



INSTYTUTUM

HISTORY

Many years ago, a woman who believes that true beauty shines from both inside and out summoned the best skincare bio-technologists, bio-chemists, dermatologists, plastic surgeons and aesthetic doctors from around the world to meet with her at the footsteps of the Swiss Alps so that, together, they would create a world where pure water and scientific complexes combine to create something truly special.





PHILOSOPHY

Taking care of our body, mind and soul helps us to walk lightly through this world and ensures that not only do we learn to care for ourselves and our appearance, but that we pour as much love and attention into nurturing our inner nature so it helps us to shine from the inside out.

To achieve this new outlook on beauty, INSTYTUTUM has created Aesthetic Health, a skincare philosophy that pulls together the silver threads of appreciating outer beauty with practicing a lifestyle that brings your inner beauty bubbling to the surface.

INSTYTUTUM believes that inner beauty is as important as outer beauty, that for a true balance of radiance we need to redefine the way we shape our thoughts around beauty





INSIDE BEAUTY

We are like lighthouses, we may stand tall and proud, but it 's the light that shines from within that really matters, that guide others home.

True beauty cannot be found in a bottle, but in the way we hold our head up high, the warmth in our hands as we hold those in need, and the lilt of our laughter when we want to spread joy. Inner beauty turns to outer beauty as the former cannot exist without the other, it glitters in our eyes, it pulls at the contours of our lips, it dusts our skin, and it spreads through our limbs. When we are kind, when we are free with our thoughts, and when we believe in giving back to this earth we live in, then the great weight of the world can suddenly seem lighter. Caring for your body, nourishing your soul, and balancing your mind with peace, these are the ultimate beauty tools that will turn your shadows into light and bring pure radiance to every step you take.

Nurturing inner beauty should never be underestimated, with time all things flake away, but when you hold your own spiritual joie de vive clasped in the palm of your hand like the wings of a beating butterfly, your magic will always be untouchable.



OUTSIDE BEAUTY

The world is brimming with beautiful things that make us open our eyes wide and smile, whether it's the first tulip of spring damp with morning dew, a flickering firefly perched on our windowsill, the arresting sight of a pale white sailboat out at sea – there are moments of pure and clear beauty that surround us with every step.

We tend to focus a lot of energy on outer beauty to add a dreamy and vivacious quality to the world. We work hard to ensure our skin feels clean and as fresh as the first fall of snow, our hair as soft as star light, our cloth well-cut and our smile filled with the genuine warmth of honey. Our skin can be one of our most wonderful assets, one that externally reflects the wealth of emotion we feel inside. When we are filled with joy we glow, when we are excited we flush like roses, when we are young our skin is supple, and with the years of experience we collect - our lines become roads that tell the stories of our great adventures.

Outer beauty decorates the world, it gives us the confidence to lift ourselves up, and in the words of Keats 'A thing of beauty is a joy forever'.



PILLARS

INSTYTUTUM fuses water with science and education with community.

Pure water to hydrate and heal our skin, science to hone the world's finest cellular complexes, education to share our knowledge with leading doctors and researchers to further advancements in aesthetic medicine, and community so that the radiance of giving shines through and illuminates natural beauty.

WATER

SCIENCE

EDUCATION

COMMUNITY



WATER

We are all water and INSTYTUTUM believes that the secret of youth can be found in the purest water. Water makes us who we are and is the one life source that feeds the world. At birth, our body makeup is 90% water yet at an advanced age, it may be as low as 50%.

Offering the purest water in the world is no simple feat which is why every drop of INSTYTUTUM's pure water is crafted to sheer perfection.

Using her father's world-renowned five-step filtration system to balance water to its purest form, Dr. Natalia D. and her team believe that skin should be quenched and infused with pure water so that the body's natural health shines through.



Water, the very essence of life connects us all.

SCIENCE

INSTYTUTUM enhances the strength of pure water with scientific complexes to allow the entire organism to start its natural rejuvenation process at the cellular level. Each skincare product is crafted using a unique scientific formula to target the skincare problem at its source bringing back natural beauty to the surface of the skin. INSTYTUTUM treats the body as a whole and not merely at its surface.

INSTYTUTUM believes in serious science. The intense research and development undertaken at our laboratories is regulated under GMP\ GLP standards and supervised by a team of brilliant Aesthetic Health specialists. Only through serious science can we unlock the potential of the world's most advanced skincare scientific complexes and youthful looking skin. Through this research, INSTYTUTUM brings you both a professional and personal line of skincare solutions curated for those who believe in true beauty - inside and out.

