



WE DESIGN THE SCIENCE OF BEAUTY

The logo for Alex Cosmetic features a stylized, white, wing-like graphic above the word "ALEX" in a bold, sans-serif font. Below "ALEX" is the word "COSMETIC" in a smaller, all-caps, sans-serif font.

ALEX
COSMETIC



WE DESIGN THE SCIENCE OF BEAUTY

Alex Cosmetic tenker og handler helhetlig, først og fremst med hensyn til kosmetikk, men samtidig for en komplette løsning med innovative hudpleiekonsepter og behandlinger for nesten alle hudtilstander og hudtyper.

Våre produktsammensetninger er basert på de grunnleggende innen kosmetikk, legemidler, urter og botanikk, som har utviklet seg over generasjoner, og er designet for å reflektere de høyeste standarder for dagens vitenskapelige kunnskap.

Takket være bruk av moderne teknologi, forskning og utvikling og kontinuerlig oppdagelse av nye ingredienser, sammen med de ubegrensede muligheter planteverdenen har å tilby, skaper vi produkter som sikrer maksimal effektivitet og sikkerhet.

Våre produkter kan kombineres og gjør dem ideelle for omfattende pleie og beskyttelse av alle hudtyper. Ved regelmessig bruk blir huden tilført de essensielle næringsstoffene den trenger for å helbrede, regulere og revitalisere seg selv.

Fullstendig behandling for sunn, strålende og vakker hud. For alle behov. For hver hudtype. Oppdag Alex Cosmetic sine pleieprodukter: naturlige, progressive, overbevisende, svært effektive, individuelle ... og med et realistisk løfte!



VI TROR OPTIMAL HUDPLEIE TRENGER 3 STORE SKRITT

1

Cleanse (rense):

Dyp og grundig rensing av huden er viktig for å redusere urenheter i huden, redusere en gulstet hudfarge og hindre huden mot for tidlig aldring.

Exfoliere (åpne):

hudceller, mykgjøre huden og forberede påfølgende hudpleie..

2

Tone:

Basis for å fornye, tilføre fuktighet og balansere huden..

3

Provide (tilføre):

Behandle hudproblemer og rette opp skader i forhold til hudens behov. "Ernære" huden med kraftige ingredienser..

Shield (beskytte):

Behandle hudproblemer og rette opp skader i forhold til hudens behov. "Ernære" huden med kraftige ingredienser. Oppnå optimal penetrasjon av tilførte næringsstoffer. Bygge opp et langvarig og sunt forsvar mot ytre påvirkninger.



WASH

WASH

Rensing er elementært både morgen og kveld for å bekjempe urenheter, for å gjenopplive en god hudfarge, for å unngå tegn på for tidlig aldring og ikke minst for å forberede huden for etterfølgende behandling.

En nøye utvalgt kombinasjon av hudvennlige emulgatorer og aktive vaskekomponenter i samspill med botaniske og aktive ingredienser renser huden skånsomt men samtidig veldig effektivt. Den vasker bort rester av hudceller og sminke, gir fuktighet og forbedrer hudens struktur



MILD CLEANSING MILK

Gentle cleansing milk

Removes make-up, impurities and daily residue quickly and thoroughly. Leaves skin feeling fresh and comforted.

SKIN TYPE:
Normal, dry and sensitive skin

MAIN INGREDIENTS:
BRASSICA CAMPESTRIS OLEIFERA OIL, CHAMOMILLA RECUTITA (MATRICARIA) FLOWER EXTRACT, BISABOLOL, ALLANTOIN, TOCOPHEROL, ASCORBYL PALMITATE, SORBITOL, CERA ALBA

[200 ml bottle]

LILY HYDRA CLEANSING MILK

Nutritive cleansing milk

Cleanses the skin deeply, yet gently, without drying it out. Enriched with energizing and softening ingredients (White Waterlily & Witch Hazel Extract) plus natural oils (Almond Oil) and plant extracts. Eliminates make-up and surface impurities while protecting skin's natural balance. Leaves skin clean, refreshed and invigorated.

SKIN TYPE:
Normal, dry, demanding and sensitive skin

MAIN INGREDIENTS:
NYMPHAEA ALBA ROOT (WHITE WATERLILY) EXTRACT, PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL, HAMAMELIS VIRGINIANA (WITCH HAZEL) LEAF EXTRACT

[200 ml bottle]

DEEP GEL

Astringent, shine control cleansing gel

Clarifies, refines pores and mattifies skin. Tea Tree Oil keeps impurities from spreading and normalizes sebum. Can be used as purifying cleansing to treat impure skin.

SKIN TYPE:
Impure, oily and combination skin

MAIN INGREDIENTS:
MENTHOL, MELALEUCA ALTERNIFOLIA (TEA TREE) OIL, CAMPHOR

[50 ml bottle]

CLEANSING GEL

Gentle, refreshing cleansing gel

Refreshing light-foaming gel deeply cleanses the pores, removing make-up, residue and impurities. Simultaneously provides moisture and restores skin's natural balance. Panthenol and Witch Hazel Extract provide anti-inflammatory and calming properties.

SKIN TYPE:
All skin types – including dry and sensitive skin

MAIN INGREDIENTS:
PANTHENOL, TILIA CORDATA (LINDEN) WOOD EXTRACT, AVENA STRIGOSA (BLACK OAT) KERNEL EXTRACT, ALOE BARBADENSIS LEAF JUICE, MINERAL COMPLEX, WHEAT PROTEIN

[200 ml bottle]



PEEL

PEEL

PEEL representerer forsiktig rensing og fjerning av døde hudceller som har dannet seg på hudens overflate. Fjerning av de øvre cellene tillater ingrediensene å trenge lettere og dypere inn i huden. Dette stimulerer dannelse av nye celler og kollagen samtidig som hudens fuktighet bevares.



