

FILORGA

PROVEN MEDICAL EFFICACY LUXURIOUS EXPERIENCE

A FRENCH LABORATORY CREATED IN 1978 FASCINATED BY CELLULAR AGEING



A PATENTED INJECTABLE BROTH CELLULAR REJUVENATION POWER



NCTF – NEW CELLULAR TREATMENT FACTOR A unique complex of 53 active ingredients :

HYALURONIC ACID



12 vitamins

23 amino acids

6 co-enzymes

6 minerals

5 nucleic acids

1 anti-oxidant

That recreates within the dermis the ideal cell "ecosystem"

FIBROBLASTS STIMULATION COLLAGENE STIMULATION ANTI-FREE RADICAL ACTION

+ 147%*

+ 256%*

+ 90%*

INJECTED INTO THE DERMIS EXCEPTIONAL CLINICALLY PROVEN RESULTS



HOMOGENEITY

RADIANCE

WRINKLES ATTENUATION

TONICITY

MOISTURE

PORES SHRINKENING + 167%**

+ 144%**

+ 72%**

+ 103%**

+ 132%**

+ 98%**

A REFERENCE ON THE MARKET #1 IN SKIN POLYREVITALIZATION

- / 3 million vials sold
- / Number 1 product in skinpolyrevitalisation in the world
- / Numerous publications in dermatological reviews and international congresses





LEGITIMACY IN THE MEDICAL COMMUNITY A FULL RANGE OF PRODUCTS FOR THE DOCTORS





10 MILLIONS PROCEDURES ARE MADE WITH FILORGA PRODUCTS

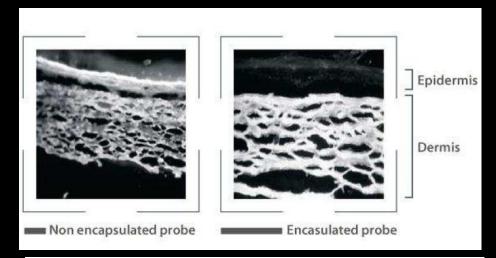
IN 2007: A DISCOVERY FROM CNRS INJECTION WITHOUT NEEDLE

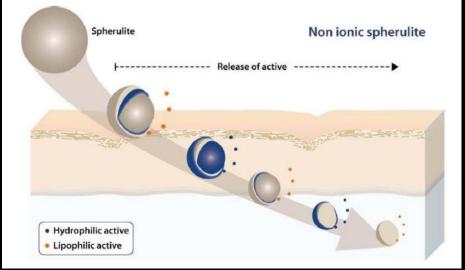
Result from a patented discovery by the French CNRS*

Microscopic vector (0,1 µm) for deep penetration enables an injection-like diffusion

PROVEN RESULTS

NCTF and medical grade HA,
identical to the one used for
injection can penetrate the dermis
without needle.

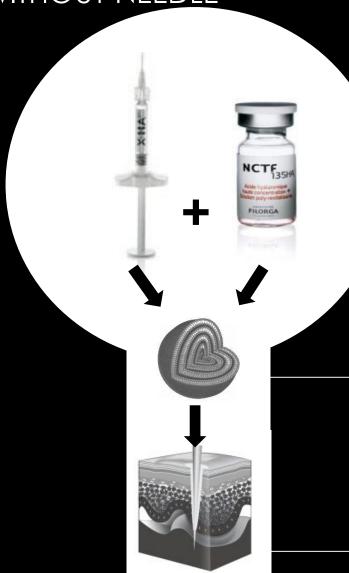




^{*} Centre National de la Recherche Scientifique National center for scientific research

