

VISOANSKA  
PARIS

after day  
your skin  
learns  
to stay  
young

Learn to stay young

VISOANSKA  
PARIS



“In order to create this product range, I had to rethink the concept of anti-aging care.

Because our life expectancy is considerably longer.

Because our modes of consumption involve an ever-growing desire for natural products and leading-edge technology.

Because the preservation of our youth capital has become a demand, incessantly sharpened by our growing knowledge of skin care.

Aren't our wildest aspirations often the most tenacious?

The most legitimate?

I wanted to provide a different, effective and long-lasting solution; it became my responsibility.

By systematically giving priority to scientific performance.

By committing, at all costs, to uncompromising ethics.

By developing, with my team of researchers, a synergy of natural-origin active ingredients with an impact on our entire organism.

By finding a way to change dermal behavior on a molecular scale in order to provide it, on a daily basis, with the strength to resist time.

Training your skin to spontaneously control all the factors of cutaneous aging identified to date.

Teaching it to preserve, season after season, the radiance of its youth.

Such is the ambition of the product range that now bears my name.

I dedicate it to women for whom youthfulness is more than just appearance, to those who refuse to compromise between natural products and leading-edge technology, to the most demanding of my peers.”

Élisabeth Visoanska

Originally from the country of amber and boundless space, Elisabeth Visoanska has the resilient character of Eastern European women. Although she now decided to join the world of cosmetics, it is not her goal to make a simple appearance. Why not a revolution?



## Extreme nature™ tamed by biotechnology

### NATURAL COMPLEMENTARITY

The stress of the working life, its furious pace, repeated exposure to external aggression factors such as pollution, sunlight, or bad weather, accelerate the aging of our skin, day after day.

From hyper-toxic environments to extreme temperatures, some plants undergo far more violent aggressions on a daily basis. Our researchers have discovered

an atypical production of ATP\* molecules in the composition of these plants, molecules naturally compatible with our bodies.

Optimized in our skin care formulas, the most effective of these molecules communicate their outstanding resistance to external aggressions to your skin, working, day after day, to boost its longevity potential.

\*Adenosine triphosphate (ATP) is the cellular energy reserve.

### TWO EXCLUSIVE COMPLEXES BY VISOANSKA

The botanical stem cells in our COMPLEXE SURVIE EXTRÊME™ daily impart their natural resistance to different environmental stress factors on your skin.

A genuine 'school of youthfulness', the COMPLEXE LONGÉVITÉ EXTRÊME™ naturally brings about the self-stimulation of your cellular longevity genes, week after week.

extreme  
nature  
bio  
technology





## From burning heat to arctic cold

### THE SLEEPER OF THE SAHEL

In order to ensure its survival in the most barren areas of the Sahel, the *Scenedesmus* has acquired the property of transitioning into a dormant state when imperiled by its environment. Later, it resumes its activity as soon as the conditions allow it. The incorporation of certain active ingredients derived from this organism into VISOANSKA formulas increases your skin's ATP capital while delivering a wide range of anti-stress and anti-oxidant defense mechanisms.

### THE COASTAL WEED

Clinging to rocky cliffs, sea fennel is subject to perpetual thermal upheavals: at times scorched by the sun or whipped by the waves, gusts of wind and sea spray, and at other times plunged underwater. Its stem cells have the power to regulate our pigmentation disorders and our cellular renewal for stronger, more radiant and better-toned skin.

### THE UNKNOWN GLYCOPROTEIN FROM THE GLACIERS

Who would have imagined that an arctic expedition would one day discover an unknown glycoprotein on the King George Island, with stupefying anti-wrinkle properties? Generated by a micro-organism living at the bottom of glaciers, *Pseudoalteromonas antarctica* is unbeatable when it comes to the production of collagen and elastin. Its wound-healing, moisturizing and anti-wrinkle action, and the protection it offers against the cold, have made its reputation as a providential active ingredient.

