

Fillerina®

WORLDWIDE
RENEWAL



“Labo” identifies two different companies:

Labo Cosprophar AG *established in 1986*
St. Jakobs-Strasse 17,
CH-4052 Basel
Switzerland

Labo International srl *established in 1996*
P.zza Zanellato, 5
35131 Padova
Italy



LABO

LABO COSPROPHAR AG – Basel, Switzerland

- The mission of Labo Cosprophar AG -established in Switzerland in 1986- is to research and develop market leader products that give the consumers high benefits in specific areas, such as hair care, skin care and body care.
- Labo Cosprophar AG holds most of the industrial and intellectual property of Labo's products – which are licensed to Labo International, in order to manufacture and distribute them worldwide.



LABO

LABO INTERNATIONAL – Padua, Italy

- Labo International in Padua is responsible for the production and distribution of the products worldwide. In 1996 Labo International starts its operations in Italy:
 - At December 2020, the company counts 70 in office employees. The sales force for the Italian market is composed of a total of 50 exclusive sales reps, including 6 Area managers and 25 promoters visiting client pharmacies.
- After products' tests in the Italian market, distribution is extended at global level



FILLERINA: THE MILESTONES

- 2007** Fillerina project began with the development of 6 different Hyaluronic Acid molecules
- 2012** Worldwide launch of Fillerina 6 Hyaluronic Acids
- 2015** Labo developed the Transdermic Technology which certifies, through a scientific method, the percentage of active ingredients penetrating the skin tissues (epidermis and dermis) of skin and scalp.

FILLERINA:

UK Overview

2015 — 2018 — 2019 — 2020 — 2021 —→

LAUNCH IN UK

Fillerina
6 Hyaluronic Acids

Grade 1, 2, 3

Fillerina Lip Volume
6 Hyaluronic Acids

Fillerina Specific Zones
8 Hyaluronic Acids

Grade 4, 5

LAUNCH IN UK

Fillerina[®] 932
Biorevitalizing

9 Hyaluronic Acids
3 Collagens
2 Elastins

Grade 3, 4, 5

Fillerina[®] 12_{HA}
DENSIFYING - FILLER

12 Hyaluronic Acids
3 Collagens
2 Elastins

Fillerina[®]

1st Filler Treatment

THE CONCEPT BEHIND FILLERINA

The filling properties of Hyaluronic Acid are based on its strong ability to **swell and form a soft and easily malleable plumping/filling gel**, within the skin tissues by combining large quantities of water molecules.



THE CONCEPT BEHIND FILLERINA

Fillerina was born from the need to get important quantities of hyaluronic acid deep into the skin but without a needle and therefore **without invasiveness**. Hyaluronic Acid, indeed, is one of the most used substance in derma-filler injections by aesthetic doctors.

To achieve this goal, Labo carried out extensive researches that led to the **diversification of the molecular weights** of the Hyaluronic Acid itself, so as to allow it to penetrate into the deepest layers of the skin.



THE CONCEPT BEHIND FILLERINA

In this way Fillerina goes beyond the normal cosmetic products containing Hyaluronic Acid, which can claim generally a good hydration of the most superficial layers of the skin



THE CONCEPT BEHIND FILLERINA

Fillerina becomes one
real **alternative to injections**

For an **evident filler action** on wrinkles and
sagging

For **filling and volumizing** particular areas
of the face such as cheekbones and lips



Fillerina: the first dermo-cosmetic filler treatment for at-home use

Fillerina: International Scientific Endorsement

- **Fillerina** in-vivo test was published in the December 2014 Journal of Cosmetic Dermatology that confirms the efficacy of Fillerina
http://www.fillerina.it/jcd_dec_2014.pdf



Fillerina[®] 12_{HA}

DENSIFYING - FILLER

Fillerina[®] 12_{HA}

DENSIFYING - FILLER

HYALURONIC ACID

is based on the properties of hyaluronic acid, one of the most important components of skin ECM (extra cellular matrix).

Contained in connective, epithelial and neural tissues. It is produced by cell membranes. It's essential to tissue healing and to soften impact on the skin.

