



ÉLÈVE



ÉLÈVE



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L'ARTE DI UNA BELLEZZA SENZA TEMPO



A NEW LOOK: ANTONIETTA INNOCENTI'S ARTISTIC TOUCH

Artistic packaging, such as our commitment in making beauty a
timeless art.

Antonietta Innocenti's style, with her feminine universe, fully
represents the values of **ÉLÈVE**

A unique style that accompanies cosmetic products of
latest generation, the result of research and the most
advanced technologies



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A YOUNG AND EXCLUSIVE BRAND THAT KNOWS HOW TO BE REMEMBERED

With its elegant and refined packaging, **ÉLÈVE** is one of the main players in anti-aging cosmetics with three product lines, allied to ensure the well-being of the skin. Born from the passion and love for high quality cosmetics, the brand holds a few fundamental secrets:

- **use of antioxidants to counteract skin aging**
- **use of carriers to preserve the integrity of the active ingredients ensuring maximum absorption**
- **high concentration of active ingredients**

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THE SOPHISTICATED ACTIVE INGREDIENTS OF ÉLÈVE DIMETHYLMETHOXY CHROMANOL: A POWERFUL ANTIOXIDANT

- It defends skin cells and prevents damages caused by all species of free radicals, the main cause of skin aging.
- It demonstrates a superior antioxidant power compared to the most common molecules such as Resveratrol, Vitamin E and Ferulic Acid.
- In vitro tests demonstrate a photoprotection ability of the DNA cells oxidation induced by the radiation of over 70%.

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THE SOPHISTICATED ACTIVE INGREDIENTS OF ÉLÈVE CROSSLINKED HYALURONIC ACID: A PRECIOUS INGREDIENT!

- Deeply moisturizes and has a filling effect on all types of wrinkles.
- It has a long duration of action because, compared to any other type of hyaluronic acid, it is degraded much more slowly by skin enzymes (hyaluronidase).
- Thanks to its reticular structure it also carries the other active ingredients contained in the cosmetic.

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AN INSTANT TO DISCOVER IT, ETERNITY TO LOVE IT

Those who discover ELÈVE products cannot do without them because their effectiveness is immediately evident!

The lifting effect, the filler effect, the smoothing effect are immediately visible and last a long time. The make-up, applied immediately after, resists much more.*

And day after day the skin lights up with a new light!

*Clinical tests on 20 women for one month




ÉTERNITY
 SCULPTING YOUTH

FACE LINE

Cleansers & Exfoliants



GRAPE ACID CONCENTRATED EXFOLIANT

LIQUID MASK WITH SOFT PEELING ACTION, ACCELERATES THE CELL TURN-OVER EFFECTIVELY, MAKES THE SKIN UNIFORMED AND BRIGHT, WITHOUT UNDESIRABLE REACTIONS.)

GRAPE ACID (Vitis Vinifera Juice Extract) exfoliating, regenerating



CLEANSING MILK ANTI-AGING SOOTHING

PERFORMS A DELICATE CLEANSING ACTION. ALSO IDEAL FOR SENSITIVE SKIN AND EYES.

RED GRAPE VINE antioxidant, protective
WATER OF CORNFLOWER decongestant
WATER OF EUPHRASIA soothing, anti-reddening



TONIC LOTION ANTI-AGING REBALANCING

IT HAS A TONING, REBALANCING AND DECONGESTANT ACTION. MINIMIZE PORE EXPANSION.

RED GRAPE VINE antioxidant, protective
WATER OF HAMAMELIS astringent, vase-protector
ORANGE FLOWER EXTRACT invigorating, regenerating



EXFOLIATING REGENERATING CLEANSER

IT IS AN ANTI-IMPERFECTIONS AND ANTI-AGING DAILY EXFOLIATOR. IDEAL IN CASE OF HYPERPIGMENTATION.

