps and Linen Fragrances*. Thus, it is possible to choose the ideal olfactive decor element for every type of room, according to tastes, the seasons, space, volume and light.

Love for beauty and quest for perfection have always been the basis of the

brand's philosophy. Attention is paid to the quality of the essences and the products used, but also to the creation of all the components with the most refined materials. Bottles, boxes, paper and labels are made by Florentine craftspeople and testify to the exclusivity and timeless elegance. Another fruit of this continuous quest is **the iconic bottle created in 2008**. Yet again it was Florence that provided the inspiration. The intuition, however, came from Mrs. Anna Maria Vranjes, who has the ability to see the potential of unfinished objects.

She saw what was likely to be the base of a lamp being worked on by a master glass-maker, an expert in molten glass, and it reminded her of the octagonal base of the tambour of Florence's Duomo. In truth, it was still rather shapeless, as the glass was going to be shaped and worked by hand. And so, changes and shaping were suggested, and the cast was commissioned. This is how the bottle that has become the icon of Dr. Vranjes Firenze was created, a **symbol of style and design, the favourite olfactory decoration of many brand lovers**.



For work & studying area
source - drvranjes.com

The ***Maserati fragrance*** is the fruit of a prestigious collaboration, created to celebrate the centenary of the renowned Italian car manufacturer. For [Maserati](#), master perfumer Paolo Vranjes, a great car enthusiast, created a fragrance which evokes its elegant and dynamic character, in which notes of Litsea Cubeba, an oriental fruit with a citrus scent,

blend into notes of leather and root wood.

For special or limited editions, exclusive olfactory decorations are only available at certain times of year; such as the white or gold versions of the famous bottle inspired by the *Florentine Duomo*. *Ginger Lime*, *Ambra*, *Melograno*, *Rosso Nobile* and *Oud Nobile* are the famous Dr. Vranjes Firenze fragrances that have taken shape, bringing the innovative collection of decorative candles to life.

Furthermore, the wicks are eco-friendly, in pure cotton with a paper core. The Candles are available in 4 sizes: 500 g, 1000 g, 3000 g and Maxi. Every size of the candle has wicks of a different diameter and number, to make the flame more elegant and to encourage the perfect burn.

In addition, another refined product is a **Lamparfum**, which is a catalytic lamp that combines an air purification and fragrance system. It is an elegant decorative element, hand-made from glass crystal by Tuscan craftspeople.



Lamparfum is an elegant take on the furnishing accessory which purifies and perfumes the air
source - drvranjes.com

Company name: Dr. Vranjes Firenze

Contact person: -

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Phone: +390287213404

Patent status: -

On market since: 1983

Regions: Italy

Industries: Beauty Industry, Consumer products

Source links: [Dr. Vranjes Firenze](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 1](#)
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)



BRITA CHANGES THE WAY PEOPLE DRINK WATER SUSTAINABLY

In 2016 BRITA GmbH celebrated 50 years of the company. The first BRITA products were made by hand in founder Heinz Hankammer's garden. In the years to follow, he transformed the company into an innovative leader in drinking water optimisation. BRITA's history began in 1966 when Heinz Hankammer had the great idea of optimising mains water in a smart and convenient way. Since then, the company, headquartered in Taunusstein, Germany, has evolved from a one-man show to an international business with 1,827 employees. Currently, BRITA GmbH operates in 66 countries across five continents providing high quality water filters. Now with a new look and redesigned website, the company is ready to take on the future.

The Story Began

In 1966 Mr Hankammer tried to find the way to optimise mains water in a convenient and simple method. In 1967, the **AquaDeMat**, a filter that demineralised water for car batteries at petrol stations, went into serial production for the first time. However, Heinz Hankammer wondered why ion exchange resin was not used to demineralise water at petrol stations. Therefore, members of his family made the first products under the pear trees in their garden.

Heinz had the great idea to create a mobile filter for domestic use. Early on in the 1970s, the company launched the **first water filter jug for home use**. An event that marked the beginning of BRITA's story of success. Initially, the entire family pitched in to help grow the company. In the years to follow, Heinz Hankammer advanced BRITA - named after his daughter - into an innovation leader for drinking water optimisation.

In the early '80s, the company kicked off its international sales activities. In doing so, BRITA laid the groundwork for expansion, and for the success it has today.



Intelligent cartridge status indicator reminds you when to replace the filter cartridge
source - brita.co.uk

Handing Over the Torch

After 33 years of leading the company, founder Heinz Hankammer became chairman of the newly established supervisory board. In 1999, Markus Hankammer took over as sole CEO of the [BRITA Group](https://brita.co.uk). By establishing a new recycling programme, BRITA set new sustainability standards.

In addition, the company made international headlines when Mr Hankammer became the first German to receive the ["International Entrepreneur of the Year"](#) award from the American Housewares Club of New England.

In that period of time, the company launched a new range of water filter jugs, including Edition, Glass, Fjord, Atlantis and Aluna. BRITA's research team also invented the electronic cartridge exchange indicator, **BRITA Memo**.

An Era of Innovation

In the 2000s, BRITA celebrated its 40th birthday and launched several innovative consumer water filter jugs. Another highlight: **INTENZA**, a cartridge for BRITA Integrated Solutions (BIS) applications. The company is also expanded its range with an innovative new filter cartridge that directly integrates into the kitchen sink.

BRITA's product portfolio

Whatever a person's water wishes and needs, BRITA offers the ideal solution. From water filter jugs and taps to enhance the home to professional-grade filtration solutions and more. Currently, the company provides **products for home; BRITA integrated solutions; Commercial water filter systems and cartridges; and pipe-connected water dispensers.**

Products for home includes:

- BRITA fill&enjoy water filter jugs;
- BRITA fill&go water filter bottles for on the go;
- BRITA fill&serve water filter carafe;
- BRITA mypure connected filtration systems;
- BRITA waterbars;

BRITA Integrated Solutions are consumer products with integrated BRITA filtration:

- Electric kettles;

- Coffee and espresso machines;
- Automatic tea makers;
- Multi-beverage brewers.



BRITA VIVREAU Bottler. Tap into high-performance bottling
source - brita.co.uk

The water filters are integrated into a variety of small and large home appliances from the partners. The company also offer integrated filters for kitchen sinks, providing optimised BRITA water directly from the tap.

Commercial water filter systems and cartridges (BRITA Professional):

- Coffee and espresso machines;
- Dishwashers;
- Combi steamers and ovens;
- Drink and vending machines.

Pipe-connected water dispensers are intended for (BRITA Professional):

- Hospitality industry;
- Public buildings;
- Offices and industry;
- Educational institutions;
- Hospitals and nursing homes.

In addition, BRITA is a globally active group of companies with **28 national & international subsidiaries and branches**. It runs production sites in Germany, Switzerland, Great Britain, Italy and China (for Asian market only). 84% of its turnover is generated outside the German market.



Stylish and eco-friendly, this carafe is the perfect alternative to bottled water
source - brita.co.uk



Each person is unique, though we all need water
source - brita.co.uk

Company name: BRITA GmbH

Contact person: -

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Website: <https://www.brita.co.uk/>

Phone: 49 61 28 74 60; 0800 279 4145

Patent status: -

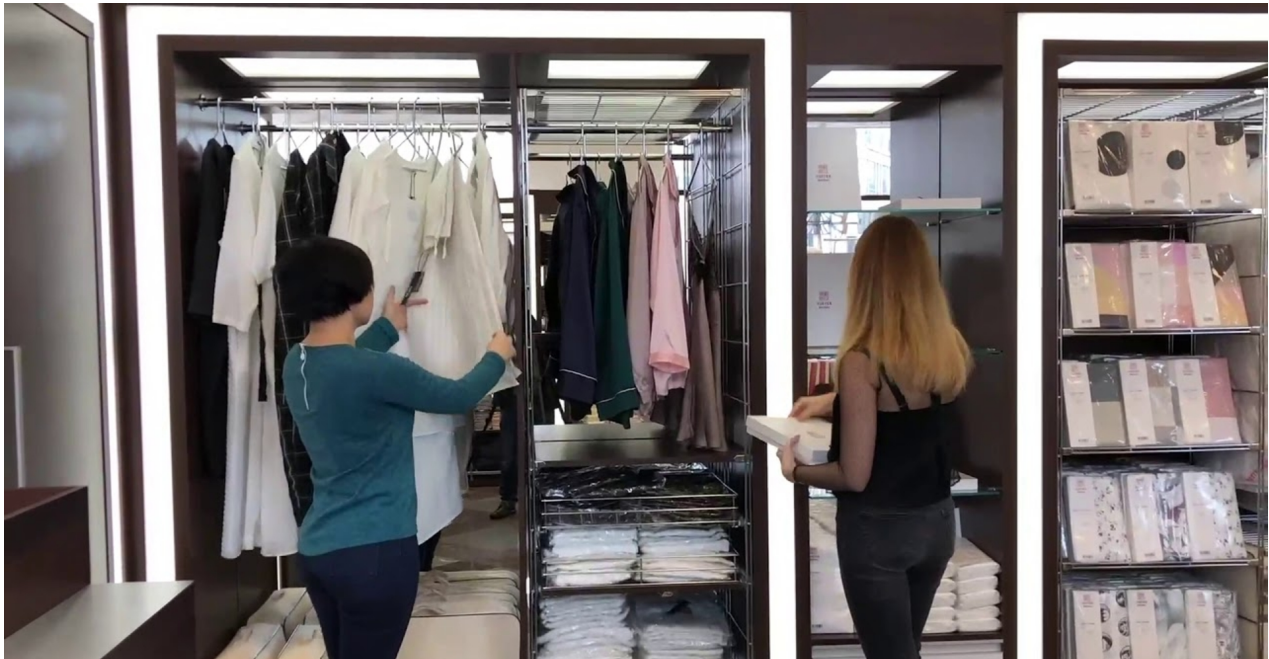
On market since: 1966

Regions: Germany

Industries: Water

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

Direct link: [click here](#)



YUETEX: HOME TEXTILE WITH AN EXCELLENT QUALITY

Yuyue Home Textile Co., Ltd. is located in the efficient ecological economic zone of Yellow River delta of Binzhou, Shandong, at the mouth of the Yellow River. It is a modern home textile enterprise integrated with the complete industry chains of popular textiles, including R&D and designing- fiber manufacturing- spinning and weaving- printing and dyeing-cutting and sewing- brand products sales- self-supported import and export trade. It can provide green, environmental-friendly home textile products for billions of consumers in Europe, America, Africa and Asia. YUYUE has got more than one hundred of awards like National May 1st Labor Certificate, Chinese Garment& Home Textile Independent Brand Enterprise Focused and Developed by MIIT and the second prize of National Scientific and Technological Progress Award since it was founded. Yuyue is the Vice President Company of China Home Textile Association and China Dyeing and Printing Association.

He is a member of China Cotton Textile Association and CHINA BAST AND LEAF FIBRES TEXTILE ASSOCIATION, Shandong Low Carbon Model Company. YUYUE got Oeko-TexStandard100 Certificate, passed SA8000 social responsibility audit as well as the social responsibility and anti-terrorist audit of more than 20 multinational companies such as IKEA, Decathlon, Wal-Mart and Macy's, and built long-term strategic cooperation with these companies. YUYUE adheres to the vision to create an environmental-friendly, colorful and comfortable lifestyle through superior technology and devotes to be the outstanding global supplier of the textile industry and use scientific and technological capabilities of excellence for global customers with high quality, user-friendly home products, to enhance the quality of human life. In the times of global economic integration, YUYUE builds a global industrial chain including R&D and designing- fiber manufacturing- spinning and weaving- printing and dyeing - cutting and sewing - brand products sales- self-supported import and export trade to create a domestic leading and international advanced home textile industry.



Home textile set

Pillowcase

source - yuetex.com

INDUSTRIAL ADVANTAGES:

Design: Shandong Huanghe Delta Institute of Textile Science and Technology is a public service platform of science and technology integrated with high-tech R&D and transformation of scientific and technological achievements. It has complete test equipment, pilot plant, and production base. It conducts R&D design in the five main fields of an international home textile industry trend, intelligent equipment, environmental textile dyeing, and finishing auxiliaries, new textile materials, new dyeing and finishing process.

Achieving technological innovation through R&D; the company develops eight series of textile materials of cotton, linen, lyocell, viscose, modal, bamboo pulp fiber, wool, and silk. Meanwhile, over 500 new products are developed including seersucker, TPS exquisite portraying printing, special printing, single-transparent adiabatic product. which won the approval and promotion of international buyers. It established design centers in France, USA, the Netherland, Korea, Nigeria based on Shanghai design center, and established product design development platforms with many domestic universities and scientific research institutes.



Wool quilt
source - yuetex.com

Cotton: The company established a cotton processing base and had Cotton processing qualification issued by the National Development and Reform Commission. And the processing base is Better Cotton processing base appointed by BCI. Make sure all sections including purchasing and processing use Better Cotton and establishes a complete traceability system.

Spin: YUYUE Home Textiles Co., Ltd. special fiber branch has the world's advanced level of spinning equipment: the most advanced blowing-carding machine, Germany Trützschler HSI 1000 drawing machine, German Schlafhorst open-end spinning machine, Japan MURATA NO.21C1 winding machine. It is equipped with lab equipment with complete functions, such as Bremen nep and short fiber tester, evenness tester, strength tester, yarn imperfection indicator. It has no joint technology and waxing technology integrated with Europe market, and complete raw material purchasing and finished product marketing channels. The company is equipped with new spinning technology and equipment such as low torque spinning, Siro compact spinning, segment color spinning, intervention spinning

for product development, which plays a special role in improving product style and character. The main products include fine cotton and long-staple cotton, Tencel, modal, milk fiber, and viscose fiber, flax fiber, moisture perspiration fiber, bamboo fiber. There are yarns with only one kind of fiber as well as yarns with blended fibers.



Pillow core

The pillowcase is made of soft and pleasant to the touch material
source - yuetex.com

Weaving: YUYUE Home Textile Co., Ltd. Weaving workshop equipped with Toyota JAT710 type wide-width air-jet looms, Tsudakoma ZAX series air-jet looms, Picante wide rapier looms, narrow rapier looms and other international advanced weaving equipment. The workshop not only can process natural fibers such as pure cotton but also has the processing ability of Tencel, viscose, hemp, polyester, nylon and polyester/cotton, cotton and other mixed fibers. The fabrics woven include both cotton products and a variety of interwoven products. Products covered plain, twill, satin, Jacquard, seersucker and multi-layer cloth.

