



VERSO

VITAMIN A PIONEERS

WHO WE ARE

With science as a starting point, Verso makes high-quality products with a low ingredient count. We can still deliver results equal to Retinol's highest concentration in the beauty market.

No shortcuts are taken during the development to ensure that all products meet this requirement.

Verso's ultimate goal is to help our customers to combine a healthy skincare routine with a busy, contemporary lifestyle by offering products that deliver performance without fuss.

We believe that a daily skincare routine with a few high-quality products reduces the time and money spent.

Furthermore, it lessens unnecessary environmental pressure caused by overconsumption.

Verso is cruelty-free and vegan (except for Lip Serum that contains bee wax).





- LARS FREDRIKSSON, FOUNDER OF VERSO SKINCARE

*”Firmly rooted in science,
Verso is about everyday simplicity
and quality of life.”*

OUR STORY

Verso was launched in 2013 with a strong Scandinavian spirit – simple, minimalistic, and qualitative. We set out to start and lead a skincare revolution and are faithful to that mission - committed to providing essential products that effectively target the skin’s daily needs.

VERSO – PIONEERS IN VITAMIN A-BASED SKINCARE

At the very core of our brand and mission is Vitamin A. We aspire to be one of the top pioneers and industry leaders in the cosmetic field of Vitamin A.

One of Verso's most important basic philosophies is to use at least one Vitamin A product in every skincare routine. Our ambition is to develop effective and stable Vitamin A products based on a technology that won't irritate the skin - without compromising on the result.

With our unique Vitamin A complexes Retinol 8 and recently launched patented molecule NEAR 1, we are able to offer many different types of products and textures so that everyone can find something that suits them!





VERSO SKINCARE ESSENTIALS

EVERYDAY SCIENCE: VITAMIN A

Verso's recipe for everyday essentials and simplicity starts with Vitamin A. Our heroes are our unique Vitamin A complexes, Retinol 8, and patented molecule NEAR 1.

- Visibly rejuvenating to strengthen, visibly firm, and enhance the skin's natural glow.
- Clarifying unbalanced skin to promote a fresh and healthy-looking appearance.
- Brightening for a radiant, glowing complexion that promotes an even skin tone.
- Protecting from visible effects of outdoor elements to help maintain beautiful skin with its antioxidant properties.

MOISTURE & HYDRATION

Well-hydrated skin is fundamental for a healthy-looking complexion. Retaining skin moisture is essential, especially when exposed to a dry climate or environment. Verso's products will help provide optimal and immediate moisturization and long-term hydration, leaving the skin balanced, soft, and smooth with increased resistance to environmental stressors.

VERSO – VITAMIN A COMPLEX



SMART INGREDIENTS

VITAMIN A – RETINOL 8

Retinol 8 is a unique Vitamin A complex, more effective than traditional retinol and less irritating. It visibly firms and tightens the skin, significantly reducing visible signs of aging. It targets the skin's essential needs, improving quality and texture and simplifying daily routines.

- Visibly rejuvenates, strengthens, firms, and enhances a natural glow.
 - Protects from the visible effects of outdoor elements.
- Clarifies unbalanced skin for a clearer and healthier appearance.
 - Brightens to create a radiant, glowing complexion.
 - Soothes the appearance of temporary redness
 - Smooths and softens the skin.

Apply products for at least three months to see significant results.

NEAR 1

NEAR 1 (Niacinamidoethyl Retinoate) is our patented molecule that combines Vitamin A and Niacinamide. It represents our science-first mindset and ambition to provide impactful skincare. It improves the efficacy and stability of Vitamin A while minimizing irritation. Combining Vitamin A and Niacinamide, we created a new Vitamin A derivative that is stable, effective, and gentle.

NEAR 1 is a groundbreaking innovation, to par with the Vitamin A complex Retinol 8. For us, it is a triumph for science-based skincare.

BENEFITS RETINOL 8 AND NEAR 1

RETINOL 8 BENEFITS

- Balancing
- Unclog pores
- Strengthening
- Visibly rejuvenating
- Visibly firming

SIMILAR BENEFITS

- Smooths texture
- Evens out skin tone
- Soothing
- Smoothing
- Minimizes pores

NEAR 1 BENEFITS

- Adding radiance
- Brightening
- Increasing glow
- Hypoallergenic*
- Visibly calming

*Human repeated insult patch test (HRIPT) showed no evidence of dryness and oedema or allergic reaction on both normal and sensitive skin.
Disclaimer: We cannot exclude the risk of possible reaction to any of the ingredients in Super Elixir.