ALPHAHYDROXYACIDES exfoliating, stimulating
POLYSACCHARIDES Very moisturizing






ETERNITY
SCULPTING YOUTH

FACE LINE

Basic Treatments



ANTIOXIDANT MOISTURIZING DAY CREAM NEUTRALIZES FREE RADICALS, STIMULATES

NEUTRALIZES FREE RADICALS, STIMULATES FIBROBLASTS, IMPROVES SKIN ELASTICITY, REDUCES EXISTING WRINKLES AND QUENCH THE FORMATION OF NEW ONES, WITH SUN PROTECTION FACTOR.

GRAPE STEM CELLS antioxidants, protective
GRAPE OIL antioxidant, firming
CYCLODEXTRINS lifting, carriers
SACCAROMYCES LYSATE energizing, regenerating
PALMITOYL PENTAPEPTIDE-4 elasticizing, firming



ANTIOXIDANT REPAIRING NIGHT CREAM

COUNTERACT FREE RADICALS, STIMULATES FIBROBLASTS, IMPROVES SKIN ELASTICITY, REDUCES EXISTING WRINKLES AND GIVES A VELVETY AND SMOOTH APPEARANCE

GRAPE STEM CELLS antioxidants, protective
GRAPE OIL antioxidant, firming
JOJOBA OIL emollient, elasticizing
SHEA BUTTER nourishing, emollient
PALMITOYL PENTAPEPTIDE-4 elasticising, firming
SACCAROMYCES LYSATE energizing, regenerating
CERAMIDE-3 restructuring







 ETERNITY

 SCULPTING YOUTH

FACE LINE

Basic Treatments



IT HAS ANTI-OXIDANT, LIFTING AND SILKY ACTION, FOR A SILKY AND LONG MOISTURIZED SKIN.

GRAPE STEM CELLS antioxidants, protective
 HYALURONIC ACID moisturizing, plumping
 SOY ISOFLAVONES antioxidants, firming
 CYCLODEXTRINS lifting, carriers
 PALMITOYL PENTAPEPTIDE-4 silky, deep hydration



SMOOTHING FLUID INSTANT LIFTING EFFECT

GIVES AN IMMEDIATE VISIBLE LIFTING EFFECT, PERFORMS A SMOOTHING ACTION AND THE MAKE-UP, APPLIED IMMEDIATELY AFTER, RESISTS MUCH LONGER.

CYCLODEXTRINS LIFTING carriers
 GRAPE STEM CELLS antioxidant, protective
 RED VINE antioxidant and protective



ANTI-AGING COLORED FLUID UNIFORMING REDENSIFYING

IT HAS AN EXCEPTIONAL ANTIOXIDANT, ANTI-WRINKLE, RESTRUCTURING AND REDENSIFYING POWER. UNIFORMS THE COLOR, HIDES IMPERFECTIONS AND MINIMIZES THE PORES.

DIMETHYLMETHOXY CHROMANOL photo-protector, antioxidant active against ROS and RNS
 GERANYLGERANYL PROPANOL restructuring, redensifying

THREE SHADES: Light, Medium, Dark






ETERNITY
SCULPTING YOUTH

FACE LINE

Targeted Treatments



ANTIOXIDANT OXYGENATING SERUM INSTANT FILLER EFFECT

HAS ANTIOXIDANT, ENERGIZING AND STIMULATING ACTION. DEEP MOISTURIZES WRINKLES WITH AN IMMEDIATELY VISIBLE FILLING EFFECT.

CROSS-LINKED HYALURONIC ACID plumping, moisturizing, carrier

SACCAROMYCES LYSATE energizing, regenerating GRAPE STEM CELLS antioxidant, protective



INSTANT RELIEF CONCENTRATED OIL

IT IS A RICH NOURISHING LOTION WITH EMOLLIENT AND ELASTICIZING ACTION. IDEAL FOR PARTICULARLY DRY AREAS, DEEP MOISTURIZES AND GIVES BRIGHTNESS.