ULTIMATE 2+

Effective enzymatic gel-peel with natural Argan Powder

Gentle gel exfoliant clears the skin from impurities and keratinized cells. Enzymes (Bacillus Ferment) help eliminate dead skin cells, making the skin more receptive to subsequent care products. Vitamins A, C, E and Coenzyme Q10 support cellular renewal. For more intensive exfoliation, massage gently and allow the natural Argan kernels to stimulate and smooth the skin.

SKIN TYPE:
All skin types – especially sensitive skin

MAIN INGREDIENTS:
ARGANIA SPINOSE SHELL POWDER, VITIS VINIFERA (GRAPE) SEED OIL, TOCOPHEROL, UBIQUINONE, ASCORBYL PALMITATE, BACILLUS FERMENT, RETINYL PALMITATE, CITRIC ACID, ASCORBIC ACID
[50 ml tube]



NOURISHING EXFOLIATOR [COSMECEUTICALS]

Mild exfoliator to support skin's natural renewal process

An effective cosmeceutical exfoliator with Beta Hydroxy Acid combined with protolytic enzymes. Reduces impurities, the appearance of fine lines and wrinkles, promotes skin regeneration and fades pigmentation spots. After the first application the skin appears more even, radiant and clear. Skin is optimally prepared and receptive to subsequent care products.

SKIN TYPE:
All skin types

MAIN INGREDIENTS:
VITIS VINIFERA (GRAPE) SEED OIL, PANTHENOL, SALICYLIC ACID, BACILLUS FERMENT, ANANAS SATIVUS (PINEAPPLE) FRUIT EXTRACT, ALLANTOIN, TOCOPHEROL, ASCORBIC ACID, ASCORBYL PALMITATE, MARIS SAL (SEA SALT)
[50 ml airless]

ENZYME PEELING

Highly effective enzymatic peel

Helps dissolve dead skin cells, cleanses the skin thoroughly and increases cell turnover and regeneration. Optimizes skin's reception to subsequent care products.

SKIN TYPE:
Oily, impure and over-keratinized skin

MAIN INGREDIENTS:
BENTONITE, BROMELAIN, BISABOLOL, PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) SEED MEAL, ALGIN
[for professionals only]





BALANCE

BALANCE

Forfriske. Berolige. Gjenoppbygge. Beskytte.

Aktive ingredienser spiller en viktig rolle for å berolige og tilføre fuktighet. Hudens naturlige beskyttende barriere blir stabilisert. Styrkende ingredienser opprettholder og forbedrer hudens vitalitet. Et viktig skritt i basispleie



HERBAL SUPER LOTION

A soothing botanical tonic with herbal extracts
Relaxes and refreshes the skin. Prevents skin irritation and helps return its moisture balance.

SKIN TYPE:
All skin types – especially sensitized & acne-prone skin

MAIN INGREDIENTS:
PANTHENOL, BISABOLOL, ALOE BARBADENSIS LEAF JUICE, HAMMELIS VIRGINIANA (WITCH HAZEL) LEAF EXTRACT, CHAMOMILLA RECUTITA (MATRICARIA) FLOWER EXTRACT

[200 ml bottle]

LILY HYDRA TONIC

Nourishing facial toner with White Waterlily Extract to enliven and refresh the skin

Mild, alcohol-free tonic soothes skin and prevents irritation. Stimulates and refreshes the skin.

SKIN TYPE:
All skin types – especially dry & demanding skin

MAIN INGREDIENTS:
NYMPHEA ALBA ROOT (WHITE WATERLILY) EXTRACT, PANTHENOL, ALLANTOIN, UREA, SORBITOL

[200 ml bottle]

GREEN TONIC

Soft regenerative tonic with valuable herbs, Hyaluronic Acid and Coenzyme Q10

Gentle, hydrating tonic refreshes and invigorates mature and demanding skin.

SKIN TYPE:
All skin types – especially for dry, tired, mature and demanding skin

MAIN INGREDIENTS:
SODIUM HYALURONATE, UBIQUINONE, ALLANTOIN, PANTHENOL, FOENICULUM VULGARE (FENNEL) FRUIT EXTRACT

[200 ml bottle]



CALM

Calm tilbyr huden din verdifulle næringsstoffer og fuktighetsgivende egenskaper samtidig som det gir helende effekt, komfort og beskyttelse for sensitiv og sensitivisert hud.

Less is more - Mindre er mer.

VITAMIN CREAM

Specialty care for dry, sensitive skin

Helps the skin build up and preserve its optimum moisture balance. The careful combination of valuable oils and Vitamins C and E calms the skin, restoring skin's natural functions and balance.

SKIN TYPE:
Dry, sensitive and irritated skin

MAIN INGREDIENTS:
ARACHIS HYPOGAEA (PEANUT) OIL, GLYCINE SOJA (SOYBEAN) OIL, SORBITOL, BUTYROSPERMUM PARKII (SHEA) BUTTER, ASCORBYL PALMITATE, ASCORBIC ACID, ZEA MAYS (CORN) GERM OIL, ALLANTOIN, BISABOLOL, DAUCUS CAROTA SATIVA (CARROT) ROOT EXTRACT, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, TOCOPHEROL

[50 ml jar]

TOTAL CALM CREAM [COSMECEUTICALS]

24h intensive care and protection

Intensive care relieves irritation and rebuilds the skin. Strengthens skin's protective barrier and normalizes skin functions. Calms and soothes skin while regenerating.