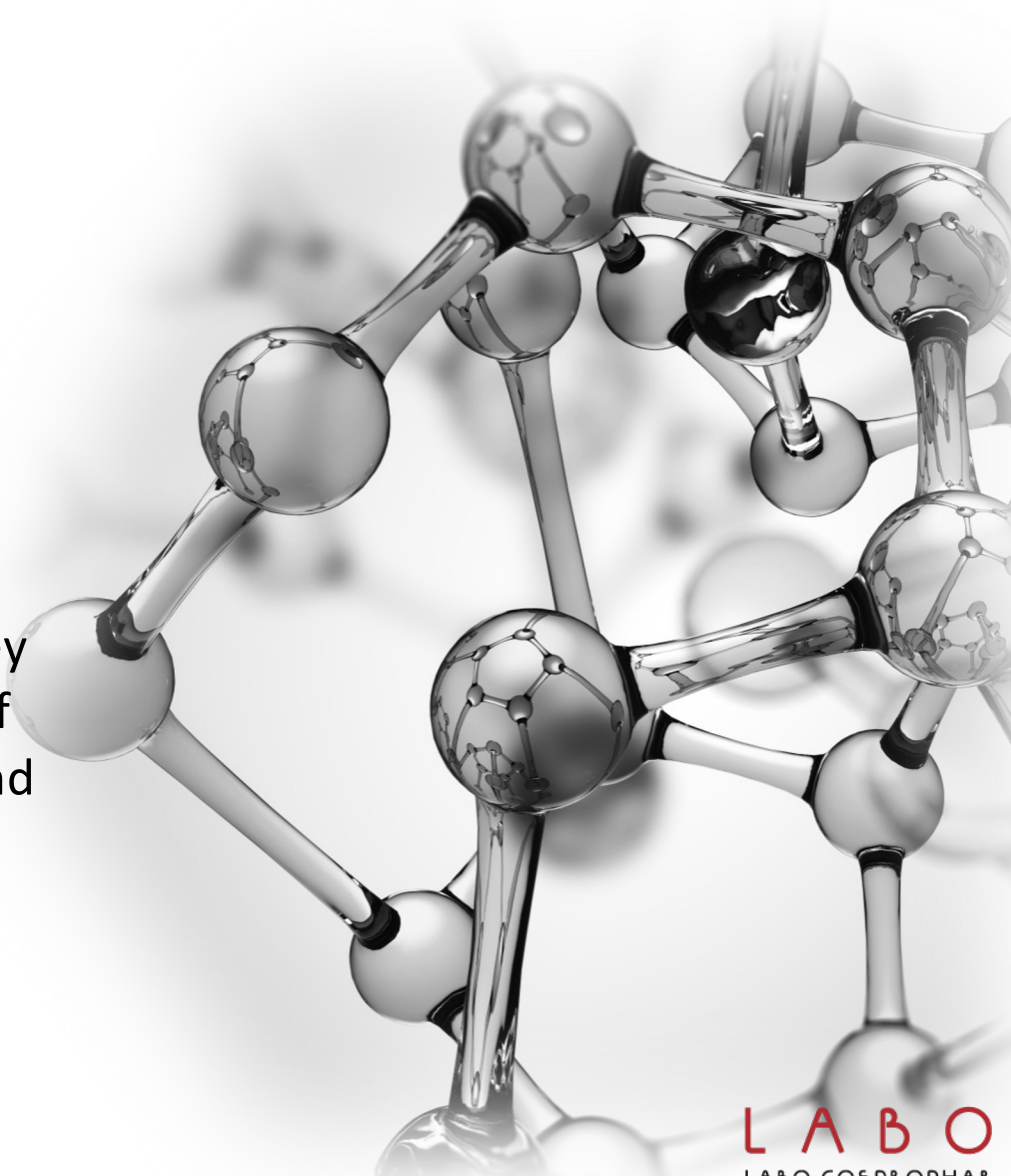


Fillerina[®] 12_{HA}
DENSIFYING - FILLER

THE FORMULATION

Fillerina formulation is based on an exclusive, patented mix of **12 different hyaluronic acid molecules**

For their **varying molecular weights and sizes**, they are especially effective at penetrating the layers of the skin and thus allowing tissues to be filled in and plumped up.



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FILLER EFFECT

12 Hyaluronic Acids with different molecular weight



HA Fillerina basic formulation

HA Fillerina NEW formulation

Fillerina[®]12_{HA}
DENSIFYING - FILLER

12 HYALURONIC ACIDS

Greater amount of filling substances into epidermis and dermis.



INCREASED FILLER RESULTS

12 HYALURONIC ACIDS

- **The molecules with smaller molecular weights** (from 400 to 50,000 Dalton) penetrate up to 100% deep into the dermis.
- **The molecules with higher molecular weights**, instead, play a fundamental filling action in the upper layers of the skin.

| Hyaluronic Acid | Molecular Weight |
|---------------------------------|------------------|
| Hyaluronic Acid Monomer | 400 Da |
| Sodium Hyaluronate | 800 Da |
| Hyaluronic Acid | 1.000 Da |
| Hydrolyzed Sodium Hyaluronate | 5.000 Da |
| Sodium Hyaluronate | 20.000 Da |
| Hydrolyzed Hyaluronic Acid | 50.000 Da |
| Sodium Hyaluronate | 80.000 Da |
| Sodium Hyaluronate | 100.000 Da |
| Sodium Hyaluronate | 200.000 Da |
| Sodium Hyaluronate | 500.000 Da |
| Sodium Hyaluronate | 2.000.000 Da |
| Sodium Hyaluronate Crosspolymer | Cross-linkato |

Fillerina® 12_{HA}
DENSIFYING - FILLER

DENSIFYING EFFECT

In addition to the 12 HA with filling effect, 5 additional molecules have been added to support skin firmness.

