

NOEVIR

where beauty is science



FOREST



OCEAN

Noevir synergistically combines natural elements from both land and sea to create the highest quality skincare products in the market.

It all started in the Black Forest of Germany...

BADEN-BADEN



Schwarzwald, Germany

The Noevir journey began more than 20 years ago when Mr. Hiroshi Okura discovered the cosmetic benefits of Black Forest herbs on a visit to Baden Baden, Germany. After making his discovery, Mr. Okura vowed to make skincare with the benefits of Black Forest herbs available to women throughout the world.

Today, Noevir operates nine research and development facilities around the world and produces its own high-quality, natural-to-the-skin products. The company has become one of the top cosmetic companies in the world, with branches in Asia, Europe and North America.

Noevir's own Research & Development



Minami-Daitojima
Marine R&D



Kobe R&D



Shiga R&D



New Jersey R&D



Suzuka Mtn. Botanical R&D

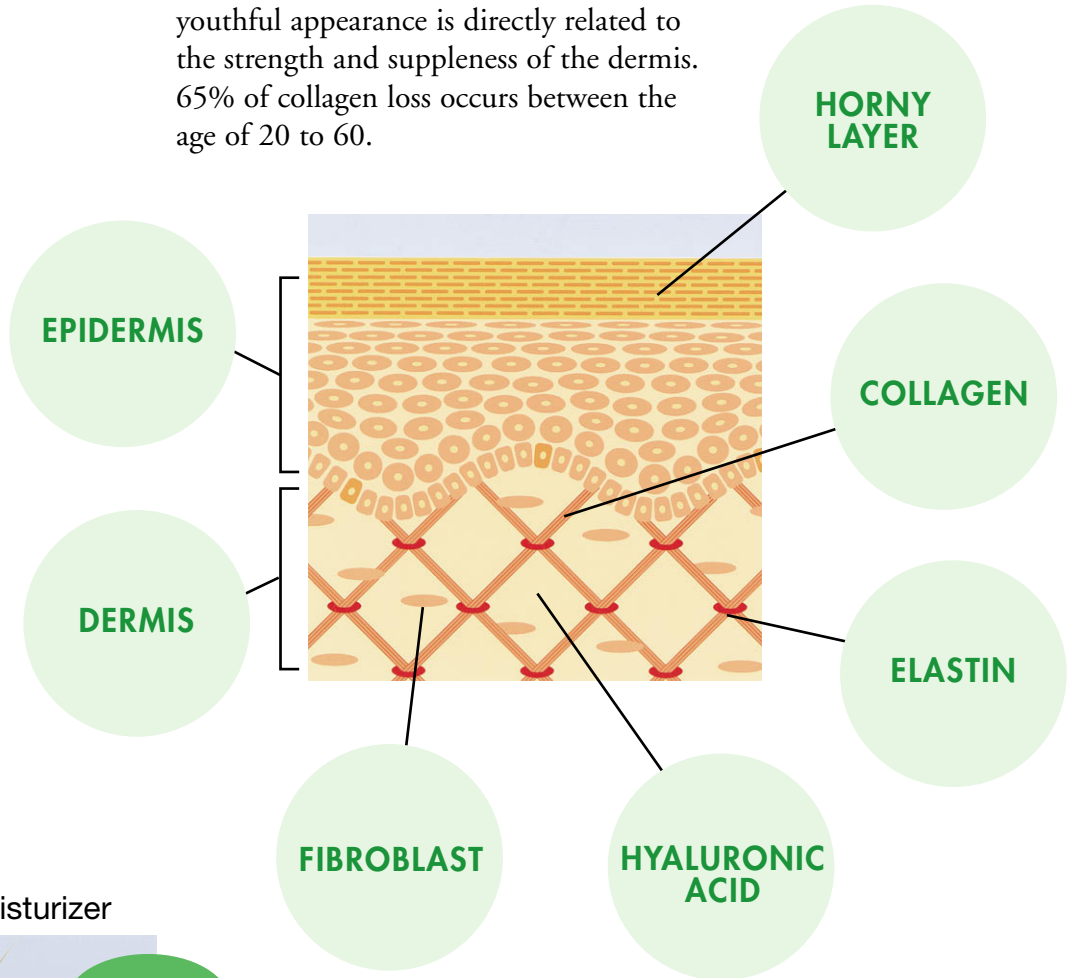


WHAT is my skin?