A UNIQUE TECHNOLOGY

INJECTIONS WITHOUT NEEDLE



EXCLUSIVE CORE FORMULA Hyaluronic acid + NCTF

CHRONOSPHERES ENCAPSULATION

PENETRATION, DEEP DOWN TO THE DERMIS

THE FIRST ANTI AGE MEDICOSMETICS WITH NCTF+HA INSIDE

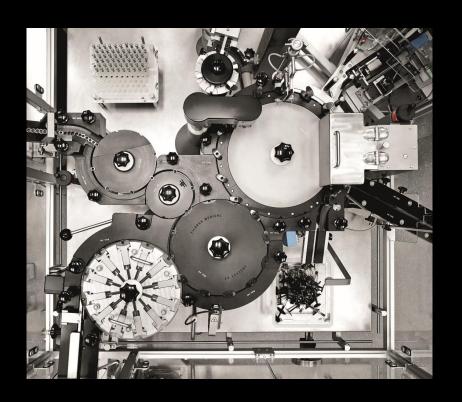


MEDICAL FOR ITS EFFICACY WITH SYSTEMATIC CLINICAL PROOFS



RESULTS OF OUR ANTI WRINKLE CREAM - ZERO TOUCH UP

MEDICAL FOR ITS PRODUCTION REQUIREMENTS PHARMACEUTICAL STANDARDS



100% FRENCH HIGH TECH FACTORY

LABELED ISO 13485 PHARMACEUTICAL LEVEL

MEDICAL FOR ITS R&D A SCIENTIFIC COMITTEE OF EMINENT SPECIALISTS



GÉRARD REDZINIAK PAST PRESIDENT OF THE FRENCH SOCIETY OF COSMETOLOGY



PR PHILIPPE PICCERELLE PHARMACIST



DR SYLVIE BOISNIC DERMATOLOGIST



JEAN CLAUDE LE JOLIFF BIOLOGIST

DR PATRICK TREVIDIC

PLASTIC SURGEON



BUT LUXURIOUS EXPERIENCE AN ASPIRATIONAL SKINCARE BRAND



GORGEOUS TEXTURES
PRECIOUS PACKAGING
UPSCALE COMMUNICATION

THE « FRENCH TOUCH »

BRAND IDENTITY VERY RECOGNIZABLE CODES



BLACK BACKGROUND

STAR PRODUCT

SYMBOL OF PRODUCT'S ACTION

ALLIANCE OF LUXURY AND MEDICAL CODES

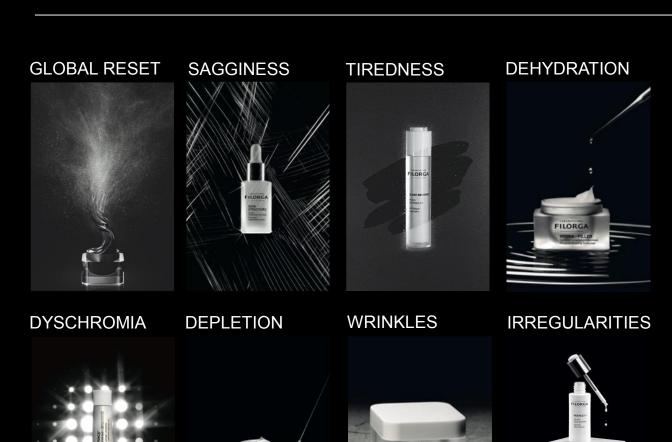
BRAND IDENTITY A UNIQUE BRAND UNIVERSE







THE FIRST MEDICOSMETICS RANGE AGAINST ALL AGEING SIGNS WAS BORN



FILORGA

PRODUCTS
DEDICATED
TO ANTI AGEING

BEST SELLERS TOP 5 (2014)

1



TIME-FILLER

Absolute wrinkles correction

2



OPTIM-EYES

Eye contour

3



TIME FILLER-EYES

Eye contour

4



ISO-STRUCTURE

Absolute firming cream

5



BB PERFECTPro-youth beauty balm

TARGET ULTRA-PERFORMING CARES FOR EVERY WOMEN

THE PERFORMANCE OF ANTI-AGEING MEDICAL TREATMENTS usually reserved for regular attendants of the aesthetic medicine doctors' offices.

- WOMEN LOOKING FOR HIGH PERFORMANCE SKIN CARE RELUCTANT TO PROCEDURES quick visible results
- 2. WOMEN REGULARLY DOING PROCEDURES (injections, peelings, mesotherapy, ...), maintenance of the results and global skin quality

WHAT MAKES THE DIFFERENCE?

