

# Melvita

## SOURCE DE ROSES

### THE NEW HYDRA-PLUMPING ROUTINE





# EDITORIAL

"Everyone wants their skin to glow.

And why shouldn't they?

Glowing skin means healthy skin. It means skin that looks fresh, supple, plump, and radiant. And most of all, it looks natural. A beautiful glow is a little like French chic: seemingly effortless, subtle, and stunning. It's the result of lots of little details, yet you can't quite put your finger on any of them. However, what we tend to forget is that you can't get that glow if you don't moisturize. Because if you want a gorgeous, glowing complexion, your skin must be perfectly hydrated. You can't have one without the other!

With this in mind, Melvita focused on a source of refreshing, skin-softening moisture: the rose. In the Source de Roses range, rose essence, rose oil and plant-based hyaluronic acid nourish the skin and trap in moisture. Give it a try – and unlock your glow!"

Didier Thevenin  
Brand Advocate for Melvita



## HOW TO GET A NATURAL, GLOWING COMPLEXION

Your skin's glow depends on many criteria. The good news is that most of them can be achieved with a few simple beauty steps!

### SMOOTH, CLEAR SKIN

To get your complexion glowing, get rid of skin-dulling dead cells.

✓ What can you do? Exfoliate your skin regularly to stimulate cell renewal.

I RECOMMEND:

Activator of light oil & water exfoliator Nectar de Lumière.

### HEALTHY SKIN

If you want your skin to glow, you need to keep free radicals away, and many of these come from pollution.

✓ What can you do? Practice organic double cleansing to gently and thoroughly remove make-up and cleanse your skin in the evening.

I RECOMMEND:

Source de Roses Milky Cleansing Oil and the Bouquet Floral range, which includes different make-up removers and cleansers.

### NO DARK SPOTS

When UV rays disrupt the skin's melanin production, dark spots can appear. This affects the way in which the light reflects off your skin, so it doesn't look smooth anymore.

✓ What can you do? Protect your skin from the sun and use a skincare product that targets dark spots.

I RECOMMEND:

Nectar de Lumière Brightening Expert Serum, applied before going to bed.

### RESTED SKIN

Glowing skin is plump and supple, but for this to happen, your skin needs rest.

✓ What can you do? Make sure you always get enough sleep, apply a deeply moisturizing night cream, and (if you feel like it) you could even try doing some face yoga!

I RECOMMEND:

Source de Roses Revitalizing Night Jelly, so you can wake up to skin that looks fresh and relaxed – not tired!

### FRESH SKIN

**Glowing skin =  
perfectly supple skin =  
deeply hydrated skin.**

✓ What can you do? Always include moisturizing products in your beauty routine.

MON CONSEIL :  
All the Source de Roses products!



# SOURCE DE ROSES EXTRAORDINARY WATER

## HYDRA-PLUMPING ESSENCE

THE SKIN-PLUMPING TONER



- + INSTANT HYDRATION**  
Formulated with rose floral water and enriched with hyaluronic acid, this Extraordinary Water immediately hydrates the skin.
- + INTENSE HYDRATION**  
A combination of micro and macro hyaluronic acid works to intensely hydrate the skin, both deep down and on the surface.
- + LONG-LASTING HYDRATION**  
The formula is also enriched with a micro-fraction of regenerating rose hip oil. This oil nourishes the skin and strengthens its hydro-lipidic film, so it can maintain its moisture levels for longer.
- + PLUMPING EFFECT**  
Skin is perfectly hydrated. It feels fresh and supple again.
- + A REFRESHING TEXTURE**  
The Extraordinary Water enhances the effects of products applied afterwards. Apply with the fingertips and feel the freshness!
- + AN ICONIC PRODUCT**  
More than a toner, but not quite a serum, the Extraordinary Water has an amazing texture and fresh effect that make it addictive. Just ask anyone who's tried it!
- + A TECHNOLOGICAL BREAKTHROUGH**  
It took over one hundred trials by the Research & Development laboratory to successfully encapsulate the micro-fractions of oil in water.
- + GREEN PACKAGING**  
A bottle made from 100% recycled plastic.

