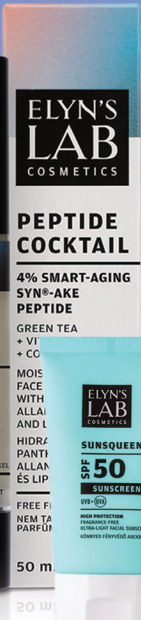


# ELYN'S LAB COSMETICS



# OUR STORY IN BRIEF

Kárpáti Evelyn, co-founder of Elyn's Lab started her career at her family's cosmetics manufacturing company. Due to her incurable disease, which caused her a lot of struggle with her skin, she became more and more familiar with cosmetical ingredients while also getting involved in product development, and later became the head of marketing. She worked there for over 9 years when she first started using so-called evidence-based skin care routines, and it was a game-changer for her skin.

As time passed, Evelyn also became a so-called skinfluencer who has helped thousands of people with their skin care routines, and today she has over 50,000 followers of whom Evelyn keeps a daily connection with – also before every single product development we ask our customers what is the product they are mostly interested in, what are their preferences, and also once the product development has started we send out samples to various customers who tell us their opinion about the products. We firmly believe by being in a very close daily connection with our customers and followers we can react much better to their skin related problems & needs – this is our No. 1 priority.

Kárpáti Kristóf, the other co-founder, on the other hand, was experienced in the financial, logistics areas, and has also been working as a category manager. So as Evelyn became more and more obsessed with evidence-based skincare and being unable to fulfill her goals in her workplace - together with her husband, Kristóf, they decided to establish their own brand, Elyn's Lab Cosmetics which produces purely evidence-based, professional cosmetics developed under laboratory conditions by chemical engineers – at affordable prices, from high-class ingredients.

# WHAT IS ELYN'S LAB COSMETICS ALL ABOUT?

Professional, active ingredient-oriented cosmetics at affordable prices. The secret of Elyn's Lab is based on professionalism and passion, which means the journey of each Elyn's Lab product is accompanied by true dedication. Together with a team of professional chemical engineers and cosmetics experts, we create Elyn's Lab cosmetics for You under laboratory conditions according to the five-point Elyn's Lab creed system.



- ✓ Do not contain potentially irritating alcohols and fragrances
- ✓ Do not contain SLS nor aggressively drying components
- ✓ Are Rich in active ingredients
- ✓ Will help you take care of your skin professionally and consciously regardless of your skin type
- ✓ Their effectiveness is based on rock-solid and authentic literature, because we only believe in supported, proven facts



**THE FOLLOWING  
NUMBERS AND  
THE NUMEROUS  
POSITIVE  
FEEDBACKS  
DURING THE LAST  
2 YEARS HAVE  
PROVED TO US  
THAT WE ARE  
ON THE RIGHT  
TRACK WITH  
OUR PRODUCT  
DEVELOPMENTS:**



We keep daily connection with our customers and followers in order to know what are they exactly looking for – what can we do better than other brands and reacting accordingly – also closely involving them in our product developments.



Over 80.000 followers on social media platforms and we've reached out to more than 5.000.000 people through our intensive ad campaigns



Over 30.000 satisfied customers

Over 6 award-winnings



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# ...AND WHAT CAN YOU EXPECT FROM US?

## INTENSE MARKETING

We'll use our already proven marketing communication strategy to ensure that Your sales evolve continuously.

It includes extended influencer activities (where we also promote that the products are available in your store chain only), social media campaigns, Youtube vlogs / blog posts and also various paid and organic marketing activities to create a hype around the brand.

## FLEXIBILITY

We are really flexible about product developments, which means if any product is missing from your category for which we see potential – we'll make sure to develop that product to fulfill the niche. Also we regularly do researches and questionnaires to learn what are the most up-to-date trends and we immediately act upon it.



# SUNSQWEEN SPF50

## Invisible Aqua Sunscreen

Ultra-lightweight,  
invisible, comfortable:  
Elyn's Lab SPF 50  
broad-spectrum  
sunscreen has arrived!



