

The Industry of "Addition"

The last 30 years of skincare have been defined by a single question:

"Which molecule should we add next?"

The market has become an industry of addition.

The result?

A highly effective era that has now reached its natural ceiling, both in molecular innovation and proven scientific results.





"What if the skin has stopped working, not because it lacks ingredients, but because its environment has lost its order?"

Skin imperfections are the visible echoes of a system out of balance.

The Shift

Stop repairing the skin.

Restore the environment where it performs.

ABT® BioTechnological Water operates on an entirely different logic: we shift focus away from symptomatic repair to structural restoration.

Rather than flooding the system with foreign molecules, ABT® reinstates the precise conditions that allow the skin's biological systems to function flawlessly.

When this microenvironment is returned to its pristine state, the skin naturally recovers its full biological functionality.

1 Oracle treatment: Lanotte beauty concept, Milan Italy



3 eras. 3 paradigms.

Only one defines the future.

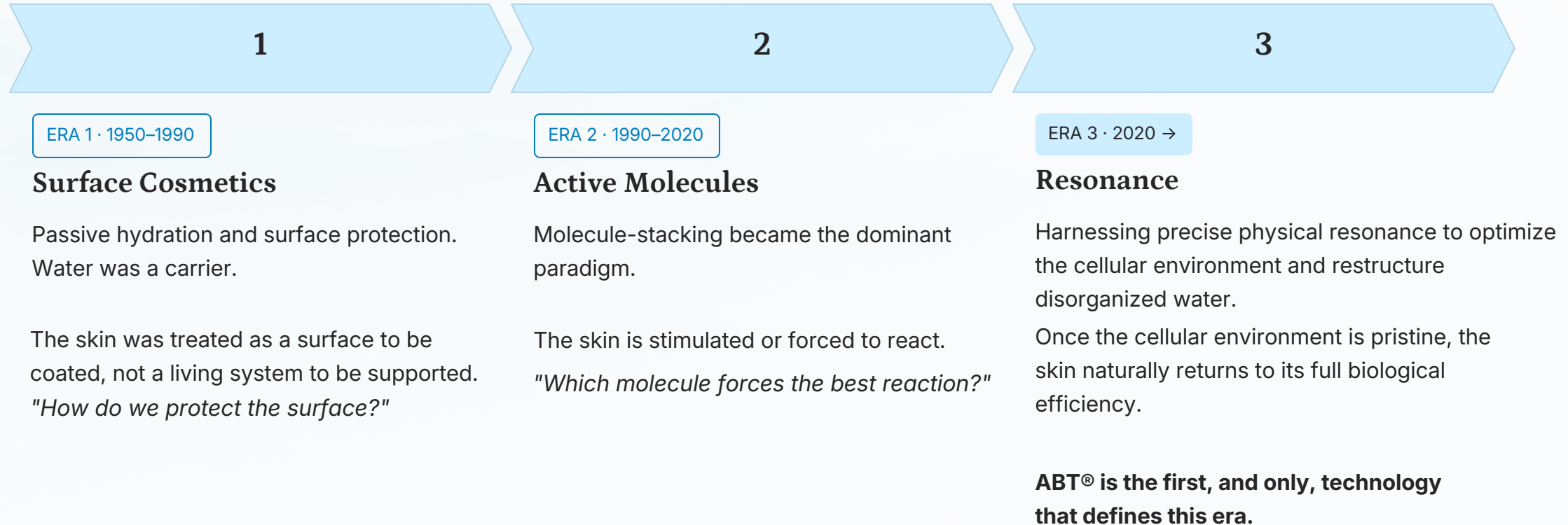
Biophysical Skin Optimization. A true paradigm shift.

ABT® moves beyond traditional cosmetic ingredients to act as a systemic platform for cellular environment optimization.