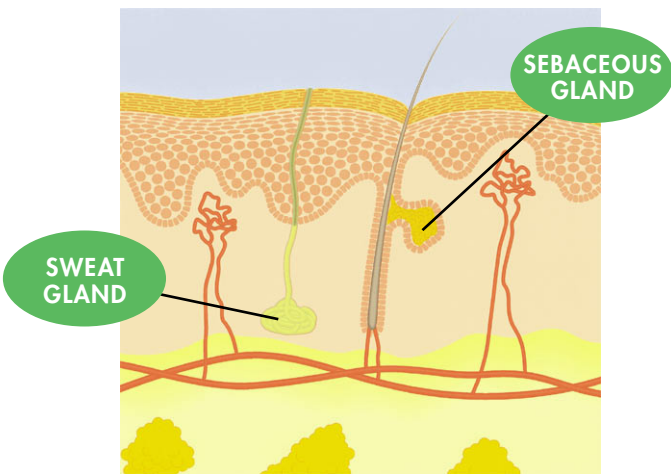
The dermis supports the epidermis. Skin's youthful appearance is directly related to the strength and suppleness of the dermis. 65% of collagen loss occurs between the age of 20 to 60.

Your skin's Natural Moisturizer is:

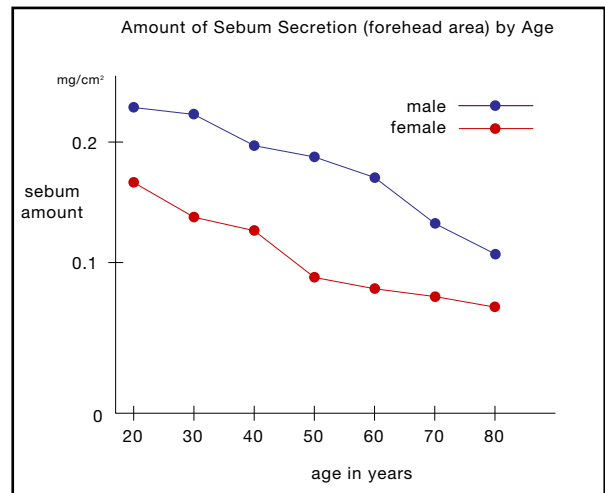
Perspiration (WATER)
+
Sebum (OIL)



The Skin's Natural Moisturizer



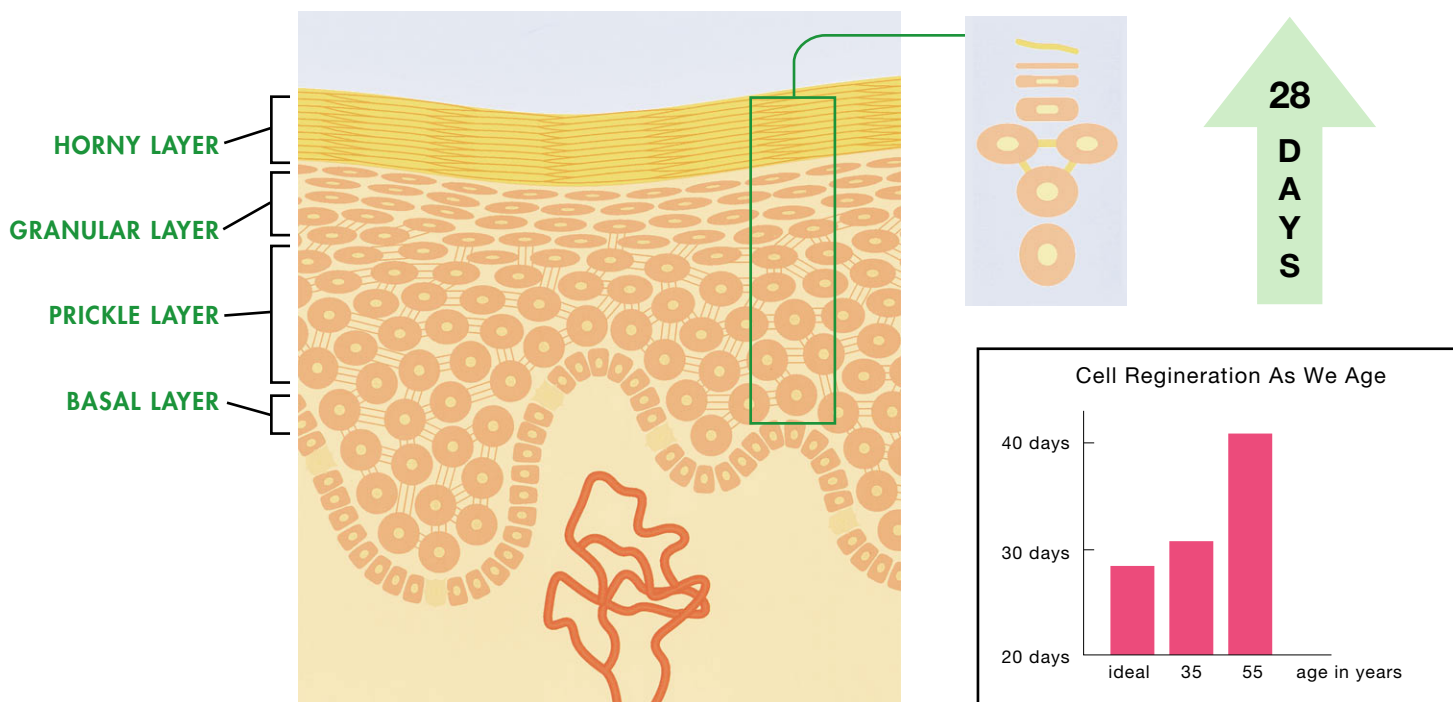
The skin combines sebum from the sebaceous glands and water from the sweat glands to produce the skin's natural moisturizer—which keeps the skin smooth and moisturized and protects it from environmental irritants.



