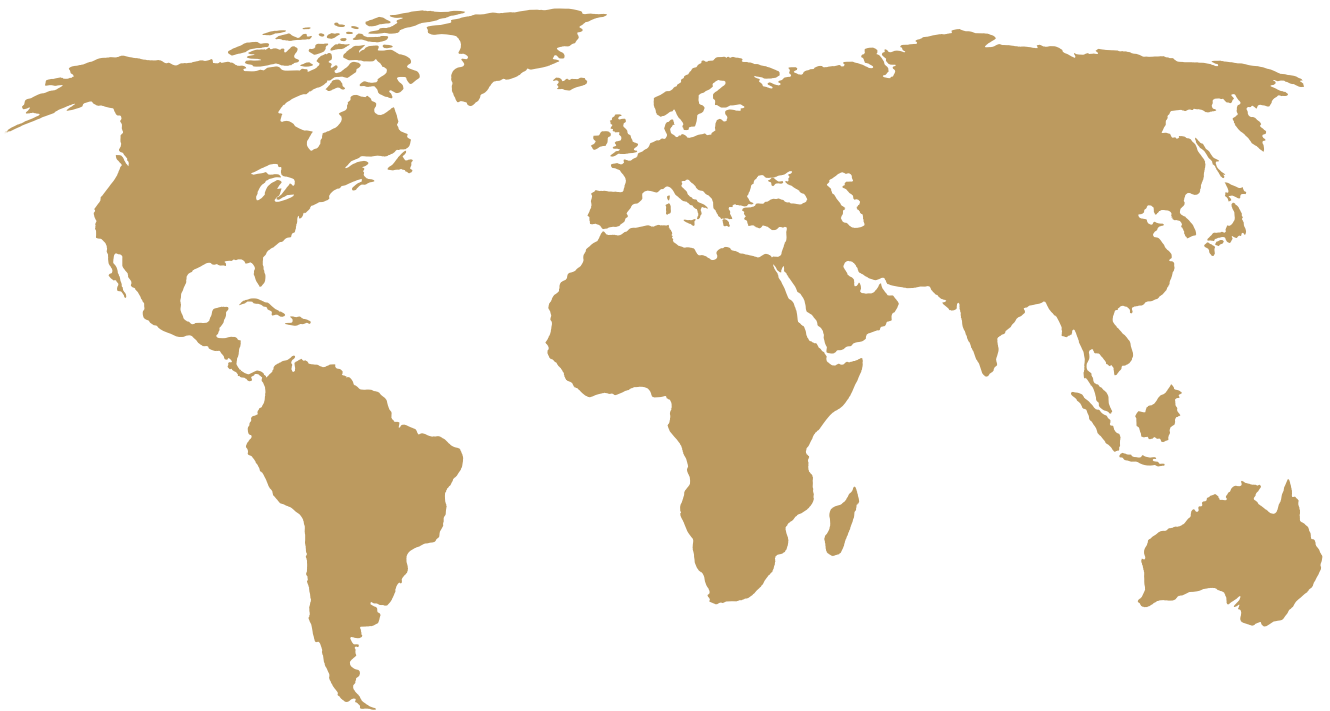


# THE PATENTS OF BEAUTY SINCE 1986



**26** SWISS PATENTS  
**68** TRADEMARKS  
WORLDWIDE



SWISS PATENTS  
CH 711 466

*Labo Cosprophar Suisse – est. 1986*



## Who is Labo

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Labo can be recognized all over the world for its uniqueness among the premium cosmetic brands.

Founded in Basel in 1986, for over 30 years Labo has been involved in the research and development of dermo-cosmetic products with new and superior functions and promises.

All Labo products are covered by Swiss Patents and some by European ones (currently, for a total of **28 patents**).

Labo has **68 trademarks** in its current portfolio and the main ones are registered worldwide.

Labo has solid bases for a fast and constant sales and commercial development, having already a network of **more than 50 Countries** covered by qualified distributors.

The mission of Labo is to conquer the best POS in the world with unique and innovative premium cosmetic products creating high customer loyalty.



## Brand Values

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Labo is a value-driven company, built on declared and very solid principles:

**Excellence** in everything that bears its brands: products, claims, communications, relationships. Ordinariness is not and never has been part of Labo's vocabulary. Everything is thought, created and delivered to stand out completely and to differentiate from any competition.

**Continuous Innovation** of its products, methods, applications. Consumers that buy Labo's treatments know that the products are at the forefront of cosmetic industry and that their efficacy is proven by numerous clinical tests and studies. Every innovation first of all is covered by a Swiss Patent, Labo can count 28 active patents at the moment, and a new one under registration.

**Taking Care** of consumers, employees and business partners. Labo believes in long-term relationships, which bring benefits and create value to all the people involved, be they consumers, employees or business partners.

**Creating Added Value**, this strong principle is what drives Labo to fulfill every value and promise declared above. Through its decisions, behaviours and products Labo wants to create the highest value possible for society and consumers. This aspiration permeates every branch of the company: R&D, Production, Marketing, Customer Care, Sales Team and also all our commercial partners worldwide which are carefully selected to share the vision and the mission of Labo itself.