### THE OLDEST ALGAE FROM THE ANTARCTIC

Brown algae more than twenty meters in length, native to the Kerguelen Islands in the Antarctic, *Macrocystis pyrifera* is able to resist extreme living conditions, which in no way inhibit its astounding longevity. Its anti-aging power on your skin is equally astonishing: from the natural synthesis of collagen and elastin, to the fight against the main damaging agents responsible for their breakdown.

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## From eternal summits to unfathomable depths

### THE HEALING MOUNTAIN FLOWER

Sparingly scattered on the eternal mountain tops, Edelweiss boasts hidden qualities. It is a mythical flower with astonishing anti-free radical properties. Some of its components naturally inhibit the disturbing enzymes that destroy vital molecules in your skin and accelerate its aging. Edelweiss has an undisputable gift for youthfulness.

### THE QUEEN OF HIGH PLANES

Perched on the barren tableland of the Tibet at nearly 5,000 meters in altitude, *Rhodolia crenulata* is a powerful physical as well as intellectual enhancer. The main active ingredients derived from this organism confer upon your skin their astonishing capacity for adaptation and resistance to thermal and environmental stress, as well as their anti-free radical qualities and energizing properties.

### THE WONDERS OF ABYSSAL DEPTHS

Surviving at more than 3,000 meters in depth, amazing micro-organisms drawing their capacity for resistance and adaptation from some of their fundamental components are the genuine survival molecules. Synthesized in a laboratory, these energy concentrates deliver intense hydration to your skin, regenerate your cells, strengthen your biological defense system, and attenuate the appearance of wrinkles by stimulating collagen synthesis.

### THE SURVIVORS FROM THE DEPTHS

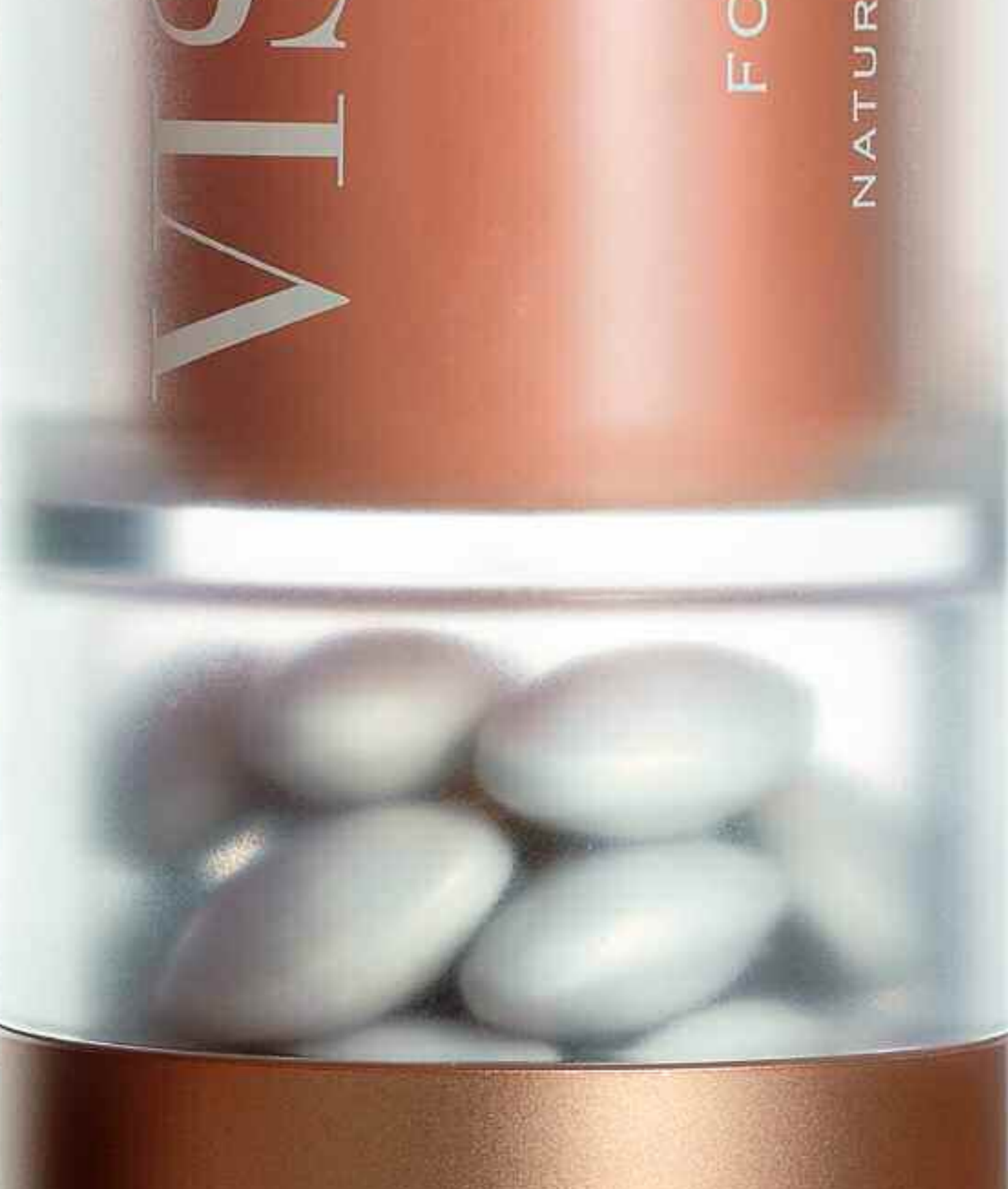
Discovered in hydrothermal springs, 2,600 meters deep in the waters off Mexico, *Alteromonas macleodii* is able to withstand hyper-toxic emanations projected at more than 350 °C. The polysaccharides derived from this 'survivor' organism, incorporated into VISOANSKA formulas, weave a natural anti-pollution filter with exceptional immunological and detoxifying properties on your skin.