CAN I USE VITAMIN A DURING SUMMER?

Regular use of a product with Vitamin A can strengthen the skin's natural protection against environmental stressors in the long term.

You can use Vitamin A-based products all year round to retain the skin-enhancing benefits it provides.

Keep in mind that it is important to apply your Vitamin A product in good time before exposure to the sun. When a Retinol 8 product is applied right before sun exposure, it may lose efficiency as the ingredient breaks down in sunlight.

We always recommend ending your daily skincare routine by applying sunscreen, at least SPF 30, to maintain healthy-looking skin and preserve your achieved results.

VERSO SUPER ELIXIR CLINICAL EFFICACY STUDY SELF ASSESSMENT QUESTIONNAIRE RESULTS

My skin feels visibly brighter

90%

My skin feels smoother

88%

I feel a soothing effect on my skin

89%

I would buy the product

88%

I would recommend the product

89%

The study shows that Verso Super Elixir effectively decreases the appearance of uneven skin tone, providing a smoother skin texture with a healthy-looking radiance.



*Independent clinical study Verso Super Elixir. Tested on 20 volunteers 12 weeks period.

VERSO HERO PRODUCTS

VERSO PRODUCT CATEGORIES

I

**N°1
CLEANSE**

DEEP CLEANSE
CLEANSING BALM
FACIAL CLEANSER
MICELLAR WATER

S

**N°2
DAYTIME**

DAY CREAM
DAILY GLOW

E

**N°3
NIGHTTIME**

NIGHT CREAM
NOURISHING CREAM

A

**N°4
BOOST**

SUPER C SERUM
SUPER FACIAL SERUM
HYDRATION SERUM

E

**N°5
EYE**

EYE CREAM
SUPER EYE SERUM

a

**N°6
REFINE**

DARK SPOT FIX
CLARIFYING GEL

7

**N°7
OIL**

SUPER FACIAL OIL
SUPER ELIXIR

8

**N°8
MASK**

NOURISHING MASK
PEEL MASK

e

**N°9
LIP**

LIP SERUM

01

**N°10
HAND
& BODY**

BODY PEEL
BODY OIL CLEANSER
BODY LOTION

VERSO HERO PRODUCTS

Verso Super Elixir RRP \$195



Benefit

Verso Super Elixir is the first product ever introduced with NEAR 1, a new unique molecule developed and patented by Verso Skincare. NEAR 1 has the potential to visibly reduce dullness, improve the appearance of uneven skin tone, and provide a smoother skin texture. NEAR 1 can only be found at Verso Skincare.

Key Ingredients

NEAR 1
 20% Squalane
 Vitamin E
 Glycyrrhiza Glabra (Licorice) Root Extract

Description

Apply some drops in the morning and/or evening on cleansed skin. We recommend starting with fewer drops if you experience an oilier skin condition. Use it alone or together with other skincare products. Protect your skin during the day using a sun protectant, at least SPF 30, to maintain results and healthy-looking skin.

Verso Super Facial Serum RRP \$130



Verso Super Facial Serum is a rich, creamy serum that visibly strengthens and restores the skin. Formulated with a higher dose of Retinol 8.

0.1% Retinol 8
 Peptides
 Turmeric

Apply the serum to the face and neck as a part of your evening routine. Follow up with your moisturizer when needed or use it as a stand-alone. If you have sensitive skin, we recommend building up the usage gradually. Start with a few times a week.

Verso Super Eye Serum 30 ml RRP \$85



Lightweight eye serum that targets the visible signs of aging and energizes skin around the eyes. Formulated with Retinol 8.

0.03% Retinol 8
 Peptides
 Turmeric

Apply a tiny amount beneath the eye. Be careful not to apply the serum too close to your eye. Start in the inner corner of your eye and continue towards the temple. If you are new to the product and tend to have sensitive skin, we recommend introducing the product every third evening during the first two to three weeks. One might experience a slight tingling feeling on the skin.

Verso Day Cream RRP \$95



Benefit

A moisturizing and visibly rejuvenating facial cream for radiant, healthy-looking skin. Formulated with Retinol 8, Niacinamide, and Turmeric to protect the skin from the visible effects of environmental stressors and reduce the appearance of uneven skin tone.