# Swiss Identity

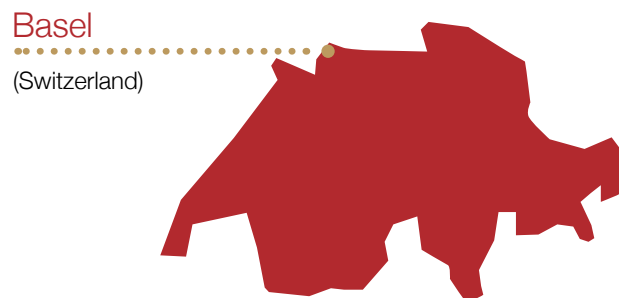
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“Labo” identifies two entities:

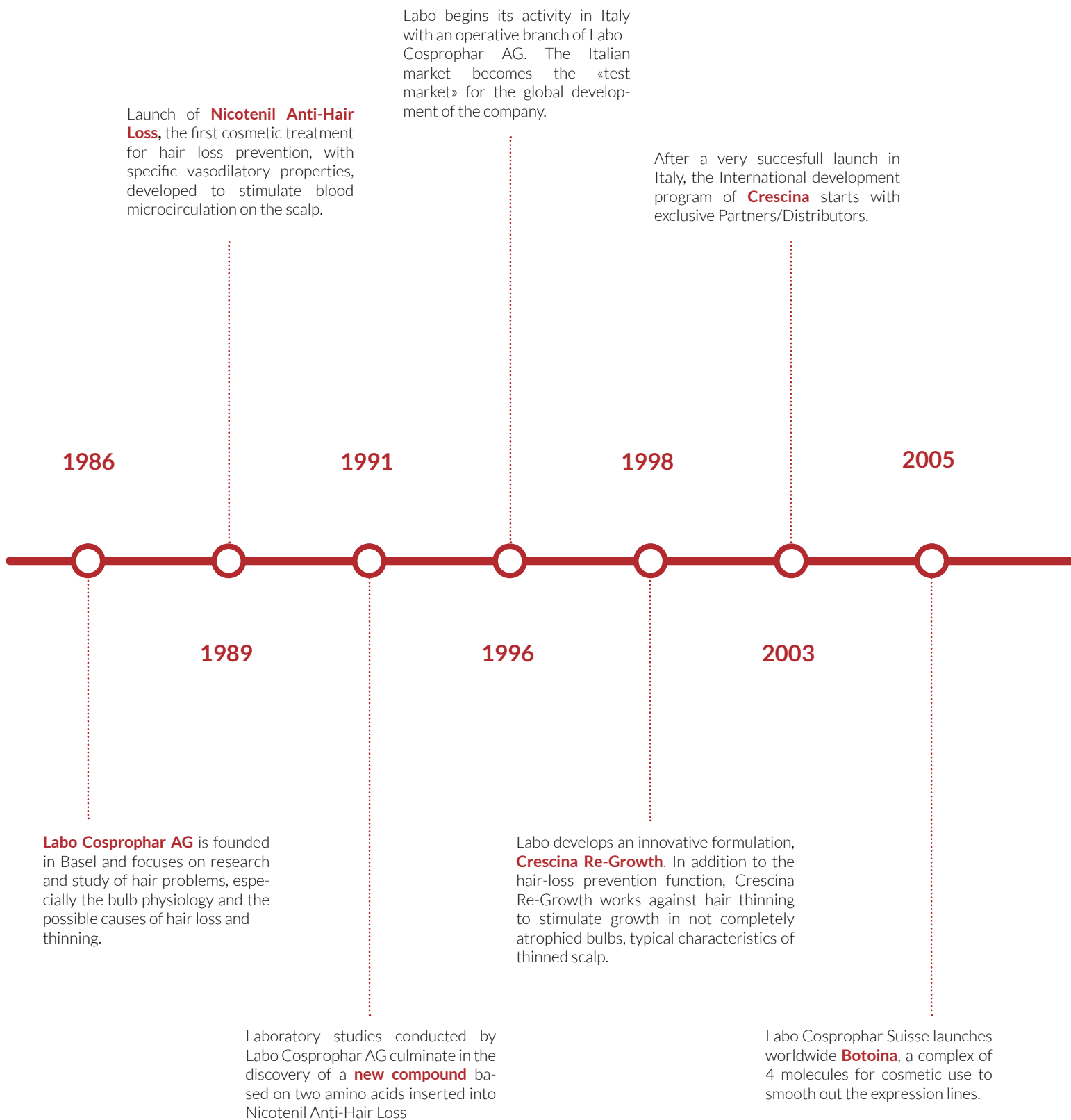
The **Swiss company**, based in Basel (Switzerland), named Labo Cosprophar AG, which is responsible for research and development activities. Labo Cosprophar holds most of the industrial and intellectual property of Labo’s products;

The **Italian branch**, based in Padova (Italy), named Labo International srl, focuses its activities on strategic and operational marketing for Italy and the rest of the world. Labo International holds the licenses for production and distribution of the products.