Your skin's natural moisturizer decreases with age.

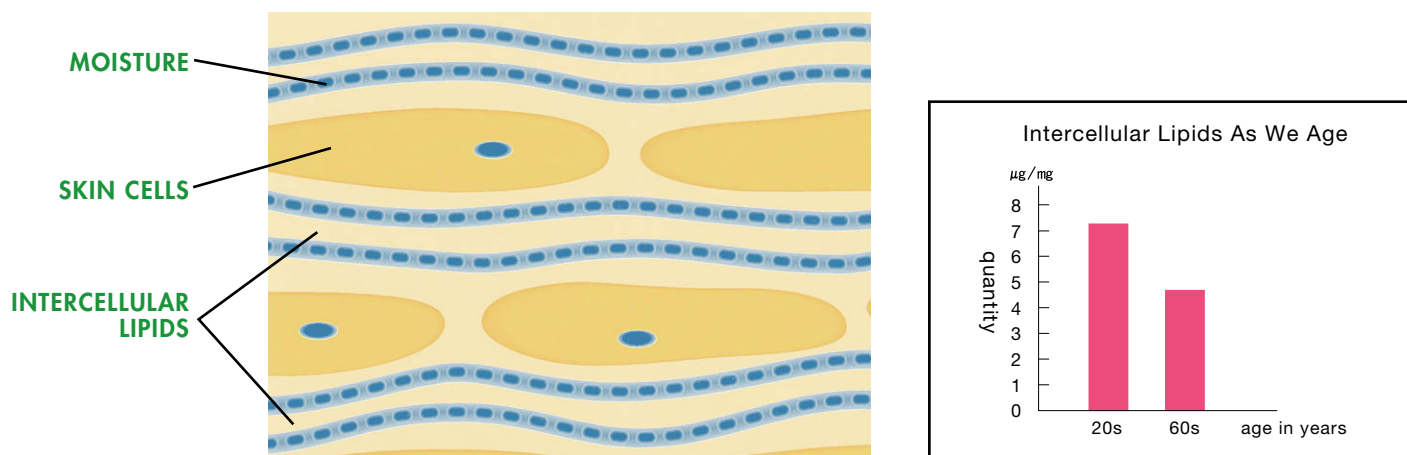
WHAT happens to our skin over time.

Skin Cell Regeneration



Under ideal conditions, it takes 28 days for a new skin cell to reach the surface of the skin. As we age, our body's metabolism slows down and the cycle for skin cell regeneration begins to increase.

