



COMMERCIAL TEAM FOCUS ITEMS

HYALURONIC ACID:

. High molecular weight hyaluronic acid: film formation on the skin, protection, and hydration. usage %: 0,01% a 0,1%. COSMOS

HYACTIVE®:

. Very low molecular weight hyaluronic acid: anti-aging activity - reduction of expression lines ("crow's feet") - acts at greater depth - dermis. usage %: 0,005% a 0,5%. Tested in vivo and in vitro. COSMOS

HYSILK®:

. Low molecular weight hyaluronic acid: reduces cutaneous sebum production by 20% - controls skin oiliness. usage %: 0,01% a 0,25%. Tested in vivo and in vitro. COSMOS

HA OIL:

. Oily hyaluronic acid that penetrates hair and nails, providing extreme hydration. Stimulates the growth of new hair follicles. Provides strength and softness to hair strands. Increases lip volume.

TOOLS

Presentations:

MCassab Ácidos Hialurônicos_Contipro PC
Contipro-HA-OIL_presentation_09_2022
Value Matrix Contipro

BUSINESS PLAN 2024

PERSONAL CARE



Prototypes:

Skin Care:

1. HYALU 3D

Cod:SKC 1.100723.ctd

(Hyactive + Hysilk + Hyaluronic Acid)

2. Stick Sunscreen SPF 50

Code: SUN 1.101122.ctd

(HA Oil)

Hair Care:

1. Scalp Prebiotic Serum

Code.: HC 3.250822.ctd

(HA Oil)

2. Solid Mask

Code: HC 2.291223.ctd

(HA Oil)

Make up:

1. Hydration and Volume Bullet Lipstick

Code: MKP 1.270722.ctd

(HA Oil)

2. Colorful Hydrating Lip Gloss

Code: MKP 1.050522.ctd

(HA Oil)

SALES TEAM FOCUS

- Hyaluronic Acid Countertyping - **HIGH FOCUS**
- Hyactive: focus on anti-aging / reduction of expression lines
- Facial Sunscreens
- Makeup: lip volume and hydration
- Hair care: version of hyaluronic acid compatible with hair formulas