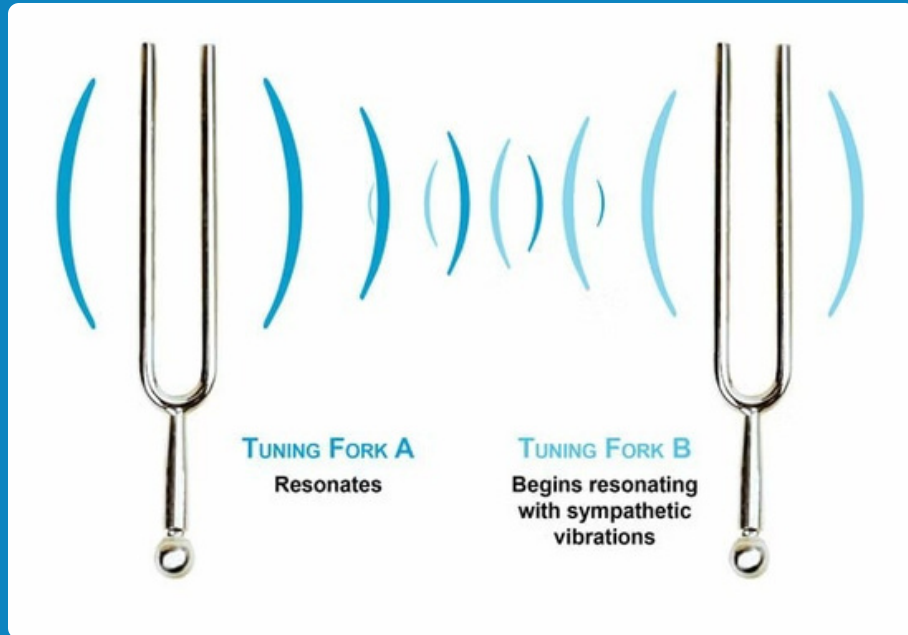
The Third Space:

- Traditional Cosmetics (Chemical ingredients)
- Medical Devices (Energy-based stimulation)
- ⚡ ABT®: Universal Environment-Optimizing Technology

Restore cellular efficiency, with zero aggressive or invasive stimulation.



ABT[®]: the fork with perfect pitch



Resonance Without Contact

Strike one tuning fork and a second fork across the room begins to vibrate at the same frequency, without any physical contact.

The core idea: Resonance

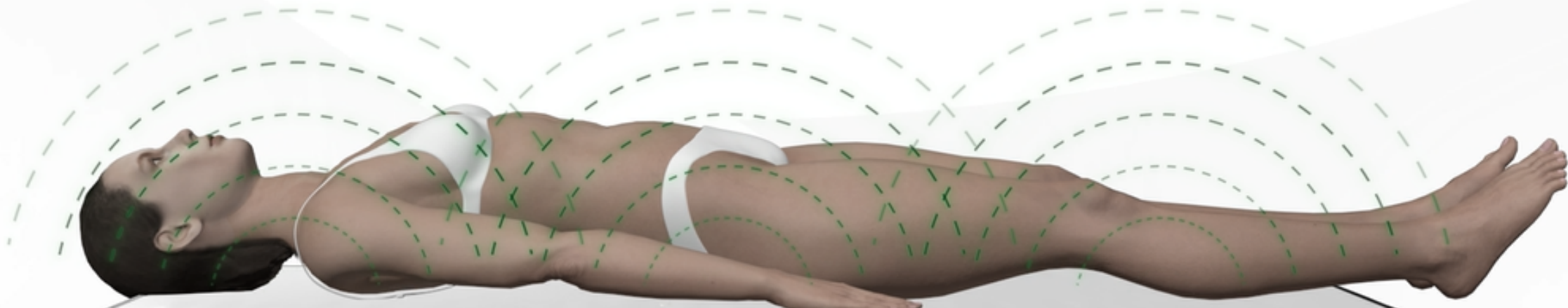
Through a patented process, water is electromagnetically conditioned into a more ordered state.

When applied to the skin:

- it interacts with disordered biological water
- it transfers order through resonance

Like two tuning forks: A more coherent system aligns a less coherent one.

Disordered skin water realigns itself. Not because it was pushed, but because it recognised a more ordered signal and followed it.



ERA 3

*"The next era doesn't ask what to add.
It asks what to restore."*

Why This Technology Resonates

Efficacy: measured results, not impressions

Two independent institutions. Instrumental measurements. Before/after visible from session one. ABT® meets the professional standard of proof: data first, claims second.

Refined Subtlety: maximum effect, minimum intervention

Powerful yet gentle. Transformative yet harmonious. ABT® works through information, not force: no aggression, no downtime, no stress.

Safety: zero compromise on biocompatibility

Zero harmful by-products. Zero free radicals generated. 100% microbiota integrity preserved. No contraindications. GMP certified, ISO 22716. Free from parabens, silicones, mineral oils.

Harmony: working with nature, not against it

ABT® does not replace the skin's function. It helps the skin remember how to perform it. This philosophy of restoring innate intelligence rather than imposing external change aligns deeply with holistic philosophy.

How Skin Actually Ages

A new explanation, starting from cellular water, not molecules.