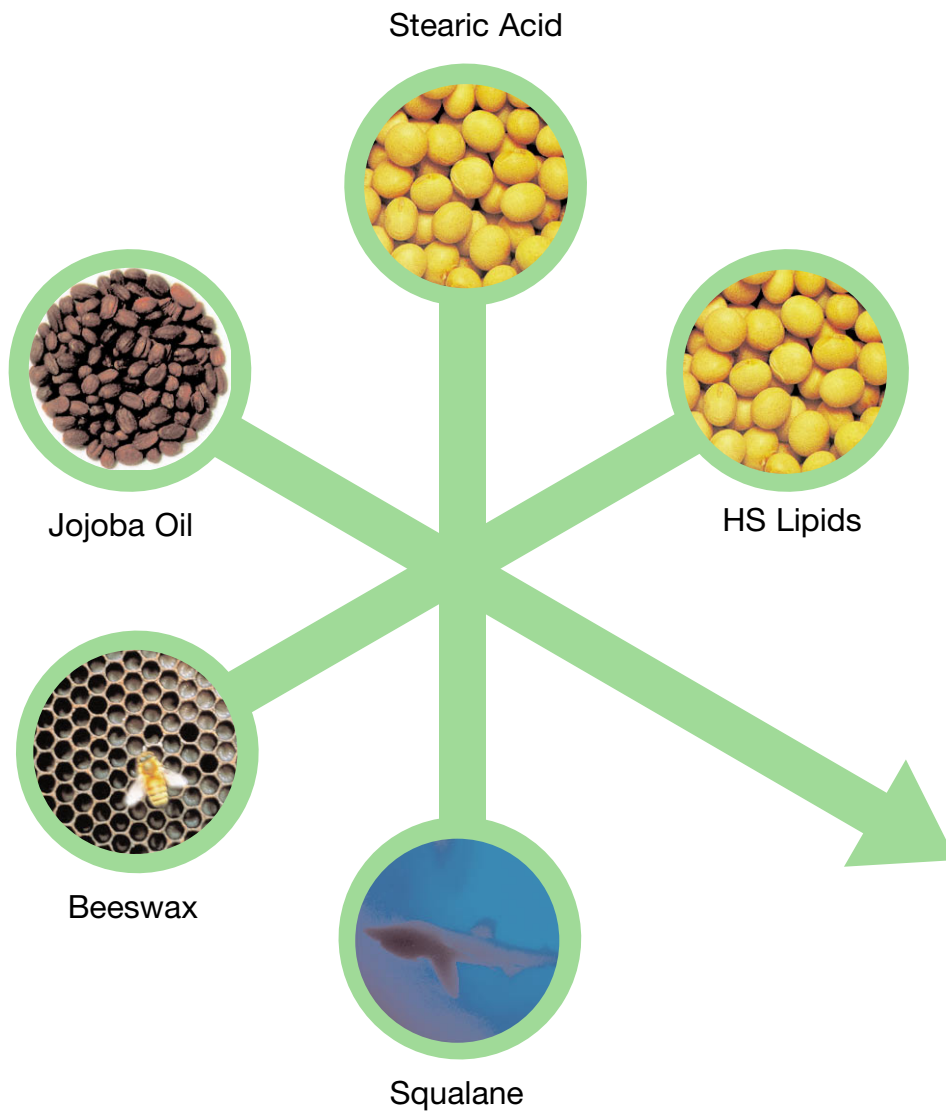
The Skin's Moisture Retention System



Intercellular lipids help retain moisture in the horny layer. They also act as a "glue" to bind epidermis cells together for fine texture and smooth skin. Like sebum, the amount of intercellular lipids decreases with age. The horny layer cells become less attached and appear as dry, flaky skin.

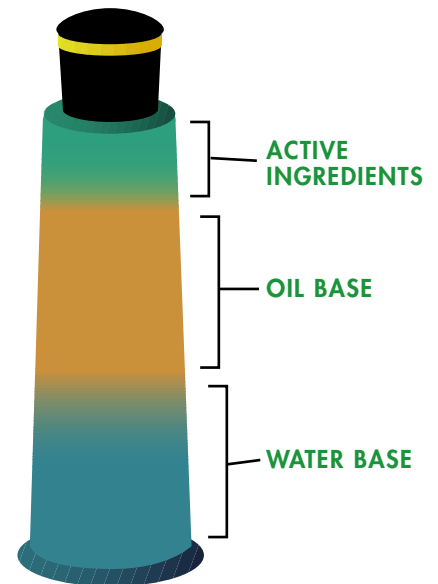
Natural to the Skin is **OUR** skincare philosophy.

5 NATURAL BASES OF NOEVIR SKINCARE PRODUCTS

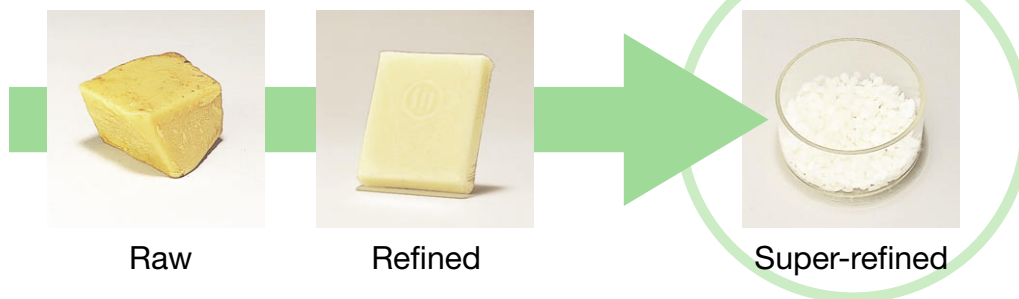


Noevir uses five super-refined, natural bases as the foundation of all its skincare products.

These five bases all come from natural sources and come very close to replicating the components of our skin's own natural moisturizers.



BEESWAX — *example of Noevir's refining process*



Noevir uses super-refined ingredients to ensure that all products contain the purest, most beneficial ingredients.