Key Ingredients

0.06% Retinol 8
Niacinamide (Vitamin B3)
Turmeric

Description

Apply on cleansed skin over the face and neck. Use in the morning and/or evening. It can be combined with Verso serums if needed. We always recommend finishing your daily skincare routine with sun protection, at least SPF 30. This will help to maintain the results of your skincare products and the look of a healthy complexion.

Verso Night Cream RRP \$95



Verso Night Cream calms and rejuvenates your skin. Formulated with Retinol 8, it leaves your skin softer with a youthful appearance.

0.06% Retinol 8
Oat Extract
Turmeric

Use in the evening before bedtime. Gently massage the product on cleansed skin, apply to both the face and neck. Can be used alone or together with other skincare products.

Verso Hydration Serum RRP \$95



Hydration Serum provides immediate hydration, long-term moisturization and helps improve the appearance of dull skin with a calming sensation.

Avenanthramides (Oat)
Hydrolyzed Yeast Extract
Niacinamide (Vitamin B3)

Apply on face and neck. Massage the serum over your skin in circular motions, avoid contact with your eyes. Follow with a moisturizer. Can be used morning and/or evening, or as needed.

Verso Super C Serum RRP \$100



A daily serum essential to maintaining a healthy-looking skin. May enhance the visible results of Vitamin A when paired together. Formulated to suit all skin types.

Tetrahexyldecyl Ascorbate
Kakadu Plum extract
Phloretin

Apply 1-2 pumps all over the face, neck, and décolletage in the morning routine after cleansing. Follow up with a daily moisturizer and sun protection during the day. If desired, it can also be used in the evening before your nighttime cream.

CONCENTRATIONS

The retinoids we use in Verso are the unique Vitamin A complexes, NEAR 1 and Retinol 8. These have customized and proven concentrations to provide best results. What makes NEAR 1 and Retinol 8 so special is that they are effective in low concentration, which minimizes the risk of unexpected reactions. Each Verso product also contains several functional ingredients that help support the results of Verso's Vitamin A Complex.

VERSO VITAMIN A



VERSO DAY CREAM



VERSO DAILY GLOW



VERSO NIGHT CREAM



VERSO SUPER FACIAL SERUM



VERSO SUPER EYE SERUM

BENEFITS	Daily moisturizer with antioxidants to help maintain beautiful skin.	Light moisturizer with instant and long-term glowing effect.	Perfect introduction to Vitamin A, even for sensitive skin.	High concentration of Retinol 8, for previous user of Vitamin A.	Verso hero product targets the visible signs of aging and energizes skin
TEXTURE	Cream	Lotion	Cream	Cream	Lightweight cream
FUNCTION	Adding Radiance Brightening Moisturizing Visibly rejuvenating	Adding Radiance Hydrating Increasing Glow Visibly rejuvenating	Balancing Visibly Calming Moisturizing Visibly rejuvenating	Moisturizing Visibly firming Strengthening Visibly rejuvenating	Brightening Energizing Moisturizing Visibly rejuvenating
KEY INGREDIENTS	Retinol 8, Niacinamide, Turmeric	Retinol 8, Niacinamide, Vitamin C	Retinol 8, Nordic Oat, Turmeric	Retinol 8, Peptides, Turmeric	Retinol 8, Peptides, Turmeric



VERSO CLARIFYING GEL



VERSO DARK SPOT FIX



VERSO SUPER FACIAL OIL



VERSO SUPER ELIXIR



VERSO LIP SERUM

BENEFITS	Easily absorbed Vitamin A, help to soothe unbalanced skin.	Highest concentration of Retinol 8, fading and brightening spot corrector	Short ingredient list, developed for the skin that feels extra dry.	Patented and developed by Verso, hypoallergenic	Softening lip balm that target the signs of aging on the lips and around them.
TEXTURE	Gel	Lightweight cream	Oil	Lightweight Oil	Balm
FUNCTION	Brightening Balancing Visibly calming Visibly rejuvenating	Adding Radiance Brightening (spots) Smoothing	Adding Radiance Nourishing Visibly rejuvenating	Adding Radiance Brightening Visibly calming Visibly rejuvenating	Visibly firming Moisturizing Soothing Visibly rejuvenating
KEY INGREDIENTS	Retinol 8, Niacinamide, Turmeric	Retinol 8, Niacinamide, Turmeric	Retinol 8, Sunflower Oil, Vitamin E	NEAR 1, Licorice root extract, Squalane	Retinol 8, Peptides, Hyaluronic Acid

