





# Larens - more than care

## Larens - more than care

Larens is a specialistic brand that offers skincare cosmeceuticals for face and body. It offers innovative products that, considering their use of ingredients, the production technology and the spectre of effects are a truly revolutionary combination of the achievements of science and brilliance of nature. Their recipes are being created in WellU laboratories under the supervision of the WellU Scientific Council's scientists and Scientific Partners.

#### PRODUCTS THAT REACT TO THE SKIN'S NEEDS

The aim of the products is focused on maintaining or restoring the correct skin's functions, as well as to react to the skin's specific **needs**. That's why what Larens has to offer responds so efficiently to the challenges posed by the skin that is ageing, allergic, problematic e.g. dealing with atopic dermatitis, acne, psoriasis, or is damaged by harmful external factors. They are perfect in reducing scars of various origins. They are appreciated as a support tool for the therapies conducted by dermatologists and physiotherapists.

#### SYNERGY OF THE ACTIVE INGREDIENTS

The basic ingredients of the Larens cosmeceuticals are the Biopeptide Complex - a cocktail of natural fish collagen peptides, obtained by the patented method, and the absolute novelty - Liposomal Collagen Complex, the world's unique fish collagen peptides contained in liposomes. Their properties are synergistically complemented by other, carefully selected active ingredients: BIO-Placenta, Phytodermina Lifting™, SYN\*-AKE, Hydromanil™, colloidal silver, Lipout™, liposomal hyaluronic acid, GLA Complex, oils, plant extracts, and others. The formula compositions of each particular product contain the highest quality ingredients, inserted in high (but also optimal) concentrations and combinations that allow mutual synergy.

#### **INNOVATIVE RECIPES, SAFE FOR THE SKIN, MEASURABLE EFFECTS**

Larens cosmeceuticals are an effective, but also non-invasive and safe method to achieve young and healthy looks. The results of their use that are first noticeable by the users are also scientifically proven in research.

Innovative recipes, unique, luxurious ingredients, and quickly noticeable, very often spectacular effects reflect in the growing popularity of the brand, and **new Larens products are being awarded by professional and consumer juries in Poland and Europe.** 









# **SCIENTIFIC COUNCIL**

is a group of specialists working with WellU - the producer of the Larens brand. By sharing their knowledge, experience, the results of their research in the field of health, cosmetology, and pharmacy, they supervise the processes of creating Larens products. Starting from the selection of active ingredients, through creating the recipes, deciding on the spectre and kind of properties, until they reach the final product, that the clients receive.



Prof. Alina Sionkowska, PhD

The Department of Chemistry of Biomaterials and Cosmetics, Nicolas Copernicus University in Torun



**RNDr. Pavel Suchánek** Dietetics specialist



mgr farm. Katarzyna Adamiak PhD student at the Department of Chemistry, Nicolas Copernicus University in Torun Research and development manager at WellU







# **SCIENTIFIC PARTNERS**

#### CEITEC (Central European Institute of Technology) -

one of the most modern and most important research centres in Europe. Created in 2011 on the solid base of the six lar-



gest Brno's universities and research institutes of a long history. It focuses mainly on the environmental sciences, advanced materials, and nanotechnologies.



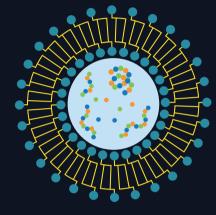
Lucy Vojtova, Ph. D. Research Group Leader CEITEC



Jana Brtnikova, Ph. D. Junior Researcher CEITEC



# Liposomal Collagen Complex



#### Liposomal Collagen Complex

Innovative combination of natural fish collagen peptides and amino acids contained in liposomal carrier that delivers them into deeper skin layers, intensifying and prolonging their effects.

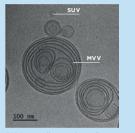
Provides an immediate wrinkles shallowing effect and noticeably densifies the skin structures, initiates long-lasting regeneration processes.