JOJOBA OIL emollient, elasticising

GRAPE OIL antioxidant, firming

CERAMIDE-3 restructuring, restorative

VITAMINA E emollient, protective






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FACE LINE

Depigmenting Treatments



FLUID CREAM SPF 30 ANTIOXIDANT DEPIGMENTING

EFFECTIVELY REDUCES SKIN SPOTS PREVENTING, AT THE SAME TIME, THE FORMATION OF NEW ONES. IT HAS AN EFFECTIVE PROTECTIVE ACTION THANKS TO UV FILTERS. IT'S GREAT AS A BASE FOR MAKEUP.

DIMETHYLMETHOXY CHROMANYL PALMITATE depigmenting
VITAMIN C antioxidant, elasticizing
VITAMIN E emollient, protective



ANTIOXIDANT DEPIGMENTING CONCENTRATED SERUM

IT HAS THE MAXIMUM CONCENTRATION OF ACTIVES AND EFFECTIVELY REDUCES SKIN SPOTS PREVENTING, AT THE SAME TIME, THE FORMATION OF NEW ONES.

DIMETHYLMETHOXY CHROMANYL PALMITATE depigmenting
VITAMIN C antioxidant, elasticizing
VITAMIN E emollient, protective





BODY LINE

Cleansers & Exfoliants



ANTI-AGING BODY CLEANSER SHOOTHING MOISTURIZING

GENTLY CLEANSSES, RESPECTS THE SKIN HYDROLIPIDIC FILM AND LEAVES THE SKIN SOFT AND VELVETY. SLES-FREE, LOW FOAMING POWER, ALSO SUITABLE FOR THE MOST SENSITIVE SKIN.

WATER LIPOSOMES Moisturizing, refreshing
ROSEHIP OIL LIPOSOMES antioxidants, firming
HIGH MOLECULAR WEIGHT HYALURONIC ACID long lasting hydration



ANTI-AGING BODY PEELING SMOOTHING REGENERATING

RENEWS THE SKIN GENTLY THANKS TO THE COMBINED ACTION OF EXFOLIATING MICROGRANULES AND THAT OF GLYCOLIC ACID. PROMOTES CELL RENEWAL AND THE SKIN IMMEDIATELY APPEARS SMOOTHER AND SOFTER.

GLYCOLIC ACID chemical exfoliant
SILICA mechanical exfoliator
WATER LIPOSOMES moisturizing, refreshing
ROSEHIP OIL LIPOSOMES antioxidants, firming





BODY LINE

Targeted Treatments



ANTI-AGING BODY OIL ELASTICIZING VELVETY

PRECIOUS NOURISHING LOTION WITH A SILKY AND QUICK ABSORPTION TEXTURE. EXCELLENT AS AN ELASTICIZING, DERMO-REPAIRING AND ANTIOXIDANT.

ROSEHIP OIL nourishing, elasticizing
 COENZYME Q10 antioxidant, anti-wrinkle
 DIMETHYLMETHOXY CHROMANOL antioxidant active against ROS and RNS, photo-protector
 VITAMIN E emollient, protective



MULTI-ACTION ANTI-AGING BODY CREAM

IT HAS A RICH AND SILKY TEXTURE THAT, THANK TO THE RICH POOL OF ACTIVE INGREDIENTS, IT IS EFFECTIVE AGAINST SKIN CELLULITE AND IS A TRUE ANTI-AGE TREATMENT FOR THE BODY.

