

NUXE



P A R I S

THE ANTI-AGING INNOVATION
MORE EFFECTIVE
THAN RETINOL⁽¹⁾

ALFA [3R]⁽²⁾
TECHNOLOGY

Nuxuriance ULTRA
THE EXCEPTIONAL CREAM
DAY & NIGHT

(1) In vitro test. (2) Alfa [3R] Technology = Alifia Extract
+ Hyaluronic Acid + Hemerocallis Fulva Extract.

JANUARY 2025

NUXE



P A R I S

Nuxuriance ULTRA ALFA [3R]

THE EXCEPTIONAL DAY & NIGHT CREAM

Exception noun

*“Something that deviates from the norm,
out of the ordinary”.*



In 2024, NUXE dared to challenge the anti-aging effectiveness of retinol with an exclusive innovation, the Alfa [3R] Technology.

Natural origin and ultra-high tech, supported by 3 patents, the Nuxuriance Ultra Alfa [3R] range offers visible correction of the main signs of aging: wrinkles, firmness, sagging and radiance. Its performance has amazed all those who have adopted it (already more than 350,000 units sold in the 8 months following the launch⁽¹⁾).

In 2025, the innovation is continuing with Nuxuriance Ultra Alfa [3R] The Exceptional Cream. In a single jar, it combines the Alfa [3R] Technology with the power of Niacinamide for continuous correction day and night. NUXE has sought to meet women's needs with this high-performance concentrate with a 24h action: a must-have product, considering that half of women in Europe use no more than two products in their beauty routine⁽²⁾.

Discover this product that 9 women in 10 would choose⁽³⁾: 75ml of anti-aging power for a visibly younger-looking and beautiful skin.

Alfa [3R] Technology = Alfalfa Extract + Hyaluronic Acid + Hemerocallis Fulva Extract. (1) Panel Sell-out - Volume - Pharmacies and parapharmacies - France, Spain, Italy, Belgium, Germany, Portugal, Poland - YTD August 2024. (2) Source: Mintel. (3) Usage test - 30 volunteers after 28 days. July 2024.

ULTIMATE PERFORMANCE

DAY AND NIGHT

The challenge: combine two products in one to create an ultra-effective anti-aging innovation. In other words, a cream to protect, smooth, unify and boost radiance during the day. Night is then the ideal time for repair, renewal and maintaining hydration. Our laboratory has taken up the challenge and developed this exceptional product tailored to the skin's chronobiological needs.

DOUBLE ACTION: CORRECTION AND RENEWAL

Combining our Alfa [3R] Technology and Niacinamide, this formula offers non-stop performance: correction during the day and renewal at night, to care for the skin infinitely, 24 hours a day. Its beautiful emerald and gold finish jar contains a generous 75 ml deluxe format for a morning and evening use.

AN UNIQUE TEXTURE

The ultra-sensorial texture of the Exceptional Cream is light and fluid to leave an ideal satiny finish during the day while being sufficiently enveloping and rich to provide comfort at night. It is suitable for all skin types. Its modern and sophisticated fragrance makes it even more precious.

Alfa [3R] Technology = Alfalfa Extract + Hyaluronic Acid + Hemerocallis Fulva Extract.

INNOVATION





75 ML
DELUXE
FORMAT

THE EXCLUSIVE ALFA [3R] TECHNOLOGY

A TRIO OF NATURAL- ORIGIN INGREDIENTS

Hyaluronic Acid: natural origin and derived from bio-fermentation, it provides a renewing action on the skin's support fibres.

Alfalfa Extract: this renewing botanical concentrate offers a powerful restorative action on the dermis and epidermis.

Hemerocallis Extract: with anti-oxidant and anti-glycation properties.

THE QUINTESSENCE OF ANTI-AGING ACTIVE INGREDIENTS

Day and night, the Exceptional Cream improves skin quality and defies the signs of aging. Its formula concentrates the power of Niacinamide with the exclusive Alfa [3R] technology, more effective than retinol.

NIACINAMIDE, THE STAR INGREDIENT IN THE GLOBAL CARE PRODUCT

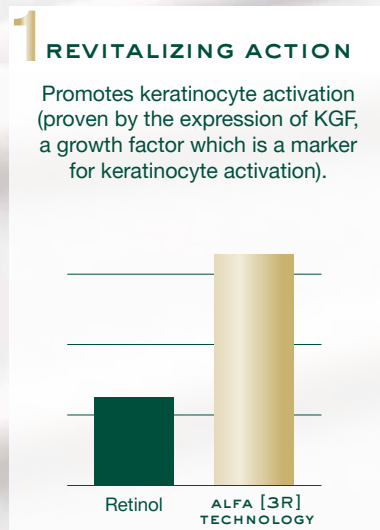
This key ingredient, also called Vitamin B3, is a molecule that is naturally present in the body. It plays a major role as it is involved in many biological reactions, including energy production. It is known, in particular, for its multiple benefits on the skin: it moisturizes and strengthens the skin barrier, acts on firmness and helps to boost radiance. This molecule's anti-dark spot and anti-wrinkle properties make it ideal to provide anti-aging effectiveness, improve skin quality and restore an even complexion.