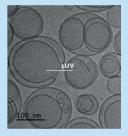


#### An image from under an electron microscope

Collagen in liposomes - size distribution and the number of lipid layers

(photo from the electron microscope at 100 nm magnification)



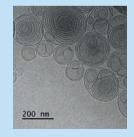


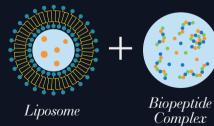
SUV - small monolayer liposomes LUV - large liposomes MVV - multi-alveolar liposomes

#### Fish collagen peptide fractions in liposomal carriers

(photo from the electron microscope at 200 nm magnification)







Liposome

oligopeptides and polypeptides - activation of fibroblasts - stimulation of HSP proteins

procollagen - synthesizes into collagen

proteins: decorin, lumican, histones - DNA repair and recombination

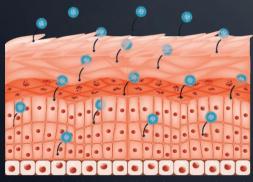
amino acids: glysine, alanine, proline - collagen synthesis

# The effect of Liposomal Collagen Complex on the skin

The liposome shell is made of a lipid bilayer that is identical to the skin lipid bilayer.

Intensifying the transdermal transport of the substances contained in the liposomes and prolonging their release - products with liposomal collagen work stronger and longer.

It guarantees that the substances reach the deeper skin layers, where the collagen proteins action processes take place.



Liposomes with LCC cross the skin barrier, transporting active substances deep into the skin

Visible shallowing and reduction of the wrinkles

Skin is densified, saturated with collagen protein, its regeneration is stimulated

Lifting effect

Ultra-moisturizing effect

Protective effect, strengthening the skin

# LIPO**COLL** SERUM The world's first collagen peptides in liposomes





## More than collagen

concentrated skin care serum with **20%** Liposomal Collagen Complex content

#### 99,98% natural ingredients

**Innovative combination** of natural fish collagen peptides and amino acids contained in liposomal carrier that delivers them into deeper skin layers, intensifying and prolonging their effects.

Provides an immediate wrinkles shallowing effect and noticeably densifies the skin structures, initiates long-lasting regeneration processes.

It is vital that during the processes of obtaining the Liposomal Collagen Complex no irritating or toxic solvents, emulsifiers, conditioners, preservatives are being used. Therefore the product is safe for the allergic, sensitive skin that requires special treatment.



# **BIOPEPTIDE** SERUM SPRAY

Multi-functional, composite peptide serum for face, body, and hair





# **BIORENEW** TISSUE FACE MASK

A revolutionary face mask-compress

- 🕉 cellular renewa
- 🕑 lifting
- 🕑 hydratior

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Product distinguished with the title "LNE Innovation" at the 39th LNE Congress and Fair - Les Nouvelles Estinctiques

The Gold Cup for the innovative product of the highest quality at the WORLD OF BEAUTY & SPA 2019 AUTUMN in Prague



#### **BIO-Placenta**

The plant placenta is a source of highly concentrated biostimulants - biologically active molecules that deeply penetrate the skin. BIO-Placenta is an innovative complex containing five different growth factors and vitamin B9, which stimulate in synergy the renewal of epidermis cells and fibroblasts

#### **Biopeptide Complex**

A complex patented by the WellU company contains a precious combination of the fish collagen oligo- and polypeptides that provides immediate and long-lasting hydration within all skin layers. The result of their use is a resilient skin, filled wrinkles, and unevennesses.

# HOW DOES IT WORK?

#### **Deeply moisturizes**

Lifts up, gently improving the skin tension and lifting face contour

Noticeably smoothes the skin the wrinkles become less visible, skin gets to be more delicate and smooth to touch

Evens the skin colouring, \_\_\_\_\_ the face becomes optically brightened, rested

#### **Phytodermina Lifting**<sup>®</sup>

Natural plant compound. Exhibits moisturizing and immediate-lifting properties by creating an invisible film on the skin and improving the surface tension of the skin. The skin becomes smoother, brightened up, and gains natural glow.





It's a market-unique and innovative product. Constructed in a way that allows the mask to perfectly fit the face contour, while the woven structure amazingly contains the product mass not allowing it to escape on the sides.

You can be sure that during the 20 minutes of a comfortable treatment, this delicate compress will generously give back the active ingredients contained in the Larens BIO Renew Tissue Face Mask exclusively to your face skin.