MEDICAL EFFICACY



LUXURIOUS EXPERIENCE

AND ALSO:

REASONABLE PRICE POINT OPTIMUM PERFORMANCE / PRICE RATIO

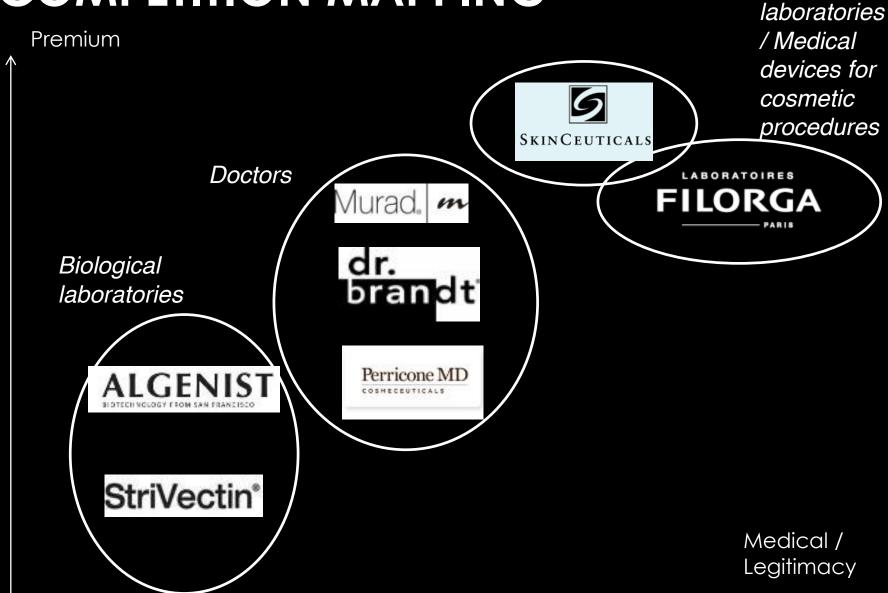
THE BEST PERFORMER ON THE MARKET A DOUBLE DIGIT GROWTH SINCE 8 YEARS

TURNOVER X 10 over the last 8 years

THE BEST GROWTH since 5 years among all the labs:

+ 40% PER YEAR

COMPETITION MAPPING



Medical

COMPETITIONADVANTAGES OF FILORGA









Quick visible results vs status

Word of mouth vs share of voice

Niche desirable brand vs main stream







MEDI-COSMETIQUE

A SUCCESSFUL RANGE

The first non annoncing brand named in the press in France (out of 660 brands) with more than 1000 publications

Regular training

A short range with a strong profitability vs space on shelf

Strong marketing support on POS: 50% of turnover invested in marketing tools and support

A loyal, almost addict consumer which becomes our best embassador

In less than 5 years :