Their mission is to make relevant investments in research, design and production of value added cosmetic products.



# Key Milestones

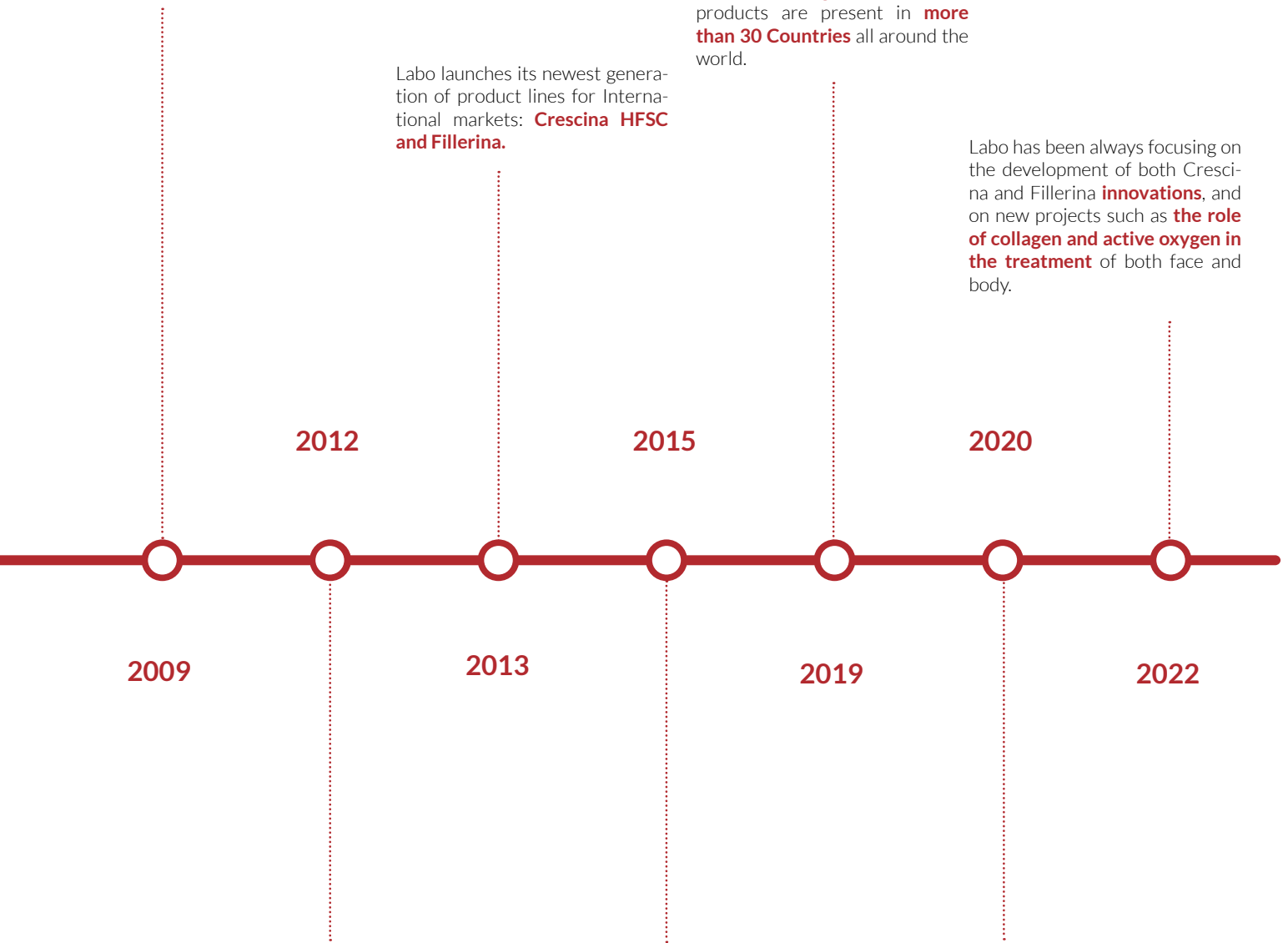


Labo Cosprophar Suisse launches worldwide the patented complex "Active Plant Stem Cells", being the first company to use and talk about Plant Stem Cells.

Labo develops and launches a new concept of personalized skin therapy, **X-Ingredients**. Labo products are present in **more than 30 Countries** all around the world.

Labo launches its newest generation of product lines for International markets: **Crescina HFSC and Fillerina**.

Labo has been always focusing on the development of both Crescina and Fillerina **innovations**, and on new projects such as **the role of collagen and active oxygen in the treatment** of both face and body.



After years of studies on hyaluronic acids, Labo launches the first filler treatment for at-home use: **Fillerina**.

Labo develops and patents the **Transdermic Technology**, a disruptive innovation in cosmetic industry which will make all its products and formulations unique in the world. In the same period, Labo launches world wide Labo Transdermic, the first skincare line based on this innovative technology.

Labo starts a global distribution program based on **8 hero lines** among its hair-care and skincare portfolio.