USE FOR 20 MINUTES - ENJOY THE RESULTS FOR 7 DAYS!

# **BIORENEW** SERUM

Innovative serum of rich, 100% natural composition

Created for skin that requires firming, is dehydrated, lacks elasticity and radiance.



# **GLA** SERUM Luxurious serum of intensive properties

Care for mature skin, that is demanding, dried and has compromised hydrolipid barrier.

It regenerates, firms, strengthens, and nourishes the skin stimulating it to regenerate at the cellular level.

# A revolutionary, improved formula of the product

- Liposomal Collagen Complex
- GLA Complex (gamma-linolenic acid
- Peach seed oil
- Avocado oil
- Wheat germ oil
- Gingko Biloba extract
- Vitamin E
- d-Panthenol
- Liposomal Hyaluronic acid

We want the use and effects of the product to come with 100% comfort, not requiring any compromise. The composition of **BIO RENEW SERUM** and **GLA SERUM** features, i.a., carrageenan - a "natural silicone" that is safe for your skin and shouldn't give you any concerns, as well as natural scent compositions free of allergens.

We know how vital for the product's composition it is to choose safe additional substances. That's why the **BIO RENEW SERUM** and **GLA SERUM** recipes only contains natural emulsifiers and conditioning compounds.





99,6%

NATURE

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# LIFTING FACE CREAM

Luxurious cream of intense lifting properties meant for mature skin

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LIPOSOMAL COLLAGEN Ø

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# It firms, lifts up the face contour, smoothes, and moisturizes the skin

# A revolutionary, improved formula of the product for even better effects

- Liposomal Collagen Complex fish collagen peptides in liposomes
- lifting Phytodermina Lifting<sup>®</sup>
- moisturizing liposomal hyaluronic
- natural preservatives, emollients, and additional ingredients

#### **Effects:**

- gives even more intense lifting effect quick and long-lasting effect of tension and skin firmness
- saturating the skin with collagen protein (thick, healthy skin effect)
- deeply moisturizes the skin
- effectively slows down the skin ageing process
- accelerates the formation process of new cells regenerates





# **HYDRO BALANCE** FACE CREAM Ultra-moisturizing cream for any skin type care



# Cocktail of active ingredients that provide and maintain the hydrolipid balance of the skin

# A revolutionary, improved formula of the product for even better effects

- Liposomal Collagen Complex fish collagen peptides in liposomes
- moisturizing liposomal hyaluronic, Hydromanil™, colloidal silver, squalane
- safe, natural preservatives, emollients, and additional ingredients

#### **Effects:**

- intensive and long-lasting increase in the skin's level of moisture and firmness
- saturating the skin with collagen protein (thick, healthy skin effect)
- slows down the ageing process of the skin, smoothing wrinkles and prevents new ones from arising
- optimal improvement of the skin's appearance and condition



# **PERFECT** HAIR - hair care line

Created to address the most frequent problems faced caused by our hair



Perfect Hair Day - everyday L-Cysteine Keratec IFP Alpaflor Noni extract



We made sure to provide your hair and head skin only with what's best for them.

That's why each product is filled up with the richness of delicate, yet incredibly efficient, natural ingredients, while it is also completely free of irritating emulsifiers, preservatives, and solvents.

#### LARENS PERFECT HAIR LINE



preservatives

emulsifiers

• thickeners



**COFFEE** LINE - an exfoliating-slimming ritual Smooth, firm skin, slender body



### THERMO BALM

Velvet body lotion with a captivating coffee aroma

Active ingredients: Green coffee Lipout™ Biopeptide Complex Ginkgo biloba American witch-hazel Almond and olive oils

# ✓ SMOOTHING ✓ FIRMING ✓ SLIMMING ✓ ANTICELLULITE ✓ HYDRATION



## **COFFEE** SCRUB & MASK

Strongly firming and slimming exfoliating mask for the face and body skin

#### Active ingredients:

Black coffee (arabica) Green coffee Liporeductyl Biopeptide Complex Ginkgo biloba American witch-hazel ♡ EXFOLIATION ♡ SMOOTHING ♡ FIRMING ♡ HYDRATION ♡ SLIMMING



# NATURAL CARE OILS



# **GOLDEN** OIL

A composition of oils with nourishing, nutritional and protective properties.

