



VIOQUA®

INSIDE-OUT SKIN ILLUMINATOR

 **AXIALYS**
INNOVATIONS

VIQUA®

Pomegranates are nature's secret gift to youthful, beautiful-looking skin. Viqua, the advanced new all-in-one skin management solution from Axialys, follows where nature leads; assisted by the innovative ADS® nano-delivery system to allow for mitochondrial-level cell penetration, this technological breakthrough is made of 100% pomegranate extract.

The result is a safe, powerful whitening, anti-ageing and anti-inflammatory beauty product with clinically-proven efficacy. Its perfect stability allows use in a diverse range of food and cosmetic applications.

Pomegranates: A magical gift from nature

With their unusual shape and intensely red colour, pomegranates have fascinated mankind since antiquity. Although they've been used as a medicine ever since then, it's only recently that modern science has begun to uncover their real secrets.

Unlike any other fruit, pomegranates contain exceptionally high levels of Polyphenol anti-oxidants. Among these, Punicalagins have been identified as the most effective, and it's Punicalagins which give these fruits their magical, age-defying effects.

At Viqua's core is a pomegranate extract standardised to contain 40% Punicalagins – the multiple beneficial effects of which have been proven by numerous scientific studies.

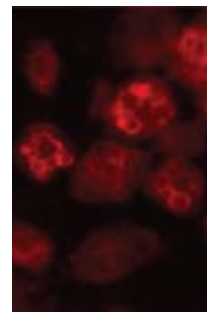
Viqua: The extraordinary properties of pomegranates in their most powerful and bio-available form

The secret to Viqua's efficacy lies in our patented ADS® nano-technology delivery system as much it does in the product's high active concentrations. When ingested or applied to the skin, the delivery system crosses the 'body barrier' to get the anti-oxidants exactly to where they need to be – right into the deep layers of the skin.

From here, Viqua penetrates the skin cells to access their mitochondria. This is where free radicals are produced, and from where the powerful pomegranate anti-oxidants are most effective at cleansing the body of their harmful effects.



Viqua's pomegranate extract is a perfect blend of beauty-enhancing substances – including Vitamins B1, B2, C and Niacin, minerals, Aspartic Acid and a wide range of Polyphenols.



Aided by the patented ADS® nano-delivery system, VIQUA (stained in red) penetrates cell mitochondria to effectively scavenge for damaging free radicals.



A technological breakthrough: the 100% natural ADS® nano-delivery system helps Viqua to penetrate cells and so most effectively protect and repair the skin

Clinically-tested, all-in-one whitening and anti-ageing solution

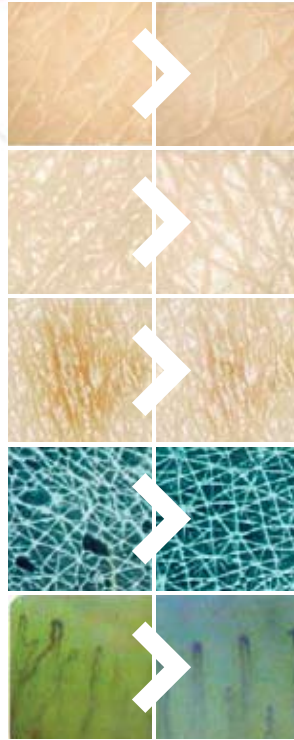
Viqua's effectiveness in oral form has been thoroughly tested in a double-blind clinical trial. 30 volunteers aged between 30 and 55 took 250mg/day over 4 weeks, and each reported noticeable benefits to the skin.

Visible results in a natural, safe way

Taken either orally or topically, Viqua has been shown to produce a radiant, more youthful-looking skin by:

- brightening the complexion
- smoothening wrinkles
- evening out dark spots/blemishes
- increasing hydration
- improving blood micro-circulation

Before After



- Improves skin hydration +40%
- skin roughness decreased by -31%
- smoothness increased by 27%
- whitening of skin tone and reduction of dark spots
- reduction of inflammation
- improvement of blood circulation thanks to reduced permeability of blood vessels



An all-round, easy to use in-and-out solution

Designed to be an all-in-one beauty solution, Viqua is available in both cosmetic and food grades. It's water soluble and fully stable at high temperatures and pHs, making it easy to include in many recipes and formulae.

These attributes allow for both oral and topical application from a single, effective ingredient – making it simple for marketers to develop endlessly innovative solutions to target a wide range of consumer groups.

Food

- 'Functional Foods', dairy
- Beverages
- Supplements

Cosmetics

- Skin care
- Sun protection
- Body care

Oral Care

- Mouthwash

The first clinically proven skin whitener in oral use, VIQUA® opens up exciting possibilities to create innovative products for a broad range of consumer groups

More than just an ingredient: The Viqua brand

Everything about Viqua is unique, credible and prestigious. From its safety and reliability standards to its clinically-proven results and strong scientific backing, working with Viqua means building a brand that firmly stands out from the crowd.

Addressing consumer concerns with a natural, uncomplicated answer

In our extensive research studies, we've found that women love VIQUA® because of:

- The power of the pomegranate – the most-verified, effective all-round anti-ageing solution: not just a skin whitener
- Our breakthroughs – developments like the Axialys active nano-technology system are clinically-proven, and put us on the cutting-edge of modern beauty research
- Our expertise – our French beauty science know-how put us in a prime position from which to extract and use nature's most powerful gift to skin



VIQUA®

Ready-to use brand support

AXIALYS is a science-driven company whose core focus lies with meeting end-consumers' health and beauty needs.

By conducting research into how Viqua can fulfil these needs and best appeal to its market-base, we look to assist our partners both in developing concepts and in getting products to launch faster.

We also endeavour to provide them with a ready-to-use brand identity and a go-to marketing strategy, including:

- a brand equity pyramid
- communication territories
- advertising campaigns & materials
- scientific information & conferences
- celebrities endorsement

Innovative formulations and product concepts

Axialys has invested considerable resources into developing unique and proven Viqua formulations which can be provided for immediate market release.

Our extensive research into this product is also fully on-going: we're always searching for new ways to expand Viqua's health applications and support our Viqua partners.

A proven, internationally-acclaimed success story

Launched by prestigious brands across Europe, the USA and Japan as various forms of food, supplement and cosmetic, Viqua has already attracted thousands of consumers worldwide.

Get in on this continuing success story! Be the next to launch Viqua into your local market!



Find out more about the power of VIQUA at: www.viqua.info

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