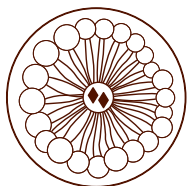
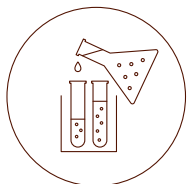


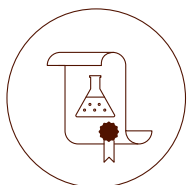
FUNCTIONAL BEAUTY  
DARK CHOCOLATE



ASTACELLE CRYSTALS  
DEFENSE SYSTEM



SCIENTIFIC EVIDENCE



CAMBRIDGE TECHNOLOGY

# esthechoc

C A M B R I D G E B E A U T Y C H O C O L A T E

Science Based Skin Indulgence

## Science Based Skin Indulgence

esthechoc – Cambridge Beauty Chocolate works at the very source of youthful and radiant looking skin, using proprietary Astacelle Crystal technology to boost polyphenol bioavailability and their efficacy.

### Patented CCT technology allows for

- enhancement and optimisation of Cocoa Polyphenol efficacy improves skin microcirculation resulting in enhanced its nutrition and detoxication
- combination of the power of dark chocolate with the antioxidant effect of algae-derived Asthaxanthin Antioxidant improves Oxygen Transport via plasma lipoproteins which, combined with the microcirculation improvement by Cocoa Polyphenols results in unique skin effect
- super-additive effect of the above due to Asthacelle micellisation. Micelles containing polyphenols covered by Asthaxanthin provide enhanced bioavailability of Cocoa Polyphenols and appropriate skin delivery

### ONE ESTHECHOC PER DAY – FOR 3 WEEKS...

...unleashing the beauty of skin by decoding the potency of nature.

Supported by scientific evidence. Delicious and velvety esthechoc - Cambridge Beauty Chocolate is exquisite functional dark chocolate enriched with powerful plant extracts to protect your skin from aging and contribute to its radiant look.



## Brand & Product Outline

esthechoc – Cambridge Beauty Chocolate is a unique food supplement in the form of functional beauty dark chocolate.

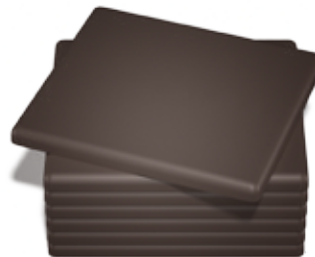
No ordinary chocolate, esthechoc combines the potency of harnessed natural ingredients with scientific evidence. Proprietary technology enhances the power of Cocoa Polyphenols with one of the strongest antioxidants, Astaxanthin. These benefits are secured in the scientific & technological process known as the Astacelle Crystal Defense System.

Developed and patented by a spinoff from Cambridge University, esthechoc is the result of 10 years of extensive independent research on cocoa polyphenols and free radicals, as well as clinical exploration and numerous trials. Over 3000 patients have participated in medical research and clinical tests. 5 prestigious grants and awards have been obtained and 2 patents have been granted (US and EU), with 3 patent applications pending in 35 countries.

## Unique Selling Proposition

- proprietary **Astacelle Defense System**
- **enhanced power of cocoa polyphenols** for a super additive effect
- helps to maintain **blood microcirculation and oxygen level** in skin
- anti-aging **skin care from within**
- **clinically proven** biological efficacy
- developed by **Cambridge University** scientists
- **patented** formulation and production **technology**
- standardized and quality controlled with **Cambridge Technology Quality Pass**
- premium dark chocolate
- **one a day** - increased compliance thanks to a delicious format

esthechoc protects the skin from ageing and contributes to healthy, luminous and smooth skin.

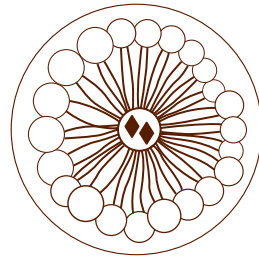


## Claims & Facts



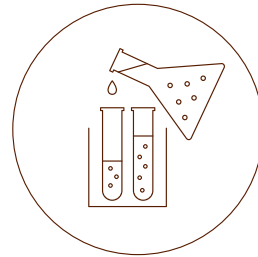
### HELPS TO MAINTAIN MICROCIRCULATION AND OXYGEN LEVEL IN SKIN

- Enhances skin microcirculation and supports skin nutrition, oxygen saturation and detoxication.
- Helps to fight age related loss of essential skin appearance, such as **firmness, radiance and softness**.