The recipe is based on 100% natural, unrefined oils from carrot root, almonds, rice, raspberry seeds, wheat germ and olives.

Extremely rich in antioxidant beta carotene, unsaturated fatty acids, and vitamins, i.a. E, A. It protects against UVA and UVB rays in a natural way, smoothes, softens and tones the epidermis.

It does not clog pores, it does not leave a greasy film on the skin. Can be used on its own or as an addition to daily care and sunscreen.

No scents added.

# ORIENT OIL

Light skin care oil based on unrefined, 100% natural oils: rice, almond and jojoba.

Rich in nourishing, regenerating, moisturizing, and antioxidant substances.

Provides perfect care for both dry and sensitive skin, as well as oily skin with imperfections, regulating the process of producing sebum.

Great for a relaxing massage, also for skin with stretch marks or scars. Recommended for hair and scalp care.

It is easily absorbed, does not leave an oily layer on the skin.

It has a delicate, pleasant smell.

- THE POWER OF NATURAL UV
- EXCEPTIONALLY STRONG ANTIOXIDATING PROPERTIES
- CAPTURING AND NEUTRALIZING FREE RADICALS
- PROTECTING THE SKIN AGAINST ENVIRONMENT POLLUTION
- CARE AND SOOTHING OF IRRITATIONS, FUNCTIONS REGULATIONS, WEAPON AGAINST SKIN IMPERFECTIONS





ORIENTAL CARE RITUAL

DELICATE, LIGHT, SENSUAL

PROVIDES CARE BY -MOISTURIZING, NOURISHING AND SOOTHING

- ELASTICITIES THE SKIN
- IS SAFE TO USE FOR PREGNANT WOMEN, STRETCH-MARKS PROPHYLAXIS



## **REVITAL MEN** FACE CREAM GEL Cream-gel for a daily care of men's skin

Light cream-gel created for the daily care of the demanding men's skin, especially one that lacks firmness and is tired.

- 💛 moisturizes extensively
- > regenerates the skin
- stimulates the cellular renewal and effectively smoothes the wrinkles
- $\nearrow$  supports the functioning of the skin protective barrier
- soothes irritations, micro-damages and reduces the epidermis redness it is also a perfect after-shave

Non-greasy, light consistency allows the product to absorb quickly, immediately restoring the skin comfort.



# **ENZYMATIC** PEELING

Perfect for the skin that requires cleansing, smoothing, and glow restoration

Every skin requires regular cleansing, smoothing and removing the epidermis dead layer, which not only burdens it and covers it with a grey layer, but also clogs the pores, causing irritations, roughness, and dryness. An uncleansed skin has it harder to accept active ingredients for the care products, which remain on its surface, unable to penetrate the layers of the callous epidermis.

Thanks to the presence of the synergic active ingredients, the cosmeceutical has comprehensive properties: **it exfoliates, moisturizes, and soothes the irritations.** 



# SYN AKE EYE & MORE

An intense performance serum for under the eyes area and mime wrinkles

It contains the Biopeptide Complex – the complex of the bioactive fish collagen peptides and SYN®-AKE – a neuropeptide that imitates the properties of the viper (Temple Viper) venom, relaxing and inhibiting muscle contractions, taming the mime wrinkles.

A rich composition of the product **rejuvenates and nourishes** the delicate skin around eyes, **providing a high moisture level**, and, thanks to the ingredients that improve the microcirculation, visibly **lightens the shadows and reduces edemas.** 

 $\bigotimes$  Just 30 days of the serum therapy will provide a visible effect of smoothing, improving tension and moisturizing the skin

 $\ensuremath{\boxdot}$  The mime wrinkles become more shallow, the formation of the new ones is impeded

The looks are rested, brightened, the eye area is well-tended

# **BEAUTY** INTENSIVE DUO

Thoughtfully composed set of the two signature Larens products



**BIOPEPTIDE SERUM SPRAY** 150 ml - revolutionary peptide serum for face, hair, and the whole body EYE &MORE

SYN AKE

**SYN AKE EYE & MORE** 15 ml An intense point serum for under the eyes area and mime wrinkles

Both of them created to support you in your endeavours to get young, healthy, nourished, and moisturized skin. **Together, they perform better.** 