Science, the story
of our world.



EDUCATION

Through years of scientific research, INSTYTUTUM has amassed a considerable amount of skincare knowledge, knowledge that we now want to share with the world. With a global community and a digital Aesthetic Health academy, INSTYTUTUM will bring together doctors and fans alike to ensure that every skincare decision is based on the beauty of education.

INSTYTUTUM's academy will teach that beauty goes beyond the bottle, that Aesthetic Health is the key to a balanced lifestyle and that breakthrough techniques in skincare science illuminate better choices for all.

Education, a sudden realization followed by
a brightening of the eyes.




COMMUNITY

As the source of life, water is the most precious gift of all. Although over seventy percent of our planet is water, many still struggle to satisfy their thirst with pure water. INSTYTUTUM wants to change that through your skincare ritual.

For every skincare product purchased, INSTYTUTUM will fund a clean water initiative powered by science and education in one of the many remote destinations in need. Giving the gift of life through your skincare choices will ensure that our Aesthetic Health philosophy is shared with all.

Community, we all
share in this
world together.





AGELESS SCIENCE

To love, to laugh, to live - the Ageless Science Collection reminds us that although time is ticking, age can be a malleable thing when you dare to dream big and believe in the science of skincare, the gift of knowledge and the sparkle of pure water. Science is the key that fits the lock and the burning of bright stars in the night, science illuminates and leads us forward.

Using a blend of beautiful Botanica, carefully sourced ingredients, and the sheer grace of scientific knowledge, the Ageless Science Collection is the promise of a real solution within our reach.



OYSTER RENEWAL

ENERGIZING REVITALIZER

Bringing to the surface the gifts of the sea, the slip of seaweed, the power of oceanic nutrients, and the pearly wonder of evanescent oyster shells, this dramatic serum is one of the most inspired products in the whole of INSTYTUTUM's line. Two powerful serums blend together to energize, revitalize and revolutionize the look and feel of your skin without sending it into overdrive



SERUM

REJUVENATION AGENT

Brimming with Niacinamide, peppy peptides, rich vegetable complexes and the brilliance of modern biology, our Serum is a gift of pure rejuvenation. Boasting a higher concentration of active ingredients than any other cream on the line, our Serum is a truly rich, intense and exceptional care agent for your skin.



DAY CREAM

MOISTURIZING ESSENTIALS - FACIAL

Soft, thick and creamy emulsion that oozes a tender aroma and easily soaks in to the surface of your skin without leaving an oily sheen. Brimming with nutrients, minerals, vitamins and anti-oxidants, our Day Cream is as heavenly as a slip of silk for all kinds of skin.



LIFTING CREAM

UPLIFTING BOOSTER

Milky white and with a thick silky texture, our Lifting Cream does more than pick your skin up. Every inch of your face will drink its scientific goodness up, leaving its surface soft and comfortable as the active ingredients go to work deep down. The synergy of herbal extracts and bio-complexes work so well that the results are a profound lifting effect



EYE CREAM

EYE-LOVING ERASER

The eyes are the window to your soul and believe it or not they tell a tale or two in regards to the life you live. Sleepless nights, stacks of anxiety, the ticking hands of time – these are all moments that reflect in the pools of your eyes. Our Eye Cream actively diminish wrinkles, dark circles and signs of fatigue, leaving your eyes as clear and radiant as precious stones.



BODY CREAM

MOISTURIZING ESSENTIALS- SILOUETTE

Light, whimsical and soaked in moisture; our milky Body Cream is the perfect touch of subtle and supple goodness for your skin. As soon as you drizzle it onto the skin it seems to simply disappear as your body drinks up all the goodness with gusto. The overall elasticity and tone improves greatly the touch is one of decadent velvet, and body contours can even come back sharper and more in focus.





PURIFIED LUXURY

Precious, luminous and purified down to the sweetest drop - the Purified Luxury Collection is perfect for when you don't want dullness to weigh you down and need to slough away the impurities of the day. We bring the essence of rarity; something as soft as cashmere, as heavenly as a ghost orchid and as poetic as a wildflower meadow, to help skin shine as clear and calm as the sea in the morning light.

A dab of luxury to your day, the Purified Luxury Collection brings a lighter step, encourages you to bloom, and helps you to glow like a blaze of white candles in the night.