Essentials  
summits  
unfathomable  
depths



Filled with wonder at the staggering  
complementarity of living organisms,  
VISOANSKA biotechnology  
is working to transform  
the extraordinary potential of  
the plant world into targeted anti-aging  
actions for your skin,  
as soon as it becomes possible.





## Because youthfulness is more than mere appearance

Skin aging is not inevitable. It is caused by various factors: external aggressions, nutritional deficiencies, free radical damage, oxidative stress, declining cellular renewal, skin conditions, lack of day-to-day skin care. The effects of this aging appear on the skin's surface; its signs bring it to our attention. Its origins involve no less than the deepest layers of our dermis, and, more specifically, our entire bodies.

### OUR FORMULAS: FACE CREAM + NUTRITIONAL SUPPLEMENT FOR REINFORCED ANTI-AGING ACTION

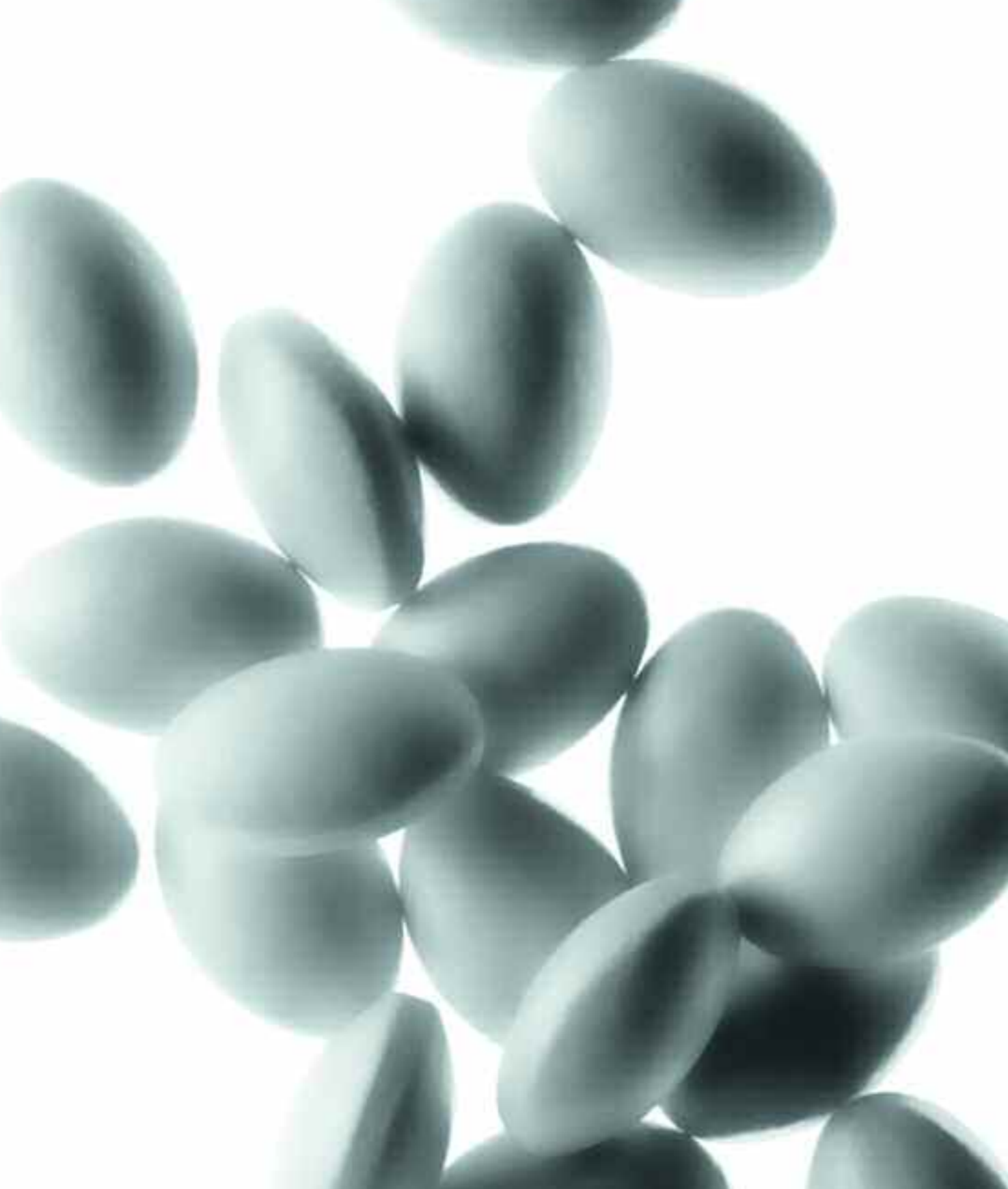
Our researchers have developed little tablets genuinely packed with rejuvenating power and specially designed to perpetuate your skin's youthfulness from within. They protect, stimulate and remineralize it, while fighting against cellular oxidation and invasion of free radicals that threaten its integrity. As endogenic treatments inseparable from our exogenic skin care, these hyper-concentrated nutritional supplements were specifically designed to function in a symbiosis with our face care formulas.