Dye: YUYUE dyeing workshop is committed to the production of various types of green home textile dyeing fabrics and industrial dyeing fabrics with cold, pad dyeing, Jig dyeing, overflow dyeing, and other advanced production lines. The company mainly produces cotton, polyester-cotton, Tencel, modal, bamboo fiber, viscose, linen, and other fabrics series, which widely used in home, hotels, medical, clothing and other fields. In particular, the company's high-count and high-density cotton and Tencel products with skin-friendly, soft, smooth, green and excellent quality are praised by customers. Products are popular in Asia, Europe, the United States, Australia and dozens of countries and regions. The company has mature fabric functional finishing ability, such as iron free, antibacterial, waterproof, flame retardant, resistant to chlorine bleaching, anti-fluff balloon, sanding,

anti-down and dozens of functional finishing. The company developed five main series of fiber dyeing, honeycomb, yarn-dyed, double-layer cloth, and multi-component, which are favored by consumers.



Blanket

Blankets
source - yuetex.com

Stamp: Printing workshop is an important part of YUYUE's complete production chain. The company is mainly equipped with the rotary screen printing machine, (horizontal rotary screen printing machine, inclined rotary screen printing machine), flat screen printing machine, high-precision and high-speed digital printing machine, which can realize several printings of rotary screen printing, flat screen printing, and digital printing.

Batik: YUYUE's batik branch mainly engaged in R&D design and production of high-end batik cloth. It has wax printing, imitation wax printing, and other printing methods. The products are loved by Africans.

Sewing: YUYUE Home Textile Sewing Branch mainly engaged in finished product processing with advanced sewing line. The main equipment are sewing machine, quilting machine, quilting embroidery machine, embroidery machine, double needle machine, pleating machine, button attaching machine, buttonhole over-locking machine, knitting machine, five-thread over-locking machine, three-needle, and five-thread over-locking machine, carding machine, filling machine, washing machine, dryer, transfer printing machine, offset printing machine and other special sewing equipment. The products include home supplies, outdoor supplies, and garment. It can produce Bedding, curtains, washed bedspreads, pillows, cushions, neck pillow, clothing, sleeping bags, hammocks

and children's toys.



Syu-Face Towel
source - yuetex.com



Yuetex also produces the household items
source - yuetex.com

IM&EX: Self-managerial import & export is not only a part of YUYUE's complete industry chain but also serve the entire industry chain. YUYUE has self-managerial import & export authority. After 10 years of development, it creates a professional and skilled team. On the one hand, it makes full use of textile raw materials on the international market. Imported cotton, cotton yarn, and other textile raw materials, service in the company's new product development and manufacturing of the complete industry chain. On the other hand, YUYUE exports high-quality, humanized home to the world's major markets. Since its establishment, the company's import and export business has been increased every year by double-digits. In order to meet the needs of the Group's international market strategy, import and export company has always taken import high-quality textile raw materials, exported high-quality textile products, strictly controlled the quality of imported raw

materials and ensured the safety of export earnings as the purpose of business development.

Company name: Yuyue Home Textile Co., Ltd
Contact person: -
E-mail: yuetex.magasin@gmail.com
Website: <http://www.yuetex.com/>
Phone: + 86 54 3361 8003
Patent status: -
On market since: 2003
Regions: China
Industries: Manufacturing, Consumer products
Source links: [Yuyue Home Textile Co., Ltd](#)
[ORIGINAL VIDEO](#)
Direct link: [click here](#)



ODIN, THE FRAGRANCE OF A JOURNEY

Its name comes from the Nordic mythology. Odin is the most important god and the god of wisdom and victory. It is also known for traveling around the world, trying to reach the most exotic destinations. This quest becomes the inspiration for a series of unisex fragrances, each one of them with its own character and trying to reflect the vision and spirit of the brand. ODIN fragrances take us abroad, to fascinating destinations, and soak us with all of their mysticism. Odin New York boutique opened in 2004 in Manhattan and is one of the first lifestyle shops dedicated exclusively to men. In 2009 Odin launches its first three men's fragrances, which can also be worn by women. Designer Odin has 15 in the fragrance's base. Odin is a new fragrance brand. The earliest edition was created 2009 and the newest is from 2015. Odin fragrances were made in collaboration with perfumers Kevin Verspoor, Pierre-Constantin Gueros, Jean-Claude Delville, Corinne Cachén, Phillippe Romano and Delphine Jelk.

The Odin ethos is all about minimalism and a tactile, sensory experience rather than a visual one. Odin fragrances are blended to have subtle layers invoking places and memories. Even the Odin fragrance packaging is, in their own words, "an exploration in black", with soft paper textures contrasting with slick vinyl typography and a grosgrain pull tab.



Inside of Odin Boutique, New York
photo retrieved from www.santaeulalia.com

Inspired by exotic destinations, reconstructed memories, and forgotten places, Odin New York's FiFi Award-winning Black Line fragrance collection takes you on a fragrance journey with modern interpretations of time-honored fragrance traditions. Identical, amber-colored liquids, architectural lines and contrasting finishes are designed to provide a clean slate for each unique creation. Ten unisex fragrances of amber liquid inspired by fascinating foreign places – literal and figurative. While each has its own character, they collectively express the brand's vision and take us on a journey abroad, steeped with all its mysticism.

This library of aromas aims for the creative exploration of fragrances. Perfumes that invite us to reflect and that captivate and move those who enjoy them. "Each fragrance is a

story", says Paul Birardi, co-founder of the brand and one of the four creators of these sophisticated perfumes. "Unlike clothes, which cause an immediate reaction and it is an experience, perfume has the ability to evoke emotions, memory and to tell stories that are alive".



Paul Birardi and Eddy Chai, the founders
photo retrieved from www.santaeulalia.com

Inspired by the rich landscapes of India, Black Line No. 12 Lacha by ODIN New York is a spicy blend of black pepper, rare Lacha saffron, warm nutmeg, and carnation flower brings a kaleidoscope of images rich in color and synonymous with India. The essence of Lacha is characterized by a deep maroon hue, bittersweet and leathery, with a narcotic nature. A suede accord blended with sandalwood, musk, and patchouli provides balance with a long-lasting earthy base.

ODIN, with its series of 12 aromas transport you to a journey that starts with the eyes and the hands. A packaging in which all the senses take part, even before smelling the fragrance. Each one of these perfumes has the exact same amber color, inside a beautiful bottle of clean, architectural lines. The exquisite and careful design reflects the same perspective and experience lived in any ODIN store and echoes the feeling anyone has

when visiting them.



07 TANOE

photo retrieved from www.odinedt.com

Company name: Odin
Contact person: -
E-mail: sales@odinedt.com
Website: www.odinedt.com
Phone: +1 212-243-4724
Patent status: -
On market since: 2004
Regions: United States
Industries: Consumer products
Source links: [Odin](#)
Direct link: [click here](#)



DEATH COFFEE - THE WORLD'S STRONGEST COFFEE

Death Wish Coffee is a coffee brand that bills itself as "the strongest coffee in the world" with 200% more caffeine than a regular cup of coffee. In a 12-ounce cup of coffee, there is an average of 650.4 milligrams of caffeine per serving. It is made from robusta coffee beans which are much higher in caffeine than arabica coffee beans, which is generally used in most commercial coffees and coffee houses. Death Wish Coffee provides extra energy and possesses a unique aroma and mild taste. Based in Saratoga Springs, NY, Death Wish was founded by Michael Brown in 2008. It has 10,000 reviews and reportedly more five-star reviews than any other coffee bag on Amazon.com. The product gained publicity when it was chosen as the winner of Intuit's "Small Business, Big Game" contest, allowing it to have a Super Bowl commercial carried nationwide free of charge during Super Bowl 50. When the company's simple but bold skull and crossbones logo was seen by roughly 167 million last year, it opened all sorts of new opportunities.

At Super Bowl a splashy 30-second ad featuring Vikings thirsting for their caffeine fix touted the brew as the "world's strongest coffee." But Death Wish's extra-strength grounds already had a cult following. Within seconds of it airing, more than 150,000 visitors hit Death Wish Coffee's website. The company's sales that Super Bowl Sunday were reportedly 20 to 25 times higher than what they were on an average Sunday.

According to commercial analytics firm Spot Trender's national representative poll of Super Bowl ads, 64 percent of people said that they enjoyed the ad, and 87 percent said they would remember it. More than half said they were likely to buy the product. The next day, Death Wish Whole Bean Coffee was the No. 1 best-seller in the Grocery & Gourmet category on Amazon.com, and it was two of the top 10 spots in its Movers & Shakers category, meaning the company's sales rank increased 550% in just 24 hours. Announcing the company slogan, the commercial says, "Death Wish Coffee — fiercely caffeinated." Watch the full Super Bowl ad below to see what all the fuss is about.



Michael Brown - owner of Death Wish Coffee Company
www.foxbusiness.com

Six months later, that 30-second ad has changed the entire trajectory of Brown's coffee business. Death Wish's website traffic has leveled off and is now reportedly averaging 12,000 visitors a day, which is still double what it had per day the previous year.

"Once you put that logo out in front of people, it creates the intrigue you need," he said. "It's already turned it into a lifestyle brand" that has translated into clothing, stickers and,

for some of the most hardcore fans, tattoos, he said. Sales were also up. In 2015, the company brought in about \$6 million in revenue. In 2016 the company had already matched and exceeded last year's number with a whopping \$10 million in sales.

"At least four people have Death Wish tattoos," said Mike Brown. "And those are just the ones I know about." Devotees of the hyper-caFFEinated brew - one ounce of the stuff delivers about 54 milligrams of caffeine, making it three times as potent per serving as a standard [Starbucks](#) brew - include Ice Road Truckers star Rodd Dewey and heavy metal musician Zakk Wylde. On the company's [Facebook](#) page, which has some 300,000 followers, fans exchange coffee memes and compare Death Wish merch. "Some people have collections that blow me away," Brown said. "Its stuff even I don't have any more."



No need to drink a whole pot of coffee to get a boost of energy
www.caffeineinformer.com

The genesis of Death Wish was, appropriately, in a coffee shop. Brown had quit his job as an accountant for New York state, and was trying to figure out a different career path. "I was spending a lot of time in coffee shops," Brown said. "I finally opened one in Saratoga Springs and put my life savings into it. I was really green, business-wise. At 30, I was borrowing money from my mom to make payroll. It was like, "Oh man, I made a mistake."

To offset some of the expenses of the coffee shop, Brown decided to try selling things online. One of the products he put up was a coffee blend that he had customized in the shop, an extra-strong blend that his customers kept clamoring for. "I had a vision; I wanted it to look dangerous," Brown said. "That's what I built the brand around." It started selling

at a steady clip and, per Brown, "a light bulb went off."

In 2013, [Good Morning America](#) featured the brew on their show and sales went through the roof. "It almost buried us," Brown said. "We were operating out of the basement of the coffee shop, and I had to pull my customers to come help me pack up coffee and send it up."



Nothing beats a good boost of caffeine from a good cup of Death Wish Coffee
www.adweek.com

For a coffee that has a skull and crossbones on the bag, Death Wish makes for a surprisingly smooth, pleasant cup of coffee, with hints of chocolate and cherry. But like a so-delicious-you-forget-its-alcoholic, the agreeable taste can be a problem — have more than one cup, and, depending on your caffeine content, you'll start to get anything between a strong buzz and a full-on case of the jitters.

The caffeine content comes from using Rubusto beans, which have double the strength of the more widely used Arabica beans but "tend to have a burned rubber kind of taste," Brown said. "The challenge is making it taste good." The formula of the actual blend changes depending on the coffee crop, but Brown's focus is making Death Wish more than a cup of coffee only a trucker could love.



Death Wish Coffee flavored vodka
www.money.cnn.com

Death Wish Coffee is organically grown, fair traded and shade grown to save more land, according to the company. "Initially everyone tries it for the caffeine content," Brown said. "We get a lot of energy junkies and caffeine fiends. But I would hope that the flavor is what gets people to have a second cup." Brown drinks it black, through a Chemex, but doesn't have a strong preference for how to brew it. He has, however, had to cut himself off at three cups a day. "I used to drink more," Brown said, "But it made me feel a little crazy."

Deathwish Coffee has the full flavor of dark-roasted Arabica coffee beans without the loss of caffeine during its. Explaining this as a rarity, Death Wish states that dark roasts typically contain less caffeine than lighter roasts due to the amount of time the beans are cooked. Fine grinds and longer steeping put more caffeine in the cup. Most importantly, caffeine varies according to plant species. Coffee Robusta is more caffeinated than her sister bean, Coffee Arabica. Robusta also leans toward strong and bitter in flavor, and is typically valued in espresso blends. Arabica is the choice of premium coffee roasters, who find it smoother, more refined. Robusta is hardier to grow, less expensive, and often mixed with arabica to help control costs.

"At first I was thinking that it whould be so strong that I whould not be able to drink...but its very nice and smooth and gives a big boost of energy!!" one of Amazon users wrote.



Death Wish company uses Robusta beans instead of conventional Arabica
www.money.cnn.com

The company is becoming more and more popular, and it's easy to see why. With a catchy concept, and a hardworking team of people, a total dream come true, and the brand is sure to become a staple in households across the US.

The best and easiest place to get it from is to order direct from the Death Wish Coffee website. Whether you want their original recipe coffee, or their Valhalla Java blend which has notes of chocolate in it, the Death Wish Coffee Co. website is the place to be — especially since the coffee is available in pod form for all the coffee machines.

Aside from ordering direct from Death Wish Coffee's own website, some of their products are also available on Amazon at \$19. As the Death Wish website says, "You can buy Death Wish Coffee products either on this website or on Amazon.com". While this is the case at present, it's likely to change following the unveiling of their latest commercial and all of the people who will watch it. After all, the Super Bowl is renowned for having a massive audience (in 2015, it had upwards of 114 million viewers). That's a lot of potential customers, and future fans, of Death Wish Coffee.

Following the Super Bowl, Brown is still trying to keep up with demand. He has doubled the size of his staff (seven to 14 employees), and has expanded from 10 to 150 grocery

stores in the Northeast. Brown's next step includes making more hires and consolidating the operation under one roof; the staff currently works out of four different warehouses.