A wordwide brand present on more than 40 markets

A dynamic launching strategy: 4 new products per year

A reference brand for anti-ageing:
2 OPTIM-EYES ® sold per
minute in the world

In 2013, the strongest growth of the sector in France: +40%

MEDI-COSMETIQUE

GLOBAL RETAILERS WHO TRUST US





MARIONNAUD

ICI PARIS XL

LOTTE KOREA

CORTE INGLES

EDGARS

KICKS







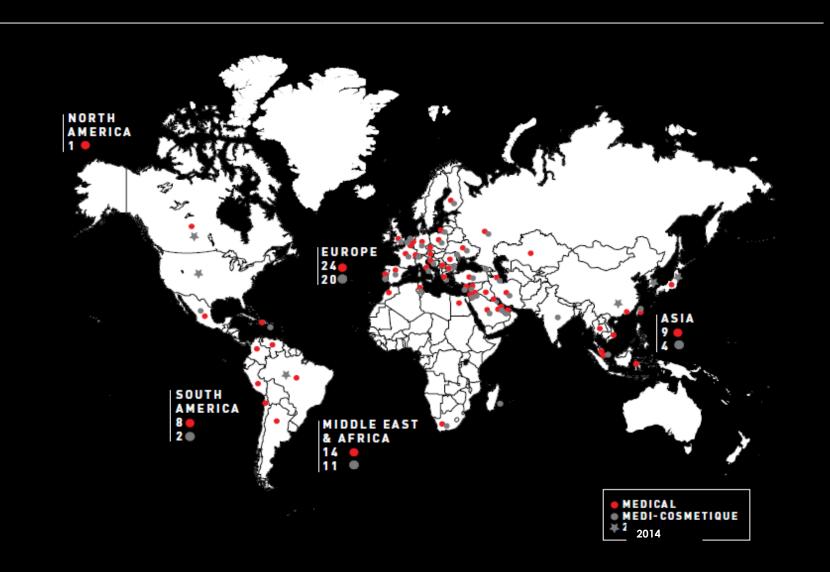


A HUGE SUCCESS IN PERFUMERY STORES #6 BRAND IN FRONT OF CLINIQUE

MARIONNAUD RESULTS (YTD JUNE 2014)

RANKING	BRAND
	(SKIN CARE CATEGORY)
1	Clarins Paris
2	Sisley
3	Lancôme
4	Estee Lauder
5	Christian Dior
6	Laboratoires Filorga
7	Clinique
8	Guerlain
9	Shiseido
10	Biotherm
11	Chanel
12	Lancaster
13	La Prairie
14	Carita
15	Yves Saint Laurent