HOW TO BUILD A VERSO SKINCARE ROUTINE

START WITH YOUR VITAMIN A	Day Cream Daily moisturizer with antioxidants to help maintain beautiful skin. <div style="text-align: right;">☀️ □ ☾ □</div>	Daily Glow Light moisturizer with instant and long-term glowing effect. <div style="text-align: right;">☀️ □</div>	Night Cream Perfect introduction to Vitamin A, even for sensitive skin. <div style="text-align: right;">☾ □</div>	Super Facial Serum High concentration of Retinol 8, for previous user of Vitamin A. <div style="text-align: right;">☀️ □ ☾ □</div>	Clarifying Gel Easily absorbed Vitamin A, visibly reduce the appearance of blemishes <div style="text-align: right;">☀️ □ ☾ □</div>	Super Facial Oil Short ingredient list, developed for extra dry skin. <div style="text-align: right;">☀️ □ ☾ □</div>	Super Elixir Patented and developed by Verso, hypoallergenic. <div style="text-align: right;">☀️ □ ☾ □</div>
CHOOSE EYE CARE	Super Eye Serum Lightweight eye product that targets the visible signs of aging and energizes skin around the eyes. With Retinol 8. <div style="text-align: right;">☀️ □ ☾ □</div>	Eye Cream Rich and creamy formula to visibly moisturize and replenish the skin around your eyes. <div style="text-align: right;">☀️ □ ☾ □</div>					
CHOOSE YOUR CLEANSER	Facial Cleanser Cleanser for all skin types, for everyday use. It removes light make-up, pollution and leaves the skin feeling smooth and soft. <div style="text-align: right;">☀️ □ ☾ □</div>	Cleansing Balm Gentle and effective cleanser with moisturizing and exfoliating properties. Suits especially very dry and sensitive skin. <div style="text-align: right;">☀️ □ ☾ □</div>	Deep Cleanse Exfoliating cleanser with BHA. It soothes unbalanced skin and reducing the appearance of blemishes. <div style="text-align: right;">☀️ □ ☾ □</div>	Micellar Water Efficient and calming face cleanser that removes impurities and light makeup in an instant. <div style="text-align: right;">☀️ □ ☾ □</div>			
ADD A BOOSTER WHEN NEEDED	Super C Serum Daily serum to maintain a healthy-looking skin. May enhance the visible results of Vitamin A when paired together. <div style="text-align: right;">☀️ □ ☾ □</div>	Hydration Serum Provides immediate and long-term hydration and helps improve the appearance of dull skin with a calming sensation. <div style="text-align: right;">☀️ □ ☾ □</div>					
ADDITIONAL PRODCUTS BASED ON SKIN NEEDS	Nourishing Cream Moisturizing cream to nourish and replenish the skin. It maximizes the skin's moisture level and makes it look soft and radiant. <div style="text-align: right;">☀️ □ ☾ □</div>	Dark Spot Fix Spot treatment that may diminish the appearance of uneven skin tone. <div style="text-align: right;">☀️ □ ☾ □</div>	Peel Mask Exfoliating facial mask that instantly promotes a soft and radiant appearance. <div style="text-align: right;">☾ □ __/w</div>	Nourishing Mask Nourish and replenish the the skin overnight. Promotes natural skin protection, resulting in healthy-looking skin with an increased glow. <div style="text-align: right;">☀️ □ ☾ □</div>	Lip Serum Increases the appearance of soft and plump lips while reducing the visible signs of premature aging. <div style="text-align: right;">☀️ □ ☾ □</div>	Body Cleanser Gentle body cleanser to moisturize and exfoliate the skin with soothing properties. <div style="text-align: right;">☀️ □ ☾ □</div>	Body Lotion Hydrate and soothe the appearance of dryness and irritation on the skin. Improves the appearance of dull skin and increased resistance to environmental stressors. <div style="text-align: right;">☀️ □ ☾ □</div>

ALWAYS FINISH YOUR SKINCARE ROUTINE WITH SPF

NEW INNOVATION & PRODUCTS



SOUNDS OF VERSO – RETINOL 8 SUPER SERUMS

To celebrate our milestone as pioneers in Vitamin A Since 2013, we will focus on two of our most beloved facial Serums - Verso Super Facial Serum and Super Eye Serum - both containing Retinol 8 and highly sought after by our loyal customers.