Death Wish Coffee exclusive package design
www.topsy.one

FEEDBACK IN MEDIA:

"Mike Brown, the founder and owner of Death Wish Coffee, a blend with twice the amount of caffeine of most coffees, won a contest for small business owners who wanted to advertise during the Super Bowl. In the commercial a Viking ship forges through stormy seas, which turn into a river of strong brew that flows into the mouth of a satisfied coffee drinker. The contest sponsor, Intuit QuickBooks, paid for the production plus the cost to air it during the Super Bowl, a reported \$5 million for 30 seconds", [Forbes](#)

'Buy a bag, if you hate it, send it back (within 60 days) and we will refund you your money plus shipping. No Risk. It's the best part about selling a product we believe in,' [Daily Mail](#)

"Amazon data shows that Death Wish Whole Bean Coffee is No. 34 on the Best Seller list in the Grocery & Gourmet category, and No. 18 in the Coffee, Tea & Beverages category. It has an average rating of 4.7 stars out of 5, with 82 percent of customers ranking it with a 5-star rating", [CNBC](#)

Company name: Death Wish Coffee Company

Contact person: Michael Brown

E-mail: support@deathwishcoffeehelp.zendesk.com

Website: www.deathwishcoffee.com

Phone: + 1 518 400 1050

Patent status: -

On market since: 2008

Regions: United States

Industries: Food and Drink, Consumer products

Source links: [Times Union](#)
[Daily Mail](#)
[Death Wish Coffee](#)
[Fortune](#)
[Amazon](#)
[Mens Journal](#)
[Caffeine Informer](#)
[Huffington Post](#)
[Wikipedia](#)
[ORIGINAL VIDEO](#)
[ORIGINAL VIDEO 2](#)

Direct link: [click here](#)



MYMUESLI: CUSTOM-MIXED ORGANIC MUESLI

Mymuesli's Muesli Mixer is a unique muesli mixing technology that offers 566 quadrillion variations of cereal breakfast from 80 natural ingredients. All ingredients are coming from certified organic producers worldwide. Together with natural oat and wheat base, there is also a wide selection of nuts, seeds, fruits and extras. With the German brand, it became possible to mix and order the tailor-made organic muesli in the individually designed tube online. The customer may also choose one of the ready-made creations. Alongside with private customers' model, the brand has developed special corporate and gift propositions as well as muesli for kids. Mymuesli rapid growth makes the brand the key player at the German breakfast cereal market. Today the bio-food product is available worldwide namely at Austrian, Netherland, Swiss, UK and Swedish markets.

HISTORY OF MUESLI

Muesli was invented more than 100 years ago by a Swiss doctor Maximilian Bircher-Benner. However, his original idea was mainly about eating a balanced diet than tasting good. Among other things, Bircher wanted to replace breast milk – because muesli is “very similar in terms of protein, fat, and carbohydrates”.

According to legend, Bircher-Benner was on a hike in the mountains when he tried something similar to muesli for the first time in an Alpine dairy. This gave birth to the “apple dietary meal” he created for his patients who needed a healthy diet. After a few years, dish gained a name “muesli” or “Bircher Muesli”.

Nowadays, muesli is known worldwide, and it has become a common cereal breakfast in everyday life worldwide. The market constantly continues to grow, particularly in those regions where a bowl of muesli on the breakfast table is not an ordinary case, like Kenya or Iran.

THE COMPANY

[Mymuesli](#) was founded in 2007 by Hubertus Bessau, Philipp Kraiss and [Max Wittrock](#). This is a German brand of breakfast cereals headquartered in Passau, Germany. The company produces and distributes individual organic muesli via the Internet. It got the name "Mymuesli" because the customers can create their own mix of cereals breakfast “muesli”. Users can choose from various combinations and the proportion of cereal.

The story of Mymuesli begins back in the summer of 2005. Three students from Passau, a city near Munich in Germany, were on their way to the lake and listening to a famous radio commercial from a big cereals producer. They didn't like the advertisement and they also thought they could make the better muesli. Then the idea was born to offer customized “muesli” with the opportunity to choose favorite ingredients by the customers and mix by their own.

Muesli was an ideal customization product because of its different ingredients and combination options. It supposed to be organic without added flavors or colours, and sugar-free. Most important in the idea was to make original muesli individually

customizable. Some people like fruits in their cereals, other are more into wheat instead of corn, some prefer chocolate in there. So the idea to offer a “breakfast 2.0” was born. Using the global trend of mass customization and the customer need of multiple options, the inventors decided to distribute customized muesli ordered and chosen on the Internet.



The co-founders of Mymuesli Hubertus Bessau, Philipp Kraiss and Max Wittrock
source - mymuesli.com

Until recently the Internet users did not have good, customizable online options for their breakfast. It was a perfect time to start the campaign because that time in Europe and Germany it was trending sustainable ecological ingredients. Biological food stays in a very big trend with a huge demand nowadays.

The company used the concept of mass customization for food and became the first successful story. This is one of the advantages of mass customization and its business model with very low cost. This was noticed by several organizations in Germany and the success of this business model has opened the floodgates for a new host of [e-commerce](#) entrepreneurs. Many companies have copied the business model very closely in America and across Europe. Almost all car and computer companies have applied this concept for a long time. Even [General Mills](#) tried to set up a custom cereal website but

failed mainly due to its very high cost and a non-receptive public. [Dr. Frank Piller](#), a leading German expert in the field and administrator of Mass Customization & Open Innovation News, Co-Director of the [MIT Smart Customization Group](#) at the MIT Media Lab, has described Mymuesli at his web-site as a successful business model founded on mass customization.



Mymuesli is a custom-made cereal breakfast
source - novelstyleblog.com

In 2007 the brand went online with Mymuesli. After just two weeks the company's sales started to grow rapidly. At the end of the year, the company has moved to a new production site.

The demand for customized cereal breakfast was very high, so the company was in trouble to fulfill all the orders. The company had to increase the number of employees three times that equaled to 90 by the end of 2009 and the problem was solved. Today it has more than 250 employees.



The company made 6 prototypes and when it was almost perfect they replicate 80 machines for all the ingredients

source - foodnewsinternational.com

TECHNOLOGY

After the idea and starting the production of Mymuesli the founders made some logistics and decided they need the automatization of the process. They needed that machine that will be capable of mixing huge amount of ingredients into different possible variations of muesli, putting into the tube. The automatisatation of mixing such amount of ingredients into numerous variations was quite a problem to solve because all the automatization companies could produce a lot of packs but all muesli of the same type. Meanwhile, the co-founder Hubertus Bessau asked the help of the specialist in automatisatation who agreed to produce such mechanism. So the company made 6 prototypes and when it was almost perfect they replicate 80 machines for all the ingredients. This is when the full-scale production process started.

MYMUESLI WORKSHOP

In 2011, after two years of planning and development, the company finally installed the Mymuesli mix machine, the world's first fully automated organic muesli mixing machine. This machine is responsible for mixing more than 566 quadrillion possible muesli combinations. Together with it, the founders had to build the entire workshop around this

system. They found the perfect location and built Mymuesli workshop right in the heart of Passau. The Head of Production Cornelia Bauer coordinates all the processes within muesli workshop and ensures that only the best ingredients make it into your breakfast bowl.

THE PRODUCT QUALITY

All the mueslis are mixed with the highest quality standards at the workshop in Passau. The company is committed to maintaining strict hygiene standards and careful adhering to all applicable food production guidelines.

The production of the organic mueslis is monitored and regularly checked by independent experts from food supervisory bodies. The company is certified in line with the [HACCP](#) standard (Hazard Analysis and Critical Control Points), a preventative approach to food safety originally developed for [NASA](#).

The ingredients are coming from selected producers, suppliers and traders. The company maintains close contacts with the business partners that plays a vital role in ensuring outstanding product quality. Wherever possible, Mymuesli buys all organic ingredients from regional farmers mostly in Germany, but some of them, as for example, pineapple, are coming from certified partners around the globe.

Mymuesli is a member of the [Biokreis association](#), a group dedicated to organic agriculture and healthy eating, that shows the high standards of the organic sources guaranteed by the company. It applies the very strict standards which go over and above the [EU-Eco-regulation](#) - ensuring that every spoonful is what it promises to be.

Like all ingredients, the Mymuesli apple pieces also come from biological cultivation. [Botanica](#) represented by managing director Martin Nätscher is the key supplier of bio-apple cubes that go into the muesli.



Mymuesli buys all organic ingredients from regional farmers and producers based close to the workshop in Passau and worldwide
 source - incolors.club



FINANCIALS

Today the company provides the customers with a variety of 80 ingredients which could be mixed up to 566 quadrillion different combinations of cereals. The product is rather expensive, but the high demand shows people's willingness to pay for a healthy and tasty breakfast, designed on their own. The founders were able to finance their activities in the beginning without venture capital. Using their own money and savings as well as family funds, the type of financing can be described as bootstrapping. This was possible since there were no big investments needed for the web page and the warehouse to act as a reseller and distributor of the customized cereals.

After venture capitalists joined the company in 2008 in order to finance the expansion to other European countries such as Great Britain, Switzerland, Sweden and Austria, the company published at least some basic income and expense numbers. Since that time the company had several financial rounds from venture capitalists. The funding is required for further market penetration through traditional marketing methods such as commercials to build a strong brand. Moreover, some packaging facilities also were needed to mix, pack and deliver the orders faster. The company started to sell some different pre-mixed mueslis in the coffee shops. This new distribution channel as well as acquiring and

developing more of them became successful as well. But with respect to the positive cash flows right from the beginning 1 million Euros of external funding was sufficient for the second financing round because there was the possibility of organic growth through retained earnings and internal financing from the revenues.

Bircher-Muesli is an organic muesli with these delicious ingredients:

SWEET SOUR FRUITY **CRISPY MUSHY**

000 high fibre **non-GMO**

Nutrition values Your serving? g per 100g

Caloric value	227 kcal / 949 kJ	378 kcal / 1581 kJ
Fat	7.2g	12g
...thereof saturated fatty acids	0.8g	1.3g
Carbohydrates	33.0g	55g
...of which sugar	12.6g	21g
Fibre	6.6g	11g
Protein	6.6g	11g
Salt	0.02g	0.03g

List of ingredients

47% fine **oat flakes**, 9% dried grapes, 7% dried date cubes, 7% roasted, ground **hazelnuts**, 6 % raisins, 5% ground **almonds**, millet flakes, 4% dried apple pieces, 3 % plantago seeds, 3% dried cranberries, flax seeds, apple syrup, rice flour.

Notes for allergic persons: May contain traces of other nuts, peanuts, soya, lupins, sesame seeds and milk.

First Mymuesli Online Mixer
source - www.mymuesli.com

MARKET EXPANSION

Since 2008 the company started to expand in Europe. The muesli fans in the UK and in Switzerland could customize their muesli. The same year the company opened a smaller factory in Tägerwilen, Switzerland. The first Mymuesli store was opened in 2009 in Passau.

Since 2009 Mymuesli also became available in the Netherlands. And the team grew further. Nowadays, as the mature company, it has an experience and could deal with the expansion of business without the previous supply chain problems. 2010 - 2011 the headquarters moved again to a new factory and a new office.

In 2012 the company opened two local Mymuesli stores in Munich and in Regensburg. In 2012 the business of MyMuesli found the support from the investor of 19% share named

[Knusperreich GmbH](#), the Berline Startup 2011 by Manuel Grossmann und Max Finne. At the end of 2015 MyMuesli was supported by [additional financing](#) from The Jungs GmbH with 46% of share and Genui Vierte Beteiligungsgesellschaft mbH with the share that equaled 32%.

In May 2016, after almost 9 years of development, the co-founder and CEO Hubertus Bessau successfully shared his experience of Mymuesli establishment at the European Largest Nordic [eCommerce Summit](#) in Stockholm.



Mymuesli contains organic ingredients without any colourings, flavourings or flavour enhancers
source - [www.facebook.com](https://www.facebook.com/mymuesli)

Today, the company Mymuesli has a clearly identified market segment. It sells premium

quality, organic muesli, and the customers can choose the product according to their wishes. As of now, the company concentrates on people who are either interested in customizing their own cereals or people who are interested in buying organic food. Both the customization industry and the organic food industry is growing in recent times which supposes the constant stable growth of sales for the company.

DISTRIBUTION & FUTURE PLANS

Online [Muesli Mixer](#) is the unique online muesli mixing shop that offers plenty variations of flakes together with huge variations of ingredients. There are about 50 different ready mixes as you can see at the official [on-line shop](#).



Mymuesli wide distribution chain
source - www.behance.net

The penetration of the cereal market in developing countries in Asia and other parts of the world is very low. The sale of cereals in Russia and China is small compared to global terms with 263 million USD and 71 million USD of sales in a 24 billion USD cereal industry. These markets are growing fast and have a huge potential lying ahead. The company first was selling cereals via its website and it was delivered to the customer's home. Since that time the company has a partnership with [DHL](#), a huge logistics company for the delivery. Considering the fact that 77.5% of cereals are distributed via supermarkets and

hypermarkets, the company continuously concentrates on adding another valuable distribution channel like supermarkets.

Since July 2008 it is available in the [UK](#) and that was quite a step for a small startup. For several years, the customers may find favorite muesli off-line, since Mymuesli currently exists locally in many stores to touch, see and try the unique mixing product. Since 2012 Mymuesli started to sell their products in trendy coffee shops in Berlin as a good step to test and develop another distribution channel. It was a huge success and company easily expanded this strategy. Nowadays, Mymuesli is available in more than fifty big cities via Germany. A huge variety of different kinds of muesli waits for the customers in Mymuesli's overflowing shops in Passau, Berlin, Munich, Augsburg, Mainz, Dusseldorf, Bern etc. The showcases promise plenty of cereal breakfasting and all of the organic top quality. Locally, cereal consultants can help with finding a personal favorite flavor mix. In addition, visitors can sample cereal or breakfast in Mymuesli2go cups ready to cook along with the way for free. There's even a bespoke Mymuesli blend for each city with the photo of the city on the tube.

Mymuesli continues its international expanding and now [EUROPARK](#), the largest shopping center in Salzburg, proudly presents the most successful German Mymuesli brand in Austria. The company plans to expand the business internationally. It is possible partnerships with huge coffee store chains like [Starbucks](#) or [Waynes Coffee](#) as a huge step towards supermarkets and other distribution channels.