CLEANSING MILK

SATIN PURIFIER

Soft, silky and gifted with the ultimate soothing touch, the whole mood around the Cleansing Milk is one of tenderness. Designed to clean, purify and to ultimately restore your hydrolipid mantle for better skin hydration, our Cleansing Milk will become your skin's best friend.



TONER

PORE CLEANSER

Beautifully formulated tonic for the skin, as clear as diamonds and with all the clarity as the first drop of dew on a spring branch, our Toner is the best way to bring balance back to your skin. Designed to work in harmony as a follow up from the cleansing milk, our Toner will pick up the tiny fragments left behind inside your pores.



TRIPLE-EFFECT PEEL

IMPURITY REMOVER

Refined gel as fresh as it feels with tiny granules gifting a promise of exceptional exfoliating to slough away the bad things, leaving only the good. Our Triple-Effect Peel offers a gradual, gentle and incredibly effective rejuvenation for the skin as well as the ultimate deep clean.



ACTIVE HYDRATION

To spritz, to splash, to douse, to plunge – the Active Hydration Collection will soak you to the bone and bring the breath of health shimmering on the surface. Skin feels fresher, awakened and renewed with a passion for life and a desire to face the day. Our expert scientists source only the rarest ingredients, the freshest water in the world and dedicate their life to delivering perfect PH balance.

One drop at a time, we can change the way we feel, the way we look and the way we embrace the world with the INSTYTUTUM Active Hydration Collection.



ALIVE WATER

ENERGIZING H2O - FACIAL

Enriched water that provides dull skin with a boost of energy for the entire day. One simple spritz of Alive Water starts a journey for your skin, a journey down a path blooming with youth and to a place where the waves roll in and everything is fresh and beautiful.



BODY RAIN

ENERGIZING CREAM IN A SPRAY - SILOUETTE

Delicate droplets that will soak your skin from head-to-toe with purified water and hand-picked scientific complexes. Not only will a spritz of Body Rain bring firmness and radiance back to tired skin, but it also delivers a high dose of energy with lucid long term moisturizing effects.



FACIAL YOGA RELAXATION PROGRAM

The modern world is a challenge in every form; it tests our endurance and our emotions. We wake, we laugh with friends, we cry at the news, we work hard, we play harder, we travel, we dream big and we embrace every facet of how wonderful it is to be alive. Our skin can be the first part of us to tell these stories to the world.

Here at INSTYTUTUM we have developed a series of facial exercises designed to combat the common problem areas of ageing often visible in the face and neck. These specialist facial exercises are swift, simple and effective for any age range. Beneath the silk of our skin all the muscles are woven together, interconnected like a web. Therefore we recommend that all these facial exercises be completed in order to achieve the very best results and bring your skin back to the grace and glory of youth.



INSTYTUTUM IS A BRAND THAT

Empowers through aesthetic health expertise; encourages women to nurture their mind, body and soul.

- Is designed for women who understand the power of science and believe in the skincare philosophy that takes the power of beauty beyond the surface.
- Leverages and embrace the benefits of pure water; holds education close to it 's heart; and believes that giving is a way o f llife.
- Inspires women to transform their skincare with Instytutum's ritual (regimeN) and feel young at any age.
- Encourages women to make the most of the skin they have; brings hope and confidence via education and fine ingredients.
- Believes in serious science to unlock the potential o f youthful skin.
- Supports women who prioritize their aesthetic health and are committed to charitable philanthropy.
- Focus on luxury lifestyle experience – not just products.
- Goes above and beyond what is expected of a skincare brand to deliver results that withstand the test of time.
- Is aware of the environment and aims to leave a positive footprint on the globe by helping solve water issues in rural areas and giving back to communities.

A close-up, soft-focus photograph of a woman's face. She has light-colored eyes and is looking directly at the camera. Her hands are gently resting on her cheeks, framing her face. The lighting is bright and even, highlighting her skin texture. The background is a plain, light color.

THE INSTYTUTUM WOMAN

For ward-thinking, grounded, successful, spirited yet relatable. the INSTYTUTUM women are movers, shakers who challenge the status quo; they understand that luxury is not just a look but a lifestyle.

A world traveler with a knack humanitarianism and zest for life, she knows the importance of being well-balanced and takes time to enjoy the finer things in life while appreciating the little things that make a difference too. She is fun, exuberant, the life of the party, always 'in the know ' and on the scene. INSTYTUTUM shows women how to ' live out loud ' and step forward everyday with confidence to take over the world.

Age Group: Beauty-savvy women ages 30-60

Main Market: Mass affluent and emerging affluent consumers with an annual house-hold income over US\$75,000.



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