Chowy 2018



Products awarded in Poland and Europe

# **COLLAGEN-PEPTIDE** GELS



#### FACE GEL

The collagen-peptide gel of lifting and wrinkles-preventing properties. It is rich in bioactive substances, i.a. the complex of hundreds of bioactive peptides obtained from selected fresh-water fish species, using the Nutrivi water as a carrier. The ingredients stimulate the restoration of the natural collagen, moisturize, nourish, and soothe irritations, reduce visible signs of ageing. The product smoothes, slightly increases tension, makes the skin resilient, strengthens its natural defence mechanisms.

Winner of the title of the Women's Brand of the Year 2018.

Active ingredients: Biopeptide Complex, collagen, silicon, vitamin C, lactic acid



#### SILVER FACE GEL

The collagen-peptide gel containing a high concentration of the Biopeptide Complex and colloidal silver. Antibacterial and antiinflammatory silver nanoparticles are an effective weapon in the fight against acne and pimples, also for the mature skin. The remaining ingredients of the product stimulate the restoration of the naturel collagen, nourish and soothe irritations, reduce the visible signs of the ageing. Thanks to the unique carrier which is the structured Nutrivi water, the gel begins its performance in the deepest layers of the skin.

Active ingredients: Biopeptide Complex, collagen, colloidal silver, vitamin C, lactic acid

#### REPAIR GEL

Multifunctional collagen-peptide gel for the body. Based on the Biopeptide Complex recipe and the Nutrivi water, which, together with the remaining ingredients stimulate the regeneration of the damaged structures of the skin, hair, and nails, rebuild natural collagen and elastin, nourish, soothe irritations, strengthen natural defence mechanism, prevent skin sagging, and moisturize. Perfect for the problematic skincare - one struggling with AD, psoriasis, irritated, after intense tanning, dried, as well as a supporting product for healing joint injuries. Effective in combating cellulite, stretch-marks, and scars.

Active ingredients: Biopeptide Complex, collagen, biotin, vitamin C, lactic acid

#### NAILS & MORE REPAIR MASK

Regenerating and repairing mask for nails and cuticles. Thanks to the presence of the bioactive fish collagen peptides and various amino acids it regenerates, smoothes, strengthens the nail plate, and cuticles. It's perfect as a remedial treatment after manicures.

Active ingredients: Biopeptide Complex, collagen, biotin, urea





Products marked with ORGANIC PLUS – are free of parabens, PEGs, contain only safe preservatives, are free of mineral oils, artificial colours, and fragrances.

# **DERMO** LINE Skin demanding special treatment

#### DERMO FACE CREAM

A revolutionary cream with the Biopeptide Complex and ectoine, created for daily care of sensitive, irritated, and dry skin, as well as one exposed to the harmful external factors. Perfect for the treatment of problematic skin, prone to allergies, struggling with AD, and psoriasis. It provides a high level of long-lasting hydration, regulates the functioning of the sebaceous glands, soothes inflammations, itch, soothes the symptoms, and supports the treatment of the skin problems. Helpful in sensitive baby skin care.

Active ingredients: Biopeptide Complex, ectoine, vitamin E, allantoin, ginkgo biloba, hyaluronic acid, Hydromanil™, Calmosensine, collagen, jojoba oil, squalane

#### DERMO WASH FACE & BODY

A product for face and body washing. The recipe is based on the Biopeptide Complex, structured Nutrivi water, and a rich composition of the active ingredients (i.a. ectoine). By washing it provides care, moisturizes, soothes irritations and redness. The product has sebum-regulatory properties, protects the cells against harmful factors. It is meant for daily use, especially recommended for skin that is prone to acne, allergy, or is generally sensitive, also for washing delicate baby skin. It is brilliant for makeup removal.