FLAVOURS AND VARIATIONS

There are 6 classic flavors of MyMuesli such as:

- Balance Muesli;
- Berry Muesli;
- Bircher Muesli;
- Cacao Nibs and Nuts Muesli;
- Chocolate Muesli;
- Superfruit Muesli.



There is a bespoke Mymuesli blend for each city with the photo of the city on the tube
source - www.mymuesli.com

The collection recently was added by new flavors such as 40% Protein Muesli, and Paleo Apple Crunchy and Paleo Coconut Crunchy. The standard weight of the muesli in the tube is 575g. The average prices for standard tube equal 8,90 €, the price for the pack of four tubes is 34,90 € and pack of 6 tubes costs around 51,90 €. The customers can find the detailed description of organic ingredient and nutrition in the chart under each kind of muesli package on the website and on the backside of the tube. The new taste will cost more than the standard one. For Paleo Apple Crunchy 575g tube the customer will pay 14,90 €, the average price for a pack of 4 tubes is 59,00 € and 6 tubes of muesli cost 87,90 €.

Lately, the company added special edition of Mymuesli for children, organic muesli without artificial flavors and additives. The ideal children's breakfast with "Aufess-Garantie".



Gift box wich consists of 575 g organic muesli tube together with a bowl and a spoon
source - www.mymuesli.com

Mymuesli in portion cups

The special edition Mymuesli2go serving cups are just 10cm high and filled with 85g of the best organic muesli. It is comfortable to take this kind of snack on a trip or to work.

Mymuesli2go 12 different kinds became bigger with 2 new varieties: Cocoa Chips Nut and Apple and Almond Granola. Mymuesli2go average price for a pack of 12 cups varies from

19,90 € to 29,90 €.

My Muesli corporate sets & gift packs

Organic muesli from Mymuesli will make anyone happy and is a special way of thanking for a great cooperation. Starting from 48 pieces the partners will receive an individual muesli gift. It is perfect for coworkers, customers and business partners.

When ordering 200 muesli tubes the customer receives the customized tube with the corporate symbolic. Either as coworker- or partner gift for Christmas, as a birthday gift, appearance at a fair or for employer branding. The gift pack includes:



The customized tube with the corporate symbolic
source - twitter.com

- 575g best organic muesli;
- the muesli mix by choice;
- individual design of muesli tube.

It is also possible to choose Mymuesli2go cups as a corporate gift decision. The 85g 2go cups with a transparent lid and the personal logo. The proposition is available starting at 240 cups.



575g organic muesli tube is added with the custom designed logo or a personal greeting in the lid placer
source - twitter.com

There is a Gift box wich consists of 575 g organic muesli tube together with a bowl and spoon. Starting at 100 pieces it is possible to individualize the bowl and spoon.

Lid placer was designed especially for a gift purpose. 575g organic muesli tube is added with the custom designed logo or a personal greeting in the lid placer. The order is possible starting from 48 Mymuesli tubes.

Mymuesli brand offers cups and bowls to the customer. They are made of special brand's Chinese porcelain. Plates and cups are coming in white as well as multicolored. The set of 4 cups costs 58,90 €. The price for a plate is 14.90 €.

Kitchen set details:

- available in 4 different colors;
- 100% fine porcelain (Perfect China Porcelain);
- outside matt white with a logo Mymuesli;
- painted in shiny glazed with embossed hearts;
- packed in a high-quality gift box;
- cups: 8.5 x 8.5 x 9.5 cm, 320 ml capacity;
- suitable for the dishwasher.

MARKETING



Mymuesli2Go is specially designed for active customers
source - www.facebook.com

With the new spin on the development of mixing technology, the brand creates the new porridge which is available to order via the website as well as to buy in Mymuesli shops. Mymuesli spinoff is named [N'oats](#). It is the finest and unrivaled delicious organic porridge. Bio-porridge consists of the oat flakes which are ground in a special process. A unique organic meal from N'oats is not only delicious but also high-fiber and fast prepared. There are 7 varieties of N'oats plus special Christmas products. The same size and weight like Mymuesli2go N'oats are available in the more compact form which calls N'oats2go.

The store opening is a great event for Mymuesli. The company organizes big events with music and balloons, gifts and special propositions. As one of marketing steps in 2015 during the shop opening in Augsburg, Mymuesli has launched Mymuesli drink gift proposition. For every purchase from Mymuesli Laden Augsburg, the customer received a free Mymuesli drink.

Mymuesli has opened a store in Heidelberg for consumers to buy their favorite muesli. Together with the customized mix of cereal, it became possible to select text and images and print them on tube featuring the unique tailor made the design. The customized packaging is made possible with the 4D Jetmaster Dimension printing technology from [Heidelberger Druckmaschinen AG](#) (Heidelberg). It has successfully developed this technology within all the network of shops.

AWARDS

For the period of development, the company was acknowledged with the [Financial Times Germany Award](#), [Enable2start](#), the Bayern Online prize, a Multimedia Founders' [prize](#) of the German Federal Ministry of Economics and were voted Startup of the year 2007 by a jury of the online magazine [Deutsche Startups](#). In 2008 it received the Young Business Award 2008 ([Bundesverband des Deutschen Versandhandels](#)) and in 2009 Selected Place In the City Of Ideas Award ([Ausgewählter Ort im Land der Ideen](#)). In 2016 Mymuesli has also won the [German Marketing Award](#).

EMBASSADORS

Recently, the brand is proudly represented by the Yoga Instructor and Fitness Model [Zeynep Doenmez](#) having the same healthy ideology. It has introduced the special edition of Yoga-Müsli with apple pieces, amaranth, and a special ayurvedic blend spice. In the process of product development, the company deals intensely with the yogic philosophy of dieting. Zeynep supports the brand in a photo shoot as a model and as the instructor of yoga at the web-site. She teaches yoga and there is a special blog with questions and answers about the healthy diet and new trends in yoga. The company has launched Asana Rebel, the only Yoga Inspired Fitness app in the world, that allows users to follow special workouts and to reach personal fitness goals together with the healthy Mymuesli diet.

FEEDBACKS



Mymuesli drink
source - mymuesli.de

"The special thing about my cereal is that it is not only fruity but also sweet. The white chocolate harmonizes very well with the fruits and looks super delicious! The perfect muesli for me."@_jacquelineg._

"Individuality and quality are particularly important to our customers. They don't just want some muesli, they want their muesli. It has never been easier to give family and friends such an unexpected surprise as it is with a custom-printed mymuesli can." Max Wittrock, co-founder of Mymuesli.

MASS MEDIA

"I just placed my order for a custom box of muesli. No raisins, but plenty of mango and apricots. No hazelnuts, but cashews and pine. And some magic Alfalfa (what ever this is, but it seems to be good). By doing so, I stepped into the typical MC consumer trap: Motivated by a cheap basic price and rather small additional premiums for additional items, I ended up with a Muesli that will cost about 4 times more per pound compared to

my standard organic muesli mix. But it is custom, comes in a nice box, and has my name on it. So who cares?! MC veterans will remember General Mills' pilot in the same area, mycereal.com, but this venture never went online in full scale. Today, three business school graduates from Germany have launched Mymuesli (of course in beta). Max Wittrock, Hubertus Bessau and Philipp Kraiss offer customers on their rather simple site a simple, but working configurator to create complex custom mixes from more than 75 ingredients. While the site is not the latest in web design, I like the idea – and I am curious to see how the site develops! Update: After about two weeks, I got my custom muesli mix. It was packed in a special tube box (which, however, did not survive the treatment in the German postal service). The muesli is great, really delicious mix, very good ingredients. But I am not sure yet if it is worth the high premium compared to my regular stuff." [Dr. Frank Piller](#), a leading German expert in the field and administrator of Mass Customization & Open Innovation News, Co-Director of the MIT Smart Customization Group at the MIT Media Lab

"Nice example of mass-customization, and one that's quickly catching on: Mymuesli started two weeks ago, but has already run out of packaging (which they'd estimated would last at least 8 weeks). ... One to adapt to local breakfast preferences? Could be a fun gimmick for hotels, too: during the booking process, let guests order their own breakfast and have it delivered to their room in a personalized box". [Springwise](#)

"Consumers in the mymuesli store on Heidelberg's Hauptstraße can choose from four favorite, ready-filled muesli mixes and then pay a surcharge to have the packaging designed to their taste. There are five motifs to choose from that are based on themes related to the city of Heidelberg. Consumers can also type a message for the recipient on the packaging. After choosing the muesli mix and motif and enter the text at a special terminal, a mymuesli assistant places the can in the Heidelberg Jetmaster Dimension and then initiates the printing process." [Food News International](#)

Company name: Mymuesli GmbH

Contact person: Max Wittrock

E-mail: support@mymuesli.com

Website: www.mymuesli.com

Phone: +49 851 986 9900

Patent status: -

On market since: 2007

Regions: Germany

Industries: Others

Source links: [Mymuesli](#)
[Gruenderszene](#)
[OekoLandBau](#)
[Food New International](#)
[Slide Share LinkedIn](#)

Files: [Mymuesli Business Model Analysis](#)
[Mymuesli Financing Plan](#)
[Mymuesli Marketing Pioneers](#)

Direct link: [click here](#)



BEAUTYBLENDER - A UNIQUE MULTI-PURPOSE MAKEUP APPLICATOR

Beautyblender is a revolutionary makeup sponge applicator. Its 360° working surface helps you create total complexion perfection. It is a seven-time Allure Best of Beauty Award winner. Beautyblender was designed by Rea Ann Silva and Veronica Lorenz, famous Hollywood makeup artists, to satisfy your fanciest makeup needs.



source – juliadecember.blogspot.com

Like the best things in the world, beautyblender was invented with a practical purpose. Silva's idea was to create fundamentally different tool for makeup to achieve a natural look whether you prefer amazingly sheer coverage or a buildable full coverage. Besides makeup artists always strive their work look natural on high-definition television. Rea also wanted an environmentally friendly product that would last several months in contrast to the one-use makeup sponges on the market.

Rea Ann experimented to find superior alternative to brushes and airbrush. She began working with triangular foam sponges, which were considered to be a supplementary means to cover the nose and the eyes area. But they have sharp edges and can be used at most two or three times. To find the perfect shape she cut sponges at different angles. In 2003 the first sample of the bright pink teardrop shaped applicator appeared at the Rea.deeming, Inc. Then, the company developed a beautyblender cleanser to prolong its life and established the mass production. To help promote her creation, Silva used beautyblender on celebrities doing their makeup, and she offered them one to use at home. It quickly became popular among professional makeup artists driving out traditional brushes. By 2008, the company manufactured line of products, which grew to include

makeup brushes, cleansers, a body sponge for tanning products and reusable blotting papers.

The beautyblender original pink version costs 20\$. Now, it is sold worldwide and in major stores in the U.S., including [Sephora](#), [Macy's](#), [Nordstrom](#) and [Van Maur](#). You can find a list of stores, international distributors, eCommerce partners, authorized retailers on Amazon, and contact form [on the beautyblender website](#).

Beautyblender is an innovative means for applying primer, foundation, powder, cream blush, and any other face product. This is a professional sponge, which allows you to apply makeup product so that the makeup looks the most natural, concealing all the imperfections. It eliminates lines and streaks that other sponges and applicators leave behind. It's makeup friendly. Your makeup will look ideal whether you are using a mass market product or a lux one. Unlike one-use sponges, beautyblender holds up for three or four months.

The beautyblender's secret to flawless makeup is its open cell structure. It is made of a patented soft synthetic material. It is hypoallergenic, non-latex, and moisture-loving. The uniqueness of the material is in its ability to absorb a little product and give it away carefully dosed. The beautyblender needs to be wet before usage, so it allows a product to stay on top rather than being absorbed. Wet beautyblender is softer and twice bigger in size, returning to its original size when it air dries. An additional advantage is that when moistening the applicator the problem of dry skin is reduced.

The patented elliptical shape of beautyblender is much more convenient than brushes and other sponges of flat oval, rectangular and triangular shape. You can use each side for different types of products. The pointed tip is great for the eyes or nose area. The wide tip comes in handy for the cheeks and forehead zone.

The combination of unique form and first-rate material allows you to forget about the technique or tricks of applying your makeup. The beautyblender works perfectly for anyone from a beginner or a full-blown makeup artist. It is essential for modern busy women: "One of Rea Ann's concepts was she wanted to bring some of the tricks of the trade to the consumer. She was a working mother; she didn't have a lot of time. She knew this concept would cut some time for the working mother to be able to look her very best."



use different versions of beautyblender with different makeup products (source – beautyblender.com)

The beautyblender can be used to apply everything from foundation to lipstick. It can replace brushes in your make-up routine. The cosmetics junkies adapted it to be used in an off-label way, dyeing hair, perfecting cat eye, ditching excess shine.

Beautyblender line includes the original pink one, black, white and nude. Purple and red sponges were released as exclusive edition. A set of micro.mini sponges is designed for hard to reach areas of the face and body. Blotterazzi is a washable sponge-alternative to blotting papers. A bodyblender is a large sponge for blending of self-tanning lotions, bronzers and more. Recently the company introduced the newest member of the family, beauty.blusher, for flawless application of blush.

Beautyblender has [Allure's](#) Best of Beauty award in 2007, 2008, 2011, 2012, 2013, 2014 (micro.mini), 2015. It has been featured in [Self](#), [Real Simple](#), [Mademoiselle](#) and [Marie Claire](#) magazines. It is an essential tool for personal beauticians to the stars. Makeup artist [Fiona Stiles](#) (working with L'Oreal, Sephora, Victoria's Secret) includes it into 9 must-haves for makeup list.

Beautyblender as a revolutionary beauty makeup gadget got millions of fakes due its popularity. The company's strategy aims to hold claim to the market niche. The efforts resulted in the removal of more than one thousand infringing and counterfeit product

listings on sites such as Amazon, Groupon, eBay, Poshmark and Alibaba. In 2016 Rea.deeming Beauty protected its trademark and reputation against [Avon's unauthorized sale](#) of the pink sponges “Beauty Blender”. Avon conceded the violation of intellectual property rights of Silva’s company. Avon Products Inc. and Avon Cosmetics Limited made a considerable payment.



source - thebeautysnoop.com

Beautyblender website has a page to [educate the consumers about counterfeits](#). It includes store locations worldwide and in the US, and encourages to report about counterfeit product. It also provides sign to check a product’s authenticity:

- The products are handcrafted in the USA and are never shipped from China.
- Items priced below their suggested retail price should be approached with caution.
- The packaging will never contain spelling mistakes or grammatical errors.