### PERFECT SYNERGY

In order to jointly target all the factors of cutaneous aging identified to date, we have developed an exclusive synergy of active ingredients that make deep-down changes in your skin's behavior in face of the damaging effects of time, and help regenerate your entire body. Face care creams and nutritional supplements, dermatological treatment and biotechnological peptides, molecules derived from extreme nature and ancestral remedies... We refuse division because the 21<sup>st</sup> century that we dream of will thrive on leading-edge technology, shared knowledge, age-old traditions and undisturbed nature.

SKIN AGING FACTORS	VISOANSKA SYNERGY
<b>External aggressions.</b> [ Stress, exposure to the sun, cold and pollution... ]	<b>Survival molecules derived from extreme nature.</b> [ Sahel plankton, brown algae of the Antarctic, Edelweiss... ]
<b>The body's deficiencies.</b> [ Oxidative stress, free radical damage, demineralization... ]	<b>Nutritional supplement.</b> [ Baobab red fiber, polyphenols, selenium... ]
<b>Declining cellular renewal.</b> [ Reduction in collagen synthesis and in the protein production within the extracellular matrix, appearance of wrinkles... ]	<b>Biotechnological peptides.</b> [ Hexapeptide-10, tetrapeptide-3, palmitoyl oligopeptide, grafted hydroxyproline... ]
<b>Skin conditions.</b> [ Brown spots, small blemishes, red blood vessels, excess sebum... ]	<b>Dermatological treatment.</b> [ Salicylic acid, creatine, diacetyl boldine... ]
<b>Lack of daily skin care.</b> [ Cutaneous dryness, irritation, devitalization... ]	<b>Active ingredients passed down by ancestral tradition.</b> [ Mimosa tenuiflora, Cupuaçu butter, Muskat rose oil... ]





