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Innovation in natural dermocosmetics at Vivaness 2020

**The cosmetic brand Dhyvana launches the first product line of
vegan, Ecocert certified beauty ampoules**

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- ❖ The company, led by three Spanish Entrepreneurs, presents this novelty at Vivaness 2020: an innovative product line that combines Pure Hyaluronic Acid, Prebiotic Ferments and Therapeutic Plants under the claim “New Generation Cosmetics”.
- ❖ Their value proposition focuses on dermocosmetic innovation and on natural certification as differentiating elements. This launch represents a milestone in the field of natural dermocosmetics, as it is the first hyaluronic + prebiotics, vegan product line with Ecocert certification and presented in glass ampoules format.
- ❖ These new Beauty Boosters are the result of years of research in Natural Science, with ultra-concentrated formulas of state-of-the-art ingredients: highly bio-available and with proven effectiveness.
- ❖ Dhyvana is a Spanish leader in certified organic cosmetics for sale in pharmacies, a positioning the company has achieved thanks to its firm commitment to highest-quality formulas, natural guarantee and maximum tolerance for all skin types.

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Madrid, January 2020 – The natural dermocosmetics company Dhyvana will present at Vivanes 2020 (Nürnberg, February 12th-15th) its new range of products “Dhyvana Beauty Boosters”, an innovative commitment in the field of natural cosmetics being the first hyaluronic + prebiotics vegan line available in the market that has the international certification with Ecocert guarantee and that is presented in ampoules format.

Under the claim “*New Generation Cosmetics*”, this new product line combines five key ingredients in exclusive formulations, targeted at the Eco Luxury consumers: **Hyaluronic Acid** from natural origin, **Prebiotic ferments** for maximum bio-availability, **Therapeutic Plants** inspired by traditional medicines, **Seaweed Capsules** with anti-aging properties and **Vitamin C** from natural extraction.

Dhyvana Beauty Boosters come in four different versions, each designed to improve skin health and treat different conditions: (1) Intense Overnight Repair repairs and rejuvenates damaged skin and imperfections; (2) Express Miracle Lifting redefines the facial oval with a natural facelift; (3) Antipollution Urban Shield creates an antioxidant shield and protects against contamination and heavy metals; and (4) Radiant Complexion reduces spots, unifies tone and illuminates.

NEXT GENERATION ACTIVE INGREDIENTS.

Regarding this release, Aurora Luengo, co-founder of Dhyvana, notes “*these products are absolutely groundbreaking. Some of the ingredients in our formulas are being used for the first time in cosmetics. Perhaps what most calls for attention are the prebiotic ferments, which are present in Korean and Japanese niche cosmetics, but almost unknown in Europe. So much so that we are pioneers in incorporating them into our Ecocert certified products.*”

Fermentation is an innovative process in cosmetics, serving as a natural alternative to chemical synthesis in the creation of state-of-the-art active ingredients. This procedure allows the active ingredients of natural raw materials to break down into smaller, more homogeneous molecules, facilitating epidermal penetration and achieving more beneficial results on skin's health. The prebiotics resulting from fermentation also offer other very advantageous properties, such as improving the skin's barrier function, strengthening the skin's immune system and stimulating a healthy microbiota.

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NATURAL COSMETIC INNOVATION IN THE PHARMACEUTICAL SECTOR.

Dhyvana is a Spanish leader in certified organic cosmetics in the pharmaceutical sector, a positioning the company has achieved thanks to its firm commitment to highest-quality formulas, natural guarantee and maximum tolerance for all skin types.

In Spain the pharmacy channel represents 22% of purchases of cosmetic products, wherein the organic segment has an annual growth of 20%, well above the 2% growth of total cosmetics, according to Acofar official numbers. Aurora Luengo points: *“In the pharma sector, consumer confidence is key, which is why our products fit in perfectly. Our formulas contain natural ingredients of the highest quality, highly concentrated, so that they are more effective and achieve real and visible results in the health of the skin. In addition, we have the advantage of being more agile than the mainstream brands, so we can take advantage of the latest developments in Natural Science, ahead of the market with more innovative, more attractive and much more effective products.”*

This new product line will be available at Vivanness 2020, in Nürnberg from February 12th throughout February 15th.

More info is available at www.dhyvana.com and in their official ready-to-download catalog: https://dhyvana.com/media/Dhyvana_Catalog.pdf

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About Ecocert Certification

For nearly 30 years, Ecocert has been ensuring best sustainable practices for natural cosmetics throughout the world. This guarantee ensures transparency, authenticity and compliance with natural and natural-respectful practices, building trust with consumers.

More info at: <https://www.ecocert.com/>

About Dhyvana

Founded by three young entrepreneurs, Dhyvana offers a value-adding proposition of sustainability and innovation in the field of organic skincare. "New Generation Cosmetics" means better skincare, which is more natural, more effective and more respectful with all skin types.

Dhyvana holds three additional COSMOS-certified skincare product lines: (1) Unique Ritual offers an all skincare, 360-degree anti-aging treatment; (2) Eco Suncare creates 100% mineral photo protection without nanoparticles; and (3) Eco Pediatrics has allergen-free formulations for infant's and atopic skin. Each of its products is the result of an exclusive combination of active ingredients in holistic health care, a concept that goes beyond cosmetics to focus on well-being.

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