- ✓ Contains next-generation UV filters
- ✓ Provides high SPF 50 UVB protection
- ✓ Offers higher UVA protection than the EU recommendation (based on Boots Star Rating: 3/5)
- ✓ Spreads on the skin with the comfortable feel characteristic of Korean sunscreens
- ✓ Contributes to the beauty of the skin with oat extract, vitamin E, adenosine, and beta-glucan
- ✓ Does not contain octocrylene, niacinamide, perfume, or alcohol denat
- ✓ Does not leave a white residue
- ✓ Has a healthy skin glow
- ✓ May be ideal for normal, dry, and combination skin
- ✓ Non-sticky, absorbs quickly
- ✓ Suitable as a makeup base
- ✓ 40 ml

# GAME CHANGER

## Cleansing and Makeup Removal Oil with Nourishing Lipids and Bisabolol

**Matte Finish for Your Makeup: Meet the Game Changer, the New Player in Facial Cleansing!**

If you thought that perfecting the art of facial cleansing was unattainable in your routine, it's time to discover the Game Changer. This product introduces you to professional and mindful facial cleansing from a completely new perspective! Let skincare be the game where you emerge as the winner!

### THIS FACIAL CLEANSER

- ✓ Extra gentle yet ruthlessly effective; easily removes makeup, sunscreen, and accumulated impurities from the day
- ✓ Has an oily, moderately liquid texture but turns milky upon contact with water, making it easy to remove from the skin
- ✓ Works exceptionally well against blackheads
- ✓ Does not sting the eyes or irritate the skin
- ✓ Can be used as the first cleanser before your water-based facial cleanser
- ✓ Sufficient for up to two months of facial cleansing
- ✓ Ideal for all skin types, non-comedogenic
- ✓ Nourishes the skin
- ✓ Does not leave an unpleasant residue or dry out the skin
- ✓ Free from
- ✓ 100 ml



# MUST-HAVE

## Extra Gentle and Calming Facial Cleanser gel with lipids and panthenol

Certified by the Naturix organization in accordance with the ISO 16128 standard.

An extra gentle and effective facial cleanser and make-up remover that cleans the skin without a lingering, itchy or drying aftermath.

### THIS FACE CLEANSER

- ✓ cares for the skin with lipids and panthenol,
- ✓ is enough for a full month's facial cleansing,
- ✓ is also effective for oily skin, ideal for all skin types,
- ✓ soothes the skin,
- ✓ can also be used on the eye area and on extra sensitive skin,
- ✓ non-comedogenic,
- ✓ does not dry the skin,
- ✓ is free from fragrance and irritating substances,
- ✓ minimally foams,
- ✓ is skin friendly,
- ✓ was not tested on animals,
- ✓ is Vegan.



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## NEXT LEVEL

# Anti-Blemish Cleansing Gel with 4% MSM and 1% Salicylic Acid

Say Goodbye to Blemishes  
with the Next Level Cleansing Gel!

This unique formula combines two powerhouse anti-blemish ingredients—high-dose MSM (a sulfur derivative) and salicylic acid—to effectively combat acne and excess sebum production. Its lightweight texture not only gently removes impurities but also supports the skin's natural protective barrier with a ceramide complex and panthenol.

### THIS CLEANSER

- ✓ Features a lightweight, gel-like texture
- ✓ Is fragrance-free with no unpleasant base scent
- ✓ Gently foams for a refreshing cleanse
- ✓ Suitable for all skin types
- ✓ Specifically recommended for acne-prone, oily, and blackhead-prone skin
- ✓ Can also be used as a second cleanser after your oil-based cleanser



# PIGMENT C-CONTROL

## 10% SAP C-Vitamin Derivative + NMF Serum

- ✓ with a high dose of 10% Sodium Ascorbyl Phosphate vitamin C derivative which makes your skin glow,
- ✓ for perfect synergy, we turbocharged it with anti-pigmentation Tetrapeptide 30 and Oligopeptide-68,
- ✓ strengthens the skin's natural protective layer,
- ✓ easily absorbed, gel consistency,
- ✓ does not leave a sticky feeling after use,
- ✓ fragrance and dye-free and also free of potentially irritating alcohols.



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# PEPTIDE COCKTAIL

## 4% Smart-Aging SYN®-AKE Peptide Moisturizing Cream with Antioxidants

Experience true velvety effects and firming with the highest recommended concentration of smart-aging SYN®-AKE peptide, combined with green tea, Q10, and vitamin E. This cream is enhanced with the soothing properties of panthenol, allantoin, and bisabolol, as well as the nourishing power of sphingolipids and phospholipids! If you're looking for a fragrance-free and potentially irritating alcohol-free, antioxidant-rich moisturizing cream for your smart aging routine that is suitable for any skin type and can be used both day and night, you're in the right place!