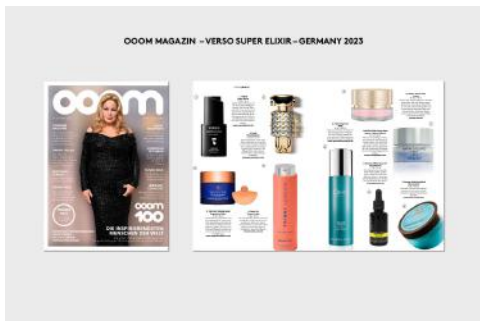
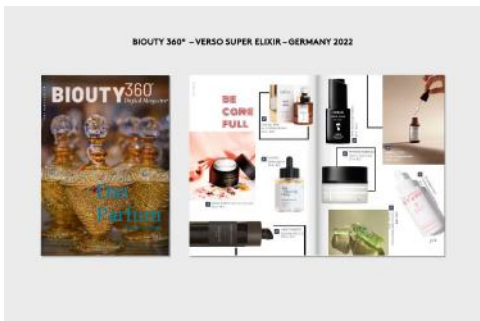
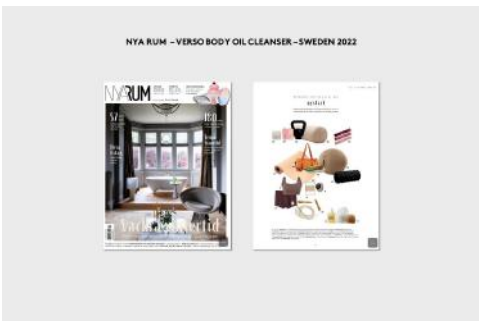
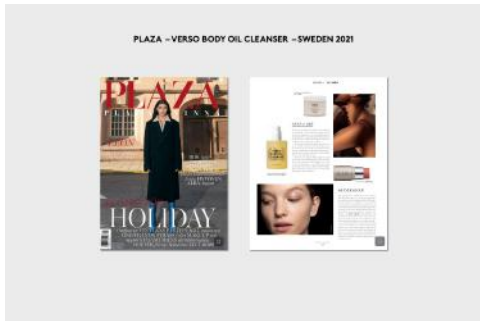
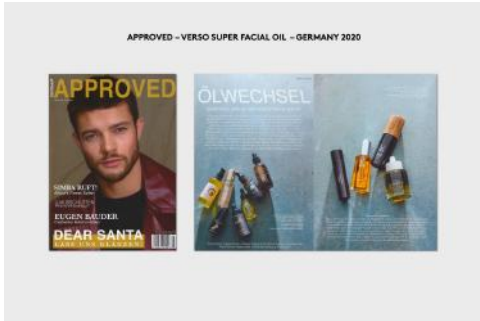
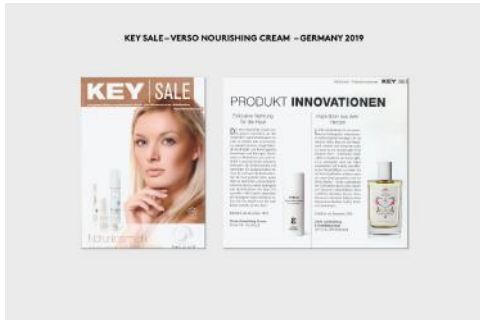
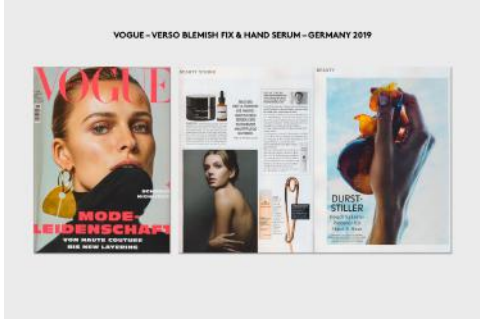
These icons will be featured together in a sleeve, Creating a beautiful and functional value kit.