A FAST INTERNATIONAL EXPANSION 40 COUNTRIES, 6000 POS



IMPACTFUL ADVERTISING OUTDOOR CAMPAIGNS

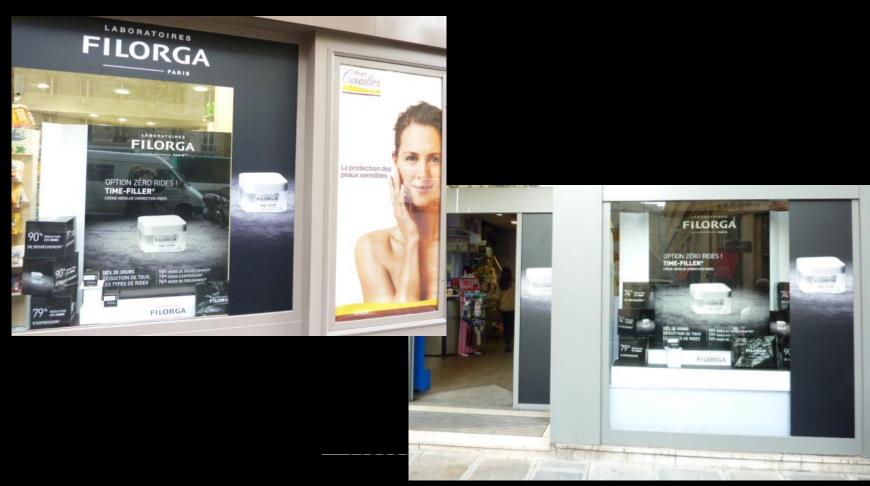




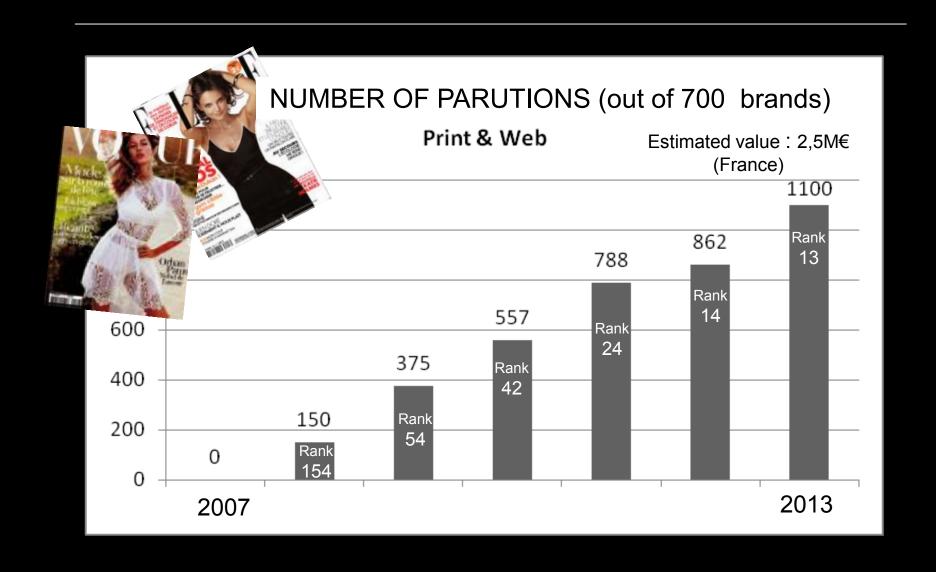
IMPACTFUL MERCHANDISING DEPARTMENT STORES COUNTERS



IMPACTFUL MERCHANDISING WINDOW DISPLAYS



A JOURNALIST LOVE BRAND THE FIRST NON-ANNOUNCING BRAND NAMED IN THE PRES



BEST CLIPPINGS

Vogue



D Repubblica



Elle



Fabulous



Vogue



Vogue



BEST CLIPPINGS

Gala



Linda



Emotion



Elle



Elle



Gael



Linda



A JOURNALIST LOVE BRAND WITH NUMEROUS BEAUTY AND INNOVATION AWARD

VICTOIRES DE LA BEAUTÉ

OPTIM-EYES MESO-MASK

NEOCICA

ELECTED BY ELLE

C RECOVER OPTIM-EYES

ELECTED BY GRAZIA

LIP STRUCTURE

AWARD OF INNOVATION COSMEETING



A VIP LOVE BRAND ENDORSED BY THE FASHION PLANET



LADY GAGA Singer



CARLA BRUNI SARKOZY Singer and 1st lady



KENZO Fashion designer



ALICE TAGLIONI Actress



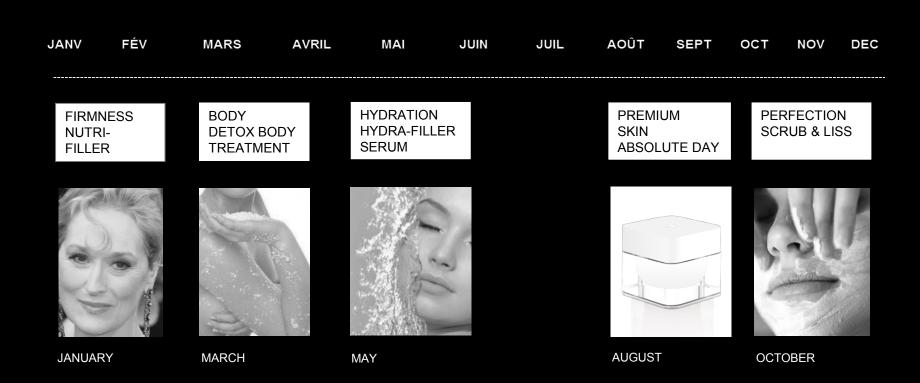
ELLE MC PHERSON Model and actress



VAHINA GIOCANTE Actress

HOW CAN WE MAKE IT HAPPEN?

