



EXPERALTA PLATINUM:

PREMIUM FACIAL SKINCARE

THE SERIES OF BIO-ACTIVE ANTI-AGING COSMETICS





FOR THOSE WHO OPT FOR:

high-quality and safe
cosmetics

the cutting-edge developments
in beauty industry

individual approach



KEY BENEFITS OF EXPERALTA PLATINUM SERIES:

- 1. SKIN-FRIENDLY TEXTURES:** choose the one that is best for you!
- 2. COMPLETE FACIAL CARE SYSTEM:** from cleansing to intensive care.
- 3. INDIVIDUAL CARE:** create your beauty cocktail that suits your current skin needs.



FORMULA OF TRANSFORMATION



MICROCAPSULES OF X50 SYSTEM

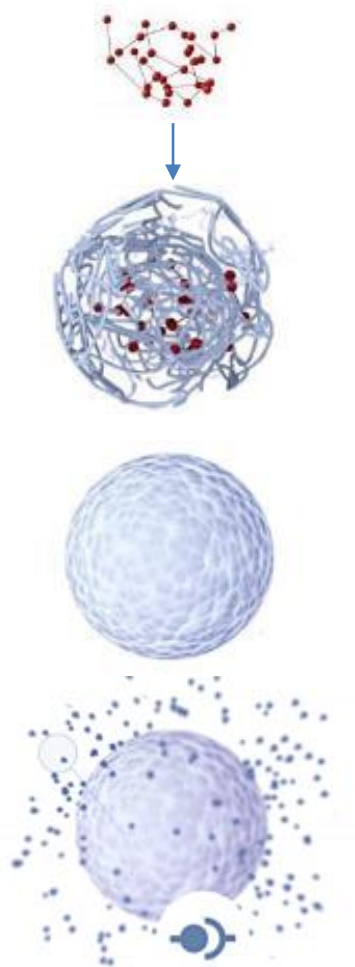
Ultra-precise transport of active substances into your skin cells. Each microcapsule contains active ingredients (valuable cargo), while their outer layer has the signal proteins which lead the capsule to a specific receptor on the target cell and provides swift penetration.

COLLOIDAL PLATINUM

It boosts collagen synthesis and promotes skin elasticity (your benefits: immediate and long-lasting effect)



HOW ARE X50 ACTIVES ORGANIZED?



The active substance (peptides and extracts) is packaged in a biocompatible biodegradable polymer.

The final design of X50 is a capsule that contains active substances packed in a biocompatible shell with binding ligands.

The external ligand directs the capsule to the target cells.



HOW DO X50 ACTIVES WORK?

STEP 1: PENETRATE THE SKIN BARRIER.

STEP 2: ENTER THE EXTRACELLULAR MATRIX AND SEARCH FOR TARGET.

STEP 3: CAPSULE BINDS EXCLUSIVELY TO THE DESIRED CELL RECEPTOR.

STEP 4: LIGANDS ACT AS ACTIVE INGREDIENT WHEN INTERACTING WITH A SPECIFIC RECEPTOR.

STEP 5: CAPSULE'S BIOPOLYMERS ARE METABOLIZED AND “VALUABLE CARGO” IS GRADUALLY RELEASED INSIDE THE TARGET CELL.



MOLECULE X50

It has been proved to*:
reduce number,
depth and length of
wrinkles by **67** %

* According to the data of Infinitec company (Barcelona).



COLLOIDAL PLATINUM: PRECIOUS SKINCARE

UNIQUE COMBINATION OF PEPTIDES AND COLLOIDAL PARTICLES:

- boosts the performance of skin's own cells;
- perfectly adapts to the needs of your skin;
- allows active ingredients to be swiftly absorbed into the skin.

**SIGNIFICANTLY BOOSTED SYNTHESIS
OF COLLAGEN AND ELASTIN**



COLLOIDAL PLATINUM

It has been proved to*:
increase synthesis of type I collagen
by 2.5 times and type III
collagen – **by 2.8 times.**

* According to the data of Infinitec company (Barcelona).



REISHI MUSHROOM



The heart of beauty collection – Reishi mushroom, also known as the legendary "mushroom of immortality".

Its unique regenerating and antioxidant properties have been known to mankind for more than two centuries.

REISHI MUSHROOM EFFECTS ON THE SKIN:

- Stimulates collagen synthesis.
- Maintains the youth and health of cells.
- Strengthens skin immunity.



MOISTURE, NOURISHMENT AND AGE-DEFYING CARE

PROFOUND CARE

Every day you become more demanding of your beauty. Prolong youth – discover the luxurious products by Experalta Platinum series!

They quickly adapt to the needs of the facial skin, providing complete care and preventing aging of all skin types.



