

MEDIA RELEASE – for immediate release

**BIOTECH FORMULAS PAIRED WITH SWISS QUALITY AND PRECISION:
REVALID® SKIN CARE – EXCELLENCE YOU DESERVE AT A PRICE YOU’LL APPRECIATE**

Schaffhausen, January 2025: Revalid, a trusted name in Swiss hair care innovation, proudly announces its expansion into the skin care market with the launch of the Revalid® Extra Firming Skin Care Line. This new range brings cutting-edge Swiss biotech expertise to skin care, offering advanced solutions for firmer, more radiant-looking skin.

Swiss biotech innovation meets proven results

The Revalid Extra Firming Skin Care Line features innovative formulas powered by plant-based collagen and peptide complexes, skin-energizing and tightening microalgae extracts, and the powerful antioxidant Swiss haskap berry. These carefully selected ingredients work in synergy to visibly firm the skin, improve elasticity, and reduce wrinkles within just 14 days.¹

The range also boosts the skin’s natural collagen production while enhancing cell energy by an impressive 140%.² Clinically proven and dermatologically tested, this holistic system provides both immediate and long-term visible benefits.³

Star product: Revalid® Extra Firming Boost Serum

At the heart of the range is the Extra Firming Boost Serum, a product that delivers exceptional results from the very first application. Clinically proven to:

- Boost natural collagen production by 123%⁴
- Improve skin elasticity by 65% within 14 days⁵
- Provide an instant lifting effect lasting up to 12 hours⁶

In consumer tests, 100% of participants reported a face-lifting effect and expressed their satisfaction, stating they would definitely purchase the serum.⁷

A new standard in accessible luxury

“We believe that premium skin care should be within reach for everyone,” said Anita Mattle, Marketing Director. “With Revalid Skin Care, we’ve harnessed advanced biotechnology—typically reserved for high-end brands—to create a perfect balance of innovation, effectiveness, and reasonable pricing. This empowers our customers to elevate their skin care routines effortlessly, without compromising on quality or results.”

Discover the new Revalid Extra Firming Skin Care Line range today at the pharmacy/e-pharmacy of your trust and selected beauty online stores. For more details/insights, visit www.revalid.com.

ABOUT REVALID®

Revalid combines holistic wellbeing in hair and skin care with medical expertise and scientific research since 1959. The results are highly effective hair and skin care products that each have a significant, visible effect on appearance and self-confidence. An effect that helps people regain their best, most confident selves, making them shine from within. This unique effect becomes the heart of our work. Some call it incredible – we call it the Revalid Effect.

ABOUT EWOPHARMA

Ewopharma AG, headquartered in Schaffhausen, Switzerland, is a pharmaceutical marketing company focused on Central Eastern Europe and Switzerland. With more than 60 years of experience in the region, Ewopharma has extensive knowledge of these markets and holds a strong position in the area. The company covers all aspects of market access and commercialisation of ethical pharmaceutical and consumer health products. www.ewopharma.com

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Revalid Extra-Firming Skin Care Range



Revalid Extra-Firming Skin Care Key Visual

References

- 1 In-use test under dermatologist supervision
- 2 In-vitro assay
- 3 In-use test with 20 subjects under dermatologist supervision
- 4 Ex vivo-Increase of young & mature collagen and elastin increase
- 5 Assessment of the anti-aging activity product vs placebo on a panel of 20 volunteers
- 6 Randomized double-blind, mono-centre study. Caucasian female volunteers, 27 volunteers by group, 40-65 years
- 7 In-use test under dermatologist supervision