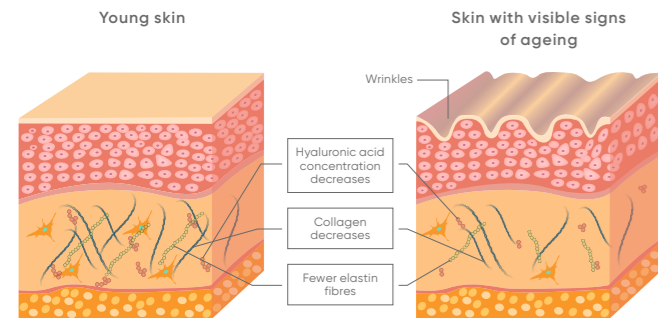


The skin's ability to retain moisture as well as its production of collagen and elastin gradually starts to decrease after the age of 30. The skin loses its elasticity and firmness. Specific intensive anti-ageing products with highly dosed ingredients such as hyaluronic acid, Matrixyl® 3000, Reforcyll®-Aion and Eye'Fective™ act against the signs of skin ageing over long periods. They reduce deep wrinkles, regenerate, firm and nourish the skin. The proderm product range comprises numerous products with serums, eye, day and night skincare products that specifically target the various areas and needs of the face.



Louis Widmer's holistic dermo-cosmetical approach helps to sustainably reduce the early signs of skin ageing and ensures:

- ✓ improved elasticity of the skin
- ✓ optimal hydration and resilience of the skin
- ✓ highly effective anti-oxidative protection

Proderm Anti-Ageing Intensive. Product range.

Serums



PRODERM SERUM EXTRAIT LIPOSOMAL

Every skin type



PRODERM SERUM 2-PHASE OIL-IN-SERUM

Every skin type

Day care



PRODERM DAY CREAM UV 30 RICH

Dry skin



PRODERM NIGHT CREAM

Normal and combination skin



PRODERM NIGHT CREAM RICH

Dry skin

Eye care



PRODERM EYE CONTOUR GEL

Every skin type



PRODERM EYE CONTOUR CREAM

Every skin type



PRODERM EYE CONTOUR GEL

Highly effective anti-ageing eye gel with Eye'fective™ targets fine lines, dark circles and puffiness.

Every skin type

- Reduces dark circles and eye bags
- Reduces deep wrinkles
- With cooling applicator
- Dermatologically and ophthalmologically tested

With Biostimulators Complex, Eye'Fective™, Cityguard+, vitamin E (in liposomes), vitamin A (in liposomes), hyaluronic acid, panthenol and 18-beta-glycyrrhetic acid



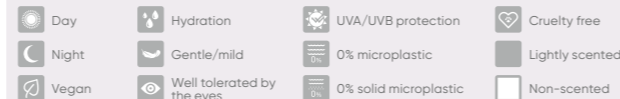
Clinical study results.

Users confirm:

- ✓ Reduction in dark circles: 100%
- ✓ Lifting effect around the eyes: 90%
- ✓ Reduction in puffiness: 95%
- ✓ Moisturisation of the skin around the eyes: 100%
- ✓ Fresh and rejuvenated eye area: 95%
- ✓ Reduced wrinkles around the eyes: 80%

Source: Clinical study with 20 participants over a two-week period with twice daily application

LEGEND:



PRODERM EYE CONTOUR CREAM

Anti-ageing eye care with vitamin A and the Louis Widmer Biostimulators Complex to intensively renew and protect the eye area and visibly reduce wrinkles.

Every skin type

- Reduces deep wrinkles
- Regenerates and firms the skin tissue
- High concentration of ingredients
- Also suitable as scar care

With Biostimulators Complex, vitamins A and E and panthenol



TIP: Apply the eye cream to the face as a mask and leave on for 20 minutes or overnight. Unlike conventional masks, do not rinse off.

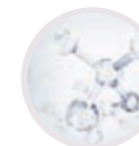


Main ingredients in the proderm products.

Louis Widmer Biostimulators Complex

The unique Biostimulators Complex is the result of Louis Widmer's own and intensive research and development in-house work. The complex, which combines nine carefully selected amino acids, is a "signature ingredient" that is used as a basic ingredient and as a booster for strengthened, vital skin. In combination with selected key ingredients, it achieves highest product-specific effectiveness and excellent skin tolerance.

- Immediate moisturising effect
- Strengthens the skin barrier
- Promotes cell vitality
- Increases cell renewal and collagen synthesis
- Highly effective, even in the deepest skin layers



Reforcyll®-Aion

Plant extract sustainably extracted from organic oil squash that boosts the cells' detox effect.