NOEVIR USES SUPER-REFINED HERB AND BOTANICAL EXTRACTS



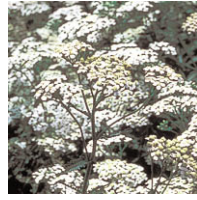
Matricaria



Fennel



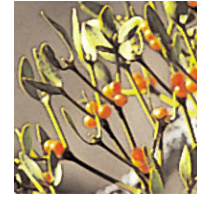
Hops



Yarrow



Balm Mint



Mistletoe



Horse Chestnut



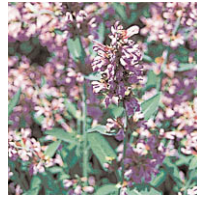
Carrot



Coltsfoot



Hypericum



Sage



Althea



Witch Hazel



Wild Thyme



Tormentil



Rosemary



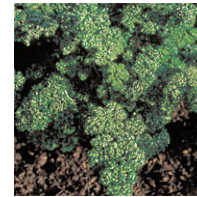
Lily Bulb



Cornflower



Marigold



Parsley



Ivy



Linden



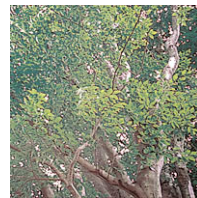
Horse Tail



Aloe Vera



Birch



Beech



Ginkgo Biloba



Dewdrop
Cranes-bill



Strawberry
Saxifrage



Elderberry



Running
Clubmoss



Himalayan
Primrose



Peach



Chinese
Cinnamon



Hyacinth
Orchid



Dong Dang Gui



Jujube



Chinese Peony



Fu Ling
Mushroom

*Herbal and botanical
extracts are combined
together for synergistic
effects*

Noevir EXTRA Skincare

The ultimate cleansing experience for...



1

FIRMED & TONED SKIN

Super Activation Effect helps to improve blood circulation for increased cell renewal. Skin's temperature increased after using.

2

WELL-HYDRATED SKIN

Lecithin-encapsulated emollients released during cleansing and massaging continue to moisturize even after rinsing.

3

TRANSLUCENT SKIN

Micro-emulsifying technology quickly envelopes impurities. Select Cleansing removes only unnecessary impurities.

EXTRA Cleansing Massage Cream

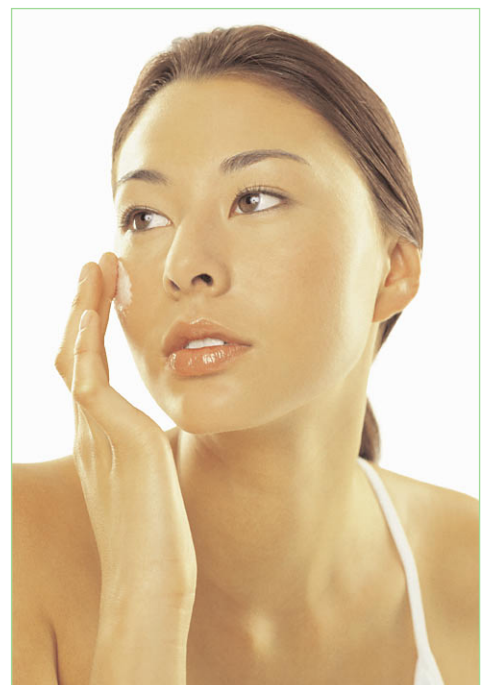
Rinse-off type cleansing massage cream. Formulated to quickly remove impurities and also to moisturize for firm, silky skin.

Directions: spread appropriate amount (cherry size) over face and cleanse (and massage). Rinse off thoroughly with lukewarm water.

EXTRA Cleansing Foam

Effectively removes impurities. Ultra-fine and soft lather cleanses skin, replenishing it with abundant moisture.

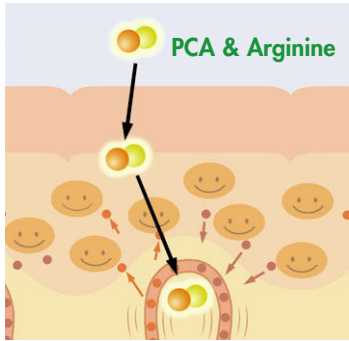
Directions: Moisten face. Squeeze appropriate amount (1/2 - 1 inch) into palm. With lukewarm water, work into lather and apply to entire face for cleansing. Rinse well with luke warm water.



1 experience

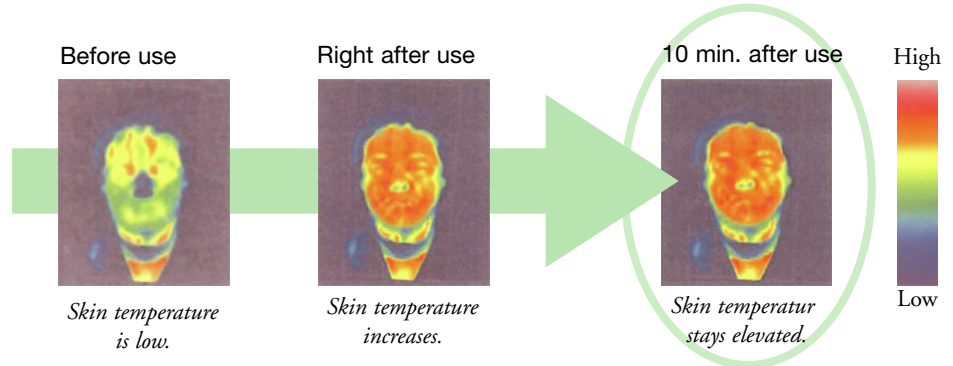
FIRMED & TONED SKIN

Patent-pending Super Activation Effect helps to improve blood circulation with a long-lasting metabolism promoting effect.