2 x 30 ml
RRP \$165
Value \$210

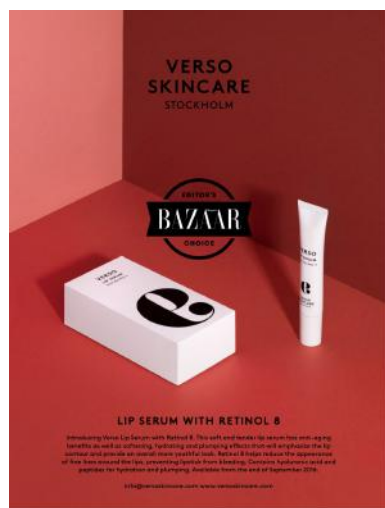
Launch September 2023

BRAND PRESENCE

VERSO PRESS SELECTION 2019-2023



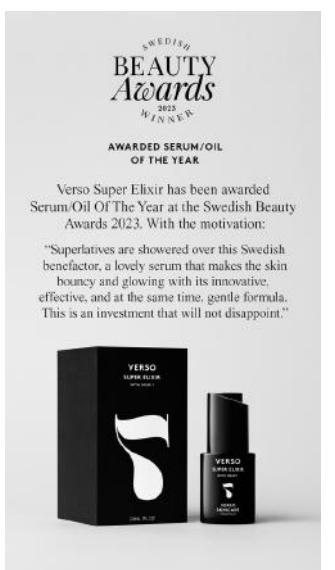
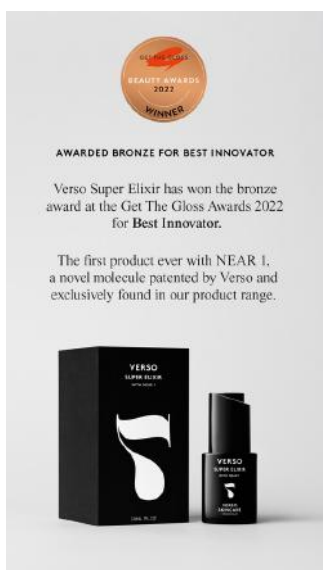
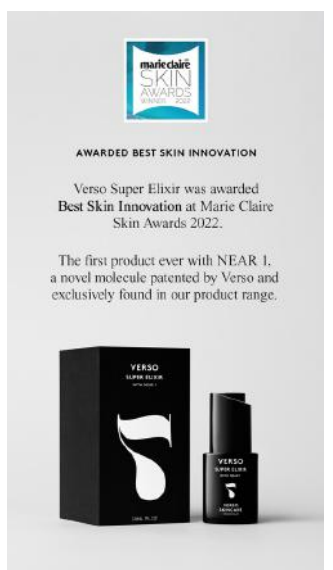
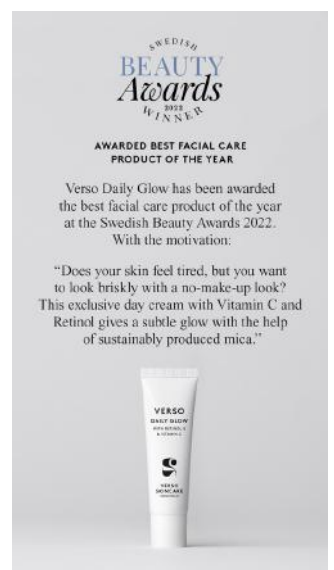
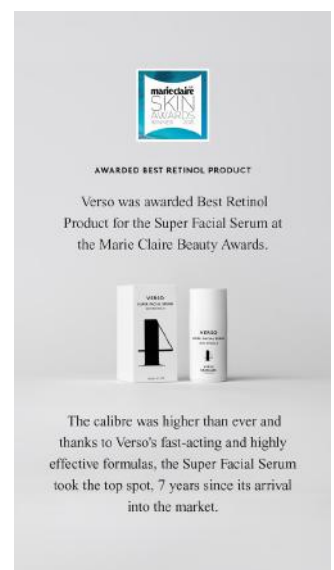
VERSO AWARDS SELECTION 2019-2023



第2名



Verso 逆龄5号 8倍视黄醇 超级眼部精华



DISTRIBUTION & RETAIL PARTNERS

Verso has a selective distribution strategy and collaborates with a range of premium retail outlets that can be found on more than 30 markets globally. For example, Nordstrom, Dermstore online in the US, Space NK, Fenwick and Cult Beauty online in UK, LudwigBeck in Munich, NK in Stockholm, Mecca Cosmetica Australia, El Corte Ingles in Spain, 1010 Apothecary in Taiwan, to name a few.