Step 1: Cellular Water Loses Coherence

Oxidative stress, toxins, UV, and inflammation disrupt the electromagnetic order of intracellular water. Coherence Domains fragment.



Step 2: Biological Signals Break Down

Water can no longer carry the electromagnetic instructions that coordinate enzymatic activity, nutrient transport, and cellular repair.



Step 3: Cells Lose Energy

Mitochondrial ATP production drops. Fibroblasts reduce collagen and elastin synthesis. Skin enters a low-function state.



Step 4: Visible Ageing Accelerates

Wrinkles, loss of firmness, dullness. All downstream consequences of a disorganized cellular water environment.



Three Steps to Cellular Restoration



The polluted environment

When the water in the skin is contaminated with waste and toxins, the cells cannot function properly and as a result, they give rise to blemishes.



Cells Recover their functionality

When the environment becomes ordered, the skin remembers what it already knew. Fibroblasts reawaken. Elastin is synthesized anew.

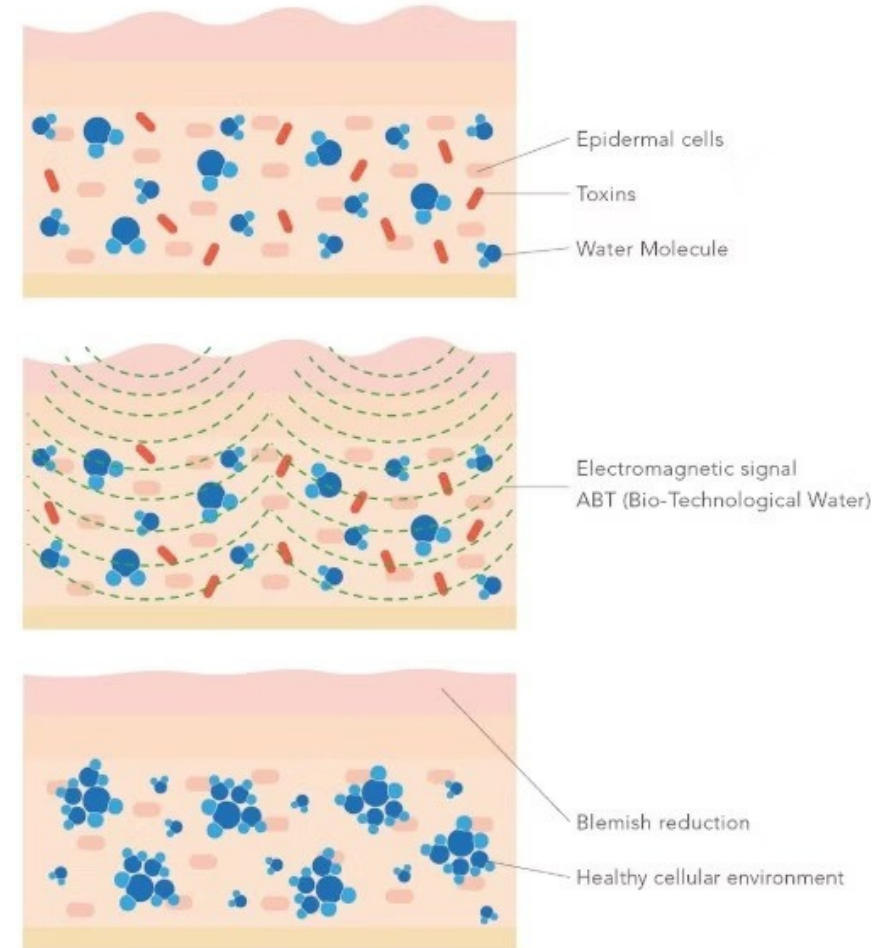
ATP rises, inflammation subsides.

The cellular environment is revitalized, not corrected from outside, but renewed from within.



Transmits Order by Resonance

Applied to the skin, ABT® emits ultra-weak electromagnetic signals that interact with the skin's water molecules, returning them to their original state of order and low energy state



ABT® BioTechnological Water

Enabling professionals to achieve both immediate visible results and lasting skin optimization, ABT® positions itself as a treatment-driven business platform rather than a conventional skincare brand.

📌 The first, and only, **BioRegenerative Skincare platform**.
Not a molecule. Not a device. A new category entirely.

Proven in 400+ salons in Italy: Natì generates €14k in average annual revenue per account, sustaining a 60%+ client retention rate and a premium 30% retail-to-service sales ratio.

All claims substantiated by independent institutional studies.
Cosmetic performance data per EU Regulation 655/2013.