PCA and Arginine improve blood circulation by enlarging blood vessels.

Effects of Improved Blood Circulation



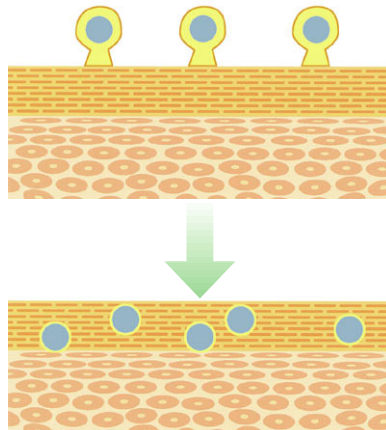
2 experience

WELL-HYDRATED SKIN

Lecithin-encapsulated emollients create maximum hydrating and superior moisture replenishing effects.

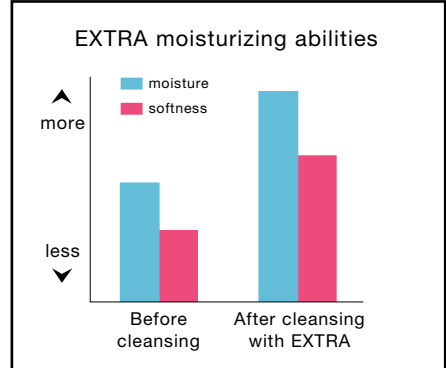


Lecithin Moisturizer attaches to and stays on the skin even after rinsing with water.



Horny layer is thoroughly replenished with moisture.

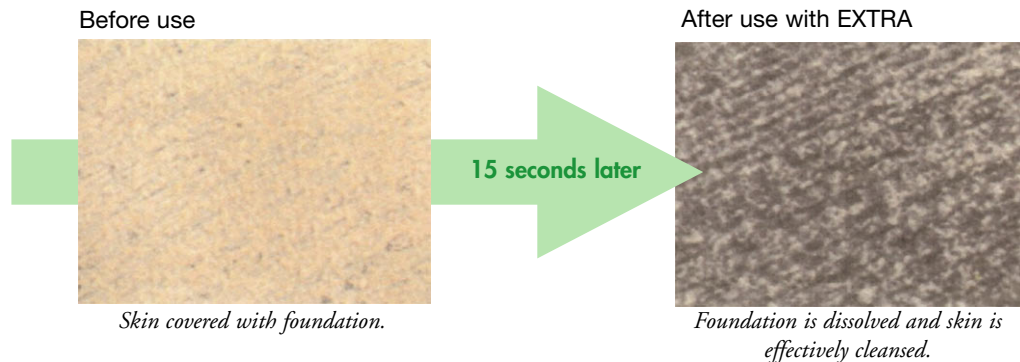
Skin is left with a greater feeling of moisture and softness.



3 experience

TRANSLUCENT SKIN

Micro-emulsified ingredients provide deep and thorough cleansing.



Selective cleansing removes only unnecessary impurities.

Noevir 505 Skincare

Our ultimate anti-aging line that uses the latest ingredients and technology to speed up cell renewal and restore elasticity.



1

RENEW & REJUVENATE

Patent-pending Natural Silk SA hydrates and rejuvenates the skin. Yeast TRF helps cell renewal to improve dullness and texture.

2

MOISTURIZE

Yeast Ceramide helps with moisture retention to improve fine lines and rough skin.

3

PROTECT

White Birch, Beech and Ginko Biloba fight free radicals to promote an anti-aging effect.

505 Revitalizing Balancing Lotion

This rich lotion provides a generous amount of moisture, instantly revitalizing and soothing dry skin.

Directions: Saturate cotton pad and gently pat the entire face in an upward motion.

505 Hydrating Emulsion

The silky emulsion virtually melts into the skin, providing intensive hydration without heaviness.

Directions: Apply evenly over entire face.

505 Perfecting Cream

This velvety cream wraps the skin in luxury, sealing in moisture and enhancing the skin's natural glow.

Directions: Apply a pea-sized amount and spread over entire face.



1 *renew & rejuvenate. . .*

your skin with Natural Silk SA (patent pending). Derived from real silk, it contains an abundance of amino acids, which moisturize and condition the skin. Combined with Yeast Biomin, they help promote the production of collagen.

FIBROBLAST



Before use



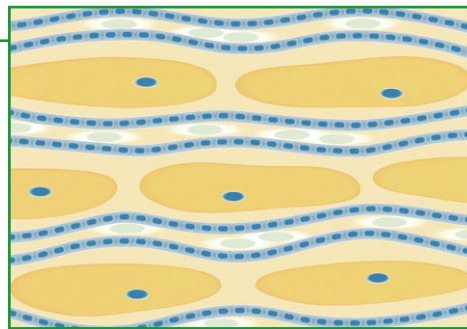
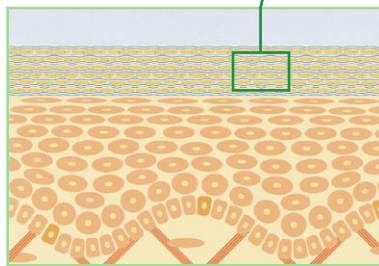
After use with 505

With the amount of Fibroblast increased, we can observe an increase in the production of collagen.