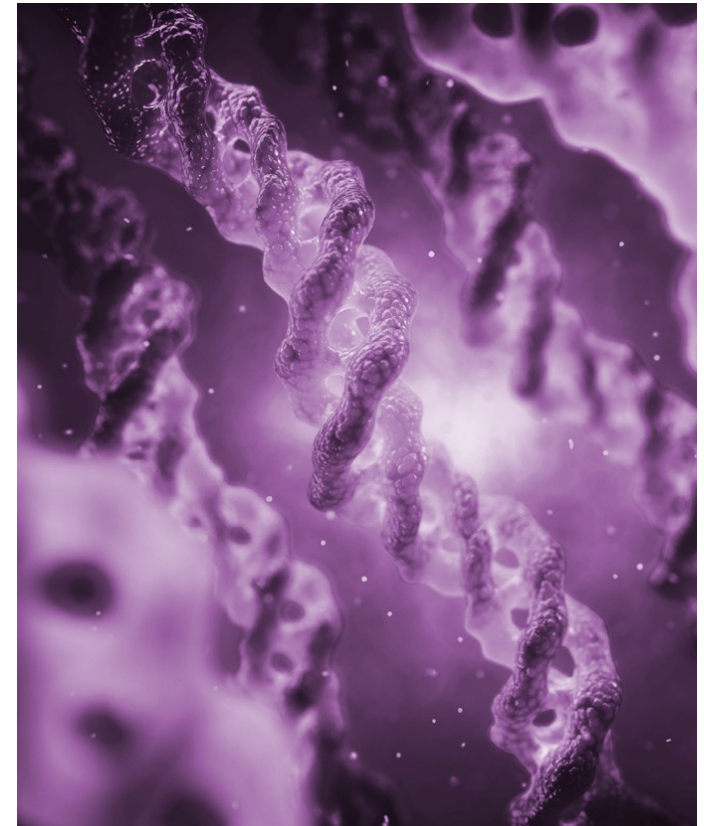
3 COLLAGENS + 2 ELASTINS

Fillerina[®] 12_{HA}

DENSIFYING - FILLER

COLLAGEN

- 72% of the dry weight of the skin consists in Collagen.
- Collagen is a Protein with structural and supporting function.
- It gives density and resistance to traction to the skin.

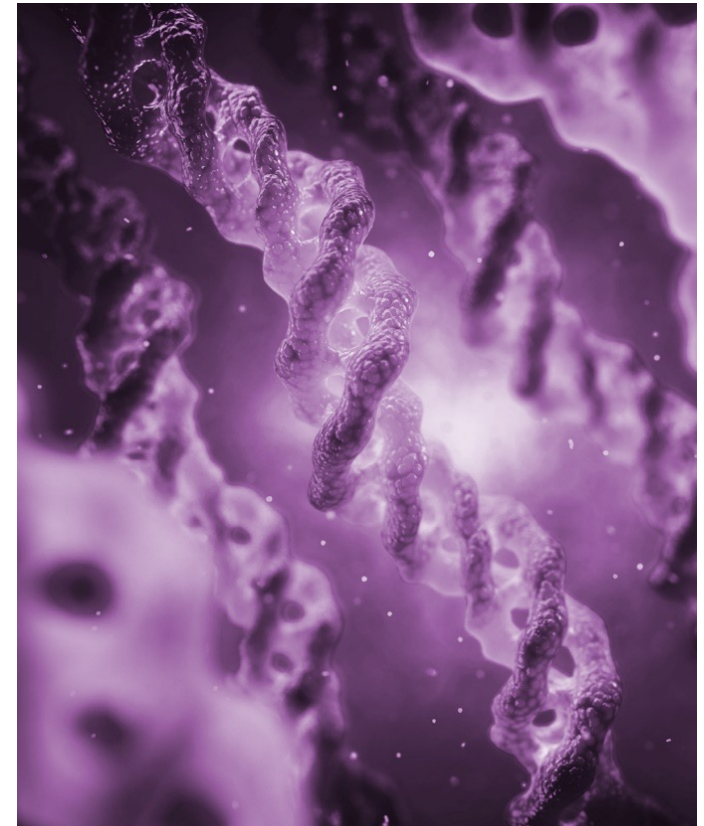


Fillerina[®] 12_{HA}
DENSIFYING - FILLER

LABO 3 COLLAGENS

With age, the amount of collagen in the skin decreases significantly, with subsequent loss of density, appearance of wrinkles and creases.