# 3 Product Categories for Business Development

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For more than **35 years**, Labo has been involved in the research and development of dermo-cosmetic products with new and superior functions and promises.

With **28 patents** and **68 trademarks**, Labo portfolio is rich of unique, highly performing and extremely innovative products that represent the main company asset.

Labo has identified, among its wide portfolio, **some strategic products** to be distributed all over the world through exclusive partners in each Country.

The Global Strategy of Labo is based on the classification of these product lines in three different categories, represented by the pillar symbol:



## 1<sup>st</sup> CATEGORY: 3-PILLAR PRODUCTS

This symbol identifies those Labo products that are **fundamental** for the distribution in each Country. Labo intends to support these products with **continuative investments** during the year.



## 2<sup>nd</sup> CATEGORY: 2-PILLAR PRODUCTS

This symbol identifies the **accessory lines** of Labo, the inclusion of which will be agreed with the partner. These lines will be subject to **periodic investments** during the year.



## 3<sup>rd</sup> CATEGORY: 1-PILLAR PRODUCTS

This symbol identifies mono-product lines, seasonal products or lines dedicated to a specific distribution channel. These lines will be subject to an **occasional investment** during the year.



# 1<sup>st</sup> CATEGORY

## 3-Pillar Products

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In this company profile, only the products of the first category will be presented, as they are the hero products of Labo on which all the commercial partnerships in the new countries are finalized.

Upon closing the commercial agreement in a new Country, the product line is supported by Labo with an initial marketing investment in the launch phase, and subsequently by an ongoing investment to support the distributor in brand building and distribution in its own market.

Below are some examples of marketing activities

- **Marketing and Technical training sessions**
- **In-store promotions**
- **POS materials**
- **Social media plans – digital support**
- **Newsletters**
- **Photo and video shootings**
- **Ad-hoc visual projects**
- **Commercial promotions and incentives for the distributor**

# 1<sup>st</sup> CATEGORY

## 3-Pillar Products

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6 Hero product lines under this category



**CRESCINA:** the first dermo-cosmetic treatment in vials for hair re-growth



**FILLERINA:** the filler effect treatment for at-home use, with 12 hyaluronic acids



**COLLAGENINA:** face pack with 6 collagens for in-depth fast penetration



**OXY-TREAT:** in-depth oxygen treatment with specific active molecules



**LABO TRANSDERMIC:** innovative complete skin-care line with Transdermic Technology



**CADU-CREX:** premium anti-hair loss line

# 1 CRESCINA

CRESCINA®  
RE-GROWTH  
HFSC  
TRANSDERMIC TECHNOLOGY



HELPS THE  
PHYSIOLOGICAL  
HAIR GROWTH  
ON THINNED  
AREAS

EFFECTIVE IN 100% OF THE SUBJECTS TESTED

LABO  
LABO COSPROPHAR



CRESCINA®



LABO  
LABO COSPROPHAR

# 1

## Crescina Transdermic HFSC

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First launched in May 1998 and on the market for 25 years yet, Crescina is Labo's flagship product.

Crescina is the first preparation in vials for cosmetic use that focuses on the problem of hair thinning; it exploits the Transdermic Technology to reactivate the physiological hair growth in areas affected by thinning. **Unlike the common hair lotions, which aim at reducing the hair loss, Crescina promotes the hair re-growth in those areas where follicles and bulbs are not completely atrophied.**

The formulae (specific for man and woman) are continuously improved to make them more and more effective. In 2015 Crescina proved its efficacy in **100% of the subjects tested**. The study on the progression of hair thinning allowed to develop a formulation with diversified concentrations of active ingredients suitable to treat the different stages of the problem, from the initial to the very advanced grade of baldness, also due to Androgenetic Alopecia.

Crescina is a complete range of dermo-cosmetic treatments for hair consisting of 12 items.

The full line is thoroughly described in the dedicated brochure.

# 2 FILLERINA





# Fillerina<sup>®</sup> 12<sub>HA</sub>

DENSIFYING-FILLER

THE FIRST  
DERMO-COSMETIC  
FILLER FOR  
AT-HOME USE



SWISS  
PATENT  
(in France)

WORLD FIRST

Fillerina



Graduated markings, precision calibration  
with guaranteed 0.1% accuracy over 1000  
times. Patent DE 10 00 012

LABO  
LABO COSPHAR



# Fillerina®



## 2 Fillerina 12<sub>HA</sub> Densifying Filler

---

Launched in 2012 in Italy and in 2015 abroad, Fillerina is already Labo's best selling treatment in the world.

Developed to offer an effective alternative to hyaluronic acid injections, **Fillerina is the first dermo-cosmetic filler treatment for at-home use** able to provide filling effect without the use of needles thanks to **12 differentiated hyaluronic acids** and to the special patented applicator (CH 695 412).

The technology behind Fillerina allows large quantities of hyaluronic acid to penetrate deep into the skin tissues, filling the deepest depressions of the face, like age wrinkles and expression lines, and increasing the volume of cheekbones and lips.

Fillerina is a complete range of dermo-cosmetic filler treatments, consisting of 15 items.