2 *moisturize. . .*

your skin with a cutting edge formulation of Yeast Ceramide, Sphingolipids, Aquamoist and Extramoist to promote skin that appears more supple firm and youthfull.

Inside the Horny Layer



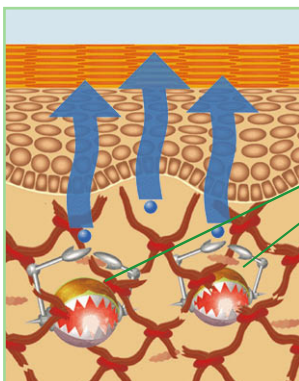
INTERCELLULAR LIPIDS:

Yeast Ceramide replenishes intercellular lipids to maintain the skin's moisture level. Sphingolipids mimic the function of intercellular lipids to help retain moisture in between cells of the horny layer.

3 *protect. . .*

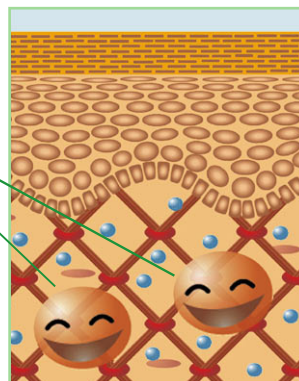
your skin by neutralizing skin-damaging free radicals.

Before use



FREE RADICALS

After use with 505



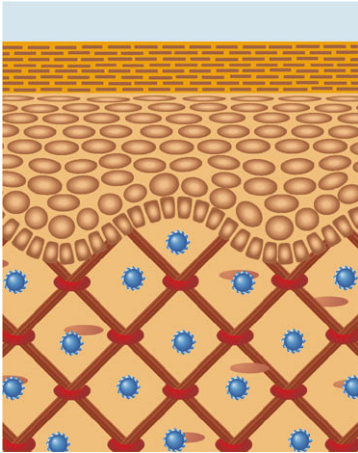
ANTIOXIDANT HERBAL EXTRACTS:

White Birch, Beech and Ginko Biloba extracts are combined with Parsley extract to help soothe the skin and protect it from free radicals.

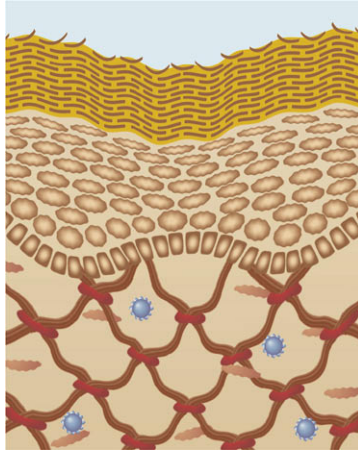
Skin concerns:

DRYNESS & FINE LINES

Moisturized Skin



Dehydrated Skin



The ageing process, environmental conditions and fluctuations in hormone levels all contribute to the appearance of dryness and fine lines.

Noevir products provide extra hydration to replenish the moisture that will keep your skin soft supple.

Solution:



Before use



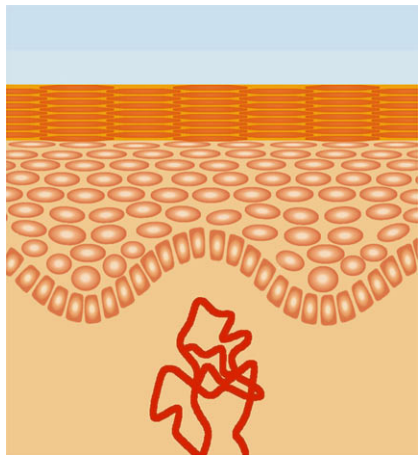
After use for 4 weeks



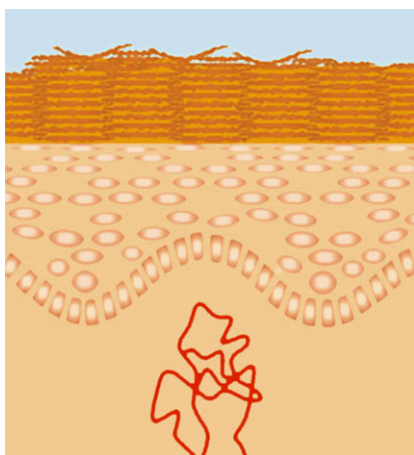
Skin concerns:

DULL & DRAB SKIN

Skin with normal metabolism



Skin with slow metabolism



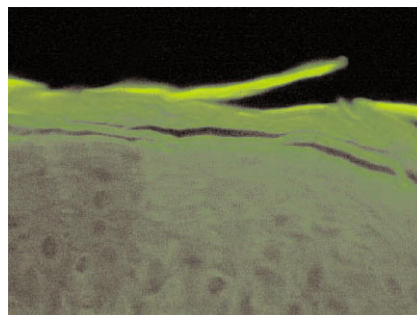
As the skin's metabolism slows down due to ageing and hormonal fluctuations, dead skin cells accumulate on the surface of the skin. The skin becomes dry, flaky and dull-looking.