In Fillerina 12_{HA} Gel formulation, Labo inserted **3 Collagen molecules** diversifying in terms of their molecular weight (2.000 Da, 12.000 Da and 300.000 Da).



Fillerina[®] 12_{HA}
DENSIFYING - FILLER

ELASTIN

Elastin is a protein fiber that gives elasticity to skin, ligaments and arteries.

Elastin gives the skin mechanical properties of resilience and elasticity and it is thanks to its presence that the skin resists deformation.



Fillerina[®] 12_{HA}
DENSIFYING - FILLER

LABO 2 ELASTINS

Fillerina 12_{HA} formulation contains 2 molecules of Elastin with 1,400 and 2,200 Dalton molecular weights and an almost total penetration capability, which **contribute to the skin elasticity and plasticity.**



TRANSDERMIC TECHNOLOGY **Swiss Patent (CH 711 466)**

Low molecular weight of the active ingredients, ranging between 400 and 50,000 Dalton;

3 Enhancers that allows the active ingredients to penetrate into epidermis and dermis;

Measurement of the quantity of the substances that penetrated into epidermis and dermis with Franz Cells tool;

Penetration percentages of the active ingredients is disclosed on the packaging of Fillerina 12_{HA} Densifying Filler.

Fillerina[®] 12_{HA}

DENSIFYING - FILLER

TRANSDERMIC TECHNOLOGY

FILLER EFFECT 12 HYALURONIC ACIDS

104,47%

Hyaluronic Acid Monomer
0.4K Da

105,84%

Sodium Hyaluronate
0.8K Da

96,98%

Hyaluronic Acid
1K Da

105,35%

Hydrolyzed Sodium Hyaluronate
5K Da

105,80%

Sodium Hyaluronate
20K Da

104,03%

Hydrolyzed Hyaluronic Acid
50K Da

100,20%

Sodium Hyaluronate
80K Da

69,20%

Sodium Hyaluronate
100K Da

55,65%

Sodium Hyaluronate
200K Da

55,20%

Sodium Hyaluronate
500K Da

39,93%

Sodium Hyaluronate
2000K Da

27,36%

Sodium Hyaluronate
Crosspolymer

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Fillerina[®] 12_{HA}

DENSIFYING - FILLER

TRANSDERMIC TECHNOLOGY

DENSIFYING EFFECT

3 COLLAGENS – 2 ELASTINS

101,30%

Hydrolyzed Collagen

2K Da

95,50%

Hydrolyzed Collagen

12K Da

74,60%

Soluble Collagen

300K Da

97,06%

Hydrolyzed Elastin

2,2K Da

98,38%

Hydrolyzed Elastin

1,4K Da

IN-VIVO TEST

An in-vivo test (double-blind against placebo) was conducted to evaluate the efficacy of Fillerina:

- to fill skin depressions (wrinkles, fine lines, expression lines),
- to reshape the cheekbones and give volume to lips.

Volunteers: 20+20 (active + placebo)

Results measured with clinical and instrumental assessment.

Study published on the Journal of Cosmetic Dermatology (JCD)

Fillerina[®]12_{HA}
DENSIFYING - FILLER

IN-VIVO TEST

Results

- REDUCTION OF WRINKLE DEPTH
- REDUCTION OF WRINKLE VOLUME
- LIFTING OF FACIAL FEATURES
- INCREASE OF CHEEKBONE VOLUME
- LIFTING OF CHEEKBONES
- INCREASE IN LIP VOLUME

Fillerina[®] 12_{HA}
DENSIFYING - FILLER

THE PRODUCT

**FIRST DERMO-COSMETIC
FILLER FOR AT-HOME USE**

based on a specific kit of treatment
consisting of:

a **Filler Gel**

a **Nourishing Film**



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Fillerina® 12_{HA}
DENSIFYING - FILLER

THE PRODUCT

whose application with a specific dispenser can be done easily by oneself for 14 days.