CAFFEINE & CARNITINE draining, lipolytic
 PHOSPHADITYLCHOLINE & SODIUM DEOXCULATE slimming
 MIX OF VITAMINS (A-C-E-F) IN LIPOSOMES energizing
 ESCIN PHYTOSOME decongestant, vase-protector
 SUPEROXIDE DISMUTASE & LACTOPEROXIDASE (IN CYCLODEXTRINS) antioxidants, cytoprotective
 NIGARI SALTS CARRIED OUT IN IONOSOMES detoxifying, purifying





ANTI-AGING SUN CREAM SPF 30 & SPF 50+ FACE & BODY

HIGH AND VERY HIGH SUN PROTECTION THAT EFFECTIVELY SHIELDS UVA-UVB RAYS, ALLOWING AN UNIFORM AND SAFE TANNING. PROTECTS THE SKIN FOR MORE THAN 75% FROM THE HARMFUL EFFECTS OF EXPOSURE TO UV RAYS. LEAVES THE SKIN SOFT AND VELVETY WITHOUT GREASE EFFECT.

LIPOSOMA ROSEHIP OIL regenerating, elasticizing
SHEA BUTTER nourishing, firming
DIMETHYLMETHOXY CHROMANOL antioxidant active against ROS and RNS, photo-protector

BRONZAGE



SUNCARE LINE

Face & Body Treatments



FACE

BODY



 **ETERNITY**
SCULPTING YOUTH



FACE LINE

 **ETERNITY**
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 **IMAGO**
perfect body idea

BRONZAGE



CLEANSERS AND EXFOLIANTS

Exfoliating Regenerating
Cleanser

Cleansing Milk
Anti-Aging Soothing

Grape Acid
Concentrated Exfoliant

Tonic Lotion
Anti-Aging Rebalancing

BASIC TREATMENTS

Intensive Antioxidant
Eye Contour Cream

Smoothing Fluid
Instant Lifting Effect

Antioxidant Moisturizing
Day Cream

Antioxidant Repairing
Night Cream

Anti-Aging Colored Fluid
Uniforming Redensifying

TARGETED TREATMENTS

Instant Relief
Concentrated Oil

Antioxidant Oxygenating Serum
Instant Filler Effect

DEPIGMENTING TREATMENTS

Fluid Cream SPF 30
Antioxidant Depigmenting

Antioxidant Depigmenting
Concentrated Serum

CLEANSERS AND EXFOLIANTS

Anti-Aging Body Cleanser
Soothing Moisturizing

Anti-Aging Body Peeling
Smoothing Regenerating

BASIC TREATMENTS

Anti-Aging Body Oil
Elasticizing Velvety

TARGETED TREATMENTS

Multi-Action Anti-Aging
Body Cream

SUNCARE LINE

Anti-Aging Sun Face Cream
SPF 30

Anti-Aging Sun Face Cream
SPF 50+

Anti-Aging Sun Body Milk
SPF 30

Anti-Aging Sun Body Milk
SPF 50+

 **IMAGO**
perfect body idea



BODY LINE

BRONZAGE



SUNCARE LINE

AN AUDACIOUS PACKAGING

THE LUXURY BOX

Exciting images born from the cooperation with an excellent artist who portrays the female figure in all its facets, making the beauty of her women unforgettable

houseanti

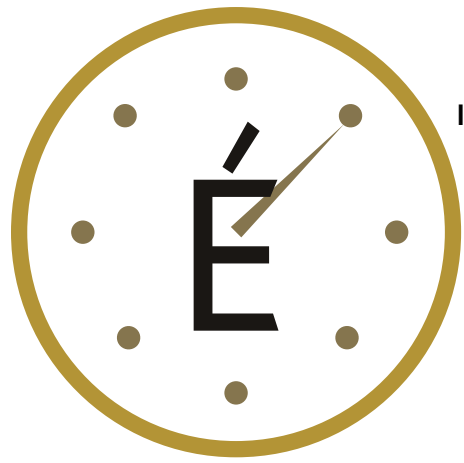


AN AUDACIOUS PACKAGING

A HIGH IMPACT SHELF

A shelf that is a hymn to beauty, with an elegant contrast of black and white embellished by the brilliant touch of RED