Noevir products provide extra help in exfoliating thickened dead skin cells giving the skin a boost of brightness and smoothness.

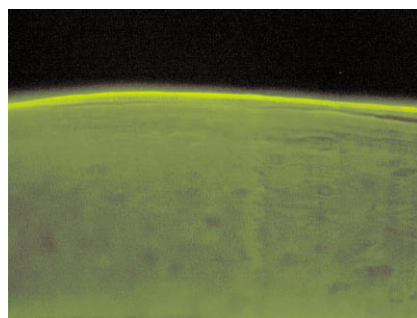
Solution:



Before use

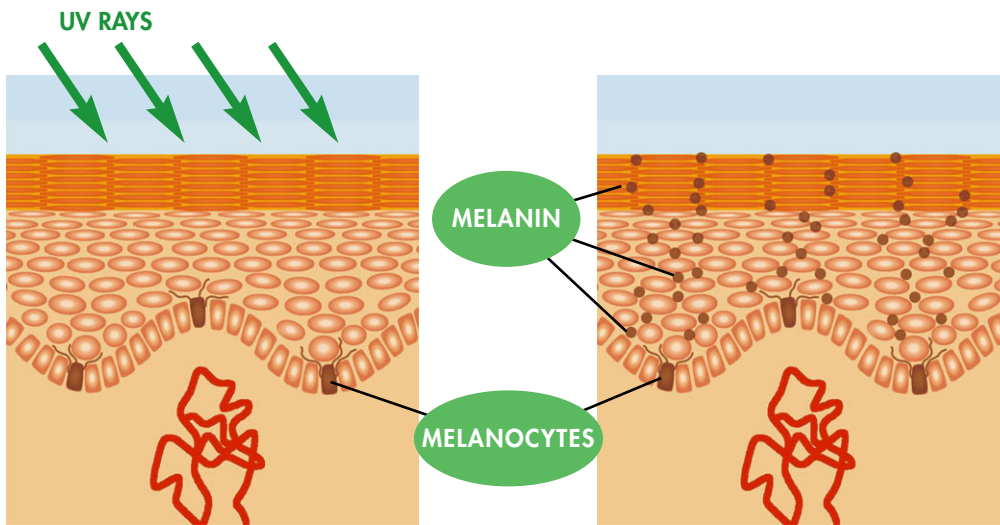


After use of Recovery



Skin concerns:

SPOTS & DISCOLORATION



The skin produces melanin to protect the body from harmful UV rays, and it is the accumulations of melanin that shows up as brown patches or freckles on the surface of the skin.

Noevir's products help brighten and illuminate discolored skin for a clear, luminous complexion.

Solution:



Before use



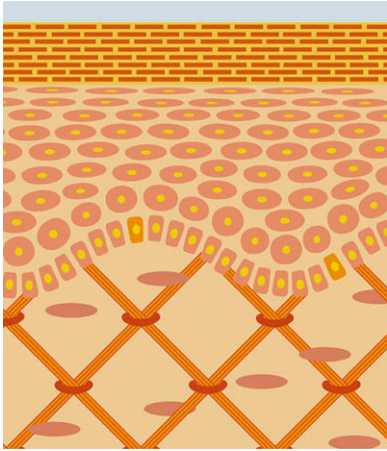
After use of Pure Whiteness



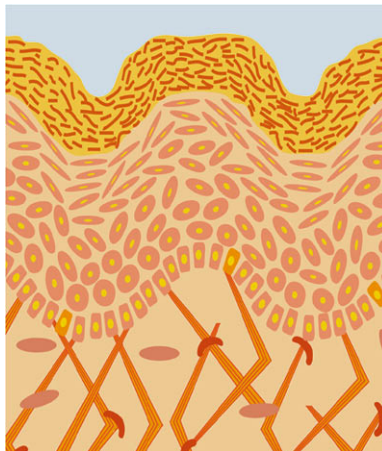
Skin concerns:

WRINKLES & SAGGING SKIN

Healthy Skin



Dehydrated Skin



Wrinkled Skin



Deep wrinkles and sagging are signs of an advanced stages of moisture loss. As the aging process progresses, skin's support system collapse, create deep lines & wrinkles.

Noevir products fight free radicals and help prevent loss of elasticity as they rejuvenate dry skin and provide rich moisture.

Solution:



Before use



After use of Revitalizer