distinguished from any other cosmetic product



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LABO COSPROPHAR

Fillerina[®] 12_{HA}

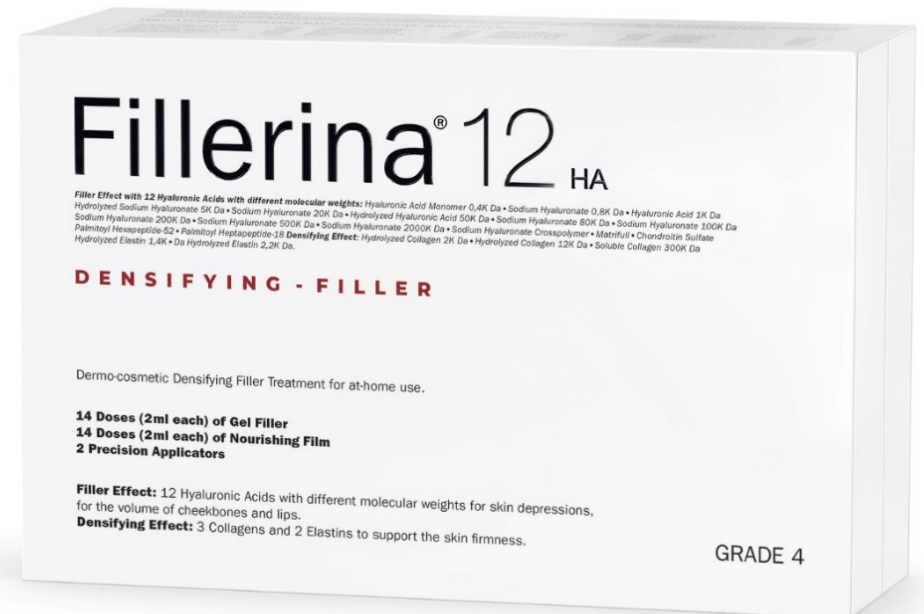
DENSIFYING - FILLER

THE PRODUCT

Fillerina 12_{HA} Densifying - Filler

Filler Effect with 12 Hyaluronic Acids
Densifying Effect with 3 Collagens and 2 Elastins

Intensive Treatment for 14 days
Available in grades 3 – 4 – 5



MARKET PLAYERS BEFORE

MARKET PLAYERS AFTER

HA injections
made by doctors



Empty space:
Consumers can't
find a valid
alternative



Fillerina:
dermo-cosmetic
filler treatment
with 12 different
HA. Tested
penetration in
epidermis and
dermis.

Creams and
serums
containing HA



Fillerina[®]12_{HA}
DENSIFYING - FILLER

METHOD OF APPLICATION

Fillerina[®]
12 HYALURONIC ACIDS
FOR AT-HOME USE

Fillerina[®] 12_{HA}

DENSIFYING - FILLER

METHOD OF APPLICATION

The **Filler Gel** is the most active preparation: it is defined as a “mechanical and reconstructive gel” because it contains very high percentages of the 12 hyaluronic acids that can be absorbed immediately and continuously.

For its function it must be applied with a specific applicator (patented Labo)



Fillerina[®] 12_{HA}

DENSIFYING - FILLER

METHOD OF APPLICATION

draw up two separate 1 ml amounts of products (total of 2 ml per application) and release it into the desired areas.

The Gel Filler should be left to work **for 10 minutes**.

Using the palm of the hand, **pat gently** the remaining product so it penetrates effectively

Any feeling of tension on the skin is due to the action of the product.



Fillerina[®] 12_{HA}

DENSIFYING - FILLER

METHOD OF APPLICATION

After the absorption of Fillerina Gel, Fillerina Nourishing Film ensures the highest comfort and nourishment to the face skin thanks to moisturizing and revitalizing ingredients: perfect as a day or night cream, leaves the skin bright and silky.



Fillerina[®] 12_{HA}

DENSIFYING - FILLER

IMPORTANT

To facilitate the action of the product, it is advisable to drink two glasses of water before the application of Fillerina Gel.



Fillerina® 12_{HA}

DENSIFYING - FILLER

DAILY TREATMENTS

The daily treatments contribute to prolonging the action of the intensive gel treatment

Day cream

Night Cream

Eye Contour Cream

Lip Contour Cream

Grades 3 - 4 - 5



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Fillerina[®] 12_{HA}

DENSIFYING - FILLER

PRICING

| | Grades | | |
|---|--------|------|------|
| | 3 | 4 | 5 |
| Fillerina 12 Densifying-Filler Intensive Treatment: | £85 | £115 | £130 |
| Fillerina 12 Densifying-Filler Daily Treatments | | | |
| Day cream: | £60 | £70 | £80 |
| Night Cream: | £65 | £75 | £85 |
| Eye Contour Cream: | £50 | £60 | £70 |
| Lip Contour Cream: | £50 | £60 | £70 |

NEW

FILLERINA 12HA

Densifying – Filler

Specific Zones

**Lips and Mouth
Eyes and Eyelids**

Cheekbones

Neck and Cleavage

INTRODUCTION

As skin ages, the amount of Hyaluronic Acid gradually decreases, causing imperfections such as age wrinkles, expression lines and a loss of volume (emptying and skin depressions), especially on:

eye contour

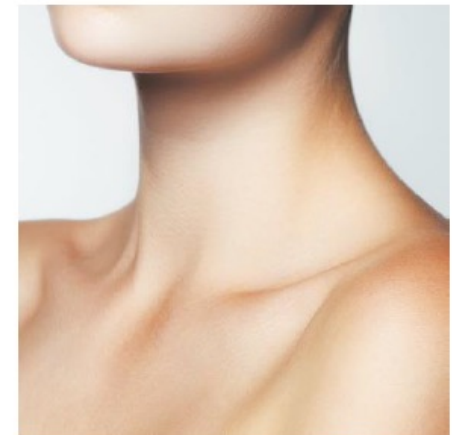
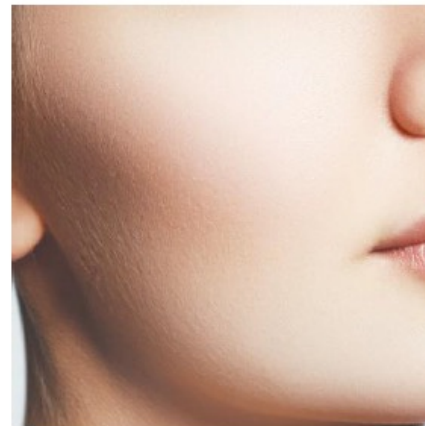
lips

neck and cleavage

LABO'S GOAL

The studies that led to the development of Labo Specific Zones preparations started from the aesthetic medicine and arrived to the creation of:

- *specific formulations for targeting specific areas of the face.
- *use of special applicators for each zone to be treated to allow an optimal penetration and distribution of the products.



Fillerina[®] 12_{HA}

DENSIFYING - FILLER

Specific Zones

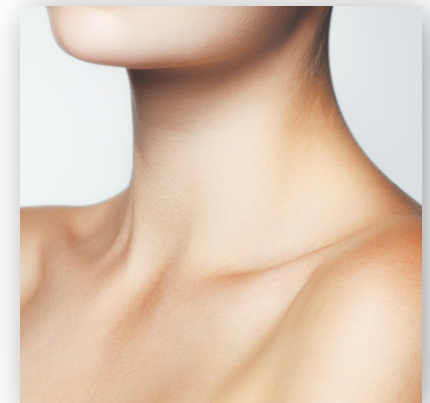
Fillerina[®]12_{HA} **Specific Zones**

DENSIFYING - FILLER

NEW FORMULATION

In Fillerina 12HA Specific Zones the mix of molecules is calibrated to adapt to the skin of each specific area and to optimize their absorption, as well as the filling, plumping, densifying and anti-wrinkle effects.

Each Specific Zones formulation has been adapted with specific active ingredients that target the areas to be treated (anti-wrinkle, firming, plumping effects).



Fillerina[®] 12_{HA} **Specific Zones**

DENSIFYING - FILLER

FILLER
EFFECT

**12 Hyaluronic
Acids**

DENSIFYING
EFFECT

**3 Collagens
2 Elastins**

especially effective at penetrating the layers of the skin, thus allowing tissues to be filled in and plumped up. Addition of **3 new Hyaluronic Acids**, with 20.000, 80.000 and 500.000 Da molecular weights, therefore with a great penetration capability.

to perform a densifying effect on the sagging signs of the skin tissues.

In each formulation they are calibrated and motulated according to the area to be treated.

+ SPECIFIC ACTIVE INGREDIENTS TARGETING THE AREA TO BE TREATED

Pseudoalteromonas Ferment Extract

→ for lips and mouth

Acetyl Hexapeptide-30

→ for eyes and eyelids

Acetyl Hexapeptide-38

→ for cheekbones

3-Aminopropane Sulfonic Acid and Lactobacillus Ferment

→ for neck and cleavage

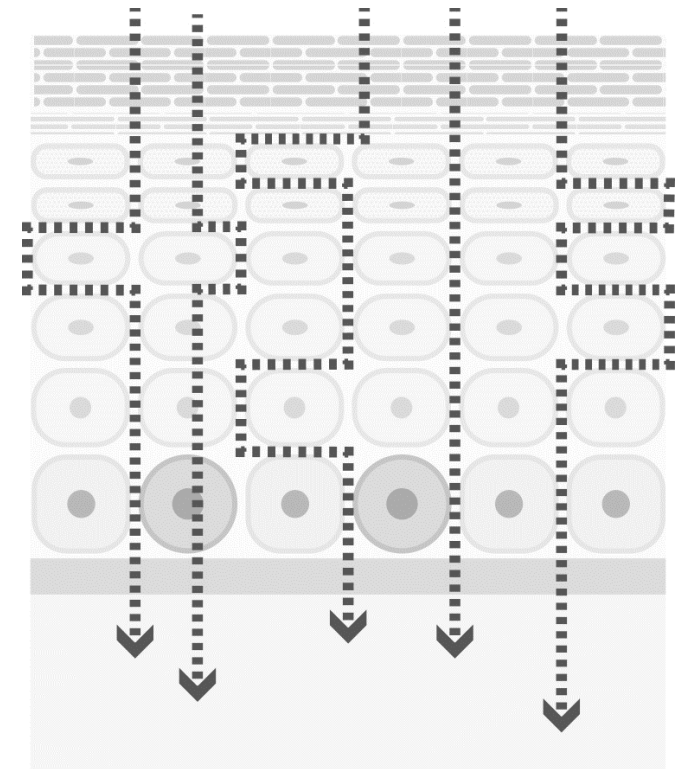
Fillerina[®]12_{HA} **Specific Zones**

DENSIFYING - FILLER

LABO TRANSDERMIC TECHNOLOGY

Since 2007, Labo has carried out extensive researches in the field of dermo-cosmetic substances absorption with the aim of achieving similar effects to those of aesthetic medicine.