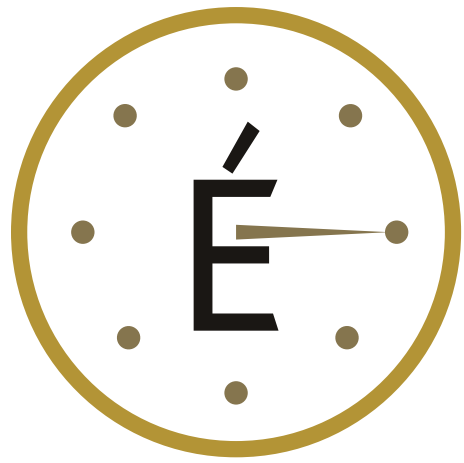


INSTORE ACTIVITIES

TRADE MATERIALS

Leaflet, sample e shopper: ÉLÈVE eaches everywhere!





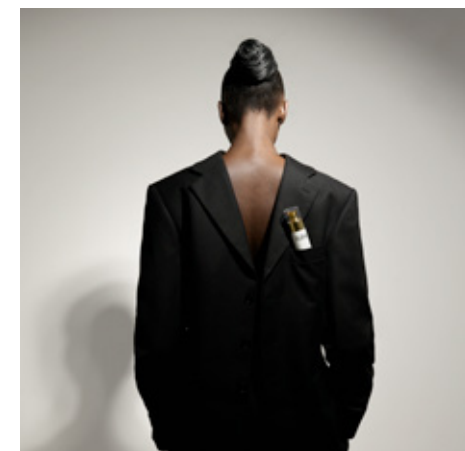
DIGITAL MARKETING

WEB SITE

Elegant and functional, it introduces the customer to the secrets of the brand and to the knowledge of the products. Well indexed to get top positions in information search results on cosmetic products

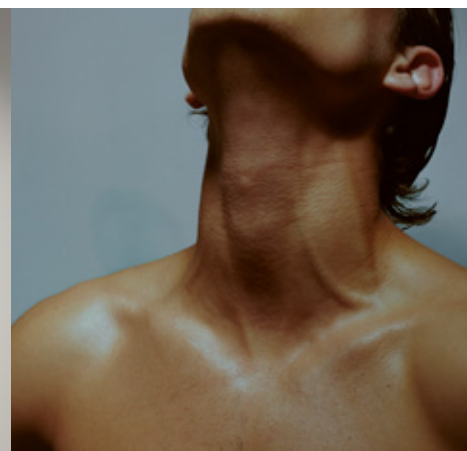


UN ISTANTE PER SCOPRIRLA, L'ETERNITÀ PER AMARLA.



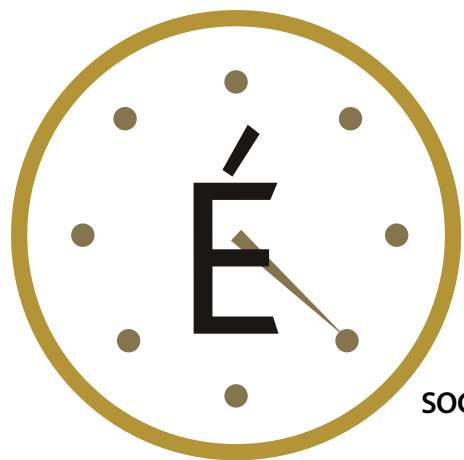
**ETERNITY
SCULPTING YOUTH**

La linea viso di ÉLÈVE è ricca di prodotti altamente tecnologici con attivi in alte concentrazioni in grado di garantire risultati visibili.



**IMAGO
PERFECT BODY IDEA**

La linea corpo vanta l'utilizzo di veicolanti chi, combinati con principi attivi dall'azione antiossidante, contribuiscono a rimodellare il corpo eliminando il ristagno di liquidi e gli accumuli lipidici.