## From anti-wrinkle agents to anti-oxidants

### **SKIN-LIFTING POLYSACCHARIDES**

The molecular association of two polysaccharides extracted from a giant New Zealand fern provides an immediate skin lift. The appearance of fine lines is reduced; results are visible nearly instantly. These polysaccharides also generate long-lasting anti-slackening action. In daily application, they have a smoothing effect on your skin grain, while strengthening dermal tone and firmness.

### **THE PEPTIDE CLUB**

Imagine your skin to be like the pages of a book incessantly being erased and rewritten.

Hexapeptide-10, tetrapeptide-3, oligopeptide and tripeptide-1 are biotechnological active ingredients that contribute, each in its own way,

to rewrite this book. Together, they also work to preserve the original edition, i.e. your skin's youthfulness. The adventures of these peptides are quite complicated, whether in regards to helping with cellular cohesion, fighting off the aldehydes, stimulating collagen, synthesizing proteoglycans or inhibiting trypsin. However, their action on your skin, which is suddenly smooth,

firm and radiant, is none the less visible with a naked eye.

### **THE GIANT PATRIARCH... IN TABLET FORM**

Sometimes reaching up to twenty-five meters in height and a twelve-meter span over one thousand years, the Baobab is a giant tree with self-regenerating fiber. Our researchers have uncovered in its red fiber an exceptional percentage of anti-oxidant agents, sixty-five times more effective than vitamin C. Our nutritional supplements were formulated from a high concentration of this active ingredient, associated with other plant extracts, boasting the highest content in polyphenols, anti-oxidant vitamins and free radical-trapping trace elements. And because your skin's needs differ between times of activity and sleep, we have given priority to invigorating, energizing and protective active ingredients by day, replaced by restructuring, repairing and remineralizing agents by night.

anti-wrinkle  
anti-oxidants



Wary of labels and passing trends, Élisabeth Visoanska worked very hard for many years designing her product range. Surrounded by the best researchers and incessantly plaguing them with new demands, she selected the purest and most innovative active ingredients, one by one. Today, she offers a range of anti-aging products with unparalleled effectiveness and total respect for your skin. Such is her idea of luxury. Such is the price she pays for your youthfulness.





## VISOANSKA luxury to the point

### ROCK-SOLID ETHICS

- Each of our products contains up to 93 % of natural-origin ingredients, 13 patented technologies, and 34 specific active ingredients that fully contribute to their effectiveness.
- They are guaranteed to contain no petrochemical derivatives, colorants, parabens, silicones, PEG, chemical emulsifiers or synthetic fragrances.
- Each of our claims has been scientifically proven.

### FUNCTIONAL ESTHETICS

- A double airless reservoir protects the long-term effectiveness of our active ingredients.
- Elegant, light and practical, VISOANSKA bottles were designed to associate each of our cream formulas with its specific nutritional supplement.

### A PRODUCT RANGE

#### THAT UNDERSTANDS ALL SKIN MOODS

- **4 day/night anti-aging formulas** for daily use specially adapted to different ages and different skin types: face cream + nutritional supplement for reinforced action.
- **4 made-to-measure skin care concentrates** for skin subject to imperfections.

Tired, stressed skin. Dull-complexion, pigmentation spots. Sagging facial features, established wrinkles.

- **4 specific treatments** for delicate skin areas. The neck and the décolleté. Residual marks. And the eye contour.

essential  
luxury



# 4 Because your skin's youthfulness is nourished as much from within as from the outside.

## daily anti-aging formulas face care + dietary supplement

### FORMULE ANTI-ÂGE OPTIMALE <sup>day</sup>

Complete day treatment for normal to combination skin (from age 35).