REJUVENATING ULTRA LIGHTWEIGHT DAY CREAM

50 ml

Precious biopeptide complex, gotu kola extract and Siberian sea-buckthorn oil deeply hydrate, nourish and provide withering skin revival. Within a few weeks, you see younger-looking skin: diminished wrinkles, more defined facial and even complexion. Ultra-lightweight facial cream based on Siberian sea-buckthorn and Altai rapeseed oils is enriched with potent extracts of rosemary, gotu kola, ganoderma and shiitake mushroom to support your natural beauty every day.

FOR ALL SKIN
TYPES





REJUVENATING ULTRA RICH DAY CREAM

50 ml

Advanced anti-age formula enhances the skin elasticity and restores its moisture balance, preventing cell dehydration. Natural components of the formula (rhodiola rosea, marigold and ginseng) nourish and hydrate the skin, supporting its resistance to the age-related changes, as well as make the skin smooth and radiant.

The precious biopeptide complex, unsaponifiable matters of the olive oil, extracts of Siberian rhodiola, marigold and ginseng provide a profound moisturizing effect.

FOR ALL SKIN
TYPES





REVITALIZING EYE CREAM

15 ml



The advanced cream targets slackened areas and helps reduce the appearance of fine lines and dark circles under the eyes. Natural oligosaccharides contribute to the long-lasting hydration. The skin becomes more resilient and firmer. Ultra-lightweight revitalizing cream is formulated with oils of jojoba, olive and camellia, beeswax and enriched by the potent extracts of ganoderma, crowberry and royal jelly for a long-term and invisible protection.

FOR ALL SKIN
TYPES





CELLULAR REVIVAL NIGHT CREAM

50 ml

Improved bio-lifting formula with volume effect promoted wrinkles diminishing. As a result: the skin looks smoother and lifted, while facial contours become firmer. The cream is packed with valuable oils of olive, sesame and shea butter, anti-aging bio-peptide complex, extracts of amaranth, peony and pansy that promote instant skin repair.

FOR ALL SKIN
TYPES





COSMETELLECTUAL CREAM

50 ml

The light-weight and fluffy texture instantly melts into the skin and ideally suits as a face primer. Smart formula targets the lower layers of skin (dermis): DiamondSIRT® ensures the skin repair from within, while SWT-7™ (Swertia extract) helps smooth out vertical and horizontal wrinkles – visible effect in just 7 days. Altai polypore extract delivers powerful antioxidant effect protecting the skin from premature aging.

As a result: elastic, resilient and firm skin filled with energy and natural glow.



FOR ALL SKIN
TYPES



Find out more about the product in the “Cosmetellectual Cream” presentation.