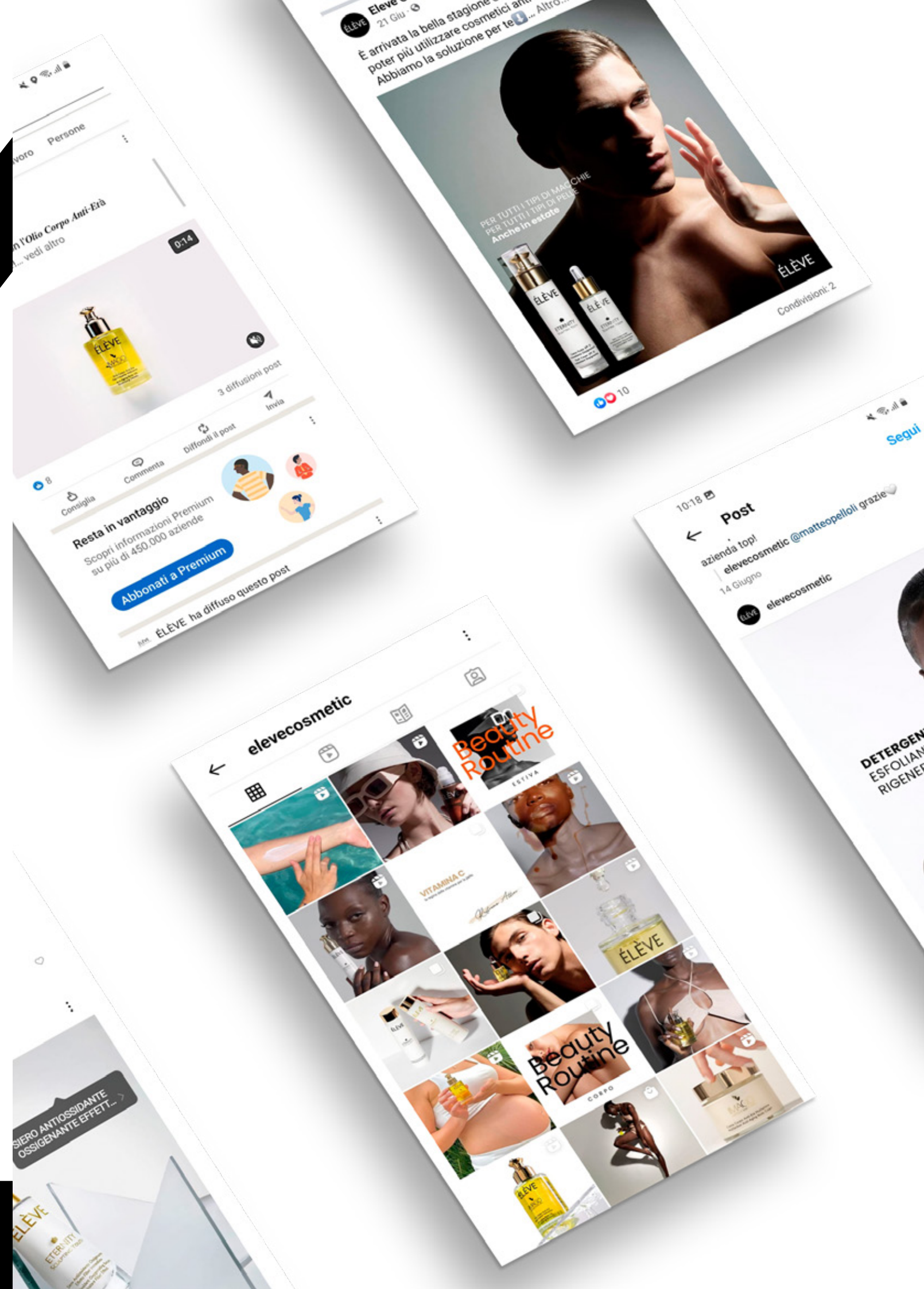


SOCIAL MEDIA MARKETING

SOCIAL NETWORK



**Involvement of consumers with
Storytelling, Contests, Columns, Surveys, Videos
and Partnerships with important Influencers**





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