- / REDUCES FIRST SIGNS OF AGING
- / STRENGTHENS THE SKIN'S BIOLOGICAL DEFENSE SYSTEMS
- / MOISTURIZES AND FIRMS SKIN DEEP-DOWN
- / INSTANTLY MATTIFIES AND SMOOTHES THE COMPLEXION
- / FROM WITHIN: ENERGISES AND PROTECTS WITH AN ANTI-OXIDANT AND ANTI-FREE RADICAL ACTION

Our tests have proven that this product generates significant DNA protection, a 25 % improvement in skin elasticity and firmness, a 23 % improvement in the skin's micro-depressionary network, and a notable reduction in wrinkle depth.

### FORMULE ANTI-ÂGE OPTIMALE <sup>day</sup>

Complete day treatment for normal to dry skin (from age 35).

- / REDUCES FIRST SIGNS OF AGING
- / STRENGTHENS THE SKIN'S BIOLOGICAL DEFENSE SYSTEMS
- / MOISTURIZES, SOOTHES AND FIRMS SKIN DEEP-DOWN
- / INSTANTLY BRIGHTENS AND SMOOTHES THE COMPLEXION
- / FROM WITHIN: ENERGISES AND PROTECTS WITH AN ANTI-OXIDANT AND ANTI-FREE RADICAL ACTION

Our tests have proven that this product generates a reduction in wrinkle depth and volume, an improvement in the skin's firmness and elasticity, an increase in cutaneous hydration, and an improvement in the micro-depressionary skin relief.

### FORMULE ANTI-ÂGE EXTRÊME <sup>day</sup>

Complete day treatment for mature skin (from age 50).

- / CORRECTS ESTABLISHED WRINKLES AND GRADUALLY FIRMS THE FACIAL CONTOUR
- / STRENGTHENS THE SKIN'S BIOLOGICAL DEFENSE SYSTEMS
- / LIFTS AND REDENSIFIES SKIN DEEP-DOWN
- / INSTANTLY BRIGHTENS COMPLEXION AND EVENS OUT PIGMENTATION
- / FROM WITHIN: ENERGISES AND PROTECTS WITH AN ANTI-OXIDANT AND ANTI-FREE RADICAL ACTION

Our tests have proven that this product generates DNA protection, a notable reduction in wrinkle depth and volume, an improvement in the cutaneous microrelief inducing a lifting effect, and an increase in the skin's elasticity.

### FORMULE LONGÉVITÉ CELLULAIRE <sup>night</sup>

Complete night treatment for all skin types (from age 35).

- / STIMULATES CELLULAR LONGEVITY
- / ACTIVATES SELF-REPAIR AND RENEWAL IN TISSUE
- / RESTRUCTURES AND REDENSIFIES SKIN DEEP-DOWN
- / EVENS OUT PIGMENTATION / SMOOTHES THE SKIN
- / FROM WITHIN: RESTRUCTURES AND PROTECTS WITH ANTI-OXIDANT AND ANTI-FREE RADICAL BENEFITS

Our tests have proven that this product generates clear stimulating activity on the expression of SIRT-1 (regulating our cells' longevity), a high increase in neutral GAGs (important growth factor reservoirs), a 75 % increase in the number of cells in mitosis, as opposed to the untreated control sample, and a significant collagen stimulation in the papillary dermis.



# 4 Because your skin can also change in nature. made-to-measure concentrates

## SOLUTION ANTI-IMPERFECTIONS

When skin is prone to imperfections.

- / CORRECTS ENLARGED AND CLOGGED PORES
- / REDUCES APPEARANCE OF PORE INFLAMATION
- / REDUCES SHINY SKIN AND REDNESS
- / OPTIMIZES CELLULAR RENEWAL
- / EVENS OUT PIGMENTATION

Our tests have proven that this product generates a 19 % reduction of shiny skin and sebum levels in 100 % of women after 30 days of application.

## VV5 SOLUTION

When skin is tired and stressed after a testing experience.