“Rea.deeming Beauty has an unsurpassed reputation of providing high-quality, trusted tools, that are coveted and endorsed by professionals and everyday women alike,” said

Rea.deeming Beauty's President and CEO Rea Ann Silva."We are 100% committed to ensuring that our customers continue to receive the level of quality they expect and deserve from the beautyblender® name."



source - amazon.co.uk

Rea Ann Silva made a real revolution in the makeup industry with its new reusable sponge for applying cosmetics. The beautyblender combines the best features of sponges, brushes and airbrush.

FEEDBACKS

"It allows you to apply your foundation flawlessly, thinning it out where you need less and leaving more coverage in spots that need camouflaging. It lasts forever and it's really adorable to boot!" [Fiona Stiles](#)

"This has seriously changed my foundation game. Skin looks flawless. A must buy."
NanaY93



personal beauticians to the stars love to work with beautyblender (source - makeup2makeup.ru)

"This sponge has changed my makeup routine. Without this my face would not have the streak free, soft look it has. I love this. Repurchased twice." Mmankin

"I'm loving this blender. I had been using my ring finger to tap my concealer on, and was noticing that it looked dry and cakey. I was hesitant to purchase this because of the price. I am so happy I did. Everyday my under eye concealer looks picture perfect." Chellem

"I use my beauty blender every single day, if not for foundation, then for applying some sort of skincare. But today is the first day I'm going out of town since I bought it two months ago and I had to pack it into my bag the night before. So I pulled out a brush to put on my

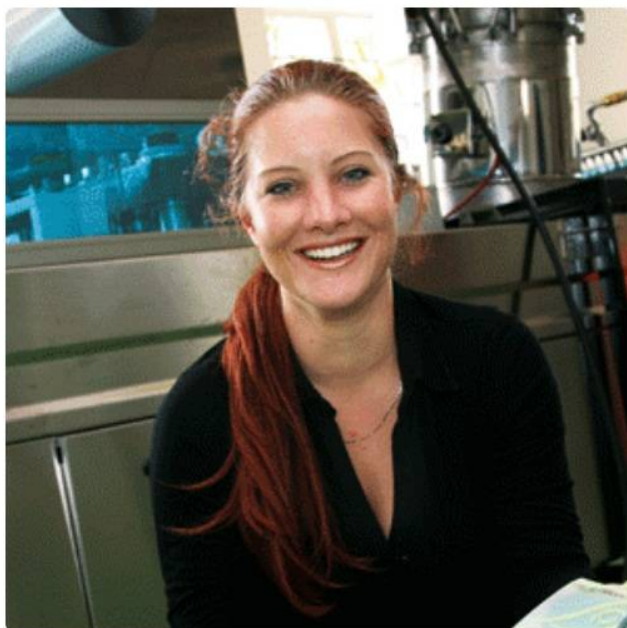
nars tinted moisturizer and although it is a good brush, in comparison to the BB it looked streaky and cakey. Needless to say, brushes are useless for me now! My beauty blender is my number one favourite tool and it really is worth the splurge." Makeuplover98

Company name: Rea.deeming, Inc
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Website: <http://www.beautyblender.com>
Phone: +8884745369
Patent status: -
On market since: 2003
Regions: United States
Industries: Others
Source links: [Beautyblender](#)
[Allure](#)
[Cosmeticsbusiness](#)
[Mcall](#)
Direct link: [click here](#)



EYESLICES - THERAPEUTIC EYE TREATMENT PADS

eyeSlices are therapeutic eye treatment pads created for the beauty and wellness industry. Dermal delivery eye pads reduce the appearance of red eyes, dark circles under eyes, tired eyes, wrinkles and puffy eyes within 5 minutes of use. An innovative product is based on a global first cryogel polymer technology. eyeSlices, first in the world, are using natural essences with a bio-innovation to bring about an all-in-one solution to all common eye concerns.



Kerryne Krause-Neufeldt
www.financialmail.co.za

The story of [eyeSlices](#) began in 2009 in the Republic of South Africa, when Kerryne Krause-Neufeldt, the CEO of the company, first had an idea to create pads for therapeutic treatments of eye area. That time Kerryne couldn't predict that except for the CEO, she would become a technologist and a scientist. The 32-year old, Krause-Neufeldt became a founder of eyeSlices – an innovative product made of hydrogel polymer, which uses cryo technology for absorption of various active ingredients into a gel pad. Applied on the eye area, a disposable pad slowly releases active ingredients on the skin, targeting a set of cosmetic concerns. In the beginning, eyeSlices line was represented only in beauty salons. Nowadays eyeSlices are unique and conquer international market like a hurricane.

The idea of eyeSlices creation first sparked when Kerryne once came across an Italian fabric eye mask, saturated with different ingredients.

“I wanted to be an importer of those masks and develop them on the South African market, but the products seemed to me quite gimmicky, dried out too fast and didn't provide the expected effect”, recalls Kerryne.

After 3 years' work as a distributor of oxygen creams, Neufeldt realized that it was time to create her own product and find distributors in South Africa and other regions for its marketing.

“I knew exactly, that I had to create something effective – I wanted technology behind that product”, she says.

Kerryne knew exactly what she was going to create, when she met a manufacturer of products with aloe vera.

“After 2 weeks he got back to me and said that he had a technology for me, and it was already on the shelf in CSIR (Council for Scientific and Industrial Research)”, recalls Kerryne.

The mentioned technology was a water-soluble polymer gel, as Kerryne explains: “It was actually “a carrier” or what they called a dermal delivery system.”



www.pressdispensary.co.uk

The eyeSlices technology is based on Poly (vinyl alcohol) (PVA) - a hydrophilic polymer which is of special interest for the application in medicine owing to its excellent biocompatibility. Poly (vinyl alcohol) is one of the most ancient polymers and at the same time the most popular one used in this field. It is manufactured through freeze/thaw cycling of PVA polymer in solution resulting in the formation of physical cross-linking (i.e. weak bonding through a nonpermanent "association" of the polymer chains). PVA hydrogels formed in this manner are thermoreversible and are termed "[cryogels](#)". In general, cryogels are solid elastomers containing over 80% water which are produced when solutions of higher molecular weight Poly (vinyl alcohol) (PVA) of high degree of hydrolysis

are subjected to one or more freeze/thaw cycles. Such cryogels are tough, slippery, elastomeric, resilient, insoluble in water below 50 degrees Celsius and nontoxic.

Thus eyeSlices technologically advanced dermal delivery pad is unique in its properties:

- instant cooling without a fridge;
- creation of a thermo-gymnastics effect on the skin stimulating circulation;
- re-usable up to 10 times;
- manufactured through a natural&non-toxic process;
- effectively and slowly releases active ingredients into the skin.



www.eyeslices.com

But the technology had a long way before it became a marketable product.

“I thought I would just find a producer and sell the product all over the world, but it was not to happen at once”, recalls Kerryne.

The technology was so unique, that it was not possible to find the necessary equipment for its production, and the scientists, which created this technology, left the country long ago.

Unperturbed, Kerryne decided to become a scientist herself.

“We returned to the lab, cooked up polymer in a slow-cooker, bought several pre-used

freezers and conducted experiment after experiment with hundreds of freeze/thaw cycles. If you didn't do it perfectly at the right temperature for the right amount of time and repetitions, the eye pad was either too gooey or too rubbery," she remembers.

Once she got the right formula, Kerryne immediately faced the problem of its packaging.

"The initial recipe from CSIR was to lay out the gel on the trays and cookie-cut it, but it made the process too labor-intensive and didn't give an opportunity of mass production", says Kerryne.

Together with her team, Kerryne created a special technology of freezing, thawing and filling in special customized trays, and subsequently purchased a packaging machine, which turned out to be the right solution.



eyeSlices Biotanix range
www.eyeslices.com

It took 6 years in total before the product reached perfection. Meanwhile, Kerryne was trying to get investments wherever she could. The technology was so impressive, that she managed to collect \$3,3 million from 13 different organizations.

“My husband worked as a video-operator and we tried to earn everywhere we could in free time, just to support ourselves and invest in the project. Finally eyeSlices were introduced on the professional exhibition in Galagher Estate. We sold out everything within just first 2 hours – it was a great break-through”, says Kerryne.

Having launched the products to beauty salons to secure the professional reputation, Kerryne took to creation of the retail line. The interest was global and the demand arrived from retail boutiques, cosmetics stores, airlines and large retail chains. No doubt, that Kerryne began to reap the crop of the long painstaking work.



www.eyeslices.com

Imagine a product that fills a billion dollar gap in the market, a product in demand, an innovative product based on a global first cryogel polymer technology. eyeSlices is fast becoming both a global business player and a truly South African success story. The company is aware of the responsibility that they have to their country and together eyeSlices will strive to ensure that they represent South Africa proudly on the global business stage. eyeSlices is both proud of the reputation of their brand and their relationships with customers, business partners, government agencies and community in South Africa. This reputation has to hold eyeSlices into the future as they walk onto the global stage. eyeSlices continually strive for standards of excellence with regard to their products, service, systems and attitudes. The company is aware that its team is only as strong as the weakest link and thus depends upon each and every individual to adopt the same culture of excellence and integrity within themselves and their work.

Incorporating the use of eyeSlices into the SPA, pharmacies, hotels and retail stores will

add versatility and profit to your business.



www.eyeslices.com

Adding value to your treatments with eyeSlices:

- incorporate eyeSlices into facials or massages as an extra add-on eye treatment. Apply eyeSlices during the mask time for 25 minutes and remove any residue from eyeSlices with cotton pads;
- eyeSlices help to soothe and calm inflamed or irritated skin whilst reducing puffiness and irritations around the eye area after permanent make-up applications;
- add eyeSlices into a bridal package for an extra-special treat or for those pre-wedding emotional moments! A few minutes of relaxing with eyeSlices before a bride applies her make-up will leave her looking and feeling bright-eyed and beautiful;
- retail eyeSlices for everybody to enjoy. eyeSlices make great gift ideas and add to your bottom line with fantastic profit margins;
- eyeSlices look great in your salon;
- eyeSlices Professional have specifically been designed for beauty salon and SPA use.

I-Slices Manufacturing has won the prestigious 2011 Technology Top 100 (TT100) Award for sustainability. The Technology Top 100 programme is focused on identifying the true South

African role models, who through innovation, tenacity and a passionate belief in people, have been able to take their organisations to new levels of competitiveness. The programme seeks to identify role models who are either users or developers of technology.



eyeSlices Professional range
www.eyeslices.com

The assortment of EyeSlices consists of:

[Professional line](#) - created specially for SPAs, beauty salons, medi-SPAs and professional beauticians. The range targets tiredness, dark circles, puffiness, redness and wrinkles. All in 1 product! Professional line is available in a retail version with re-usable pads and in a salon version with disposable pads. Results are visible within one application due to the efficacy of the dermal delivery system PLUS the 20% active ingredients contained within the product.



eyeSlices Biotanix range
www.eyeslices.com

[Biotanix line](#) - for pharmacies, optometries and department stores. Re-usable up to 10 times! The brand new eyeSlices Biotanix retail range is a wonderfully innovative creation. Four unique variants targeting specific symptoms, using active ingredients sourced from natural and organic plant extracts.

- Bright Eyes – fights with dark circles and puffy eyes;
- Beautiful Eyes – reduces tiredness and redness;
- Clear Eyes – fights with seasonal irritants and inflammation;
- Gorgeous Eyes – reduce fine lines and wrinkles.

FEEDBACKS IN MEDIA

"If the eyes are the window to the soul, the delicate skin around the eye certainly provides insight to the hectic lifestyle we lead and possibly how many birthdays are behind us! Giving yourself 10 minutes in the day to close your eyes and take a breath will not only do wonders for your body but your soul too. So instead of letting the rolling blackouts cause more stress, embrace the break from your schedule with a short meditation and a chance to take a little time for yourself with eyeSlices", [Les Nouvelles Blog](#)

"eyeSlices come in a handy retail pack that can be displayed at till points, making them a great impulse-buy offering or gift idea for customers. The retail pads can be re-used up to ten times and once opened, customers can conveniently store them in the fridge at home. They come packaged in a handy refillable clam, encouraging regular users to make

special salon visits in order to purchase refills", [SPA&Beauty](#)

"Developed in South Africa specifically for professional use, and already highly successful in the US, Middle East and parts of Europe, eyeSlices Professional offers health and beauty experts an entirely new and therapeutic way of treating the eyes", [Massage Mag](#)

Company name: eyeSlices Inc.