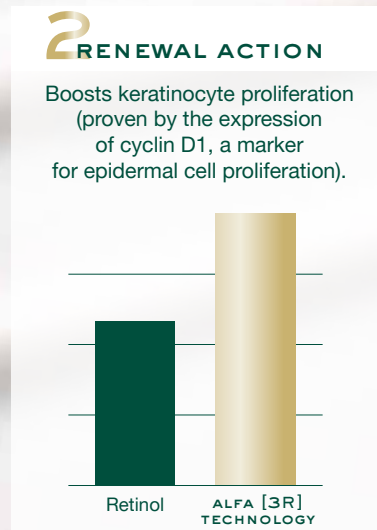
(1) Clean Formula according to Nuxe: more information on www.nuxe.com.

More effective than retinol, scientifically proven

The Alfa [3R] Technology more effective than retinol
on 3 powerful levels of action on the skin:



Results of KGF
expression after 3 days



Results of Cyclin D1
expression after 3 days




Results of the morphological
analysis after 24 hours

An in vitro test on reconstituted skin in the laboratory on two formulas with an identical base, one containing a retinol concentration typically used on the market and the other the Alfa [3R] Technology concentration found in Nuxuriance Ultra Alfa [3R] facial care formulas. Information intended exclusively for the press.
This technology has been developed for all skin types, with no specific usage precautions and does not require any special sun protection. The products are dermatologically tested.

[3R] FOR REVITALIZE,
RENEW AND RESURFACE





Glowing praise from
the women who tested it:

9/10 would choose
THE EXCEPTIONAL
DAY & NIGHT
CREAM⁽¹⁾

EXCEPTIONAL RESULTS

[IMMEDIATELY]⁽²⁾

84% of users find their skin is radiant.

[WAKING UP]⁽³⁾

Skin is revitalized and appears smoother for 88% of users.

Skin texture is refined for 81% of users.

[AFTER 7 DAYS]⁽⁴⁾

97% of users find their skin is visibly more beautiful.

Skin quality is improved, the complexion is more even.

[AFTER 28 DAYS]⁽⁵⁾

Skin is smoother for 93% of users, firmer for 90%.

Wrinkles and fine lines seem smoothed for 87% of users.

Skin seems visibly more youthful.

(1) Usage test - 30 volunteers after 28 days, July 2024. (2) Usage test - 32 volunteers. Satisfaction % immediately after application. (3) Usage test - 32 volunteers. Satisfaction % after 1 day. (4) Usage test - 31 volunteers. Satisfaction % after 7 days. (5) Use test - 30 volunteers. Satisfaction % after 28 days.

AN EXCEPTIONAL 3-STEP

RITUAL MORNING & EVENING

1 *Super Serum [10]*

THE UNIVERSAL
AGE-DEFYING CONCENTRATE

A universal anti-aging serum, Super Serum [10] is the 1st essential step in all NUXE anti-aging routines, for all ages⁽¹⁾, all skin types and all complexions. In a single bottle, it offers intensive anti-aging correction⁽²⁾ and 10 proven actions. Dispense a half pipette of its formula with Natural Hyaluronic Acid and 3,800 micro-spheres of fractionated Botanical Oils. Spread the product between your fingers, then apply to your face (avoiding the eye contour area), neck and décolleté.

30 ml pipette bottle
50 ml pipette bottle

2 *Nuxuriance ULTRA ALFA [3R]*

THE EYE & LIP
CONTOUR CREAM

Correct expression lines around the eyes and lips with the Eye & Lip Contour Cream. Take up one drop of cream, distribute it over both index fingers and then dab gently below your eyes. Smooth your lower and upper eyelids, working towards the outer edge of your eye and maintaining an upward pressure on the temples for a few seconds. Repeat 3 times. Use your middle finger to smooth your top and bottom lips, first in one direction and then the other. Pull the corners of your lips upwards and maintain the pressure for 3 seconds. Repeat 3 times.

15 ml tube

3 *Nuxuriance ULTRA ALFA [3R]*

THE EXCEPTIONAL
DAY & NIGHT CREAM

Take up a generous drop of the Exceptional Day & Night Cream, warm it gently in your hands, then apply to your face, working outwards from the centre and avoiding the eye contour area. Massage until the cream is completely absorbed and include your neck and décolleté. Finish by tapping lightly (using your fingertips) all over your face.

75 ml jar - Suggested retail price: 89.50 CHF

(1) Adults. (2) In vitro test.