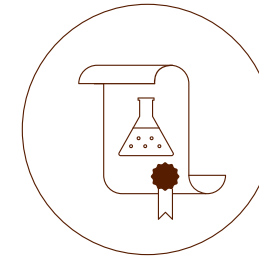
### ASTACELLE DEFENSE SYSTEM

- Dark chocolate's Cocoa Polyphenols Crystals incorporated in **proprietary Astacelles** deliver a unique anti-oxidant combination of actives against free radicals.
- Astacelles provide the super-additive effect of two natural active ingredients – **Astaxanthin natural extract derived from algae and Cocoa Epicatechin (Polyphenols)** – sealed and protected by unique Astacelle technology which guarantees efficacy and natural taste.



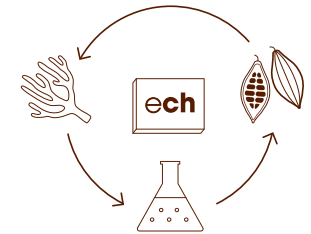
### SCIENTIFIC EVIDENCE

- Clinical data confirms the **biological efficacy** and shows statistically **significant improvements** in the biochemical and metabolic parameters after 3 weeks of administration.
- esthechoc nurtures and protects the skin against aging when used regularly.



### CAMBRIDGE TECHNOLOGY QUALITY PASS

- Advanced functional beauty dark chocolate, developed by a spin-off company of Cambridge University (UK), produced under strict proprietary quality control.
- Each production batch receives a separate **Cambridge Chocolate Quality Pass, which validates the formation of Astacelle Polyphenol Crystals**.

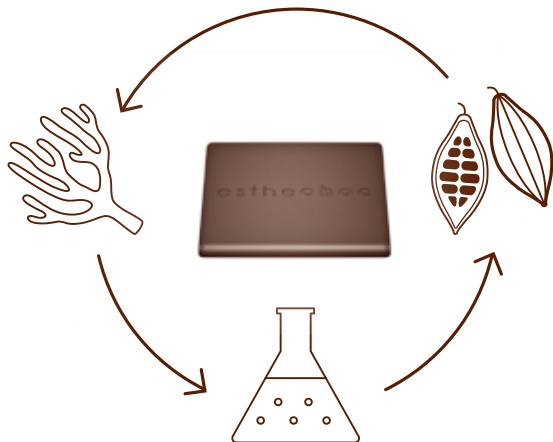


### 72.6% COCOA FUNCTIONAL BEAUTY DARK CHOCOLATE

- Combines the potency of nature with scientific evidence. Proprietary enhanced power of Cocoa Polyphenols and one of the strongest antioxidants, Astaxanthin.
- Anti-aging skin care from within.
- esthechoc **protects the skin from aging, and contributes to a healthy, luminous and smooth skin**.

## Brand Essence & Key Values

- **Science Based Skin Indulgence**
- **Premium food supplement that is clinically proven to slow down skin-aging processes**
  - scientific, yet natural
  - technologically unique
  - clinically proven and patented
  - advanced, but indulging
  - healthy, but delicious and velvety
  - one of kind supplement format
  - beauty enhancing
  - premium, yet approachable
  - aspirational, but affordable
  - anti-aging from within
  - caring of the skin
  - suitable for all skin types



## Target Consumers

### CORE TARGET GROUP:

- elegant, affluent women
- aged 30+, educated city-dwellers
- willing to pay extra money for high quality beauty treatments
- taking care of themselves
- willing to learn more about how to stay healthy, young and beautiful

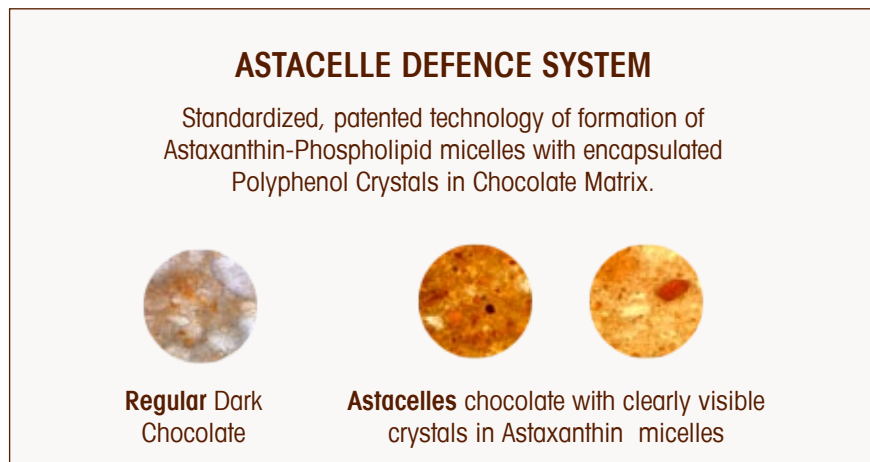
### SECONDARY TARGET GROUP:

- affluent men who wish to buy something special and caring for their partners
- businessmen to support their appearance in a stressful environment and on their business travels



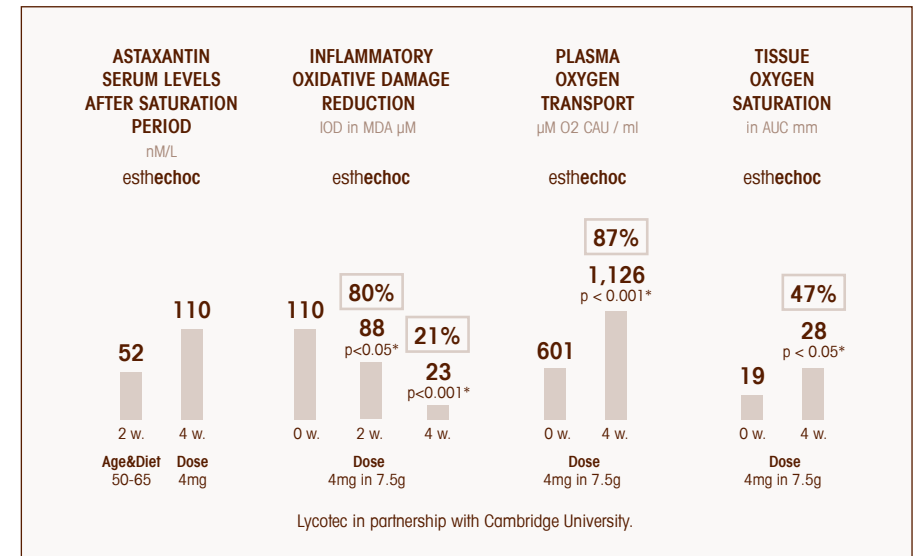
## Scientific Summary

- Astacelles are standardised in Cambridge Chocolate Technologies Laboratories by proprietary analytical protocol and software to ensure efficacy through optimisation of number, saturation and size of crystals in each production batch = Cambridge Technology Quality Pass.
- Proprietary production process leads to optimised cocoa polyphenol crystallisation and incorporation into Astacelles.



- Clinical validation in blinded, randomised, controlled trials show bio-efficacy and improvement of biochemical and metabolic parameters in blood and skin.

- Clinical and biochemical readouts are significantly stronger than any regular chocolate, astaxanthin tablets or capsules and „beauty from within“ products.



- Super additive efficacy of astaxanthin and cocoa polyphenols activity due to micellisation technology - much stronger than plain astaxanthin added to chocolate.
- Each production batch standardised and optimised for crystal forming that guarantees product's efficacy.



## Other Product Information

- Daily supply of esthechoc: 1 x 7.5g chocolate bar.
- A guilt-free pleasure – one esthechoc bar is just 38 kcal!
- Daily portion contains proprietary 4mg of Astaxanthin and 11 mg of Epicatechin Polyphenols in the form of Astacelles.
- Suitable for vegans and vegetarians.
- Set of 21 x 7.5g anti-aging beauty chocolates.
- Recommended to be taken regularly, on a monthly basis alongside daily meals.
- A varied and balanced diet and healthy lifestyle is a prerequisite for good health.
- Keep out of reach of young children.
- Recommended not to exceed daily dose.
- Should not be used as a substitute for a varied diet.

**Ingredients:** cocoa solids, sugar, fat-reduced cocoa powder, cocoa butter, emulsifier: lecithin (from soybeans), astaxanthin.

**Cocoa solids:** 72.6% minimum.

**Allergens:** may contain traces of milk, soybeans and nuts.

**Net content:** 157.5g (21 x 7.5g)

**Expiry date information:** best before 18 months from production  
Store in cool, dry place at temperatures between 12-18 °C.

## Contact

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[www.esthechoc.com](http://www.esthechoc.com)

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