FREE FROM:
Emulsifiers, mineral oils, preservatives, dyes, fragrances and animal ingredients

SKIN TYPE:
All skin types – especially suitable for dry, sensitive and sensitized skin with low tolerability to ingredients

MAIN INGREDIENTS:
OLEA EUROPAEA (OLIVE) FRUIT OIL, BUTYROSPERMUM PARKII (SHEA) BUTTER, TOCOPHERYL ACETATE, COCOS NUCIFERA (COCONUT) OIL, CERAMIDE 3, ALANINE, TOCOPHEROL, CARDIOSPERMUM HALICACABUM LEAF EXTRACT, HORDEUM VULGARE CERA, SQUALANE, ARGANIA SPINOSA (ARGAN) KERNEL OIL

[30 ml airless]





Rescue

RESCUE

Pleieprodukter for fet, uren og ubalansert hud som reduserer urenheter, synlig avgrensede porer og hudens ujevnheter - samtidig som den balanserer hudens talgproduksjon. De styrker transformasjonen av uren hud til en sunn og balansert hud.



CLEAR GEL

Correcting and moisturizing gel for impure and irritated skin

Targeted defense for the distinct concerns of oily and impure skin. Reduces redness and irritation. Refines pores, mattifies oily areas and moisturizes to optimally provide balancing care for problematic skin. Works ideally on irritated skin after shaving.

SKIN TYPE:
Oily, impure and combination skin

MAIN INGREDIENTS:
PANTHENOL, ALLANTOIN, USNEA BARBATA (LICHEN) EXTRACT, MELALEUCA ALTERNIFOLIA (TEA TREE) LEAF OIL, GLYCYRRHIZA GLABRA (LICORICE) EXTRACT, CHONDRUS CRISPUS (RED ALGAE)

[50 ml bottle]

CLEAR CREAM

24 h specialty care cream with Tea Tree Oil for oily, impure skin

Reduces impurities from spreading, normalizes oil production and mattifies. Reduces redness and irritation. Prevents new efflorescences from appearing, while providing calming care and moisture.

SKIN TYPE:
Oily, impure and combination skin

MAIN INGREDIENTS:
PANTHENOL, MELALEUCA ALTERNIFOLIA (TEA TREE) OIL, BISABOLLOL, HAMAMELIS VIRGINIANA (WITCH HAZEL) LEAF EXTRACT, TOCOPHEROL, UREA, ALLANTOIN, ASCORBIC ACID, GLYCINE SOJA (SOYBEAN) OIL, ASCORBYL PALMITATE

[50 ml jar]

CLEAR MASK

Specialty mask with Dead Sea Salt for oily, impure skin

Absorbs superfluous sebaceous secretions and helps skin impurities abate quicker. Calms, moisturizes and normalizes skin functions.

SKIN TYPE:
Oily, impure and combination skin

MAIN INGREDIENTS:
GLYCINE SOJA (SOYBEAN) OIL, SORBITOL, MARIS SAL (SEA SALT), BUTYROSPERMUM PARKII (SHEA) BUTTER, PANTHENOL, UREA, ASCORBIC ACID, ASCORBYL PALMITATE, TOCOPHEROL

[50 ml jar]

[S.O.S.] STOP ON SPOT

Immediate relief blemish treatment gel with Salicylic Acid to dry and minimize impurities and blemishes

Dries and clears all impurities on the spot.

SKIN TYPE:
All skin types. For use on acne breakouts- comedones, mosquito bites, etc. The perfect go-to-product for every medicine cabinet

MAIN INGREDIENTS:
SULFUR, KAOLIN, PANTHENOL, SALICYLIC ACID, CAMPHOR

[10 ml bottle]

REGENERA CLARITY CREAM [COSMECEUTICALS]

Dual-action formulation provides 24h anti-aging care, minimizes efflorescences and balances skin

Long-lasting bio-ferment moisture complex protects skin's NMF, improving skin's moisture retention. Unique herbal extracts clear, calm and regulate skin (Schizandra, Mahonia, Plantain & Sage). Brown Algae purifies, regulates oiliness and improves skin tone. Hydrolyzed Yeast balances skin, promotes regeneration and a firm vital appearance.

SKIN TYPE:
Impure, oily and combination skin. 30+

MAIN INGREDIENTS:
HYDROLYZED YEAST, VITIS VINIFERA (GRAPE) SEED OIL, SODIUM SALICYLATE, PLANTAGO LANCEOLATA LEAF EXTRACT, PYRUS MALUS (APPLE) FRUIT EXTRACT, TERMINALIA ARJUNA BARK EXTRACT, CHLORELLA VULGARIS/LUPINUS ALBUS PROTEIN FERMENT, MAHONIA AQUIFOLIUM ROOT EXTRACT, SCHIZANDRA SPHENANTHERA FRUIT EXTRACT, SALVIA OFFICINALIS (SAGE) LEAF EXTRACT, LAMINARIA SACCHARINA (ALGAE) EXTRACT, PANTHENOL, TOCOPHERYL ACETATE, UREA

[50 ml airless]



Brighten

BRIGHTEN

Stoppe, regulere, Beskytte

Kraften i naturen og avansert vitenskapelig forskning kombineres for å gi huden din skjønnhet, lys og perfekt hud. Et avansert utvalg av produkter for umiddelbare og langsiktige resultater for kontraster, mørke flekker, ujevn hud og hudfarge.

ADVANCED CORRECTOR NO.1 [COSMECEUTICALS]

Specialty care to balance pigmentation

Regenerating, intensive specialty care to effectively regulate age and light-related pigmentary changes. Resorcinol effectively balances pigmentary disturbances. Vitamins A, C & E regenerate and protect against environmental influences. Ensures a flawless, even complexion.

For maximum results, use in combination with Alex Cosmetic CORRECTOR SERUM + VITAMIN C.

SKIN TYPE:

All skin types – with the exception of very sensitive skin

MAIN INGREDIENTS:

4-BUTYLRESORCINOL, CERA ALBA, TOCOPHERYL ACETATE, RETINYL PALMITATE, ASCORBIL PALMITATE

[30 ml airless]

INTENSIVE CORRECTOR NO.2 [COSMECEUTICALS]

Revitalizing, brightening cream for an even skin tone

A special combination of ingredients (liposome encapsulated Kojic Acid, Niacinamide and Vitamins A & C) effectively balance pigmentary disturbances. Aloe Vera, Squalane and Vitamin E care for and regenerate the skin.

