

MINIX · LIFE

The Science of Beauty

————— Made in Italy —————

About Us

Mimix.Life® is an Italian innovative SME combining wellness and beauty tech. Founded by Giada Sbalbi, it offers groundbreaking solutions for skin longevity, turning self-care into a powerful and accessible ritual.

Mimix.Life® was born from the intuition of Dr. Giada Sbalbi, who holds degrees in Physiotherapy and Motor Sciences, and from her personal desire to preserve the skin's natural freshness. What began as a personal need evolved into a true revolution: an innovative and entirely natural method to train facial muscles and maintain a youthful appearance.

Today, Mimix.Life® is a tangible project that provides everyone with an effective, simple, and natural solution for self-care.



Mission

Mimix.Life believes in the importance of self-care, self-love, and self-value. We have discovered that muscles sustain the face's natural beauty: this is the path to helping people achieve inner well-being—complete, balanced, and lasting. This well-being enhances and preserves our facial expression, keeping it authentic, without altering the unique features that make each face distinctive.



Vision

Mimix.Life aims to revolutionize the world of beauty, facial fitness, and wellness by creating an ecosystem designed to foster harmony with oneself—paving the way to complete and timeless well-being.



Giada Sbalbi
Founder

01

Solo®

The first patented and clinically tested weight to train face and neck muscles



03

Skincare

The complementary extension to Solo® and the neighboring worlds of facial trainers to optimize their results by creating a new field

02

Mimix Life.

The app that guides you during your workout



Our System

01. SOLO®

**The Idea and the Product**

The world's first and only patented weight designed to tone the muscles of the face and neck.

Just 3 minutes a day are enough to achieve **clinically proven results**, supported by the MIMIX LIFE App: your digital personal trainer that delivers a new, targeted, and effective workout every single day.

How can we keep the face and neck youthful in a natural way?

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Solo® was created to answer this very question—a solution to a common need, grounded in scientific research. It all started from a simple principle supported by muscle physiology: just like the body, the face is made up of muscles that, when stimulated with resistance, increase in volume and density, resulting in toning.

A toned muscle provides natural support to the dermis, producing **firming, plumping, and lifting effects**, which gradually smooth the epidermis. From this observation came the intuition to apply a specific weight to the training of facial mimetic muscles—unique in that their fibers interlace directly with the skin

Scientifically Tested Effectiveness

The effectiveness of Solo® has been validated through instrumental clinical tests conducted by **Abich**, an Italian company specialized in research and analytical services for cosmetics, medical devices, OTC products, raw materials, and consumer goods

The tests were carried out on a statistically significant sample of individuals aged 45 to 65, who used Solo® for just 3 minutes a day over 30 consecutive days, without any additional skincare treatments. All four parameters analyzed produced statistically significant results.



Certified results in just 4 week

90% reported a reduction in skin roughness

+24.24% increase in skin firmness*

95% reported a noticeable improvement in skin appearance

+13.05% improvement in skin elasticity*

* Effectiveness demonstrated by laboratory clinical tests conducted on a statistically significant sample of individuals aged 45-65.

Key Strengths

Easy to use

Complete autonomy, anytime and anywhere

Minimal training time

Just 3 minutes a day

Certified results

Visible improvements across face and neck after only 4 weeks

Safe

No contraindications or side effects

Continuous monitoring via the dedicated App

Stress-relief Effect

Biochemical endorphin release close to the target area, combined with micromeditation during daily training

Enhanced microcirculation, improving skincare product absorption when applied right after using Solo®

Empowerment Effect

Boosts self-confidence through natural, visible results

Sustainability

100% sustainable standards; Solo®, its packaging, and shipping materials are fully recyclable

Inclusivity

Suitable for both men and women

Hypoallergenic and antibacterial, washable with water and neutral soap

100% Made in Italy

Natural and non-invasive alternative to aesthetic medicine and surgery

Cost-effective in the long term

A one-time investment compared to repeated, invasive aesthetic treatments

Also a Certified Medical Device

In Europe, supporting its proven effectiveness, Solo® has also obtained **Class I Medical Device certification**.

It can also be used in rehabilitation for

Facial paralysis

Maxillofacial trauma

Target

The world of **care**

Medical

Fitness

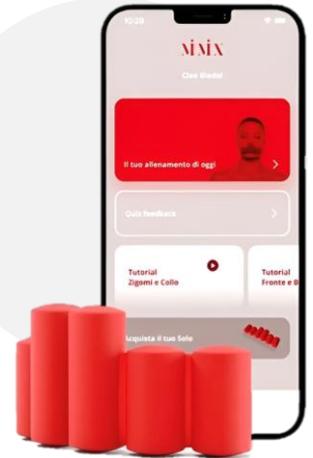
Beauty

Wellness



02. APP MIMIX LIFE

The Mimix.Life system combines the use of Solo® with progressive, guided workouts (over 1,200) through its dedicated App, creating a comprehensive, scientifically based training method. A true digital personal trainer which, thanks to practical video tutorials, allows users to perform exercises correctly and independently, anytime and anywhere—achieving visible improvements day by day.



03. SKINCARE

Born from two intense years of research and development, **Stretching Face Oil** marks a true revolution in skincare.

A unique and groundbreaking product—never seen before specifically designed to enhance the benefits of facial stretching, delivering deep well-being to the skin and a renewed beauty.

The results of each workout are amplified and prolonged thanks to a formulation rich in high-quality active ingredients, including:

Pantrofina® J-Gravity, a patented ingredient that improves skin firmness while reducing the visible effects of gravity;

A complex of **lavender essential oil and green tea extract**, which reinforces skin tone and elasticity;

Coenzyme Q10, with hydrating and antioxidant properties.

The formula is further enriched with **Summer Flowers Dream Oil**, a nourishing blend of floral essential oils (jasmine, peony, Japanese cherry blossom, bitter orange, lavender, elderflower, and damask rose), offering a profound sense of well-being and awakening pleasant sensations while restoring balance to body and mind.

Clinically tested effectiveness

+38% hydration in just 15 minutes
(Clinical-instrumental test conducted by the University of Pavia on a statistically significant sample of individuals with sensitive skin, using a corneometer for skin hydration measurement).

**Suitable
for all
skin types**



Press

They talked about us, among others:

VOGUE

E L L E

VANITY FAIR

marie claire

iO
DONNA

millionaire

GQ

Men'sHealth

Il Sole
24 ORE

la Repubblica

LA STAMPA

**CORRIERE
DELLA SERA**

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un Brand di

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