The full line is thoroughly described in the dedicated brochure.

# 3 COLLAGENINA

# Collagenina

Face Pack with 6 Collagen Molecules  
for In-Depth Fast Penetration

**PLUMPING FIRING DERMAL FACE PACK  
WITH 6 COLLAGENS**

With 6 different types of in-depth fast penetrating Collagen  
and molecules for the production of endogenous Collagen

Indicated for skin relaxation, marked micro-skin, micro-wrinkles  
14-day treatment for at-home use. With Transdermic Technology

**LABO**  
LABO COSMOPHIA

# Collagenina



LABO  
LABO COSMETICS

**NEW!**



# 3 Collagenina

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Labo extends its research to the dermo-cosmetic properties of Collagen, to tone and plump the loose and marked tissues up.

The result is Collagenina, the first cosmetic treatment with 6 collagen molecules with different molecular weight that can really penetrate the different skin layers, thanks to the Transdermic Technology, reaching the dermis (*ex-vivo* test), where collagen can really play its action.

**Collagenina Face Pack with 6 Collagens**, together with the Preparatory Gel and the final Emulsion with 6 Collagens, makes up Collagenina Treatment for 14 days. Available in 3 grades

To complete the line Labo developed also the Daily Treatments with 6 Collagens, to be used after Collagenina Treatment or alone as collagen treatments themselves. Available in 3 different types: Day Cream, Night Cream and Neck Cream, 3 grades.

# 4 OXY-TREAT





# OXY-TREAT



LABO  
LABO COSMETOLOGICAL

# 4 Oxy-Treat

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Labo studied and developed an innovative method combining highly penetrating active oxygen with transdermic functional molecules.

The result is Oxy-Treat, the In-Depth Oxygen Treatment that combines the extraordinary regenerative properties of active oxygen, capable of penetrating deep into the skin, with specific transdermic components for the solution of skin imperfections.

The line is made of 7 segments to counteract specific skin imperfections: Wrinkles, Anti-Age, Firmness, Dry Sensitive Skin, Clarifying, Dark Spots, Oily Skin.

Oxy-Treat benefits also from Labo Transdermic Technology, that allows to test the quantity of oxygen-loaded molecules (PFCs) that penetrates deeply into the skin layers and reaches the dermis where they can release all its vital and essential properties.

Intensive Treatment for 14 days, maintenance with specific Day and Night Creams (21 references).

5

LABO  
TRANSDERMIC  
ADVANCED  
FORMULA

LABO  
TRANS  
DERMIC  
TRANSDERMIC  
TECHNOLOGY

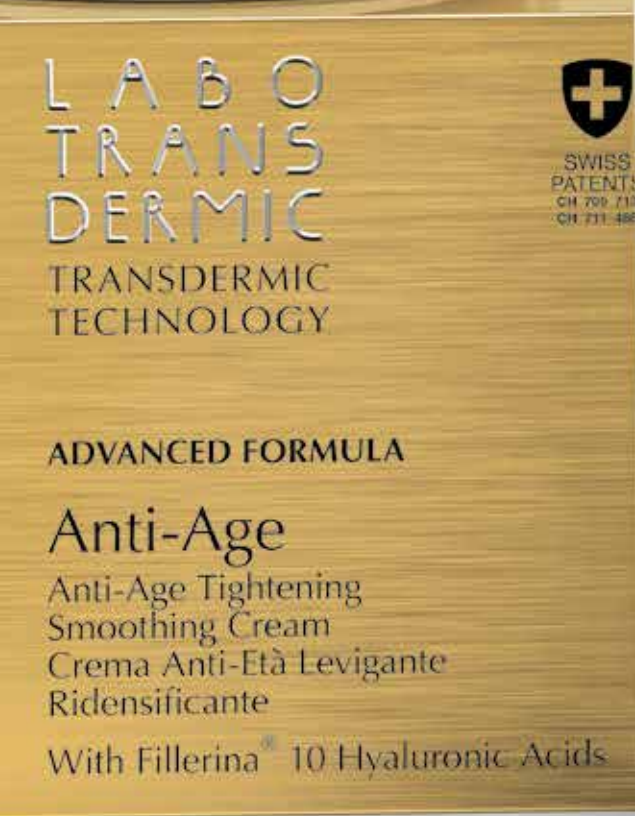


**ADVANCED FORMULA**

- 5 new Enhancers for a greater vertical penetration
- 1 Protease to promote the diffusion into the skin layers
- 10 Hyaluronic Acids of Fillerina

New packaging

LABO  
LABO COSMETOPHAR



**NEW!**

# 5 Labo Transdermic Advanced Formula

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With the worldwide launch of Labo Transdermic in 2015, Labo definitely made its entrance in the skincare field, differentiating itself from all other brands thanks to the Transdermic Technology.

Labo Transdermic is, in fact, the first cosmetic product range for face that, thanks to the research carried out on controlled transdermic penetration of molecules with very low molecular weight (Transdermic Technology patent), allows active ingredients to penetrate deeply, to be effective and to replace the invasive techniques of aesthetic medicine.