For maximum results, use in combination with Alex Cosmetic CORRECTOR SERUM + VITAMIN C.

SKIN TYPE:

All skin types

MAIN INGREDIENTS:

NIACINAMIDE, ALOE BARBADENSIS LEAF JUICE, SORBITOL, SQUALANE, SODIUM ASCORBYL PHOSPHATE, PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL, BETA VULGARIS (BEET) ROOT EXTRACT, TOCOPHERYL ACETATE, RETINYL PALMITATE, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, ASCORBYL PALMITATE, TOCOPHEROL, KOJIC ACID

[30 ml airless]

NATURAL CORRECTOR NO.3 + VITAMIN C [COSMECEUTICALS]

Natural, regenerating care with Vitamin C for an even skin tone

Botanical skin brightening complex (Mulberry Leaf Extract, Licorice Extract, Waltheria Indica Extract) in combination with Vitamins B3, C & E, naturally brightens dark spots, smoothes skin tone and offers nutritive repair. UV-filter guards against further signs of photo-damage. Returns skin's vitality with clear, even tone and a luminous appearance.

SKIN TYPE:

All skin types

MAIN INGREDIENTS:

NIACINAMIDE, SODIUM ASCORBYL PHOSPHATE, SODIUM HYALURONATE, IMPERATA CYLINDRICA ROOT EXTRACT, TOCOPHERYL ACETATE, PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, TOCOPHEROL, MULBERRY (MORUS NIGRA) LEAF EXTRACT, GLYCYRRHIZA GLABRA (LICORICE) ROOT EXTRACT, WALTHERIA INDICA LEAF EXTRACT, FERULIC ACID, UV ABSORBER

[50 ml airless]



CORRECTOR SERUM + VITAMIN C [COSMECEUTICALS]

Concentrated, effective brightening and regenerating serum

A composition of Alpine Herbal Extracts in combination with Arbutin and Vitamin C shows visible effects on skin discoloration. Moreover, it regenerates, hydrates and protects skin.

SKIN TYPE:

All skin types

MAIN INGREDIENTS:

ARBUTIN, SODIUM ASCORBYL PHOSPHATE, PENTYLENE GLYCOL, GIGAWHITE

GIGAWHITE = MALVA SYLVESTRIS (MALLOW) FLOWER EXTRACT, MENTHA PIPERITA (PEPPERMINT) LEAF EXTRACT, PRIMULA VERIS EXTRACT, ALCHEMILLA VULGARIS EXTRACT, VERONICA OFFICINALIS EXTRACT, MELISSA OFFICINALIS (BALM MINT) LEAF EXTRACT, ACHILLEA MILLEFOLIUM (YARROW) EXTRACT

[30 ml bottle]

INTENSIVE CORRECTOR MASK [COSMECEUTICALS]

Intensive cream-mask with brightening complex

Arbutin, Kojic Acid and Vitamin C improve skin tone, balance and brighten – after the first application. At the same time, it provides comprehensive care to counteract the signs of premature aging. Coenzyme Q10, Mallow Extract, Jojoba Oil regenerate, calm and care for skin.

SKIN TYPE:

All skin types – with the exception of very sensitive skin

MAIN INGREDIENTS:

ARBUTIN, THEOBROMA CACAO BUTTER, SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL, SODIUM ASCORBYL PHOSPHATE, KOJIC ACID DIPALMITATE, MALVA SYLVESTRIS (MALLOW) FLOWER EXTRACT, UBIQUINONE

[for professionals only]

Brighten

WORLD PREMIERE
PORCELAIN GLOW BALM

PORCELAIN GLOW BALM

Brightening, regenerating and mattifying balm with instant and long-term results for flawless porcelain skin. VC-IP (an innovative Vitamin C derivative) in combination with an active brightening powder, instantly corrects the appearance of localized skin discoloration and imperfections, enlarged pores and provides high opacity UVA + UVB protection. With regular use, this active complex with select revitalizing vitamins and powerful anti-aging properties, reveals a more even, brighter skin tone. Locks in moisture and delivers the ultimate porcelain finish with a youthful radiant glow!

Can be worn alone or under make-up as corrective skin primer and base highlighter. Also works ideally to treat age spots on the hands.

SKIN TYPE:
All skin types

MAIN INGREDIENTS:
ASCORBYL TETRAISOPALMITATE, PRISTINE BRIGHT, METHOXYPHENYL T-BUTYLPHENYL PROPANEDIOL, TITANIUM DIOXIDE, TRITICUM VULGARE (WHEAT) GERM OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, NIACINAMIDE, BUTYROSPERMUM PARKII (SHEA) BUTTER, PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL, BISABOLOL, PANTHENOL, SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL, ASCORBIC ACID, ASCORBYL PALMITATE, TOCOPHEROL

[30 ml airless]



FLAWLESS
PORCELAIN SKIN

INTENSIVE
BRIGHTENING
TECHNOLOGY

PORE-REFINING
MATTIFYING PRIMER

REVITALIZING
HIGH-TECH
INGREDIENTS

WHITE GOLD
FOR YOUR SKIN

BRIGHTEN



PROTECT

En sunn hudpleie krever at du beskytter (PROTECT) huden mot sol og miljøskade, temperatur svingninger, dehydrering og misfarging. BB Kremene er vår løsning for praktisk alt-i-ett hudpleie og hudbeskyttelse. De dekker og behandle kviser, sol og pigmentflekker, redusere urenheter, selv pigmentering og gir beskyttelse for hele spekteret UV stråler. De bidrar til å redusere forekomsten av linjer og rynker og gir dine øyne mer utstråling. Å beskytte huden din er den beste måten å se frisk og ungdommelig ut.