COSMETELLECTUAL SERUM

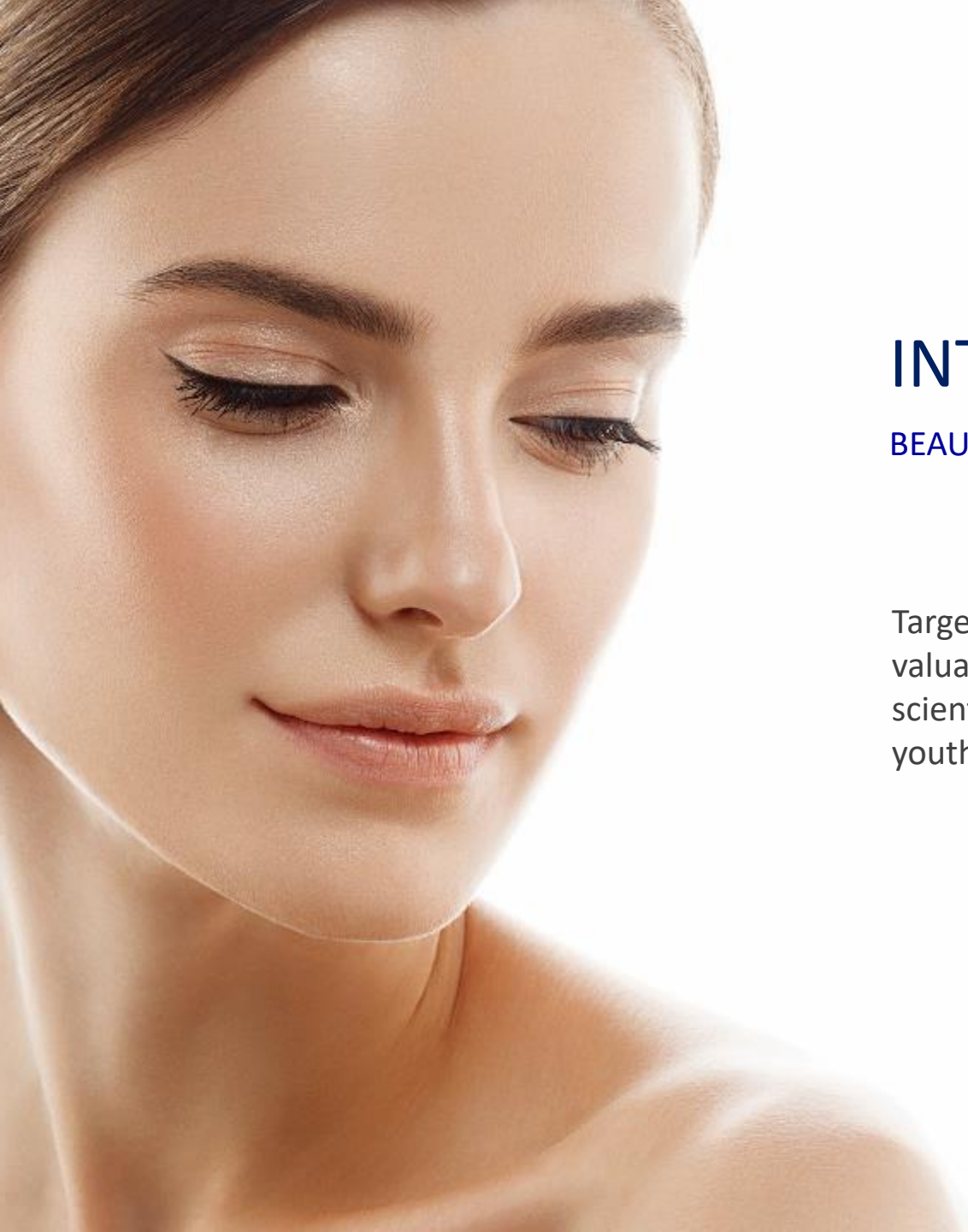
50 ml

The absolutely innovative next-generation formula of this rejuvenating serum is enriched with Hyaluronic Filling Spheres for a profound and long-lasting anti-wrinkle effect. Siberian Lingzhi mushroom and wild cherry flower extracts and Siberian cranberry seed oil provide powerful anti-aging and antioxidant protection for the radiant and younger-looking skin.

FOR ALL SKIN
TYPES



Find out more about the product in the “Cosmetellectual Cream” presentation.



INTELLIGENT SKINCARE

BEAUTY SERUMS

Targeted effect formulas based on valuable Siberian plants and innovative scientific components, that restore skin youthfulness, radiance and firmness.



MOISTURE SURGE SERUM CONCENTRATE

10 ml

TO EXPERIENCE SKIN REVIVAL

Innovative complex – X50 Hyalufiller – with hyaluronic acid, moisture-retaining algae extract, royal jelly and Siberian arnica extract help to deeply hydrate, nourish and revive even aged skin. In several weeks you will find your skin more radiant and younger-looking, with fewer wrinkles and fine lines, firmer contours and even tone.

By **230%** enhanced skin's own HA synthesis*

30+

FOR ALL SKIN
TYPES



* According to the data of Infinitec company (Barcelona).



FACE CONTOUR SERUM CONCENTRATE

10 ml

FOR THE PERFECT LIFTING EFFECT

This luxurious firming serum with extra rich extract of Siberian schizandra and royal jelly helps revitalize the skin, enhance contours, resilience as well as the overall appearance of mature skin. Plant ingredients of the formula, such as Siberian gazga, Altai polypore and algae, help moisturize the skin and reduce wrinkles for a fresh and radiant look.

by **56%** tightened face contours*

40+

FOR ALL SKIN
TYPES



* According to the data of Infinitec company (Barcelona).



WRINKLE EXPERT SERUM CONCENTRATE

10 ml

FOR REJUVENATION EFFECT

This serum intensely hydrates the skin for a radiant and more youthful look. Enriched with Natural Oligopeptide X50 Myocept Complex to tone facial muscles and with a potent ginseng extract to revive skin, it has a visible lifting effect and reduces fine lines and wrinkles.

by **20%** reduced depth of wrinkles around the eyes*

50+

FOR ALL SKIN
TYPES



* According to the data of Infinitec company (Barcelona).



DAILY BEAUTY RITUAL

HOW TO APPLY SERUM CONCENTRATE:

- As an independent product.
- As a beauty cocktail ingredient (just add a few drops to your cream).

1. WARM THE PALMS of your hands by rubbing them together.

2. MIX ANY CREAM WITH ONE OR MORE SERUM CONCENTRATES in the following ratio: the pea-sized amount of the cream and 1-2 drops of the chosen serum concentrate.

3. APPLY GENTLY ONTO CLEAN SKIN OF THE FACE (including the skin around the eyes), neck and décolleté area.



BEAUTY COCKTAIL RECIPES

We offer universal options suitable for all women. Get inspired by our ideas and feel free to experiment, by creating unique combinations that will work specifically for your skin!