THE *Nuxuriance ULTRA* ALFA [3R]⁽¹⁾ COLLECTION

FROM JANUARY 2025



FACE

The Exceptional
DAY & NIGHT Cream
75 ml jar
RRP: 89.50CHF

The Global Anti-Aging
Cream
50 ml jar

The Global Anti-Aging
Rich Cream
50 ml

The Eye & Lip
Contour Cream
15 ml tube

The Global Anti-Aging
Cream SPF30
50 ml tube

The Dark Spot
Correcting Serum
30 ml pipette bottle

The Global Anti-Aging
Night Cream
50 ml jar

BODY

The Dark Spot Correcting
Hand Cream
75 ml tube

The Firming
Body Milk
400 ml pump bottle

(1) The Dark Spot Correcting Hand Cream and the Firming Body Milk do not contain the Alfa [3R] technology.

ABOUT NUXE

Over 30 years ago, Aliza Jabès blazed a trail for natural and glamorous beauty care in pharmacies with the pioneering launch of her clean⁽¹⁾ and vegan^{*} multi-usage dry oil. A groundbreaking product with irresistible sensoriality, Huile Prodigueuse® quickly became iconic, No. 1 in France⁽²⁾ and many other countries. A pioneer in “French pharmacy” beauty, NUXE’s approach is underpinned by R&D in natural cosmetology and botanical oils: the products are developed using powerful natural ingredients, according to a strict formulation charter and are tested under dermatological supervision. This made-in-France expertise has been confirmed with the award of 40 patents.

Evoking a real emotional response with their ultra-sensorial textures and scents, NUXE products are attracting increasing numbers of followers who regard them as their “everyday luxuries”.

NUXE is now the No. 1 laboratory in natural-origin skincare in French pharmacies⁽³⁾ and is present in 60 countries. The experience can also be enjoyed in NUXE Spas: over 60 well-being destinations in exclusive and exceptional settings all over the world.

CARE PRODUCTS
FORMULATED AND
PRODUCED IN
FRANCE

VEGAN^{*}
FORMULA
VEGAN FORMULAS^{*}
AND NO ANIMAL TESTING^{**}

100%
BOTANICAL
OILS
FORMULATION WITH
100% BOTANICAL OILS

NUXE
30 YEARS OF RESEARCH
IN NATURAL COSMETOLOGY

30 YEARS OF RESEARCH
IN NATURAL COSMETOLOGY
AND 40 PATENTS



NUXE SUPPORTS BEE CONSERVATION:
BY SPONSORING BEEHIVES WITH
“UN TOIT POUR LES ABEEILLES”
(A HOME FOR BEES)

FOUNDATION
GoodPlanet

SUPPORT FOR ENVIRONMENTAL
AND COMMUNITY PROJECTS RUN
BY THE GOODPLANET FOUNDATION
SET UP BY YANN ARTHUR-BERTRAND.

OCEANOPLASTIC

PARTICIPATION IN PROTECTING
THE OCEANS FROM PLASTIC POLLUTION,
ALONGSIDE THE ENVIRONMENTAL NGO
OCEANOPLASTIC IN FRANCE.

WE SHARE BEAUTY FORMULAS
CEW

A PARTNERSHIP SINCE 2001
WITH CEW “CENTRES DE BEAUTE” TO OFFER
COSMETIC SKINCARE TO PATIENTS
SUFFERING FROM SERIOUS ILLNESSES.

1001FONTAINES

INSTALLATION OF DRINKING WATER
FOUNTAINS IN CAMBODIA
AND MADAGASCAR WITH
THE 1001 FONTAINES ASSOCIATION.

L'AGENCE
DU DON
EN NATURE

PRODUCT DONATIONS THROUGH
A PARTNERSHIP WITH AGENCE DU DON
EN NATURE, A CHARITY WHICH DISTRIBUTES
PRODUCTS TO PEOPLE LIVING IN POVERTY.

FOR MORE INFORMATION, VISIT NUXE.COM

(1) Clean formula according to Nuxe: more information on www.nuxe.com. (2) GERSDATA - SOGEARLY – Dermocosmetic market - Selection of the Body Moisturizers Segment, oil for local application format - Sales value (turnover incl. tax) – Pharmacies and parapharmacies - France - MAT June 2023. (3) GERSDATA - SOGEARLY – Dermocosmetic market - Selection of the Natural Brand Segment - Sales value (turnover incl. tax) - Pharmacies and parapharmacies - France - MAT June 2023. * Vegan formula with no ingredients or derivatives of animal origin. With the exception of the Réve de Miel skincare range and the Very Rose lip balm. ** In compliance with applicable European regulations.

PRESS CONTACT
Marietta Budiner: Mbudiner@h-jd.ch
Veronique Goerg: Vgoerg@h-jd.ch