[NUDE] [MEDIUM] [DARK]



THE CLASSIC BB CREAM

[NUDE TONE] | [MEDIUM TONE] | [DARK TONE]

Specialty care for blemished, sensitized skin which tends towards redness

Normalizes skin functions, reduces inflammation, covers blemishes and refines pores. Offers full-spectrum UV and environmental protection. Can be worn alone or under make-up as a skin primer.

SKIN TYPE:

Oily, impure, irritated, problematic and combination skin

MAIN INGREDIENTS:

PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL, TRITICUM VULGARE (WHEAT) GERM OIL, ZEA MAYS GERM OIL, PANTHENOL, BUTYROSPERMUM PARKII (SHEA) BUTTER, ALLANTOIN, ASCORBYL PALMITATE, BISABOLOL, DAUCUS CAROTA EXTRACT, GLYCYRRHIZA GLABRA (LICORICE) ROOT EXTRACT, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, SIMMONDSIA CHINESIS (JOJOBA) SEED OIL, TOCOPHEROL, TOCOPHERYL ACETATE, CITRIC ACID, TITANIUM DIOXIDE, ZINC OXIDE

[30 ml tube | 50 ml tube | 50 ml jar]



THE ANTI-AGER ROYAL BB CREAM

Regenerative corrective coverage to calm nourish and brighten skin

A synergetic complex of ingredients (Argan Oil, Ceramide 3, Licorice Extract and Vitamins C & E) supplies continuous hydration, regenerates and brightens. Smooths the appearance of fine lines and wrinkles. Protects skin against environmental aggressors and offers full-spectrum UV protection. Nourishing coverage acts as a healthy alternative to foundation. For a flawless finish and a radiant tone.

SKIN TYPE:

All skin types – especially dry, demanding skin

MAIN INGREDIENTS:

PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL, TRITICUM VULGARE (WHEAT) GERM OIL, ZEA MAYS GERM OIL, BUTYROS- PERMUM PARKII (SHEA) BUTTER, GLYCINE SOJA (SOYBEAN) OIL, ARGANIA SPINOSA (ARGAN) KERNEL OIL, CERAMIDE 3, GLYCY- RRRHIZA GLABRA (LICORICE) ROOT EXTRACT, HELIANTHUS AN- NUUS (SUNFLOWER) SEED OIL, SIMMONDSIA CHINESIS (JOJOBA) SEED OIL, TOCOPHEROL, TOCOPHERYL ACETATE, PANTHENOL, BISABOLOL, ALLANTOIN, ASCORBYL PALMITATE, CITRIC ACID, SOLUBLE COLLAGEN, OLEA EUROPAEA (OLIVE) FRUIT OIL, PHYTO- STEROLS, TITANIUM DIOXIDE, ZINC OXIDE

[30 ml tube | 50 ml tube | 50 ml jar]



Protect



**THE ALL NATURAL
PURE BB
[NATURAL CARE]**

NATRUE-certified, natural specialty care for blemished, sensitized skin which tends towards redness

An organic complex of healing plant extracts and oils (Argan, Wheat Germ, Soy, Coconut, Broccoli & Jojoba) together with Ceramide 3, Vitamins C & E regenerate and provide continuous comfort and hydration. Licorice Extract brightens. NATRUE certified organic ingredients offer pure and secure care to comfort sensitive, sensitized and damaged skin.

SKIN TYPE:
All skin types – especially sensitive and sensitized skin

MAIN INGREDIENTS:
PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL, TRITICUM VULGARE (WHEAT) GERM OIL, ZEA MAYS GERM OIL, BUTYROSPERMUM PARKII (SHEA) BUTTER, GLYCINE SOJA OIL, ARGANIA SPINOSA (ARGAN) KERNEL OIL, CERAMIDE 3, COCOS NUCIFERA (COCONUT) OIL, ORBIGNYA OLEIFERA (BABASSU) SEED OIL, BRASSICA OLERACEA ITALICA (BROCCOLI) SEED OIL, BETA CAROTENE, GLYCYRRHIZA GLABRA (LICORICE) ROOT EXTRACT, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL, TOCOPHEROL, TOCOPHERYL ACETATE, TITANIUM DIOXIDE, ZINC OXIDE

[30 ml tube]

**SUN CARE SPF 25
[ALOE VERA]**

Hydrating broad-spectrum sunscreen

Full coverage (UVB + UVA) suncare cream aids skin in preventing premature [UV-related] signs of aging. Aloe Vera and Panthenol deliver intensive care and nutritive hydration. Ideal for everyday use, sports and outdoor activities.

SKIN TYPE:
All skin types

MAIN INGREDIENTS:
ALOE BARBADENSIS LEAF JUICE, PANTHENOL, BUTYROSPERMUM PARKII (SHEA BUTTER), UV ABSORBERS

[50 ml tube]

**BB EYE MOUSSE
[for your eyes only]**

Corrective, protective and hydrating mousse for the entire eye area

More glow for your eyes. ECOCERT-approved ingredients provide a fresh and rejuvenated look. Neutralizes dark circles, soothes eye area and shows moisturizing properties. Strengthens skin's elasticity, enhances appearance of skin's firmness. Velvety-texture and anti-aging properties combat wrinkles and provide long-lasting coverage. Leaves skin with a natural, radiant look.

SKIN TYPE:
All skin types

MAIN INGREDIENTS:
CHAMOMILLA RECUTITA (MATRICARIA) FLOWER EXTRACT, TOCOPHERYL ACETATE, RHODIOLA ROSEA ROOT EXTRACT, SACCCHAROMYCES CERVISIAE EXTRACT

[15 ml tube]

15 anniversary **BB CREAM**



**ALEX
COSMETIC**
WE DESIGN THE SCIENCE OF BEAUTY

Re NE W

RENEW

Et eksklusivt restrukturerende og anti-aging system, som samtidig utjevner alle aggresjoner forårsaket av soleksponering, miljøforurensning og biologisk aldring. RENEW produktene aktiverer cellednyelse (regenerasjon), tilfører fuktighet og beskyttelse mot miljø skader. Opplev synlig korrigerende av linjer og rynker, forbedre hudens glatthet og utstråling. For en revitalisert, regenerert og frisk hud.