- Stimulates cell detoxification and regeneration
- Activates and boosts the skin's metabolism
- Boosts cell energy
- Boosts skin thickness and strengthens the skin barrier
- Improves the skin's tone, elasticity and moisture content
- Fills in wrinkles from the inside and improves the skin's condition
- Leaves the skin looking refined and younger



PRODERM DAY CREAM UV 30 RICH

Anti-ageing day cream with the Louis Widmer Biostimulators Complex and Matrixyl® 3000 for improved collagen synthesis and protection from UVA/UVB radiation, infra-red and blue light.

Dry skin

- High UVA/UVB protection factor 30
- Infrared and blue light protection
- Nourishes, protects and tones
- Reduces deep wrinkles and leaves the skin feeling more toned and elastic

With Biostimulators Complex, hyaluronic acid, Matrixyl® 3000, Dragosine®, panthenol, vitamin E, ceramides



Clinical study results.

- ✓ Significant improvement in skin hydration*
- ✓ Significant improvement in transepidermal water loss*
- ✓ Significant improvement in skin elasticity and firmness*
- ✓ Reduction in wrinkle depth by: 16.3%*
- ✓ Provides significant hydration for up to 24 hours.**

Before use: The areas marked in blue show the hydration before use.



After use: 6 weeks after use, it is apparent that the hydration content has improved.



* Source: Clinical study with 22 participants over a two-week period with twice daily application
 ** Clinical study with 20 participants with one-time application using the Corneometer method

Personal advice.

Good and comprehensive skin care requires competent specialist advice as it takes years of experience and in-depth knowledge to provide each customer with individual advice that considers her skin type and condition. Louis Widmer supplies its products exclusively to specialist retailers to ensure that customer receive excellent advice.

We care.

Environmental responsibility is one of the company's principles – from development to product. Louis Widmer has zero tolerance for animal testing and is committed to the "Cruelty-free" label. Almost all of the products are vegan and do not contain any solid microplastic particles. It is ensured that the majority of the packaging is recyclable, that mono-materials and recycled materials are used and that the amount of packaging is reduced. As a partner of the ECOALF Foundation, Louis Widmer also actively supports the protection of marine ecosystems.



PRODERM NIGHT CREAM

Highly effective anti-ageing night cream regenerates and reduces wrinkles.

Normal and combination skin

- Regenerates, nourishes and firms the skin
- Improves the skin structure
- Reduces deep wrinkles
- Light texture

With Biostimulators Complex, hyaluronic acid, peptides, vitamin E, panthenol, jojoba oil, ceramides and phytosqualane



Clinical study results.

- ✓ Reduction in wrinkle depth of 6%
- ✓ Reduction in number of wrinkles of 12%
- ✓ Reduction in wrinkle volume of 10%

Source: Clinical study with 20 users over 2 weeks using PRIMOS method



More information on the proderm line.



PRODERM NIGHT CREAM RICH

Nourishing, highly effective anti-ageing night cream regenerates and reduces wrinkles.

Dry skin

- Regenerates and nourishes
- Tightens the skin
- Firms and smooths the skin
- Reduces deep wrinkles

With Biostimulators Complex, hyaluronic acid, peptides, panthenol, vitamin E and ceramides



Clinical study results.

Users confirm:

- 100% rate nourishing ability as good to very good
- 100% rate moisturising effect as good to very good

Source: User study by dermatological institute over 4 weeks, applied 2x daily

Provides significant hydration for up to 24 hours.

Source: Clinical study with 20 users and single application using Corneometer method



PRODERM SERUM EXTRAIT LIPOSOMAL

Refreshing, soothing moisturising serum with hyaluronic acid and the deep-acting, liposomally encapsulated Biostimulators Complex.

Every skin type

- Firms and smooths the skin
- Improves the skin structure
- Intensively moisturising
- Reduces wrinkles

With Biostimulators Complex (in liposomes), hyaluronic acid and Matrixyl® 3000



PRODERM SERUM 2-PHASES OIL-IN-SERUM

2-phase formula with Reforcyll®-Aion for seven-fold anti-ageing effect.

Every skin type

- Regenerates and strengthens the skin
- Stimulates cell renewal
- Reduces wrinkle depth
- Improves the skin's tone, elasticity and smoothness

With Biostimulators Complex, Reforcyll®-Aion, EPS Seafill, panthenol, vitamin E, hyaluronic acid, borage oil and argan oil



Clinical study results.

Users confirm:

- ✓ Wrinkles are visibly reduced: 86%
- ✓ The skin feels firm and smoother: 90%
- ✓ The skin looks younger 90%
- ✓ The skin is intensively moisturised: 86%
- ✓ The skin is intensively regenerated: 86%

Source: User study by dermatological institute with 20 users over 2 weeks