Active ingredients: Biopeptide Complex, ectoine, allantoin, argan oil, aloe extract

#### DERMO SERUM

Revolutionary serum based on the Biopeptide Complex and Nutrivi water. It is enriched with ectoine which makes it a multifunctional product of unique regenerating and nourishing properties. It provides the skin with long-lasting protection against external factors. It soothes and regulates the functioning of the skin's sebaceous glands. Accelerates natural epidermis regenerating processes. The active ingredients contained in the serum provide a noticeable and long-lasting increase in the levels of skin's moisture and tension.

Active ingredients: Biopeptide Complex, ectoine, allantoin, vitamin C, biotin, colloidal silver, collagen





Products marked with ORGANIC PLUS – are free of parabens, PEGs, contain only safe preservatives, are free of mineral oils, artificial colours, and fragrances.

# **DAILY** BODY CARE Larens must haves

#### **REVITAL** SHOWER GEL

Regenerating and nourishing shower gel based on the Bioactive Complex formula and Nutrivi water. The synergy of the natural peptides and composition of the active ingredients stimulates the microcirculation, secures the skin with a correct moisture level, leaving it refreshed and soft to touch. Gel thoroughly cleanses withou ut the risk of irritations, it is safe for every skin type. ORGANIC PLUS formula.

Active ingredients: Biopeptide Complex, macadamia oil, allantoin, D-Panthenol, aloe vera, Fucus vesiculosus extract



#### LIP BALM

A nourishing lip balm with Biopeptide Complex and several active ingredients of intense regenerating, moisturizing, and lubricating properties. Effectively prevents dryness, allowing lips to maintain smoothness and softness.

Active ingredients: Biopeptide Complex, jojoba oil, natural vegetable wax, vitamin E

#### MICELLAR LOTION

Liquid makeup remover based on the Bioactive Complex formula and Nutrivi water. The three-fold performance includes a thorough cleansing and refreshing, makeup removal, and skin toning. It is meant for every skin type, has soothing properties, and restores the correct moisture level.

Active ingredients: Biopeptide Complex, collagen, aloe vera, colloidal silver, vitamin C, allantoin

#### REPAIR HAND CREAM

Intensely regenerating hand cream with a natural peptides complex, meant for damaged and dry hand skin care. The cream provides the optimal moisture level and protects against external factors. Effectively soothes irritations and accelerated epidermis regeneration, thanks to the biotin content it also strengthens the nails.

Active ingredients: Biopeptide Complex, collagen, urea, allantoin, biotin

#### AQUA SPRAY

Light, moisturizing, and refreshing peptide mist in a spray. It refreshes, vitalizes, elasticises the skin, soothes irritations. Perfect for a daily care of the skin that is exposed to the harmful influence of dry, hot air, wind and sun, it is recommended for people who spend time in air-conditioned and heated rooms. It can be applied on makeup.

Active ingredients: Biopeptide Complex, collagen, colloidal silver, Hydromanil™, hyaluronic acid, vitamin C



# **DAILY** BODY CARE Larens must haves

#### PERFECT BODY CREAM

LARENS

PERFECT BODY CREAM

Multifunctional body cream, directed to fight skin imperfections. The product provides intense hydration and restores the skin with softness and elasticity.

Its key ingredient, Regestril\* accelerates the collagen synthesis, protects the skin against the free radicals, stimulates its regeneration, effectively reduces stretch-marks. The skin becomes smooth, deeply hydrated, and firmed. The lotion also soothes the irritations caused by tanning and epilation. Thanks to the content of natural collagen, it quickly regenerates, strengthens, and smoothes the skin, effectively inhibiting the ageing process.

Active ingredients: Biopeptide Complex, collagen, Regestril\*, Calmosensine, hyaluronic acid, vitamin E, avocado oil, D-Panthenol, allantoin, shea butter

#### SOS SKIN CARE

Extensively regenerating body cream containing natural peptide complex - Biopeptide Complex, meant for dry and damaged skin care.

Ensures optimal hydration level, elasticises and slightly oils, providing protection against external factors.

It is recommended for dry and damaged skin, it's perfect for massage and skincare during pregnancy.

Product for an entire family.

Active ingredients: Biopeptide Complex, aloe vera, ginkgo biloba, lanolin, collagen



Available in the aroma - fragrant and odorless versions