ABSOLUTE HYALURON ESSENCE

Hydrating facial serum with Hyaluronic Acid

A light texture, intensive facial serum with Hyaluronic Acid and Aloe Vera. Increases skin's hydration and moisture retention. Active ingredients (White Tea, Yam Extract, Allantoin and Provitamin B5) regenerate, protect the skin from environmental influences, soothe and prevent skin irritation. For a smooth and fresh appearance.

SKIN TYPE:
All skin types – especially mature & sensitive skin

MAIN INGREDIENTS:
SODIUM HYALURONATE, ALOE BARBADENSIS LEAF EXTRACT, DIOSCOREA VILLOSA (WILD YAM) ROOT EXTRACT, CAMELLIA SINENSIS LEAF EXTRACT, PANTHENOL, ALLANTOIN, BISABOLOL, UREA, SORBITOL

[30 ml bottle]

HYALURON AMPOULE

Moisturizing care treatment with Hyaluronic Acid

Advanced, intensive care protects the skin against dehydration and provides long-lasting moisture reserves. Abates tightness while firming skin tissue. Helps fight the appearance of aging, refines the skin and gives a fresh and smooth appearance.

SKIN TYPE:
All skin types – especially dehydrated and sensitive skin

MAIN INGREDIENTS:
SODIUM HYALURONATE, PENTYLENE GLYCOL

[7 x 3,5 ml ampoules]



FIRMING AMPOULE

Intensive firming and regenerating skincare treatment

A highly effective concentrate stimulates skin metabolism, firms and strengthens. An innovative composition of antioxidants, Marine Collagen and moisture complex (Tripeptide 31, Hyaluronic Acid, and Wheat Protein) defends against free radicals, regenerates and returns a fresh appearance to dehydrated, demanding skin.

SKIN TYPE:
All skin types – especially suitable for atrophic skin

MAIN INGREDIENTS:
SODIUM HYALURONATE, TRITICUM VULGARE (WHEAT) PROTEIN, PENTYLENE GLYCOL, SOLUBLE COLLAGEN, TRIPEPTIDE 31, GLYCOPROTEINS

[7 x 3,5 ml ampoules]

VITAMIN AMPOULE

Intensive treatment with Vitamins A, E and F

This nutritive care treatment helps repair and soothe stressed, dry and mature skin. Regenerates the skin and reduces the appearance of fine lines and wrinkles. Works optimally as a repair treatment after intense sun exposure. For a healthy, fresh and smooth appearance.

SKIN TYPE:
For mature, dry and sun damaged skin

MAIN INGREDIENTS:
TOCOPHERYL ACETATE, RETINYL PALMITATE, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL

[7 x 3,5 ml ampoules]

Re NE W



ACTIVITAL CREAM

Intensive nourishing, regenerating face cream

Gentle, yet intensive and regenerative face cream designed to enhance skin's elasticity, firmness and moisture. Potent antioxidants protect the skin against environmental aggressors that contribute to premature aging. Phytohormones, Ceramides, Squalane and Argan Oil infuse skin with an intensive dose of long-lasting hydration and maximize firmness and radiance.

SKIN TYPE:
Introduction to anti-aging care for all skin types

MAIN INGREDIENTS:
PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL, PENTYLENE GLYCOL, ARGANIA SPINOSA (ARGAN) OIL, SQUALANE, MAURITA FLEXUOSA FRUIT OIL, SODIUM HYALURONATE, SOLUBLE COLLAGEN, DIOSCOREA VILLOSA (WILD YAM) ROOT EXTRACT, CERAMIDE 3, CARNOSINE, TOCOPHEROL, SILYBUM MARIANUM, GLYCINE SOJA (SOYBEAN) STEROL

[50 ml jar]

STEM CELL ACTIVATOR + [COSMECEUTICALS]

Active concentrate with phyto stem cell complex for skin regeneration

A highly effective concentrate immediately regenerates, firms and protects. Apple Stem Cells activate the skin's own stem cells, promoting their life and vitality. Tetrapeptides and Hyaluronic Acid protect the skin from moisture loss, improve elasticity and increase its firmness. Can be used as a firming moisture serum or as day care.

SKIN TYPE:
All skin types

MAIN INGREDIENTS:
MALUS DOMESTICA FRUIT CELL CULTURE EXTRACT, SODIUM HYALURONATE, ACETHYL TETRAPEPTIDE -9, PHOSPHOLIPIDS

[30 ml airless]

ELIXIR

Advanced, nutritive emulsion for dry, sensitive and demanding skin

Infused with Wheat Germ Extract, Hyaluronic Acid, valuable oils and vitamins to soothe, ensure long-lasting moisture and skin regeneration. Skin's structure and resilience is improved. Works optimally as an intensive treatment and as night care. For a more radiant appearance.

SKIN TYPE:
Dry, demanding and sensitive skin

MAIN INGREDIENTS:
CARTHAMUS TINCTORIUS (SAFFLOWER) OIL, PENTHYNELE GLYCOL, RICINUS COMMUNIS (CASTOR) SEED OIL, TRITICUM VULGARE (WHEAT) BRAN EXTRACT, PANTHENOL, ALLANTOIN, TRITICUM VULGARE (WHEAT) GERM OIL, SODIUM HYALURONATE, ASCORBYL PALMITATE, TOCOPHEROL

[30 ml airless | 50 ml airless]

STEM CELL REPAIR CREAM [COSMECEUTICALS]

Intensive, regenerating cream with phyto stem cell complex

A rich cream with long-lasting results and sun care. Apple stem cells activate the skin's own stem cells, promoting their life and vitality. Hyaluronic Acid improves and increases moisture volume. Tetrapeptide-9 builds up and firms. Coenzyme Q10 and Squalane strengthen and protect skin against environmental aggressors.