SAMPLES

Discover our sampling program at Verso, where we offer sachet and deluxe samples. Please note that availability may vary.

VERSO MERCHANDISE

Discover Verso merchandise; headbands, toiletry bags, accessories, etc. Our headbands offer style and functionality, keeping hair away during skincare rituals. The sleek toiletry bags safely store your Verso essentials for travel or everyday use. Our merchandise collection reflects the same quality and design as our skincare line. Explore Verso's merchandise and elevate your skincare journey.

Availability may vary.



TRAINING PROGRAMS + PROTOCOLS FOR SPA'S

VERSO BRAND TRAINING

Verso's Brand Training is an immersive program to provide in-depth knowledge of our brand ethos and values and to discover the science behind our skincare solutions, innovative formulations, and cutting-edge technologies. Gain the expertise and confidence to represent Verso and deliver exceptional customer experiences effectively. Deepen your understanding of our brand and become a trusted ambassador through Verso's Brand Training and elevate your knowledge and convey our transformative skincare message to customers and clients.

PRODUCT TRAINING

Deepen your knowledge of Verso's skincare products through our comprehensive training program. Gain expertise in product formulations, key ingredients, and their benefits. Take part in the training sessions that cover targeted effects, recommended usage, and compatibility with different skin types. Be empowered to guide and educate customers on the Verso product line effectively. Enhance your understanding and provide personalized recommendations. Elevate your expertise and become a trusted authority on Verso skincare products.

VERSO SIGNATURE TREATMENTS AND PROTOCOLS

Experience transformative facial treatments with Verso's Signature Treatments and Express Facials protocols. Tailored to address specific skin concerns, our luxurious treatments utilize advanced formulations and cutting-edge technologies to nourish, rejuvenate, and restore your skin's vitality. Our systematic Protocols combine specific Verso products and techniques, maximizing effectiveness for optimal results. Whether you desire hydration, brightening, or firming, our protocols offer a comprehensive solution to your skincare needs. Trust our expertise and embrace the transformative power of treatments tailored to your unique needs.



EVENT SUPPORT

Our team is committed to executing meaningful retail/spa events. We can participate in founder-led events, as well as leverage our field team to assist with strategic activations.



SUSTAINABLE PACKAGING

Our goal is to provide the best sustainable packaging protecting both our products and the user experience while being kind to the planet

We aim for all airtight packaging to be available in 75% recycled plastic, PCR (Post-Consumer Recycled Packaging), while having the same durability and lifespan. In 2022 we introduced our first Verso PCR product packaging to the market. All our bottles will be available in PCR during 2023.

We continuously work to seek sustainable and planet-friendly packaging without compromising our high quality.

To meet our goals of offering sustainable skincare, we've reduced our products' outer packaging by 14%. By optimizing the design, we can offer neat product packaging without any unnecessary dead space.

We have stopped using cellophane to cover outer product packaging, which saves more than 200 kg of plastic annually.

We have a constantly ongoing conversation with our packaging suppliers, influencing and advocating further improvements in sustainable packaging to reduce materials used that may impact the environment.

MATERIAL RECYCLE OVERVIEW

PACKAGING MATERIAL

PRODUCTS

HOW TO RECYCLE

CRADLE TO CRADLE

FSC

VIRGIN PLASTIC



CLEANSERS: PLASTIC/PAPER
BODY PRODUCTS: PLASTIC

ONLY
CLEANSERS

ONLY
CLEANSERS

PCR



PRODUCT: PLASTIC
OUTERBOX: PAPER

ALL PRODUCTS

ALL PRODUCTS

PCR + ALUMINUM



PRODUCT: PLASTIC
OUTERBOX: PAPER

ALL PRODUCTS

ALL PRODUCTS

VIRGIN PLASTIC + ALUMINUM



PRODUCT: PLASTIC
OUTERBOX: PAPER

ALL PRODUCTS

ALL PRODUCTS

VIRGIN PLASTIC + GLAS



PRODUCT: PLASTIC/GLAS
OUTERBOX: PAPER

ONLY
HYDRATION SERUM

ALL PRODUCTS

INFORMATION

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