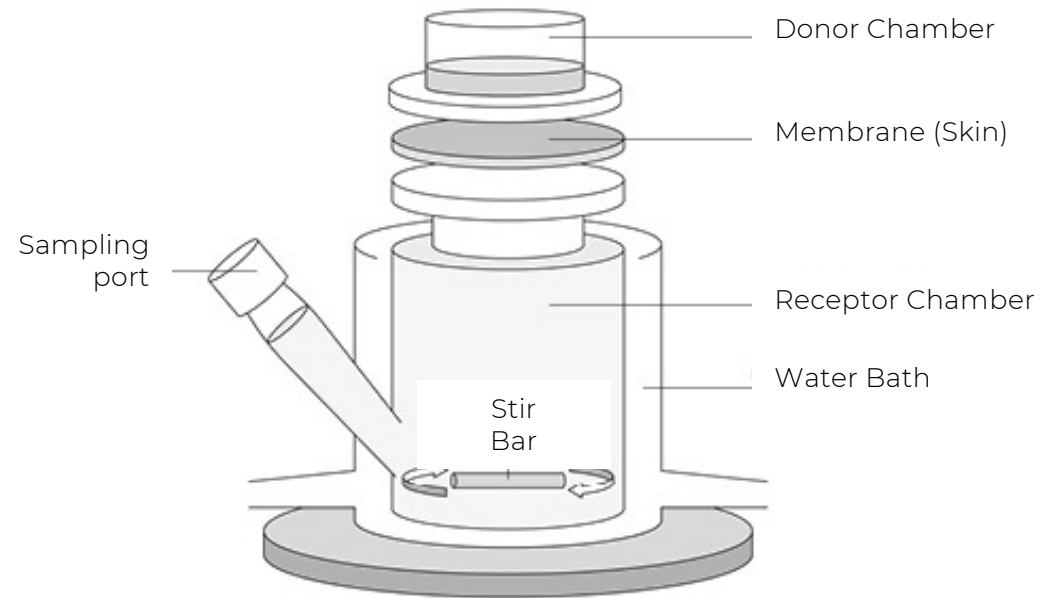
To understand their true penetration capabilities, they underwent an ex-vivo test: it was thus possible to establish, for each hyaluronic acid molecule, with specific functions contained in the preparation, if it really penetrates the cutaneous layers, and eventually, the precise quantity.



LABO TRANSDERMIC TECHNOLOGY

The ex-vivo results highlighted the importance of a molecular weight: the lower the molecular weight of the substance, the more it can penetrate the stratum corneum and reach the epidermis and dermis where it can act.

The methodology for evaluating the penetration percentages used in pharmacology to test the drug release through the skin tissues is called **Franz Diffusion Cells**.



Fillerina[®]12_{HA} **Specific Zones**
DENSIFYING - FILLER

LABO TRANSDERMIC TECHNOLOGY

Labo patented this method and applied it to several active molecules for dermo-cosmetic use to make them similar, in their penetration into epidermis and dermis, to those injected by the aesthetic doctor.

Swiss Patent
CH 711 466



SWISS
PATENT

Fillerina[®] 12_{HA} **Specific Zones**

DENSIFYING - FILLER

PENETRATION CHART OF THE ACTIVE INGREDIENTS

12 Hyaluronic Acids

| Hyaluronic Acid Monomer | Sodium Hyaluronate | Hyaluronic Acid | Hydrolyzed Sodium Hyaluronate | Sodium Hyaluronate | Hydrolyzed Hyaluronic Acid |
|-------------------------|--------------------|-----------------|-------------------------------|--------------------|----------------------------|
| 0,4 | 0,8 | 1 | 5 | 20 | 50 |
| 104,47% | 105,84% | 96,98% | 105,35% | 102,30% | 104,03% |

| Sodium Hyaluronate | Sodium Hyaluronate | Sodium Hyaluronate | Sodium Hyaluronate | Sodium Hyaluronate | Sodium Hyaluronate Crosspolymer |
|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------------------|
| 80 | 100 | 200 | 500 | 2.000 | – |
| 98,20% | 69,20% | 55,65% | 56,50% | 39,93% | 27,36% |

3 Collagens, 2 Elastins

| Hydrolyzed Collagen | Hydrolyzed Collagen | Soluble Collagen | Hydrolyzed Elastin | Hydrolyzed Elastin | Molecular Weight in Kda |
|---------------------|---------------------|------------------|--------------------|--------------------|-------------------------------------|
| 2 | 12 | 300 | 1,4 | 2,2 | |
| 101,30% | 95,50% | 74,60% | 98,38% | 97,06% | Penetration % of Epidermis + Dermis |

Fillerina[®]12_{HA} **Specific Zones**
DENSIFYING - FILLER

THE IMPORTANCE OF THE WATER

To facilitate the action of the product, it is advisable to drink two glasses of water before the application of Fillerina.



