

Friday, December 13th 2013

## Press release

### Hygeia Group

#### **Beatific: State-of-the-art, premium medical cosmetics** **New investments, jobs creation, rise in exports**

HYGEIA Group expands its business to the medical cosmetology industry, launching a new specialized line of cosmetics, **Beatific**.

The Group's specialised R&D team, made up of chemical cosmetologists, molecular biologists and dermatologists, developed 13 innovative products that tackle specific skincare concerns, mimicking invasive cosmetology treatments. Premium anti-aging ingredients, nutrients essential to skin health and potent radiance elements are blended in innovative formulas, designed to resist the signs of aging and maintain an ultra-radiant skin.

The creation of **Youthgene Pro C** marked an important milestone for Beatific. Youthgene ProC, Beatific's advanced anti-aging technology complex, is a state-of-the-art combination of innovative ingredients (Alaria SP, Hyaluronic acid and Ceramides, Vitamin C and Niacinamide - aka Vitamin B3). Youthgene Pro C was a result of the amazing discovery of **Progerin** protein's role in aging. Recent research confirmed that Progerin accelerates physiological aging by blocking the skin's natural anti-aging mechanisms. The Youthgene Pro C complex suppresses Progerin production in aging cells, providing defense against damage in skin's inner layers and accelerating anti-aging benefits. **Light Reflecting** technology brightens skin, conceals blemishes and promotes a healthy and young looking skin with enhanced radiance.

Beatific leverages years of **scientific research** and **clinical expertise**, draws inspiration from cosmetic medicine and relies on **non-invasive** methods to restore radiance and youthfulness of skin. All Beatific products are dermatologically tested based on individualized protocols ensuring effectiveness and are compliant all relevant EU regulations.

You can find Beatific in all Hygeia Group Hospitals in Athens (Hygeia, Mitera, Leto) and online through our e-shop at **www.beatific.gr**. Most of the units produced are to be sold in selected markets abroad.

During Beatific's launch event on Friday, December 13th, Hygeia Group's Chairman, Mr. Andreas Vgenopoulos made the following statement: "This expansion caters to specific needs of Hygeia Group's clientele, while creating a premium brand, oriented towards exports, at a time when the Greek economy is in dire need of new investments, new jobs and a rise in exports".

# Beatific™

## Additional information:

Beatific is launching 4 product lines with different features and properties:

- The **Age Defying** series is designed to turn back time. The facial products restore skin youthfulness and radiance by erasing the signs of aging. The body products concentrate on specific problematic areas, restoring skin firmness.
- The **Beauty Activators** series provides extreme anti-aging with noticeable effect on the appearance of fine lines.
- The **Supreme Care** series tackles specialized dermatological concerns, like stretch marks, spots, deep wrinkles and uncomfortable epidermal conditions after dermatological treatments.
- The **Beauty Principles** series is Beatific's basic line: beauty masks and cleansing milk that rejuvenate, freshen and illuminate skin.

**Beatific** is a series of time-resisting treatments that tackle specific skin concerns work in depth, offering healthy, glowing and younger-looking complexion. Skin appears radiant, firmed up, re-texturized and toned, just as it would be after a dermatological procedure.