After 7 years from the first launch, the very foundations of its success are strengthened and updated, following the evolution of the Transdermic Technology, patented in 2017, which today is improved thanks to the presence of numerous penetration facilitators and new hyaluronic acids.

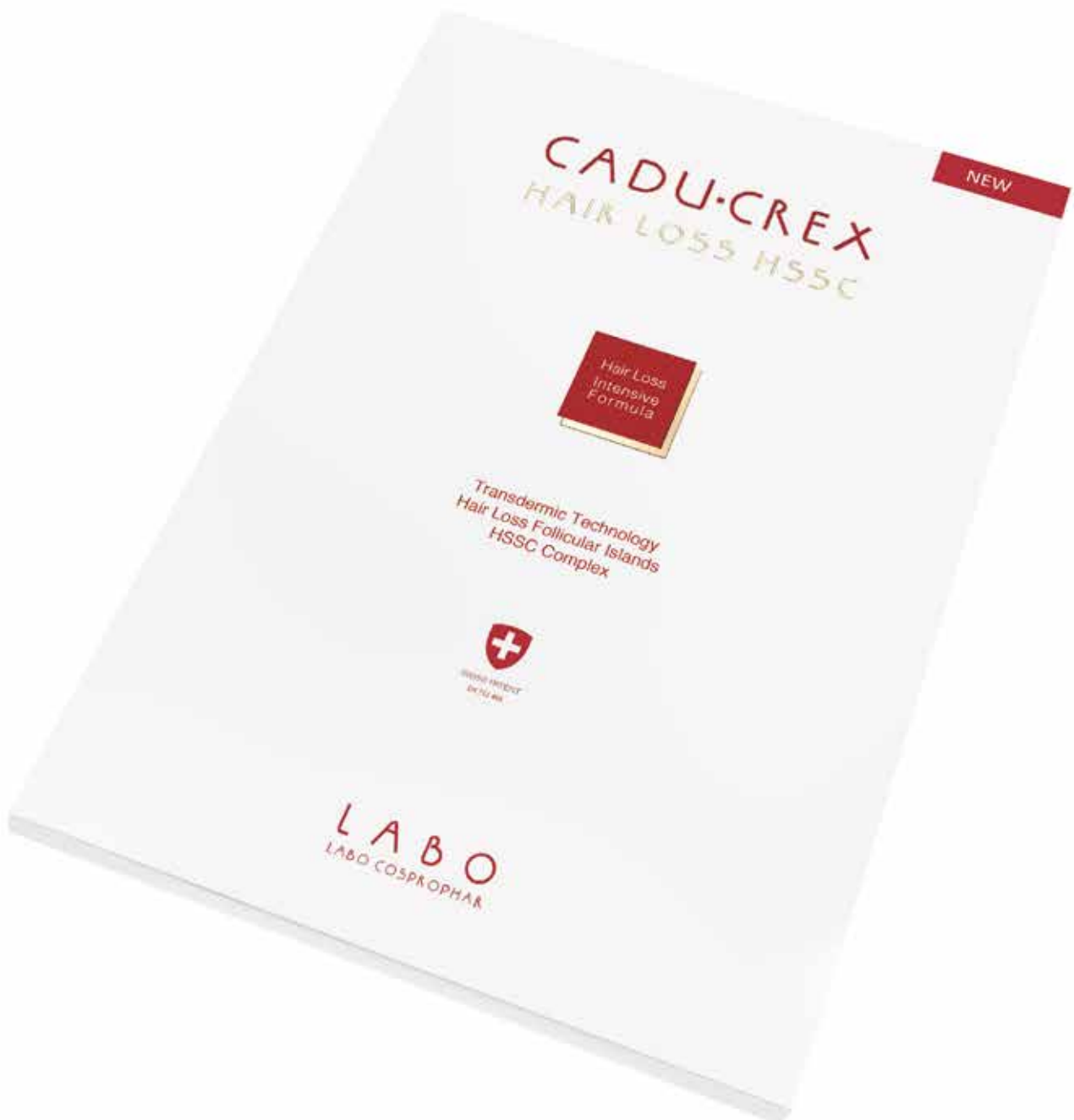
## **The new range presents important innovative features:**

1. Formulation upgrade
2. Range re-organization: less SKUs, chosen among the best-sellers together with some new entries, organized in 7 ranges to answer to the main skin needs
3. Packaging re-styling

Labo Transdermic Advanced Formula is a complete skincare line consisting of 22 items.

# 6 CADU-CREX





# CADU-CREX

## HAIR LOSS H55C

Hair Loss  
Intensive  
Formula



TRANSDERMIC TECHNOLOGY · HAIR LOSS FOLLICULAR ISLANDS · H55C



SWISS PATENT  
CH 711 466

INITIAL  
HAIR LOSS  
M A N  
LABO  
LABO COSPHOPHAN

**NEW!**

# 6 Cadu-Crex

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Cadu Crex is a cosmetic anti-hair loss treatment that helps reduce both continuous and sporadic hair loss and promote hair re-growth.