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Patent status: -

On market since: 2006

Regions: United States

Industries: Others

Source links: [EyeSlices](#)
[Pansyfa](#)
[Reviews Essays](#)
[Entrepreneur Mag](#)

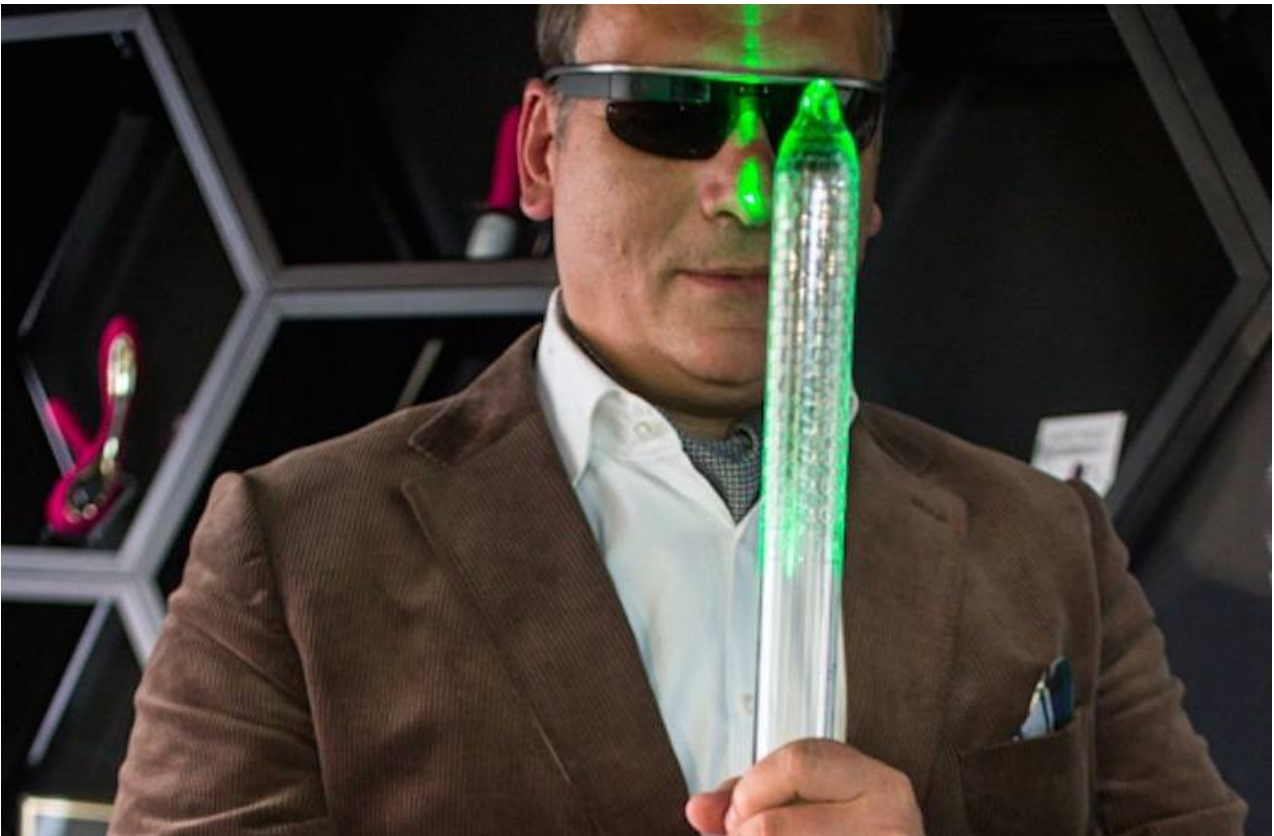
Files: [eyeSlices company&product profile](#)

Direct link: [click here](#)



HEX - SUPER FIRM CONDOM

HEX – is a super firm condom created by LELO, a Swedish intimate lifestyle company that designs, develops and manufactures upmarket sex toys, BDSM accessories, and massage products. Each condom is made up of 350 small latex hexagons. The company plans in future the development of new materials. The Swedish innovation was called the biggest breakthrough in the industry over the past 70 years. This condom is impossible to pierce even with a needle.



LELO founder Filip Sedic examines the indentations in a LELO HEX mold
www.businessinsider.com

In 2002 industrial designers Eric Kalén, Carl Magnuson and engineer Filip Sedic founded [LELO](#). It is currently a leading producer of high-quality sex toys and intimate lifestyle products, selling in over 40 international markets. LELO has taken a non-traditional approach to the design and manufacture of sex toys, utilizing high design concepts that are non-representational of the sexual anatomy of the human body, a style that is now widely adopted across the sex toy industry. The company has been recognized for pioneering creations in the adult industry, including the first couples' toys with motion controller functions from their [SenseMotion](#) line, as well as the first sex toys to employ tactile sensing, the [Smart Wands](#).

Since the development and sale of the first LELO product in 2003, LELO has gone on to segment their sex toy selection into four distinct catalogs. The [FEMME](#) and [HOMME](#) collections are made up of sex toys catering to women and men, respectively, while the [Insignia](#) range is composed of higher-end and more design-oriented sex toys, including the SenseMotion Insignia couples' massagers with wireless remote controls as well as the Smart Wands all-over body massagers with tactile-sensing SenseTouch technology.

The [LUXE](#) collection includes LELO personal massager designs cast in 24-Karat gold or stainless steel, and are among the world's most expensive sex toys offered at retail, ranging in price from \$2.590 to \$15.000. In summer 2016 LELO launched the HEX condom. Initially launched on crowdfunding website [Indiegogo](#), the project exceeded its goal of 10,000 pledges within the first 12 hours of launch.

Sedic, a former product manager for mobile products at Ericsson, pinpoints the two biggest barriers to condom usage as he sees it: their tendency to break or slip (depending on how you're endowed) and the universal truth that they make the intercourse less pleasurable. His assertions are backed by a 2008 [Kinsey](#) Institute study of men attending an STD clinic that focused on challenges to correct condom use. The study found that 30 percent of respondents "experienced problems with the fit or feel of the condom," 31 percent had a condom break and 28.1 percent lost erections during condom use.

Development of [HEX](#) condom took LELO around 3 years of research and 4 years of testing. The condom had to be different in all the aspects – from design to predestination. Developers tried to unite the preferences of all their customers in one small latex product. The condom had to be firm, safe and allow sensations. The emphasis was done not on creating of the new materials, and the invention of a new structure. The basis of the last - hex, as it is the very nature of these creates ultra-light, but at the same time very strong structure, for example, honeycomb.

According to LELO hexagonal structure of latex has several other advantages. Firstly, the raised internal structure reduces sliding during intercourse, thereby improving sensitivity. In addition to the slip prevention, hexagonal elements on the condom facilitate adaptation to each individual size.

Initially Sedic and his team of developers tried to experiment with various materials, including polyurethane - incredibly strong polymer that is used in the insulation of walls and shoe soles. But in order to release a new condom on the market, it must be as firm as the latex. A process for the approval of the new technology may take decades. That's why Lelo team decided to avoid these problems and to keep latex as a base material, and instead concentrate on the structure of the condom.

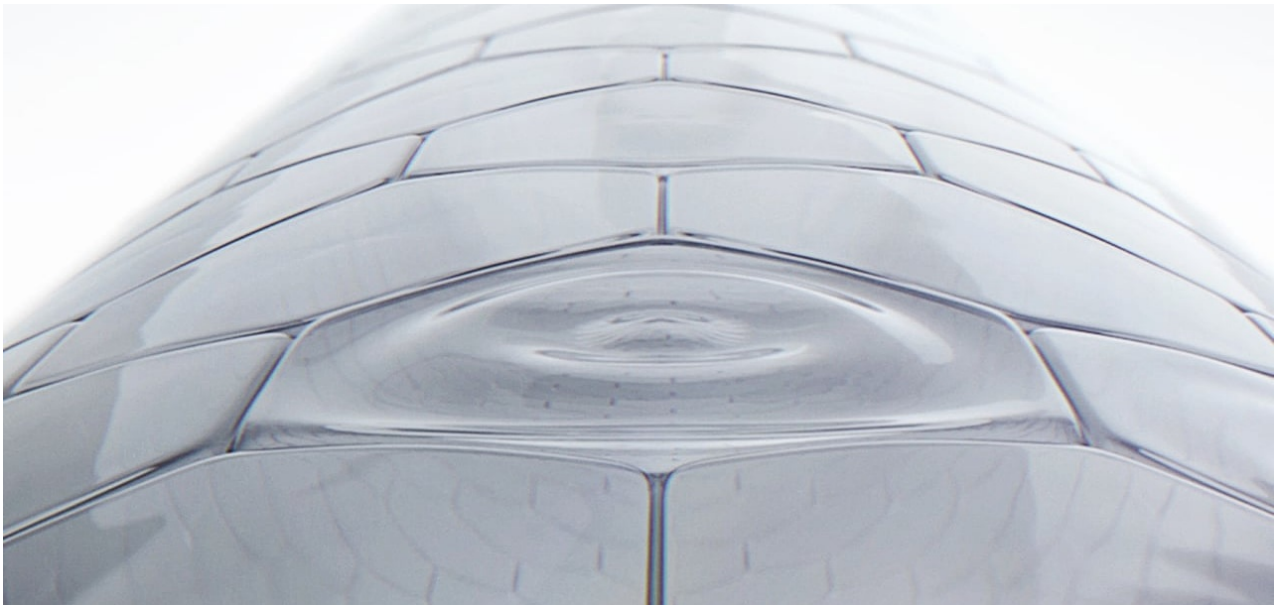


Development of HEX structure
www.sostav.ru

When LELO announced readiness to introduce the innovation they received a wave of distrust and critics. Competitors claimed that it was impossible to unite everything and at once in one product, and customers ignored HEX with hesitation. The first press-release was scheduled for the 13th of June 2016. It was indeed a great achievement not only for pleasure, but for health as well. The first limited production series offered 3.000 free of charge condoms for everyone who wanted to test them.

For the last 70 years of existence of latex condoms, since Durex created the first pre-lubricated condom in 1957, the users got used to the fact that it is uncomfortable and a pleasure killing invention, but at the same time it protects from the sexually transmitted diseases. Meanwhile new types of diseases keep popping and the industry is simply unable to develop new technologies of protection, that why users still see the same thickness of the latex and the same design. While computers grew small enough to fit in our pockets and cars learned to drive, the latex condom has remained more or less unchanged since it was invented in the 1920s.

In November 2013, the Bill and Melinda Gates Foundation even distributed \$100,000 grants for researchers to develop a better condom. "Quite simply, condoms save lives," a press release stated, "but new thinking is needed to ensure that men and women around the world are using them consistently and correctly to prevent unwanted pregnancies and sexually transmitted infections.



Damage of the material will not spread outside one cell
www.psfk.com

"It is kind of a shame that in 2016, we are still using a product that is more or less identical to what it was a hundred years ago," says the inventor and founder of the company LELO Philip Sedic . "I believe that with today's technology, we can do much better." HEX became a real turning point in the struggle for safe and sensual sex. It is able to adjust to the feelings and body contours. HEX bends in a way to allow the user concentrate on the pleasure.

Another secret tip of HEX is that it does not require additional lubrication, as the user simply won't feel it. HEX is easy to put on with just three motions of the hand. It rolls out smoothly without clues and folds. It is not just a design painted on the latex. Each hexagon is like a material stretched on the supporting frame. The creators of HEX chose hexagons as those ideally group in a puzzle. They preserve the shape, being very light and very firm at the same time, like a natural honeycomb. Even the most popular and thinnest condoms [Okamoto](#) can't compete with HEX when it comes to feelings.

HEX is created with ultra thin layer of just 0.045 mm, but in comparison to Okamoto it will not tear off with just one touch or stretch. Even when piercing HEX with a needle, the user will notice that it will not be torn apart, only stretched. The condom became a real alternative also to popular items with additives – pimples, ribs and other unevenness. They were designed to add sensations that are lost when using a conventional condom. However it was not the best option, as not all the females like it, and for men they do not

add anything at all.



HEX has a universal size
www.farmilly.com

HEX is in a way analogue to tires of Formula 1 cars. Special texture of those guarantee optimal contact with the ground keeping the car stable at the high speed. Owing to their special texture hexagons do not slip off the penis and ideally slide in the vagina. HEX concentrates on the inner pressure, not on the exterior design. It does not smell with latex or leave greasy stains on the clothes. The wearer won't feel the necessity to wash hands immediately. HEX does not squeeze the penis on its basis and has affordable price. 1 condom costs 1 EURO, a pack of 12 condoms – 12 EURO.

"The mold is plunged into the liquid twice - in the first phase, it fills a special groove, forming a frame at the second top of the base coat is welded. When pressure is applied to the condom, it stretches in six directions from any point. This flexibility makes it more forgiving of tension. The honeycomb structure carries reinforcing function and prevents deformation processes spreading beyond a single cell. If the condom is stretched and pierced, it will not break on a large area and will retain its shape ", - says Sedic.

Futuristic hexagonal condoms LELO HEX must accustom to contraception those who dislike ordinary condoms. American actor Charlie Sheen, who is HIV-positive, starred in the HEX advertising campaign. In the video Sheen says that before, like many people, he

thought that he will never face sexually transmitted diseases. He also talks about the stereotypes associated with this type of contraception: "For many people the condom is associated with less pleasure, less intimacy with a partner. But those five seconds of awkwardness [while they take out and put on a condom] can protect them from the grief and suffering that will last a lifetime."



HEX package

www.craveonline.com

Many qualified sex educators, award-winning bloggers and international sex toy companies took to the internet to make their feelings about LELO's choice of rep very clear. Most pointed to his past of alleged violence against women – in 1996, he pleaded no contest to battery charges against an ex-girlfriend, in 2010 he pleaded guilty to third degree domestic violence, and his former wife Denise Richards was granted a restraining order against him after filing for divorce. Others referred to his admission that he had sex with women without telling them he was HIV positive. LELO defended their choice of spokesperson saying: "Charlie is a symbol of change with the strength and courage to confront key issues head on. We believe his participation will help drive safe sex and innovation to the forefront."

A study published in the Archives of Sexual Behavior in 2007 surveyed a hundred college students about their sex lives over three months, and discovered men and women who rated unprotected sex as more pleasurable were less likely to use condoms. More Americans are throwing the "no glove, no love" rule out the window. In the largest-ever nationwide study on sexuality in 2010, 45% of men and 63% of women reported not using

a condom in their most recent sexual encounter with a "new acquaintance", according to [Indiana University](#). Such negligence can invite a set of complications, including disease.



HEX package
www.craveonline.com

Still, men won't wear condoms if they expect them to be uncomfortable. The HEX aims to solve that issue as well. Today, you browse the condom aisle of a drug store and find dozens of arbitrarily named variations that promise a "barely there," "double ecstasy" feel for "extended premium" erections. It's impossible to choose.

"Even if I had the money to buy all three variations and put them on top each other, I don't think I'm going to achieve what I want," Sedic jokes. "Why not make one thing ... so you don't need to make these choices? Why should I make these choices?" Sedic calls the HEX the condom that can do it all.

The packaging consists of a plain white box with black lettering, in a postmodern style that's very Apple. The manufacturing process for the HEX makes it 2.5 times more costly than traditional condoms to produce, but Sedic credits the condom's price tag to exclusivity, not operations. He doesn't count Trojan and Durex, the two best-selling

condom brands on Amazon, as LELO's competitors. Instead, Sedric hopes the company's innovation will inspire others to continue improving the condom.

"It's not a matter of taste, yeah?" Sedric says. "It's a matter of life and death — of protecting yourself or not."