A VERY DYNAMIC BRAND 5 LAUNCHES PER YEAR



SKIN EXPERT SKIN DIAGNOSIS TOOL

SKIN DIAGNOSIS WIRELESS TOOL

1. Instrumental measures: skin texture, eye wrinkles, dark spots, hydration, pores

2. Personalised assessment

3. Loyalty: data bases

Compatible with Galaxy tablets



STRONG TRADE MARKETING SUPPORT

EXCLUSIVE MERCHANDISING TOOLS Podiums, displays, shelf showcase, testers

ENCOURAGE TRIAL
IMPACTFUL CONSUMER OFFERS
Specific sizes, GWP, coffrets, starter kits, price offer

INVOLVE TEAMS
BRAND INCENTIVES

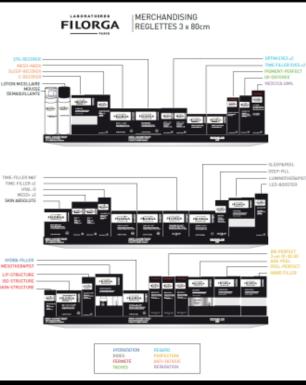
INCREASE BRAND AWARENESS
CRM OPERATIONS : mailings + newsletters

MASSIVE SAMPLING SUPPORT



ATTRACTIVE MERCHANDISING EASY NAVIGATION SYSTEM





STARIFICATION OF PRODUCTS

EASY NAVIGATION WITHIN THE RANGE

LEAFLET FOR CONSUMERS

SPECIFIC PRODUCT SIZES AND GIFTS DISCOVERY SETS AND TRAVEL KITS



TIME FILLER

FREE TRIAL SIZES

OPTIM EYES 4 ML MESO + 10 ML MESO MASK 15 ML



SPECIAL PRICE

MESO+ 10 ml OPTIM EYES 4 ml TIME FILLER 15 ml MESO MASK 15 ml

SPECIFIC PRODUCT SIZES AND GIFTS PROMOTIONAL SIZES ON BEST SELLERS







MESO+ 20ML TUBE



HYDRA-FILLER 30ML TUBE



TIME FILLER 30ML TUBE

VISIBILITY ON THE NET

FACEBOOK



TWITTER



BLOGS



WEB MAGAZINES



VISIBILITY ON THE NET NEW WEB SITE







COMPETITION

COMPETITIVE ADVANTAGES OF FILORGA



French origins, french touch

Strong credibility and efficacy, proven results, medical studies, performance of formulas, visible and fast results

A high number of active ingrdients, optimized concentrations

Hyaluronic acid + NCTF in all our creams, vectorization system (chronospheres) for deeper penetration of active ingredienst, « without needles»

High cosmeticity and sensoriality of products

Innovative products, some that you can find only in the Filorga range

Sophisticated packagings, « luxe », coherence of mix and codes, « Chanel-like»

Good value for money: premium + efficacy at affordable price



FILORGA FILORGA

SLEEP-RECOVER

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HYAL-DEFENCE

FILORGA

MOUSS DE

ANTE

FILORGA

HYDRA - FILLER
Hydradart suractive pro-journesse
Pro-youth boosting mosturater

CREAMS

WRINKLES



50 ml

TIME-FILLERAbsolute wrinkles correction

After 2 months: Expression wrinkles – 45%, Deep wrinkles – 47%, Dryness wrinkles – 47%

All types of wrinkles

WRINKLES-PERFECTION



50 ml

TIME-FILLER MAT

Perfector care [wrinkles + pores]

Immediately: matte complexion and reduced pores After 2 months: Forehead wrinkles - 48% Sebum production- 45%

Wrinkles + imperfections

FIRMNESS



50 ml

ISO-STRUCTURE

Absolute firming cream

62% firmer skin after 4 weeks, anti-slackening

Sagging skin

EYES



15 ml

OPTIM-EYES

Eye contour

After 4 weeks: Anti-wrinkles 73% Anti-puffiness 63% Anti-dark circles 61%

Complete eye contour treatment

CREAMS

MOISTURE



50 ml

HYDRA-FILLER

Pro-youth boosting moisturizer

2 hyaluronic acids

After 28 days 100% hydrated skin 76% smoothed dehydration line

Moisture + age prevention

PERFECTION



40 ml

BB PERFECT

Pro-youth beauty balm

Perfect skin in one gesture: moisturizes, fights ageing, redeness, imperfections, UV protection, natural coverage