\*Clinical test on 22 women

► 99% IMMEDIATE INCREASE  
IN SKIN HYDRATION FOR WOMEN  
WHO TESTED THE PRODUCT\*

# SOURCE DE ROSES

## HYDRA-PLUMPING CREAM

THE LONG-LASTING MOISTURIZER



- + 48-HOUR HYDRATION**  
Formulated with rose floral water, a wild rose extract, hyaluronic acid and resurrection plant, this cream promises 48-hour hydration and a long-lasting plumping effect.
- + INSTANT LIFTING EFFECT**  
Thanks to the superpowers of macro hyaluronic acid\*, cohesion between dermal and epidermal cells is strengthened. Skin feels supple and fresh, and gets its bounce back. The first signs of aging can become a thing of the past!
- + A "MAGICAL" INGREDIENT**  
Resurrection plant (an adaptive desert plant) strengthens the membrane of skin cells that contain water. It releases hydrating sugars that enable the skin to hold in moisture for longer. Plus, because it's rich in polyphenols, it protects the skin against environmental aggressors (the impact of free radicals on the skin is halved!).
- + 2-IN-1 BOOSTER**  
Intense hydration and a long-lasting plumping effect: two beauty benefits from one cream. Ideal if you need a quick beauty routine!
- + SAY FAREWELL TO FINE LINES**  
Enriched with hyaluronic acid, this cream helps to smooth away the first signs of aging, so fine lines seem to disappear.
- + A TANTALIZING TEXTURE**  
Soft, smooth and silky, the Hydra-Plumping Cream feels amazing on the skin.
- + GREEN PACKAGING**  
A 100% recyclable, reusable glass jar made with 40% recycled glass.

\*Naturally derived macro hyaluronic acid, obtained through the biofermentation of non-GMO soy  
\*\*Consumer test on 31 women

► 100% OF WOMEN SAID  
THEIR SKIN IMMEDIATELY  
FELT FRESHER\*\*



## SOURCE DE ROSES DE-PUFFING EYE GEL

### THE EYE REFRESHER

A gel that intensely replenishes moisture, stimulates the flow of water in the skin, and comforts the eye area, so your eyes look fresh and rested.

► **17% REDUCTION IN PUFFINESS  
ACCORDING TO SCIENTISTS WHO  
MEASURED ITS EFFECTIVENESS.\***

\*Clinical test on 25 people



## SOURCE DE ROSES HYDRA-PLUMPING FLUID

### THE RADIANCE BOOSTER

A fluid texture and a formula that immediately revives skin's glow. Extracts of wild rose, rose hip and resurrection plant work together to immediately hydrate and plump the skin.

► **93% OF WOMEN WHO TRIED IT SAID  
THEIR SKIN WAS IMMEDIATELY QUENCHED.\***

\*Clinical test on 25 women for 28 days

## SOURCE DE ROSES REVITALIZING NIGHT JELLY

### THE REFRESHING REVITALIZER

Throughout the night, this gel bathes skin in freshness while intensely replenishing moisture. Enriched with rockrose extract, it helps to relax the face, so you wake up to a complexion that looks fresh and rested.

► **94% OF WOMEN WHO TESTED THE  
PRODUCT SAID THEIR SKIN WAS REHYDRATED  
AND PLUMPED IN THE MORNING.\***

\* Consumer test on 31 women

## SOURCE DE ROSES MILKY CLEANSING OIL

### THE IRRESISTIBLE TEXTURE

An oil that melts into a milky lotion on contact with water. Apply to the face to remove make-up immediately and gently. A must for anyone who suffers from dry skin!

► **100% OF WOMEN FOUND THE TEXTURE  
EASY TO APPLY, AND 91% SAID THEIR SKIN  
FELT SOFT AFTER REMOVING MAKE-UP.\***

\*Consumer test on 33 people



## SOURCE DE ROSES 6-IN-1 BB CREAMS

### THE SKIN PERFECTORS

There are no silicones whatsoever in these BB creams, which brighten the complexion and even out skin tone in a single, simple step. Natural pigments conceal imperfections, while the lightweight textures ensure your skin can really breathe.

► **97% OF USERS SAID THE TEXTURE  
WAS FINE, FLUID, AND PLEASANT.\***

\*Consumer test on 33 women for 28 days



## SOURCE DE ROSES



HYDRA-PLUMPING  
CREAM  
50ML – 41.76 CHF  
REFILL: 39.06 CHF

EXTRAORDINARY  
WATER  
HYDRA-PLUMPING  
ESSENCE  
150ML – 34.2 CHF

MILKY CLEANSING  
OIL  
145ML – 23.94 CHF

HYDRA-PLUMPING  
FLUID  
40ML – 41.76 CHF

REVITALIZING  
NIGHT JELLY  
40ML – 44.28 CHF

DE-PUFFING  
EYE GEL  
15ML – 31.68 CHF

6-IN-1  
BB CREAM  
40ML – 36.72 CHF



COSMOS ORGANIC certified  
by Ecocert Greenlife according  
to the COSMOS standard available at  
<http://COSMOS.ecocert.com>

Available in Melvita stores, organic stores, pharmacies  
and drugstores, and from your Melvita website.

## MELVITA: 40 YEARS OF LOVING NATURE, 40 YEARS OF COMMITMENTS



The packaging for the tubes, bottles and jars has been optimized, in order to incorporate as much recycled material as possible (glass and plastic). The glass jar used for the cream is refillable.



The wild roses and rose hips are picked by hand in the Vercors mountains, in France.



Melvita has established its own Sustainable Picking Charter.



The products are manufactured in our laboratories in the south of France.

Press contact: Marietta Budiner  
E-mail: [MBudiner@h-jd-ch](mailto:MBudiner@h-jd-ch)