SKIN TYPE:
All skin types – especially mature, demanding skin

MAIN INGREDIENTS:
MALUS DOMESTICA FRUIT CELL CULTURE EXTRACT, BUTEROSPERMUM PARKII (SHEA) BUTTER, ACETHYL TETRAPEPTIDE -9, PRUNUS AMAGDALUS DULCIS (SWEET ALMOND) OIL, SQUALANE, TOCOPHEROL, SODIUM HYALURONATE, UBIQUINONE, PHOSPHOLIPIDS, ASCORBYL PALMITATE, ASCORBIC ACID

[50 ml jar]

BIO-CELLULOSE STEM CELL FACE & NECK MASK [COSMECEUTICALS]

Anti-aging, hydrating, infusion mask with Apple Stem Cells

High-quality, superfine bio-cellulose structure (natural fermentation of Coconut Milk) fits like a second skin allowing for optimal penetration of ingredients. Apple Stem Cell Extract protects and stimulates skin's own stem cells. Bilberry Extract re-strengthens and re-densifies skin. Neutralizes irritation and redness while offering cooling relief. Locks in moisture, and firms facial contours.

SKIN TYPE:
All skin types – especially soothing and cooling relief for sensitive, dry and demanding skin

MAIN INGREDIENTS:
MALUS DOMESTICA FRUIT CELL CULTURE EXTRACT, VACCINIUM MYRTILLUS (BILBERRY) FRUIT EXTRACT, BIOSACCHARIDE GUM-1, GLYCERIN, PROPYLENE GLYCOL, LACTIC ACID

[18 ml, 1 face and 1 neck mask sachet]

RETINOL FLUID

Advanced repair formula with liposome encapsulated Retinol

A fresh, sophisticated formulation with liposome encapsulated Retinol (with enhanced bioavailability and continuous release of Vitamin A) promotes skin renewal and helps restore UV damaged skin without irritation. Persian Silk Tree Extract, Vitamin E and Ginkgo Biloba, diminish tired skin, dark circles and provide strong free-radical defense. Leaves a clearer, refined and healthy appearance.

SKIN TYPE:
All skin types – especially tired, slack or stressed skin with signs of aging

MAIN INGREDIENTS:
RETINOL (LIPOSOME ENCAPSULATED RETINOL COMPLEX), ALBIZIA JULIBRISSIN BARK (PERSIAN SILK TREE) EXTRACT, GINKGO BILOBA LEAF EXTRACT, TOCOPHERYL ACETATE, WITCH HAZEL EXTRACT, ALLANTOIN

[30 ml airless]

RETINOL REPAIR CREAM

Rich, anti-aging recovery complex with liposome encapsulated Retinol

Rich formulation with liposome encapsulated Retinol (with enhanced bioavailability and continuous release of Vitamin A) in combination with Vitamin A Palmitate and select oils, returns a rejuvenated appearance and firmness to demanding, mature and dry skin without irritation. Nourishing Evening Primrose & Jojoba Oil promote cellular recovery and protection while leaving a silky smooth finish. Hyaluronic Acid, Ceramide 3 and Vitamin E replenish moisture and ensure a glowing, healthy appearance.

SKIN TYPE:
Mature, dry and demanding skin

MAIN INGREDIENTS:
RETINOL COMPLEX (LIPOSOME ENCAPSULATED RETINOL + RETINYL PALMITATE), HYALURONIC ACID, TOCOPHEROL, EVENING PRIMROSE OIL, JOJOBA SEED OIL, SHEA BUTTER, TOCOPHERYL ACETATE, CERAMIDE 3, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, GLYCINE SOJA (SOYBEAN) SEED EXTRACT

[50 ml airless]





THE CANDLE

The most exclusive notes and exquisite blends to indulge your senses and expand your well-being. Each specifically selected, luxury candle has been formulated with France's leading fragrance experts to provide high quality, long lasting use. A special refined mineral blended wax ensures up to 40 hours of clean and even burning with continuous and consistent form and fragrance release.



THE CANDLE NO.1

"let it snow ..."

Cozy up to this winter scent to warm and spruce up the room as snowflakes drift outside. A sophisticated cedar, pine and vegetal medley.



THE CANDLE NO.2

"let the lemon kiss the grass"

A springtime affair of citrus paired with lemongrass, intertwine to uplift and inspire. Formulated with lemongrass, lemon, orange, lily of the valley, candied melon, clove, melon.



THE CANDLE NO.3

"this one always works"

A luscious bouquet of fresh cut flowers and ripe fruit ignite the senses and sweep the room with freshness and desire. A floral infusion of bergamot, rose petal, lychee, peach, freesia, musk and amber.