FEEDBACKS IN MEDIA:

“While there have been some minor changes to the condom since it was invented in 1920, there haven’t been many practical or performance-driven improvements. They still break, they still slip, and they are still uncomfortable. But now, it seems, the condom is finally getting the innovative makeover it deserves by upscale Swedish sex toy company Lelo. Named Hex, the new product uses a hexagonal web, which doesn’t only look different, but also changes the entire structure of the device.

In addition to more practical problems with the condom’s traditional design and makeup, Lelo alleges that it has found a solution to sensational problems and improved comfort. Its raised motif supposedly increases pleasure; it is also echoed on the inside of the condom to reduce slippage. And due to the practical nature of the hexagon, which anyone who has used Glad ForceFlex garbage bags knows, it molds to the wearer. While most of what we know about the condom is limited to what the company has told us, and those using Hex should still be as cautious as they would when using a typical condom, hopefully, it will encourage more people to use condoms and engage in sex in a safe, positive way”, [Nylon](#)

"He took the 'brave' step of publicly admitting he was HIV positive in November. "It is what it is, and I don't want to make light of it", He explained. "But it changes the whole approach on it, because it's no longer about my interests and my folly, it's about the other person. It's about protecting them and just being open and responsible". Charlie went public with his HIV positive status in November - a move he was forced to make after reports in the media that an unnamed high profile actor had been diagnosed the with virus. He spoke of how he had been pleased that the publicity around his diagnosis had increased internet searches for HIV, as people sought information on how to avoid it. And, he said, while people still want to be just like him, they do not want to have his HIV status. 'There’s an odd combination now, people still want to be like me or experience my life, but there’s a little detail they want no part of", he said. "So they can avoid that by using this". Sheen

hopes the new contraceptive will reduce the stigma around condoms and prevent STIs from being spread", [Ikon London Magazine](#)



LELO founders and Charlie Sheen at the HEX press-release
www.justjared.com

"LELO HEX comes as a giant leap forward in the fight for great, safe sex – with a structurally different design, that means you can see and feel the difference. After seven years of research and testing, LELO's project succeeded where so many others have failed. "We took the thinnest, strongest material known to science - graphene - and integrated its hexagonal molecular structure into the latex condom. Our manufacturing partners said applying structure couldn't be done. It could, and the results are extraordinary," said the team", [Plugin Magazine](#)

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Contact person: Filip Sedic
E-mail: sales@lelo.com
Website: <https://www.lelo.com>
Phone: +46 8 4400466
Patent status: -
On market since: 2003
Regions: United States
Industries: Others
Source links: [Safe Connection](#)
[Farmilly](#)
[Yablyk](#)
[Wikipedia](#)
[Pikabu](#)
[LELO](#)
[Gizmodo](#)
[Reveal](#)
[Business Insider](#)
[Vice](#)
[Engadget](#)
Direct link: [click here](#)



SPANX - SLIMMING UNDERWEAR

Spanx, Inc. is an American underwear maker which is founded in Atlanta, Georgia, the USA. Spanx products are solution to many problems of female figure. They help to emphasize the contours of the body and hide certain problem areas, garments are intended to make people look thinner than they actually are. The company mainly manufactures pantyhose and other underwear for women. Since 2010 it produces male underwear as well. During last 10 years Spanx has grown into a big business, its annual income is \$ 250 million, while only 125 people are involved in the manufacturing process, 90% of the stuff are women. Sara Blakely, the founder of the company, is the youngest woman billionaire according to Forbes magazine.



The founder and sole owner of Spanx, Sara Blakely
source - www.cnn.com

HISTORY

The founder and sole owner of Spanx is Sara Blakely. The company was founded in 2000. Sara is 42 years old now. She is in the 1342th place among 1426 the richest people in the world with company's annual profit of more than 250 million dollars.

After graduation from [Florida State University](#) (FSU), she got a job in a successful local stationery company [Danka](#) that was selling fax machines door to door. Sarah has become one of the best sales representatives. It seemed that life is perfect and nothing unusual can happen.

Once Sara Blakely was invited to a party. She wanted to look perfect as any woman in the world. And she decided to use underwear that would provide a smooth look under white pants. But there was a problem - all pantyhose look really awful. Armed with scissors, she cut off the feet of pantyhose. Her “creation” looked nice, but it was too inconvenient, so Blakely promised herself that she would develop her own concept of women's slimming undergarments. During the next year she carefully studied the techniques, fabrics, production schemes of similar products. Sara invested her life-savings of \$5,000, moved to Atlanta, where she developed a hosiery concept predominantly on her own.

The creation of the initial prototype and involved Blakely, her mother and her friends who personally tested the garments. Such tests were innovative at the time, as the industry did not test products with people. Blakely found out that the industry had previously been using the same size waistband for all hosiery products to cut costs. A rubber cord was inserted into the waistband. Blakely created different waistbands to suit different-sized consumers. As a result, she designed a prototype of undergarment the way she saw it without disadvantages that she noticed in the industry.

The next step on Sara’s success path was to find a factory that would work with her and that would bring to life her idea. Everyone whom Sara called with suggestion politely refused because they believed that Sara’s products were delusions and believed that no one ever would buy it. But fortunately there was one person who agreed to work with Sara Blakely. He did this on advice of his daughters, who saw the real necessity of the appearance on the market such underwear from female point of view. At that moment Sara understood that there are no bad business ideas. We need to present the idea and the plan correctly and to find people who want to be engaged in its development.

While working on the release of the first samples of Spanx, Sara Blakely has understood some innovative ideas that became the basis for the future success of the product. First - she started to produce underwear in sizes, unlike competitors at that time. Second - Blakely was against using dummies for testing of new products. She gave this job to ordinary women and basing on their feedbacks she made adjustments to Spanx products.

PATENT



Spanx stores
source - www.flickr.com

When Sarah has found a factory for the production, she thought that her idea should be patented. She faced two problems. The first one was that lawyers did not want to believe in success of the plan and did not take it seriously. The second problem was that the price of the patent was huge, 5,000 dollars. At that time Sarah could not afford such expenses. Therefore she took a lot of books and self-issued a patent.

PACKAGING

The packaging for products Sarah also designed herself. All boxes of existing underwear were certainly in beige tones and Blakely decided to use something bright like red. The design took 3 months. Blakely knew that she needed to attract attention on the racks themselves. She cut out eyes, noses and ears from magazines, figuring out how she'd like her cartoon alter ego to look. Today, blonde, pony-tailed Sunny is still the brand's 'mascot', although she'd had a few makeovers since 2000.

Blakely also abhorred the way she felt lingerie companies talked down to women in their marketing. "I literally was writing things on the packaging how I'd tell a girlfriend," she said. "It wasn't saying, 'it's the sheerest of the sheerest most sheer elegance.' Just, 'it

makes your butt look better.’”

The brand’s cherry-red, cartoon-adorned packaging was crucial in setting the brand apart from its competitors in the beige hinterland of the lingerie floor, where bored-looking women gaze out from a neutral-colored pantyhose packet.



Bright packaging

source - www.behance.net

BRAND NAME

Sara knew that Coca-Cola and Kodak were the two most recognized brand names in the world, and that both contained a strong "k" sound. She read that the founder of Kodak liked the sound so much that he used it as the beginning and end of his brand name and then proceeded to create a functioning word based upon this foundation. The name "Spanks" eventually came to Blakely, and she decided to replace the "ks" with an "x", as her research had shown that constructed names were more successful and were easier to register as a trademark. Blakely then used her credit card to purchase the "Spanx" trademark on the USPTO website for \$ 350.

FINDING DISTRIBUTION CHANNELS

After the factory linen samples and packaging sample were ready, Sarah started to look for sales channels. She appealed to the Neiman Marcus Group and conducted a personal meeting with a company’s representative. Fortunately, the boss was a woman. Sarah was able to personally demonstrate the quality and convenience of Spanx underwear which

she changed into in the ladies restroom in the presence of the [Neiman Marcus](#) representative. Blakely's product was sold in seven Neiman Marcus stores as a result of the meeting. [Bloomingdales](#), [Saks](#), and [Bergdorf Goodman](#) followed soon.



Oprah Winfrey played an important role in Spanx success
source - hookedoneverything.com

OPRAH WINFREY AND SPANX

American TV presenter and businesswoman [Oprah Winfrey](#) played an important role in life and career of Sarah. In one of the shows telediva was telling about inconvenience and impracticality of contemporary lingerie and stockings. Sara considered this as a sign from above and with new forces continued to promote her own project.

Later Blakely sent Oprah a set of Spanx products. Oprah included Spanx in a list of the best things of 2000 and sent her TV crew to prepare a story about young entrepreneur. This event has become a kind of starting point for the development of Sara Blakely's business. After the release of Oprah's show, Sara got an incredible amount of customers.

PRODUCTS

The most popular category of Spanx products is corrective undergarments (section Shapewear). There are about 200 different models: body (completely close body) with

short and long sleeves, pants and shorts, shirts and bustiers, overalls (a kind of body which also covers arms and legs), correcting posture and smoothing figure body, bras, corsets, waist belt. All products are designed from different fabrics: spandex, lycra and nylon to achieve a particular desired elasticity.

High-waist slimming models - Slimming shorts with medium and high waist that reduce volume of thighs, stomach and waist.

Bust open nightgown. They look very tempting because they hide folds of the figure.



Spanx range

source - www.whosthebomb.com

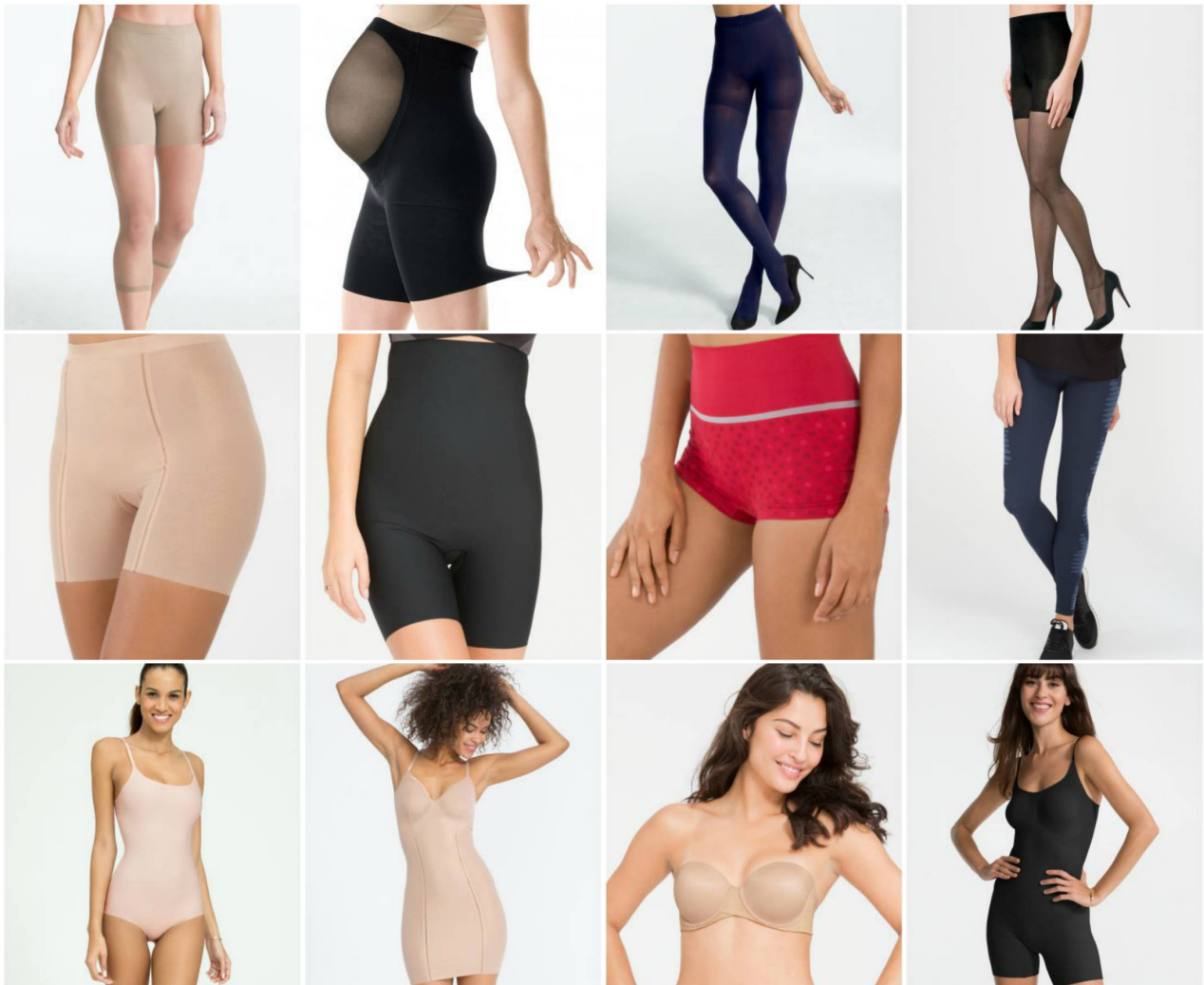
Seamless body - Slimming T-shirts with different kinds of bras. This underwear emphasizes the contours of female figure, especially chest, waist and thighs. Long corrective shorts and tights will appeal to those who want to hide some problems on hips and legs. Using these tights under the trousers won't contour the underwear.

Slimming models for pregnant women. This category includes waist hosiery with shorts, jeans and leggings. These products are high-waisted, they form a flat stomach and slender thighs, remove fat folds and make waist look thinner.

Swim section includes ladies swimwear and attractive dresses for swimming

Active category has a wide range of tight shorts, pants, shirts, T-shirts, tops, sports bras for yoga, acrobatics, jogging and other sports.

In 2009 Spanx launched a deluxe collection called "Haute Contour" that included items such as a lace thong with waist reinforcements and color options like pink. One year later Spanx started manufacturing body-shaping undergarments for men "Spanx for Men – MANX".



Spanx assortment

source - blogshopkerry.blogspot.com & www.spanx.com

MARKETING

Blakely was selling Spanx out of her apartment in white Office Depot envelopes.

Advertising wasn't a priority, namely because there was no way she could afford it. When she started Spanx in her twenties, word of mouth wasn't so much a strategy as a necessity. But today, even with the brand's incredible success, the company still won't advertise,

even though they could now afford every billboard in Times Square.