TO EXPERIENCE SKIN REVIVAL
Rejuvenating Cream Serum +
Moisture Surge Serum
Concentrate



FOR REJUVENATION EFFECT
Cellular Revival Night Cream +
Wrinkle Expert Serum Concentrate



FOR THE PERFECT LIFTING EFFECT
Rejuvenating Ultra Rich Day
Cream + Face Contour Serum
Concentrate



FOR RADIANT SKIN
Rejuvenating Ultra Lightweight Day
Cream + Moisture Surge Serum
Concentrate + Face Contour Serum
Concentrate



FLAWLESS SKIN WITH EXPERALTA PLATINUM

PROPER MOISTURIZING, ANTI-AGING
CARE AND DELICATE EVENING OUT
OF THE SKIN TONE.

Creams with a tinting effect combine
the functions of skincare products
and makeup, helping to maintain the
beauty of the skin at any age.



FLAWLESS LOOK TINTED MOISTURIZER SPF 15

50 ml

With its melt-in texture, the moisturizer provides a vital surge of hydration and delivers lightweight coverage evening out the skin tone. Special 3 in 1 formula:

- ✓ Makes the appearing fine lines and wrinkles smooth.
- ✓ Regenerates natural youthful radiance of skin.
- ✓ Protects against harmful UV radiation thanks to SPF.

Regular use of the cream restores skin and makes it smooth and firm.



407583
tone 1 / light



411998
tone 2 / medium



CLEANSING AND TONING

The innovative cleansing and toning products saturate the skin with energy, cleanse away toxins and impurities and restore the natural pH-balance, protecting it from environmental stresses.



MORNING AND EVENING
CLEANSING

HYDROPHILIC CLEANSING OIL

200 ml

This rich cleansing oil and make-up remover for daily care designed on the basis of vegetable oils and water. Forming a pleasant emulsion it cleans skin perfectly, without a greasy feeling.

- ✓ IDEAL FOR DRY AND SENSITIVE SKIN.
- ✓ SUITS WATERPROOF MAKEUP AND FACE-PAINT REMOVAL.



MORNING AND EVENING
CLEANSING

LUXURIOUS FACE RENEWAL MICELLAR WATER

200 ml

Thanks to its innovative micellar formula, this makeup remover provides extremely gentle, but effective cleansing and is suitable even for the most sensitive skin. Rich in plant extracts it delivers antioxidant and anti-aging properties, nourishes, rejuvenates and protects the skin.



MORNING AND EVENING
CLEANSING

ULTRA-SOFT CREAM CLEANSER

100 ml



Turn your cleansing routine into pure delight! Ultra-soft cream cleanser suits even sensitive skin that fears soap-based cleansers. Thanks to the plant-based formula infused with the Siberian cedar seed oil and extract of flax seeds that softens skin, as well as with extract of Altai lingzhi mushroom – a rich source of antioxidants, it effectively dissolves skin impurities and makeup without over-drying.



REBALANCING

REJUVENATING BALANCING SOFTENER

200 ml

Rejuvenating Balancing Softener delivers targeted effect: moisturizes, softens and renews skin after cleansing. Now your skin is fully prepared for a daily cream, serum or any other product to follow. For a better and faster result!



DEEP CLEANSING
1-2 TIMES A WEEK

DEEP CLEANSING AND PEELING LOTION

200 ml

This extra-gentle peeling lotion formulated with natural botanical acids helps remove impurities, dead and dull cells to reveal a completely new, youthful and radiant look of your skin. Ideal daily care for oily and acne-prone skin.



DEEP CLEANSING
1-2 TIMES A WEEK

PORE CLEANSING FACIAL EXFOLIATOR

100 ml

This luxurious exfoliator provides a multi-step gentle cleansing and reviving care for all skin types, including sensitive and irritable skin. It carefully dissolves excess sebum, removes dead cells and polishes the skin, opening its pores to breathe. As a result: pores are open to breathe, smooth skin.



ICE TOUCH INSTANT LIFT MASK

A flawless transformation!

Packed with invigorating botanical extracts and Crambe abyssinica oil this cooling mask instantly energizes the skin, eliminates signs of fatigue, providing de-puffing and lifting effects.

A must-have on a hot summer day and go-to solution in a rush. Intense care for your beauty routine.

50 ml



PURE HERBAL COSMETICS BY SIBERIAN WELLNESS HAS EMBODIED NATURE, SCIENCE AND BEAUTY IN ONE CONCEPT:

- Maximum concentration of biologically active substances.
- No sulfates, parabens and phthalates.
- Clinically proven efficacy of components.



THANK YOU FOR YOUR ATTENTION!