## THE PEPTIDE COCKTAIL FORMULA

- ✓ Fights established expression lines
- ✓ May help delay visible signs of skin aging
- ✓ Soothes, nourishes, and gently hydrates the skin
- ✓ Despite its rich texture, it does not leave a greasy or overly heavy feeling
- ✓ Non-comedogenic, making it suitable for acne-prone skin
- ✓ Especially recommended for layering under sunscreen in your daytime routine during cooler autumn/winter days, replacing your daytime moisturizer
- ✓ Plus, a little goes a long way: just one and a half to two pumps is enough for your entire face, so you can enjoy the benefits of your cream for a surprisingly long time
- ✓ Absorbs quickly on its own, but if layering with multiple serums, wait 2-3 minutes before applying the moisturizer to aid absorption
- ✓ 50 ml

# CENTELLA ASIATICA FACIAL TONER

## with Panthenol and NMF

Intensively nourishing, high-active ingredient toner that ensures exceptional regeneration, hydration, and soothing of the skin barrier through the combined power of Centella asiatica extract, NMF (moisturizing component), and panthenol.



### THIS TONER

- ✓ Helps soothe and hydrate the skin
- ✓ Recommended for acne-prone skin issues
- ✓ Absorbs quickly due to its watery texture
- ✓ Helps establish an effective skincare routine
- ✓ Layers well and doesn't peel off the skin
- ✓ Leaves a pleasant, soft feeling after absorption
- ✓ Free from perfume and alcohol
- ✓ An ideal choice for all skin types
- ✓ Suitable for both daytime and nighttime routines
- ✓ 100 ml

# CAFFEINE EYE HACK

## Cooling Applicator Eye Gel 2% Caffeine + 1% SYN®-EYE + 1% Vitamin E

A dermatologically tested eye care gel supercharged with caffeine, peptides, and antioxidants. With its cooling applicator and nourishing formula, it will become a favorite step in your skincare routine!

### THE CAFFEINE EYE HACK

- ✓ An excellent choice for tired, puffy, and dehydrated under-eye areas
- ✓ May help tighten the skin around the eyes
- ✓ Soothes, nourishes, and gently hydrates the skin
- ✓ Can be tried even for dark circles that are not of genetic origin
- ✓ Features a lightweight, fast-absorbing gel texture
- ✓ Free from perfume and alcohol
- ✓ Dermatologically tested
- ✓ 15 ml



# LIP HACK

## Lip Balm with Peptides

Nourish your lips with Elyn's Lab Lip Hack, a velvety balm enriched with powerful active ingredients to hydrate and protect. The sophisticated formula features MAXI-LIP™, a vitamin E derivative, blackberry fruit extract, lanolin oil, and petrolatum, working together to leave your lips looking more hydrated, plump, and smooth.



- ✓ **Rich, Balm-Like Texture:** Smooth and easy to apply, gently nourishing your lips.
- ✓ **Natural Shine:** Provides a subtle, natural glow without a glossy lip gloss effect.
- ✓ **Premium Silicone Applicator:** The elegant, soft silicone applicator ensures a comfortable and hygienic application—no need to touch the tube with your hands—making lip care effortless and quick.
- ✓ **Neutral Scent:** Fragrance-free formula with no added perfumes.



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# SLEEPING BEAUTY

## 0.07% Retinal + Green Tea + Q10 Smart Aging Night Cream

Updated formula with retinal – same effects, gentler formula. This velvety-textured smart-aging night cream is perfect for retinoid lovers, featuring 0.07% retinal, antioxidant Q10, green tea, and vitamin E to give your skin the best care possible. Elevate your smart-aging skincare to the next level with Sleeping Beauty and choose science over fluff!

**Good to Know:** The cream comes in an airless container to preserve the stability of the valuable retinal. One pump of the cream is just right for a single application, making it not only effective but economical.

- ✓ Helps with wrinkles and pigmentation spots, and stimulates collagen production
- ✓ Velvety texture with a luminous finish
- ✓ Leaves a pleasant, soft feel after absorption
- ✓ Free from perfume and alcohol
- ✓ Ideal for all skin types
- ✓ Recommended for evening use, following gradual introduction
- ✓ Absorbs quickly
- ✓ 50 ml



# ACNE CONTROL

10% Niacinamide + 1%  
Zinc PCA + NMF serum  
for oily skin

Certified by the Naturix  
organization in accordance  
with the ISO 16128 standard.

High dose of Niacinamide in an extra light,  
instantly absorbed water-based formula, which  
with 1% Zinc helps regulate the skin's sebum  
production.

## THIS FACE SERUM



- ✓ helps against acne, clogged, wide pores,
- ✓ is great against pigment spots,
- ✓ strengthens the skin's natural protective layer,
- ✓ owing to its NMF content, it takes care of the skin super well,
- ✓ is easily absorbed, gel consistency,
- ✓ does not leave a sticky sensation after use,
- ✓ is fragrance and dye-free,
- ✓ is free of potentially irritating alcohols,
- ✓ was not tested on animals,
- ✓ is vegan.