Creates an ideal skin / complexion

REPAIR



40 ml

NEOCICA

Universal repairing care

Repairs, soothes irritated skins SOS cream

Anti-inflammatory complex

All irritations, ideal post procedures

CLEANSING



150 ml

FOAM CLEANSER

Removes make up + First step antiageing action

All types of skin

NIGHT

WRINKLES



50 ml

SLEEP & PEEL

Resurfacing night cream

Skin resurfacing and renewal AHA complex

After 4 weeks:

- 70% smoother skin
- 75% refined skin

Smoothed skin and wrinkles

ANTI-FATIGUE



50 ml

SLEEP-RECOVER

Fatigue correction night balm

Erases signs of fatigue in 28 days:

- 82% rested skin
- 77% skin more radiant
- 59% less fatigue wrinkles
- 59% Circles and bags

Fatigue signs, tired look

SERUMS

WRINKLES



30 ml

FIRMNESS



30 ml

ANTI-FATIGUE



3 x 10 ml

WRINKLES



30 ml

DARK SPOTS



30 ml

MESO+

Wrinkles

correction

Absolute wrinkles serum

Corrects wrinkles Retinol and Hyaluronic acid 75% smoothed skin after two months

After 4 weeks: Firmer skin 88% Reshaped volumes 60%

Immediate lift 80%

SKIN STRUCTURE

Absolute firmning

serum

Sagging skin

C-RECOVER Fatigue corrrection serum

8% pure vitamin C After 2 months: 80% more radiance 81% revitalized skin 81% rested skin

Dull skin, fatigue signs **HYAL-DEFENCE**

Hyaluronic acid protection serum

Anti-hyaluronidase Anti-free radicals Plumping action +93% stimulation of hyaluronic acid

PIGMENT PERFECT Dark spots serum

Treats excess of melanin and helps to reduce pigmentation

Hyaluronic acid preservation

Dark spots uniformity

INTENSIVE CARE

TARGETED PRODUCTS

ANTI-FATIGUE



30 single-use patches



ANTI-FATIGUE

50 ml



10 ml



2X 7 ml



40 ml

EYE-RECOVER

Anti-fatigue eye mask

A new generation mask, after 10 minutes, - 77% smoothed skin signs of fatigue are reduced After 1 month: 86% lifting effect

signs of fatigue around the eye zone

MESO-MASK

Lightening smoothing mask

After 1 month:

- 76% moisturized skin
- 75% unified skin

Dull skin, fatigue signs

DEEP-FILL

Deep wrinkle filler

Anti-wrinkle local action: optical, mechanical and biological actions

Deep wrinkles correction

LIP-STRUCTURE

Dual Serum Lips & péri-oral zone

Gives denser lips (+40%) and smooths fine wrinkles (-75%) in 30 days 2 formulas

Thining lips and peri-oral folds and wrinkles

UV-DEFENCE

Anti-ageing - antibrown spot sun care

Skin under very high protection SPF 50+ UVB/UVA, for daily use or for sun exposures

UV protection, anti-dark spots and wrinkles

INTENSIVE CARE

PROGRAMS

WRINKLES



Device + Led-Booster 10 ml

LUMITHERAPISTPhoto-regenerating

programs

At home photo-rejuvenation Deep-down correction of all ageing signs. After 4 weeks: Dark spots - 35% Radiance +33% After 8 weeks: Wrinkles - 29% To be used daily

Wrinkles correction + global skin quality improvement

WRINKLES



40 ml

LED-BOOSTER

Anti-ageing LED light activator

An anti-ageing care with LED light properties that promotes skin regeneration.

To be used with LUMITHERPIST

PERFECTION



20 ml + 5 wipes

AGE-PEEL

Resurfacing program

At home peel Smoothes skin and Imperfections, glow After 3 weeks:

- 81% new skin
- 77% refined skin
 week treatment

Dull skin, imperfections, lines

FIRMNESS



Roller + 15 ml

MESOTHERAPIST

Skin redensifying program

At home mesotherpy Firmness, elasticity, skin density

64% firmer skin in 3 weeks

3 week treatment

Face sagging skin

LABORATOIRES

FILORGA

PARIS