Cadu-Crex HSSC Intensive Formula uses of the most advanced Labo innovations with the support of the patented Transdermic Technology to act on the follicle and scalp in order to counteract hair loss.

In the new 2023 formulation, Labo researchers inserted 3 different complexes of active molecules to counteract the hair loss (Anti-Hair Loss Complex, HSSC Complex, Hair Loss Follicular Island Complex), in addition to the Re-Growth and HFSC Complexes of Crescina (20%) to stimulate the re-growth after the hair loss. All these active molecules benefit from the Transdermic Technology that enhances their penetration through the follicle opening and scalp surface.

Cadu-Crex treatment in vials is available in two formulae, for man and for woman, in three dosages corresponding respectively to initial, advanced and serious hair loss.

The line is completed by Cadu-Crex Shampoo, available in two formulae (Man and Woman) in one dosage (200 ml bottle).



# Product Development

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Labo has always made the continuous innovation a founding pillar of the company, which applies to all its brands with the aim of offering consumers unique products on the market, at the forefront and able to keep all their promises.

One of the main drivers of innovation is to find **new cosmetic solutions able to achieve the performance of aesthetic medicine, offering an alternative, non-invasive, highly-effective solution to aesthetic problems.**

For this reason, Labo always keeps an eye on new trends and innovations in aesthetic medicine and studies new methods and products able to reach similar results in terms of efficacy.

Existing products innovation and new products generation follow the guidelines provided by strategic marketing.

The Marketing Department captures specific customers' needs, carries out research activities through marketing surveys and brainstorming, looks for possible solutions and studies suitable innovations together with the R&D Department.

The R&D Department conducts research and experiments on new active ingredients or on new application methods, reporting directly to the Marketing Department and defining possible development hypotheses.



## Transdermic Technology

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Labo goes beyond the frontiers of the dermo-cosmetic science: it is the first company that developed a new technique for the penetration of the active ingredients, through both epidermis and dermis, without injections.

Inspired by the techniques of aesthetic medicine, which directly injects into the skin defined quantities of substances useful to perform multiple actions, Labo carried out extensive research about Hyaluronic Acids and their penetration capability. These studies have led to Fillerina, which owes its effectiveness to its 12 molecules of Hyaluronic Acid with different molecular weights, whose combination is covered by a patent.

Supported by these early successes, Labo Cosprophar carried out additional studies so that each active substance of the formulation corresponds to a real penetration through the skin layers and in precise quantities.

The answer came with the new **Transdermic Technology (Swiss Patent CH 711 466)** that Labo applied to all its products since 2015, allowing every active ingredient contained in the different formulations to penetrate the different layers of the skin, obtaining performances comparable to the ones reached in aesthetic medicine.

Transdermic Technology makes Labo's products unique: no other topical product can claim a **tested and controlled activity with *ex vivo* verified percentages of the penetration values.**

## Clinical Studies

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Several clinical and instrumental tests proved the efficacy and safety of Labo products.

The studies are entrusted to primary structures connected to universities or international scientific laboratories, and consist in:

- *In vivo* clinical and instrumental tests (assessment of growing hair, diminishing wrinkles, lifting of facial features, etc.): **No. 63 studies**;
- Self-assessment tests: **No. 94 studies**;
- *In vitro* tests on each active ingredient (for example on cell cultures): **N. 69 studies**;
- *Ex vivo* test (for example to evaluate the penetration of the active molecules through the skin layers) **N. 38 studies**;
- Technical opinions: **N. 3.**

**Total number of studies: 267**



## International Endorsement

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The clinical study on Crescina has been published in the scientific journal **Dermatology and Therapy by Springer.**

The study demonstrated the positive effect of Crescina HFSC in modulating the activity of the hair follicle and promoting the hair growth.

Results: Crescina HFSC applied for 4 months was effective in promoting hair growth and in decreasing hair loss. After 2 and 4 months of treatment, the anagen rate has increased by 6.8% and 10.7%, respectively. Hair resistance to traction has increased by 29.6% and 46.8%, respectively.





# International Endorsement

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For Fillirina a clinical-instrumental double-blind placebo controlled study was carried out on 40 volunteers.

The results have been published in the **Journal of Cosmetic Dermatology by Wiley.**

The scientific journal can be consulted online at:

[www.ncbi.nlm.nih.gov/pmc/articles/PMC4371636/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4371636/)  
<http://onlinelibrary.wiley.com>







# Patents

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Patenting is one of the main pillars of Labo's strategy.

Labo invests large a large amount of financial and human resources to give great value-added products. A patented compound, not only, allows consumers to benefit from its properties, but also generates value for the whole supply chain.

## TOTAL PATENTS:

- 26 Swiss Patents
- 2 European Patents



# Trademarks

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Today Labo portfolio includes 68 registered trademarks.

All brands are registered primarily in Switzerland, then in Italy and, for some major brands, in other countries. Trademark registrations comply with national rules or with the most important international agreements (e.g. Madrid), in classes 5 and / or 3.