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# ALL-IN

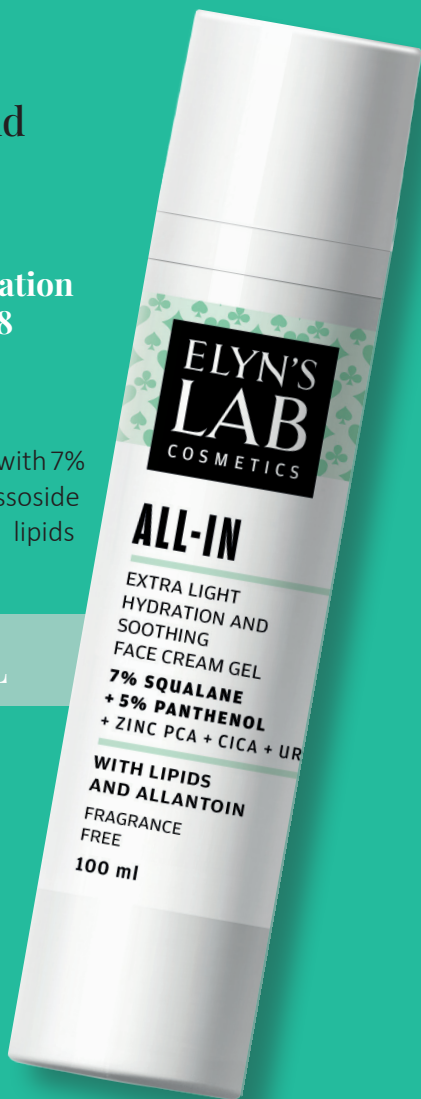
## extra light moisturizing and calming face cream gel

**Certified by the Naturix organization in accordance with the ISO 16128 standard.**

Incredibly soothing, airy hydration: All-In with 7% squalane, 5% panthenol, zinc, Madecassoside (known as CICA), urea, allantoin and lipids provide extraterrestrial skin care!

### THIS FACE CREAM GEL

- ✓ was specially designed for problematic, acne-prone, sensitive skin and combination skin types;
- ✓ soothes irritated, stretched, reddened skin;
- ✓ doesn't have a matte finish, but it doesn't weigh down the skin, so it can be a great choice even for oily skin;
- ✓ can be layered well;
- ✓ can be used as a night or daytime moisturizer, as it remains stable even under sunscreen;
- ✓ is absorbed quickly;
- ✓ leaves a pleasant, soft sensation after absorption;
- ✓ can also be used for body care;
- ✓ is fragrance and dye-free;
- ✓ is free of potentially irritating alcohols;
- ✓ was not tested on animals.
- ✓ is Vegan.



# PORE CONTROL

2% SALICYLIC ACID

+ 1% Zinc PCA

+ 1% Panthenol Serum

Extra high, 2% strength SALICYLIC ACID enclosed in an almost immediately absorbed gel serum formula, which with 1% Zinc PCA supports your skin in the fight against acne, blackheads and enlarged pores!

## THIS FACE SERUM

- ✓ with 2% SALICYLIC ACID, helps to remove dead skin cells accumulated deep in the pores,
- ✓ Contains 1% zinc PCA, which is effective against acne and also helps regulate sebum production,
- ✓ supports skin soothing with 1% panthenol and allantoin,
- ✓ easily absorbed, gel consistency,
- ✓ does not leave a sticky or unpleasant feeling after use,
- ✓ does not contain fragrances or alcohol.



# QUEEN OF HYDRATION

1% hyaluronic acid serum with panthenol

Certified by the Naturix organization in accordance with the ISO 16128 standard.

Three types of molecular weight, 1% hyaluronic acid in a rich, intensively caring, water-based gel formula, which takes care of the skin with a generous amount of extra NMF and soothing panthenol.

## THIS FACE SERUM

- ✓ owing to its extra NMF content in addition to hyaluronic acid, it provides even stronger hydration to the skin,
- ✓ fills in smaller wrinkles and tightens the skin,
- ✓ is great for dehydrated, dry skin,
- ✓ soothes irritated, stretched skin,
- ✓ is easily absorbed, gel consistency,
- ✓ does not leave a sticky sensation after use,
- ✓ is fragrance and dye-free,
- ✓ is free from potentially irritating alcohols,
- ✓ was not tested on animals.
- ✓ is Vegan.










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