One of examples is New York flagship Bloomingdale's on 59th Street, Spanx has an "in-store shop" - a store within a store, all very on-message with the company's trademark bright pinks and reds and candy jars and lava lamps. The brand's reliance on word of mouth and woman-to-woman advice is evident in just a few minutes browsing the racks. A twentysomething student stops in because she admired a friend's smooth derriere at yoga class in the brand's \$118 'Power Pants'. An older lady with a Margaret Thatcher bouffant has been sent by her daughter to try the footless pantyhouse, Spanx's first ever product, still a hit almost 12 years on.

In 2003 Spanx became known for its Hollywood fans, with celebrities singing praises for the slimming panties underneath unforgiving Oscar gowns. The first A-list endorsement came from sylph-like Gwyneth Paltrow, who in a red carpet interview, claimed Spanx helped her post-baby body look better. "The floodgates just opened," said Blakely. "It was Oprah and Brooke Shields and Julia Roberts and Kate Winslet." Among celebrities who adore Spanx are Jessica Alba, Kim Kardashian, Rachel Zoe, Ms Winfry and others.

STORES

All Spanx products are manufactured in the United States. At the moment there are more than 300 stores in the United States of America. Also there are stores in Europe and Asia. Now there is an option to buy Spanx products at airports outlets. The main official online store is [Spanx.com](https://spanx.com). Items are sorted into categories in the site, there is an online catalog in the form of a magazine. Everything is simple and convenient. Regularly appear discount coupons which can be used during the purchase.

FEEDBACKS

"These are my new favorite undies, and I'm very picky about undies! They're comfortable, pretty, invisible under clothing, and they provide a little bit of smoothing around the hips and belly. They stay put, too, so I never need to tug them down in the back. As a bonus, my husband admires them too." Monica

"Love these! Perfect fit! After two babies these were the best thing I found and they

actually breathe. They are not at all uncomfortable just the opposite actually addictive! I don't leave home without my Spanx. Great buy and they fit true to size. Will buy more!"

Susan

"This is amazing! Excellent butt, hips and abdomen control! The material is light, soft and comfortable. This is excellent for everyday wear! Also if you have a lot of junk in the truck like I do this is perfect, it is full coverage. Initially, I was concerned about the butt coverage, I was pleasantly surprised to see how well it covers and gives me a natural and smooth shape. Also, it can be worn at the waist to create that hour glass figure. It can be placed directly under the bra as well. Completely seamless!" Katie

"This has been a lifesaver. If you're more bumpy or jiggle around the belly area than you'd like to be, then this is perfect for you. It is 10 points out of 10!" Mary



Spanx store

source - www.buckheadview.com

"This purchase was my first Spanx product. I am 5'8 and 167 pounds. Dieting and exercising to get to 150. I bought this to wear under a dress. It did the job. It smoothed me and made my muffin top disappear." Stef

“These are the most fantastic invention since sliced bread. I bought Spanx to wear under some jeans and found myself wanting to purchase more. Love them! They stay up, they are lightweight, they smooth the midriff, they do everything they claim to do. Best purchase maybe ever!” Ann

“I like the way they feel. They do not feel like most shapers, where you are conscious of being squeezed in all day. They are soft and relaxed.” Nikkie

“This was perfect for just smoothing out my little pooch. If you have more going on around the sides. I’m not certain if it wouldn’t show over the top. But to flatten out that vanity 5 lbs it worked perfectly. I will be buying other colors.” Butterfly

“I bought these lace panties to wear to avoid panty lines, and it does a great job with that. The lace is sexy-looking, and the fit is a cheeky fit.” Kate

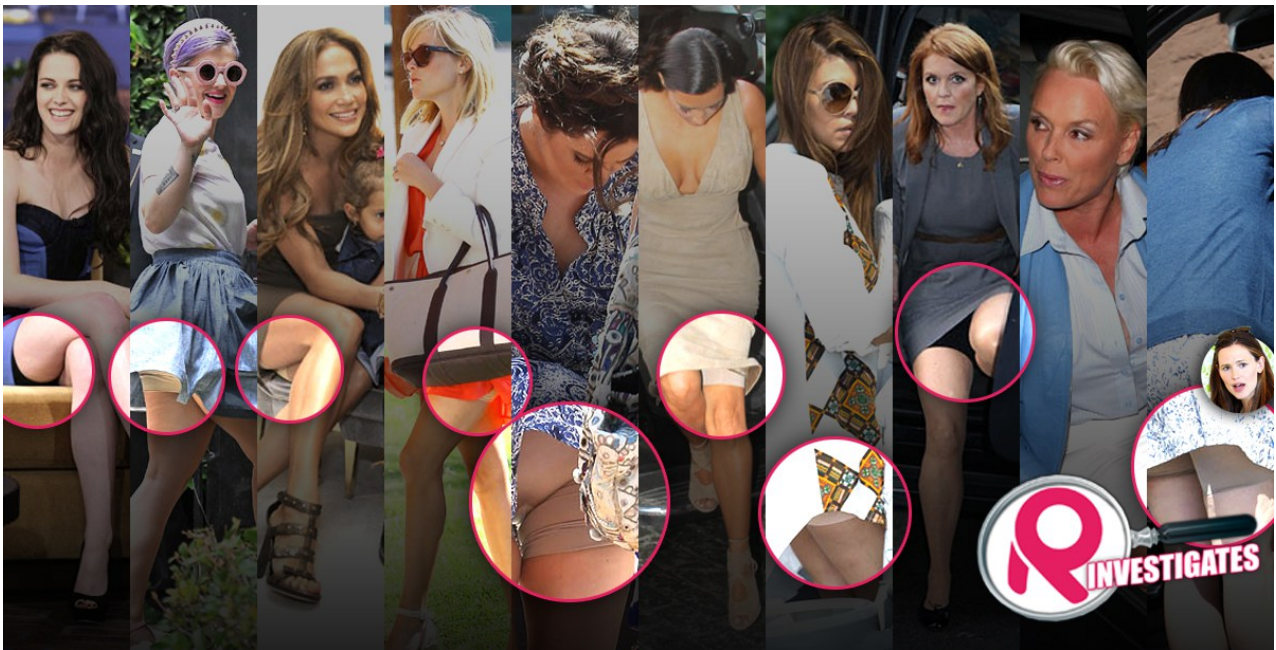
“These are awesome as everyday panties under dresses. Bought size small for more control and medium for looser fit. Wearing Spanx you don’t see the panty edges through clothing.” Megan

“I liked these a lot because they were comfortable and I forgot I was wearing them most of the night! I am in between a small and a medium in underwear at Victoria’s Secret and I bought a small in these. I would’ve probably exchanged for a medium if I had time. I wore them under a formal dress.” Linda

REVIEW IN THE MEDIA

“Anytime someone compliments me on my figure, I’m wearing Spanx undies,” actress Isla Fisher has said. And she’s just one of countless Hollywood A-listers who insist on shapewear as their red carpet secret weapon. Other devotees include everyone from Gwyneth Paltrow to Oprah to even Jennifer Lawrence, who has been known to discuss pre-Awards shows Philly cheesesteak sandwiches in the same breath. Heck, even Tom Hanks has vouched for the way that the undergarments “do something for you down there.” Photoshop and retouching aren’t available on the red carpet but Spanx does it IRL. Magic.” [Elle](#)

“Compression is just so 15 years ago,” said Jacqui Stafford, a fashion editor and celebrity stylist in New York. “Women today just don’t want to be squeezed into something uncomfortable. And they’re more comfortable with real bodies.” So instead of gut-squeezing agony, a new line of Spanx pants and bodysuits offers an easier, less constricting fit, something the brand says has more to do with smoothing the body’s bumps and curves and less to do with sculpting or shrinking waistlines or thighs. Spanx, the flab-obscuring, body-sculpting line of bras and bodysuits, helped a generation of women squeeze into ever-tinier dresses.” [NY Times](#)



Celebrities wearing Spanx
source - www.radaronline.com

Company name: Spanx, Inc.

Contact person: contact enquiries

E-mail: contactus@spanx.com

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

Phone: +1-404-321-1608

Patent status: -

On market since: 1998

Regions: United States

Industries: Consumer products

Source links: [Medpred](#)
[Mksat](#)
[UBR](#)

Direct link: [click here](#)



MEDUSE - INNOVATIVE LED SHISHA

Meduse Design Ltd. – manufacturer of Meduse shisha pipes – was founded in 2005 in Czech Republic. The shisha consists of a glass flask, made of luxury Bohemian glass, and a tripod stand. The design of this high-tech miracle resembles a jellyfish. The shisha is equipped with a LED light module. Unique fruit cocktails, play of colors, light and shadow, clouds of smoke in the transparent flask will provide a unique smoking experience.



www.meduse-experience.com

Since long time shishas have been an attribute of the oriental luxury, it was decorated with ornaments and traditional elements. Modern fashion trends, such as high-tech and minimalism changed the design of shishas. [Meduse Design](#) added absolutely new approach and functionality to the hookahs' design. The Czech company was one of the first in the world to develop such a modern high-tech shisha. Meduse curves became recognizable among hookah lovers. Meduse Design is a shisha not only for creative smokers with refined taste, but for people who are keen on all the specialties of postmodernism. It is not an ordinary hookah and it has nothing to do with classic idea of the hookah. Owing to a large amount of craftsmanship and focus on the smallest details, Meduse Design no doubt belongs to a TOP class of hookahs. The company carefully performs all the stages of production – from design to distribution and serving manner. First models of these shishas were produced with the massive glass jars, a forged stand and a light module.

Here are the main components of a Meduse hookah that are crucial to its operation. The design of a glass Meduse hookah includes: glass jar, tobacco bowl, hose and mouthpiece. Futuristic appearance of Meduse hookahs is certainly suitable for clubs, restaurants and nightlife: the light module and a completely transparent glass jar look very impressive. But there are a number of features: glass tobacco bowl of a Meduse hookahs leads to a shorter smoking period (~20 minutes), after this period the tobacco

"burns". This can be tuned into an advantage with service, if an hour of smoking is sold the customer can try several different tobaccos. Meduse exclusive hookahs have three versions. Silicone hoses are the perfect solution for improved hygiene smoking. Easy to clean, durable and do not absorb odors. There are three options for the shape of the glass flask, all of them trace a circle. And at the end of illumination - is an essential attribute of modern hookah. In Meduse Design it is bright and works from a power outlet.

Meduse Design offers 5 series of shishas:

- Noble – aristocratic blue color line;
- Mirage – magical glass flasks that shimmer with tricolor;
- Brute – rustic design with artistically manufactured forged stand;
- Sepia – transparent brilliant Bohemian glass, a unique masterpiece that cannot be repeated;
- Nautila – bright series with colorful stands and fruit cocktails.



www.meduse-experience.com

So what does Meduse shisha actually offer? Primarily it is functionality and a nice price. Mostly parts of the shisha are made from stainless steel. You can always have a choice how to arrange your smoking experience: on tobacco or on fruits. Standard tobacco bowl allows to smoke for quite a long time, and even longer with a bigger tobacco bowl – up to

90 minutes and more. The hookah stand is made from metal, its design would fit any interior and it can be moved easily. Portable light module works on a battery and does not require to be constantly connected to electricity source. Position of the shisha on the eye level will allow you to observe the smoking process. Meduse became the first shishas in the history prepared on fruit cocktails inside the glass flask.



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The company created unique fruit cocktails, which will provide unforgettable smoking experience. The tobacco itself consists of various flavors and is richer than the ordinary tobacco. Cocktails from fresh fruits, herbs and spices will add more to the aroma. Fruit cocktails will either highlight the fruit and tobacco taste, or create a completely new flavor to make your smoking experience unique. Meduse Design calls its special fruit cocktails “tobacco cocktails”. Interesting visual solution was to use food colorings for the liquid while smoking. Each shisha series has its own special color: tempting red Brute, chilly blue Noble, magnifying tricolor Mirage. Instead of foil, Meduse shishas have tobacco bowls from stainless steel. Thanks to this solution, the fume, inhaled while smoking, is smooth, sweet, without additives of toxic oxide aluminum.

The innovative bowl does not require aluminum foil. Preparation of the hookah takes less

than a minute! Meduse Hookah since the start conquered the most prestigious destinations in Europe, Asia and Middle East. Among its customers are Four Seasons 5* Beirut, Ritz Carlton 5* Moscow and other outlets. Meduse hookahs are produced from genuine [Bohemian glass](#) which is considered to be the best in the world. The glass undergoes a quality control for firmness and transparency. With the art of Czech blaksmiths appear the forged parts of hookahs. One of the advantages of Meduse shisha is a clean and rich fume. Transparent jar allows you to our a liquid of any color, make a cocktail of ice and fruits and watch a play of colors. Bigger volume of the jar cools the fume better than the ordinary shisha. Meduse shisha does not require foil as the coals are placed on the special container of stainless steel. The basement of the hookah is covered with a special paint which doesn't leave the fingerprints.



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The main advantages of Meduse design on the market of shishas:

- due to the steel basement the hookah stands firmly and doesn't fall;
- inhaled fume is always cool;
- smoking process of one coal lasts not for half an hour, but for an hour and a half;
- due to medical metal you will not feel any unpleasant flavors or smells;
- tobacco undergoes more stages of cleaning and does not provoke headaches;
- interesting high-tech design with LED backlight.

FEEDBACKS IN MEDIA:

"Exclusive Meduse Design shishas became an alternative of the shapes of traditional oriental shishas. Limited editions of Meduse Design are produced manually from transparent Bohemian glass. Filling the glass flask subsequently, the smoke creates unbelievable images, magnifying the smoker", [Luxury Live Journal](#)



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"Meduse cools the smoke better and allows to change flavors, to enjoy more with different tastes. The hookas attract special attention with sea stones tobacco resin and nicotine free", [TOP Club](#)

"Elegant organic lines are inspired by underwater sea life. A shisha pipe like a mysterious animal getting alive with every inhalation. My idea of design was to uncover all interesting processes that take place in the pipe such as bubbling, smoke flow, fruit mosaic and the play of lights. I have achieved this by maximizing the glass proportion and mainly by uplifting the functional area to the eye level, instead of traditional shisha pipes where its almost hidden on the ground level. Using real fruit pieces inside the glass corpus for cocktails enhances the experience to the new level", [Art Design Magazine](#)



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Patent status: -

On market since: 2005

Regions: Czech Republic

Industries: Consumer products

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