PRODUCT OVERVIEW

[CLEANSERS]

DEEP GEL Astringent gel for impure, oily and combination skin

CLEANSING GEL Refreshing gel for all skin types, without drying skin out

LILY HYDRA CLEANSING MILK Nourishing anti-ager for normal, dry and sensitive skin

MILD CLEANSING MILK Calming milk for dry, sensitive skin

PURIFYING

SOFT

[EXFOLIATORS]

ULTIMATE 2+ Dual-action gel-peel for all skin types – especially sensitive skin

NOURISHING EXFOLIATOR Mild BHA + enzymes for all skin types

ENZYME PEELING [P] Professional peel with Pineapple & Bentonite for oily, impure and over-keratinized skin

herbs2peel [P] Natural peel method for certified skincare professionals

GENTLE

INTENSIVE

[TONER | TONIC]

HERBAL SUPER LOTION Soothing botanical tonic for all skin types - especially sensitized & acne-prone skin

LILY HYDRA TONIC Nourishing toner for all skin types – especially dry & demanding skin

GREEN TONIC Regenerative tonic with Hyaluronic Acid & Coenzyme Q10 for dry, mature & demanding skin

CALMING

ACTIVATING

[GEL | SERUM | OIL]

S.O.S STOP ON SPOT Immediate relief gel to dry and minimize impurities/blemishes. For all skin types

CLEAR GEL Corrective light moisture with Tea Tree Oil for oily, impure & combination skin

CORRECTOR SERUM + VITAMIN C Regenerative and brightening serum for all skin types

ABSOLUTE HYALURON ESSENCE Hydrating, concentrate for mature and sensitive skin

THE SERUM hyaluron rosé infusion Intensive, volumizing moisture boost for all skin types

THE OIL [face+body] Nutritive, relaxing oil to firm & protect. For all skin types

SPECIALIZED

VERSATILE

[MASKS]

COOL MASK [P] Occlusive calmer for sensitive & sensitized skin

CLEAR MASK Detoxifying and soothing relief for oily, impure & combination skin

BIO CELLULOSE STEM CELL MASK Hydrating second skin for all skin types

HYDRATING LEAVE-ON MASK Soft moisturizing cream-mask for all skin types

CALMING

ACTIVATING

[FLUID AMPOULES]

STEM CELL ACTIVATOR + Regenerative booster for all skin types

RETINOL REPAIR FLUID Liposome-encapsulated Retinol supports skin renewal & restoration without irritation. For all skin types

HYALURON AMPOULE Hydrating ampoule for all skin types

FIRMING AMPOULE Toning ampoule for atrophic skin

VITAMIN AMPOULE Nutritive concentrate for mature, dry & sun damaged skin

DAILY USE

INTENSIVE TREATMENT

[SPECIALTY CARE]

TOTAL CALM CREAM 24h protective care for sensitized skin with low tolerability to ingredients

CLEAR CREAM Specialty cream for oily, impure & combination skin

NATURAL CORRECTOR No.3 + VITAMIN C Botanical brightening and regenerative complex to even skin tone on all skin types

REGENERA CLARITY CREAM Dual-action anti-aging formulation for impure, oily and combination skin

PORCELAIN GLOW BALM High-tech brightening regenerator with instant and long-term results for flawless porcelain skin

INTENSIVE CORRECTOR No.2 Whitening with liposome encapsulated Kojic Acid, Nicotinamide, Vitamins A, C & E. For all skin types

ADVANCED CORRECTOR No.1 Whitening with Resorcinol and Vitamins A, C & E. Not suitable for sensitive skin

CALMING

CORRECTIVE

[REGENERATIVE CREAMS | ANTI-AGING]

VITAMIN CREAM Nutritive cream to return balance for dry, sensitive and irritated skin

ACTIVITAL CREAM Introduction to anti-aging care for all skin types

RETINOL REPAIR CREAM Liposome encapsulated Retinol + hydrating care without irritation. For demanding, mature and dry skin

THE CREAM High-tech 24h firmer and volumizer for normal to dry skin

STEM CELL REPAIR CREAM Restorative cream for mature demanding skin

ELIXIR Intensive repair emulsion for dry, demanding and sensitive skin

THE CREAM intense Long-lasting moisture lock for a velvety smooth feel for dry, mature & demanding skin

YOUNG / LIGHT

NUTRITIVE / RICH

[P] = professional cabin use

PRODUCT OVERVIEW

COMMENTS

YOUNG / MATTIFYING

[BB CREAM | PROTECTION]

BB CREAM NUDE | MEDIUM | DARK

The classic go-to for red, irritated, blemished and problem skin

PURE BB CREAM [NATURAL CARE]

NATRUE-certified specialty care especially for sensitized skin and those who love natural

SUN CARE CREAM SPF25 [ALOE VERA]

Hydrating broad spectrum [UVA + UVB] sunscreen for all skin types

ROYAL BB CREAM

Anti-aging corrective coverage to calm, nourish, regenerate and brighten dry and demanding skin

NUTRITIVE

LIGHT

[EYE CARE]

EYE CONTOUR CREAM

A fine regenerating cream for the entire eye area to combat the first signs of aging on all skin types

SUPER LIFT EYE PATCHES

Intensive moisturizing, soothing bio-cellulose under-eye care for any situation to put your best face forward

BB EYE MOUSSE

Corrective, protective, hydrating mousse for more radiance on-the-go

EXTREME EYE CREAM

Intensive, regenerating care with visible and long-term results for mature, demanding skin

RICH

NUTRITIVE CARE

[BODY CARE]

SO SMOOTH PEEL

Dual-action body peel for velvety skin

SO FRESH LOTION

Daily hydrating and refreshing body lotion

SCULPT CREAM GEL

Firming cream-gel for entire body and targeted areas

SO SLIM EXPRESS AMPOULES

Intensive treatment to support fat reduction and improve skin structure

THERMO CONTOUR MASK

Warming and firming action to smooth shape and restore skin elasticity

FIRMING INTENSIVE CARE

FALL | WINTER

[SCENTED CANDLES]

No. 1 "let it snow"

Spruce up the room with this cozy winter cent. A sophisticated cedar, pine and vegetal medley

No. 2 "let the lemon kiss the grass"

A springtime affair of citrus paired with lemongrass, candied melon and lily of the valley offer a clean, fresh scent

No. 3 "this one always works"

An addictive luscious bouquet of fresh cut flowers (rose, freesia, bergamot) and ripe fruit (peach) ignite the senses and sweep the room with freshness and desire

SPRING | SUMMER



ALEX
COSMETIC GMBH
D-45141 ESSEN
MADE IN GERMANY
alex-cosmetic.com