- / ENERGIZES, STRENGTHENS AND VIVIFIES SKIN
- / 24-HOUR MOISTURE BOOST
- / REDUCES SIGNS OF FACIAL FATIGUE
- / SOOTHES SKIN AND BRIGHTENS SKIN TONE

Our tests have proven that this product generates an immediate 84 % boost in the moisturizing effect, persisting for at least 24 hours. Hydration is preserved by +23 % after 24 hours without reapplication.

## HIGH LIGHT SOLUTION

When complexion is dull and subject to pigmentation spots.

- / GRADUALLY REDUCES BROWN SPOTS AND PREVENTS THEIR REAPPEARANCE
- / CORRECTS REDNESS
- / ILLUMINATES SKIN TONE AND EVENS OUT PIGMENTATION
- / INSTANT RADIANCE BOOST
- / REINFORCES AGAINST SUN DAMAGE

Our tests have proven that this product generates a depigmenting activity characterized by lighter and less saturated spots, without significant brightening action in the non hyperpigmented areas.

## AGE SLOWING SOLUTION

When facial features seem to have lost their youthfulness.

- / SLOWS THE EFFECTS OF SKIN AGING
- / CORRECTS ESTABLISHED WRINKLES ON SHORT AND ON LONG TERM
- / GRADUALLY REMODELS FACIAL CONTOURS
- / FIRMS AND REDENSIFIES SKIN DEEP-DOWN
- / IMMEDIATE SKIN-SMOOTHING EFFECT

Our tests have proven that this product generates an improvement in the skin's elasticity and firmness, in addition to a restructuring effect on the cutaneous texture, leading to reduction in wrinkles.





# 4 special care treatments

Because the delicate areas of your skin need more loving care.

## ÉLIXIR PERFECTEUR

Accelerated disappearance of residual marks.

- / REGENERATES AND REPAIRS MINOR SKIN LESIONS
- / GRADUALLY EVENS OUT PIGMENTATION AND TEXTURE
- / REDUCES REDNESS
- / STIMULATES CELLULAR RENEWAL

Our tests have proven that this product induces a significant regenerating activity after 3 days of application, characterized by very clear maintenance of keratinocytes, overexpression of fibronectine, and a clear localized overexpression of integrine  $\beta 4$ .

## HYPNOTIC EYE POTION day

A velvet-smooth eye contour always within reach.

- / IMMEDIATE SKIN-LIFTING EFFECT
- / CORRECTS AND BRIGHTENS DARK CIRCLES
- / PREVENTS VISIBLE SIGNS OF SKIN AGING
- / STRENGTHENS THE SKIN'S BIOLOGICAL DEFENSE MECHANISM

Our tests have proven that, after 15 minutes of application, this product generates an up to 42 % reduction in wrinkle depth in 94 % of women, and an up to 47 % reduction of their volume in 88 % among them.

## SUPREME EYE POTION night

An intense treatment that transforms eyes upon waking.

- / REDUCES FINE LINES AND WRINKLES DURABLY
- / REDUCES INTENSIVELY UNDEREYE PUFFINESS AND SHADOWS
- / REGENERATES AND REPAIRS CELLULAR DAMAGE
- / PREPARES THE SKIN FOR EVERY FORM OF EXTERNAL AGGRESSION

Our tests have proven that this product generates a 148 % increase in the number of mitotic cells after 6 days, as opposed to an untreated control sample, as well as a clear stimulation of collagen and GAG synthesis in the papillary dermis. Undereye puffiness is considerably reduced in 15 days of treatment.

## SOIN INOÛI COU ET DECOLLETÉ

A light-infused cream for irresistible appeal.

- / GRADUALLY REDUCES BROWN SPOTS AND PREVENTS THEIR REAPPEARANCE
- / LIFTS AND RESTRUCTURES SKIN DEEP-DOWN
- / BRIGHTENS THE COMPLEXION
- / STRENGTHENS THE SKIN'S BIOLOGICAL DEFENSE SYSTEM
- / MOISTURIZES AND REGENERATES

Our tests have proven that this product generates a brightening effect on hyper-pigmented spots, a clear increase in the skin's hydration, and a notable skin-lifting effect.



preserving  
one's  
youthfulness  
does not mean  
stopping  
the course  
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living life with  
continually  
growing passion

VISOANSKA

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