- Cosprophar Labo
- Crescina (Figurative)
- Crescina (Word)
- 科瑞西娜 (Crescina, Chinese Characters)
- Crescina Ri-Crescita Croissance Re-Growth Haarwachstum
- Crescina Ri-Crescita
- Crescina Croissance
- Crescina Re-Growth
- 크레시나 (Crescina, Korean Characters)
- Labo Labo Cosprophar Suisse (Word)
- Labo Labo Cosprophar Suisse (Figurative)
- Diradometro Lichtungsmesser Claireseme Tre Thinometer Raleometro
- Diradometro
- Rugastir
- La Suisse Cosprophar
- Drastic
- Tendene
- Frenina
- Rugometro Faltenmesser Arrugometro Ridometre Wrinklemeter
- Bronzene Labo
- Cellulometro Cellulitismesser Celulimetro Cellulometre Cellulitometer
- Riducell
- Labo Sensitive
- Striadene
- Swiss Alpen Cure Labo Cosprophar
- Liftene
- Liftina
- Fillerina
- 菲勒莹娜 (Fillerina Chinese Characters)
- 필리리나 (Fillerina Korean Characters)
- Rinfolten
- Recrexina
- Laboina
- + Labo (Figurative)
- Ageina
- Labo Cosprophar Wrinkles 7 Patents
- Agenone
- Rinfolcina
- Rinfoltil
- Fillerimeter Fillerimètre Fillerimetro Fillerismesser
- Isola Follicolare
- Follicular Island
- Labo Cosprophar No Injection Yes Transdermic Technology (Word)
- Labo Transdermic (Word)
- Labo Transdermic (Figurative)
- Transcosmetic
- 澜泊斯谜 (Labo Transdermic Chinese Characters, Transliteration Lan Bo Si Mi)
- Labo Transdermic Cosprophar
- Liftaina
- Liftometro
- Cosprophar Labo Lifting Facciale (Figurative)
- Cosprophar Labo Lifting Palpebrale (Figurative)
- Labo Cosprophar Cellulitina
- Labo Cosprophar Snellina
- Exxe
- In Out
- Plate Like
- X-Ingredients Labo Cosprophar
- X - Ingredients Strong Problems - Strong Ingredients
- Labo Cosprophar 3 X
- Labo Cosprophar White Hair
- Labo Cosprophar Labo Hair Loss 5 Patents
- 莱珀 蔻世 泊 茵 海洛诗 (Labo Cosprophar Hair Loss Chinese Characters) [Transliteration "Lai Bo/ Po Kou Shi Bo Han Hai Luo Shi"]
- Labo Cosprophar Magnetic Eyes Intense Look
- Labo Cosprophar After Mask
- Labo Cosprophar Oxy - Treat
- Collagenina
- Mito





## Worldwide Presence

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Today Labo products are present in **more than 50 Countries** all around the world:





## Example of Points of Sale

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Kuwait



Paraguay



# Example of Points of Sale

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Greece



China







## Example of Points of Sale

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### Japan



### Romania



# Example of Points of Sale

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Uruguay



Italy

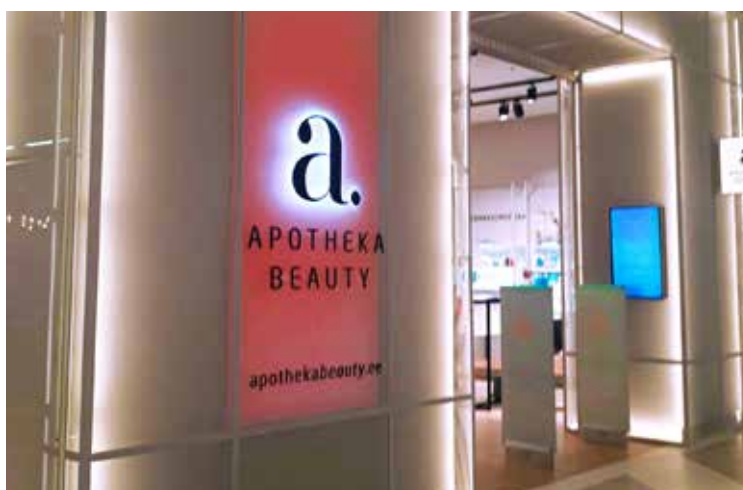




## Example of Points of Sale

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Lithuania



UAE



# Example of Points of Sale

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Qatar



Russia





## Example of Points of Sale

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### Estonia



### Portugal



# Example of Points of Sale

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Finland



Malta



# Contacts

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## **Labo International Srl**

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**Swiss  
Patents**

CH 693 624  
CH 693 814  
CH 693 815  
CH 693 816  
CH 693 817  
CH 693 819  
CH 693 818  
CH 695 412  
CH 694 954  
CH 696 659  
CH 697 547  
CH 696 838  
CH 697 229  
CH 698 274  
CH 700 735  
CH 703 390  
CH 704 629  
CH 705 713  
CH 708 720  
CH 710 438  
CH 711 092  
CH 711 466  
CH 712 905  
CH 713 030  
CH 715 466  
CH 715 793