Fillerina[®] 12_{HA} **Specific Zones**

DENSIFYING - FILLER

SPECIFIC ZONES FILLER

Special applicator for the massage of the area to be treated (different for each area) which allows for an optimal penetration and distribution of the Filler Gel.

The **mix of molecules is modulated** to adapt to the skin of each specific Area.

Each Specific Zones formulation has been adapted **with specific active ingredients that target the areas to be treated** (anti-wrinkle, firming, plumping effects).



Fillerina[®]12_{HA} **Specific Zones**

DENSIFYING - FILLER

LIPS AND MOUTH

promotes a plumping and filling effect of the tissues and defines the mouth contour thanks to its anti-wrinkle action

12 Hyaluronic Acids (3 New Ones – 20K, 80K, 500K Da)
3 Collagens
2 Elastins

PLUS +

Pseudoalteromonas Ferment Extract

specific component that is particularly effective at stimulating the collagen synthesis at skin level, thus helping reduce the visible signs in the short/long-term on the lip contour (test on the active ingredient).



7ml

Fillerina[®]12_{HA} **Specific Zones**

DENSIFYING - FILLER

LIPS AND MOUTH

Tip with 3 small stainless-steel spheres releasing a large quantity of Gel on lips and mouth contour to optimize the application, the massage and therefore the effectiveness.

Apply the product several times a day.
The gel shall be applied on clean lips.
The treatment lasts about one month. Repeat it frequently throughout the year.

Grade 3 - 4 - 5



Fillerina[®]12_{HA} **Specific Zones**

DENSIFYING - FILLER

EYES AND EYELIDS

promotes the filling of the crow's feet wrinkles on the eye contour and helps lift the eyelids

12 Hyaluronic Acids (3 New Ones – 20K, 80K, 500K Da)

3 Collagens

2 Elastins

PLUS +

Acetyl Hexapeptide-30

supports the anti-wrinkle effect on the eye contour and on the eyelids, by promoting the reduction of the skin micro-contractions, which enhance the appearance of expression lines (test on the active ingredient).



15ml

Fillerina[®]12_{HA} **Specific Zones**

DENSIFYING - FILLER

EYES AND EYELIDS

a finger-shaped tip made of hypoallergenic material to release an adequate quantity of Gel on the eye contour area and allow to massage the skin to optimize the penetration and, therefore, the effectiveness.

Apply the product twice a day, morning and evening. It is advisable to apply the product for at least one month. The treatment can be repeated more times throughout the year.

Grade 3 - 4 - 5



Fillerina[®]12_{HA} **Specific Zones**

DENSIFYING - FILLER

CHEEKBONES

helps increase the volume of cheekbones and define the zygomatic arches

12 Hyaluronic Acids (3 New Ones – 20K, 80K, 500K Da)

3 Collagens

2 Elastins

PLUS +

Acetyl Hexapeptide-38

Specific active ingredient supporting the increase in cheekbones volume and the skin turgor, by counteracting the emptying caused by the aging process (test on the active ingredient).



15ml

Fillerina[®]12_{HA} **Specific Zones**

DENSIFYING - FILLER

NECK AND CLEAVAGE

helps the filling of neck and cleavage circular wrinkles and provides the tissues of these specific areas with a firming effect

12 Hyaluronic Acids (3 New Ones – 20K, 80K, 500K Da)

3 Collagens

2 Elastins

PLUS +

3-Aminopropane Sulfonic Acid and **Lactobacillus Ferment**

Specific active ingredients with firming and filling action, that efficaciously counteract neck wrinkles (Venus necklaces) and cleavage wrinkles (test on the active ingredient).



30ml

Fillerina[®] 12_{HA} **Specific Zones**

DENSIFYING - FILLER

NECK AND CLEAVAGE

A tip provided with 5 small stainless-steel spheres and comes with a tube containing 30 ml of Gel, able to release an adequate of Gel on neck and cleavage that allows to massage the skin to optimize the Gel penetration and, therefore, the effectiveness.

The gel shall be applied on clean skin. The product has to be applied with the same methods twice a day, morning and evening. The treatment can be repeated more times throughout the year.



Thank You!