

2024/02

I.D. SWISS  
BOTANICALS  
PLANT-BASED NEUROCOSMETICS

ADVANCED

SKINCARE

TECHNOLOGY

PLANT-BASED (NEURO)COSMETICS FROM SWITZERLAND



# I.D. SWISS BOTANICALS

plant-based (neuro)cosmetics from Switzerland

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Did you know that your mental well-being has a direct impact on the condition of your skin?

The endocannabinoid system (ECS) inside each of us affects nearly all of our biological functions including skin health, stress, metabolism, memory, growth and other developmental functions.

In order for us to achieve better balance and wellbeing in our lives, we need to regularly boost endocannabinoid productivity.

At I.D. Swiss Botanicals, we have developed a range of natural, plant-based, topical skincare products that are scientifically proven to activate our ECS resulting in noticeably healthier, radiant skin and an improvement in our overall well-being.

YOUR BRAIN, YOUR BEST  
ANTI-AGING ALLY



*"WE ARE AT THE CROSSROADS OF SCIENCE,  
TECHNOLOGY AND BEAUTY WITH THE SOLE  
OBJECTIVE: NATURAL EFFECTIVENESS"*

## OUR STORY

I.D. Swiss Botanicals is a disruptive new skincare brand growing at neuronal speed by placing the science of plant-based neurocosmetics at the center of its DNA.

Developed by Aude and Cedric Rimella, Swiss dermatologist and entrepreneur, I.D. Swiss Botanicals aims to harness the full potential of natural ingredients with unique neuro-active properties to improve the health and appearance of the skin. I.D. Swiss Botanicals is born from the limitless desire to push back the boundaries of traditional cosmetics and explore the emerging and exciting field of plant based neurocosmetics, to demonstrate that wellness/mental health and skin condition are influencing each other. We leverage the effectiveness of skincare routines by addressing the root causes of most skin problems for smarter, healthier skin throughout life.

The I.D. Swiss Botanicals brand products are a condensed blend of science, technology, innovation and expertise with a single objective: natural effectiveness



CEDRIC RIMELLA



AUDE RIMELLA, DERMATOLOGIST

DEEP HYDRATING SERUM  
RICH IN HYALURONIC ACID

NOURISHING NIGHT CREAM  
RICH IN HYALURONIC ACID & SHEA BUTTER

RELAXING  
(NEURO)COSMETIC  
MASK

# SKINCARE

+99.4% - INGREDIENTS OF NATURAL ORIGIN

VEGAN  
CRUELTY-FREE  
RECOMMENDED FOR SENSITIVE SKIN  
100% SWISS

PARABEN-FREE, PHENOXYETHANOL-FREE,  
PARAFFIN OIL-FREE AND  
SULPHATE-FREE

RADIANCE MOISTURIZER  
RICH IN VITAMIN C & VITAMIN E

SKIN STRESS BALANCER  
HIGHLY CONCENTRATED IN  
CBD VECTOR<sup>SM</sup>

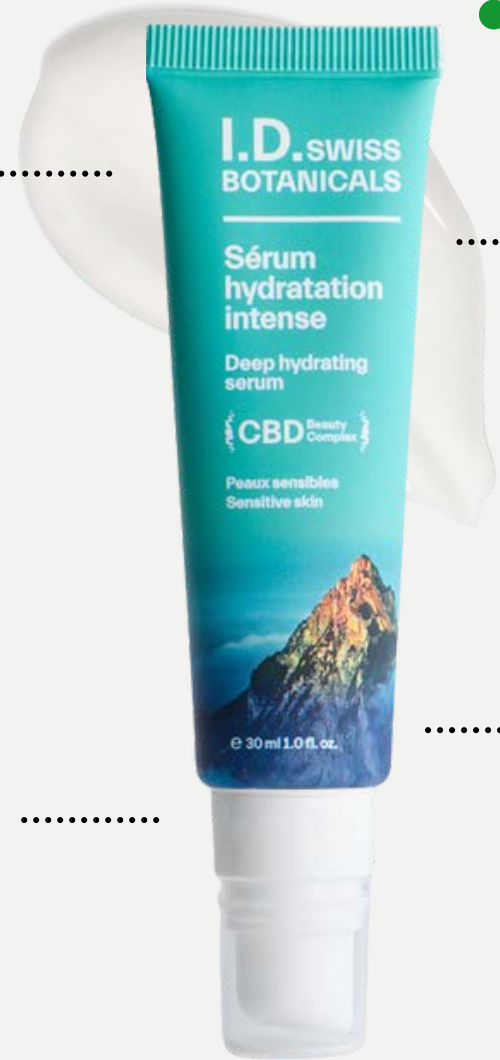


# DEEP HYDRATING SERUM

## RICH IN HYALURONIC ACID



Offers an *immediate thirst-quenching* boost, prevents dehydration and **plumps** your skin thanks to **hyaluronic acid**.  
It *soothes* your skin, **fight**s inflamm'aging (premature aging of the skin) and **regulate**s sebum.



### HYALURONIC ACID TRIPLE GRADE

Active ingredient of natural origin obtained by biofermentation which concentrates **3 different sizes** of hyaluronic acid molecules targeting the **3 layers** of the skin. Stimulates the natural production of hyaluronic acid promoting continuous and deep hydration. Prevents skin dehydration by retaining water. Plumps, improves elasticity and helps reduce the appearance of fine lines and wrinkles.

### MARINE ACTIVE INGREDIENT FROM NEUROCOSMETICS - COLLAGEN STIMULATOR

Natural active ingredient from a marine microorganism and produced by a biofermentation process. Gives a smooth, fresh complexion by stimulating collagen production.

### CBD BEAUTY COMPLEX™

Soothing, anti-inflammatory active ingredient (reduces redness, fights inflamm'aging) and sebum-regulating agent which rebalances the skin's microbiome. Reduce skin sensitivity and improve cell regeneration and healing.

### PINOSYLVINE - RESVERATROL-LIKE (ALPINE PINE EXTRACT)

Anti-oxidant active ingredient, known to prevent premature skin aging and reduce skin inflammation. Also strengthens the skin's defenses against the harmful effects of the sun.

30 mL

Wholesale Price: \$32  
Retail Price : \$66

[Click here for full product & ingredients details](#)

For whom?

**Sensitive and reactive skin**  
(rosacea, eczema, psoriasis, etc.)

**Acne-prone skin**

**Young and mature skin**

**Men: use as aftershave**



**ANTI-AGING, FIRMING & PLUMPING**

**HYDRATION SHOT**

**SOOTHING & ANTI-INFLAMMATORY**

**STRENGTHENS THE SKIN BARRIER**

**RAPID ABSORPTION**

# RADIANCE MOISTURIZER

## RICH IN VITAMIN C & VITAMIN E

Deeply hydrates and balances your skin's microbiome for a healthy glow throughout the day. Contains soothing CBD which boosts the antioxidant effect of Vitamin C.



**KAKADU PLUMS**  
Australian superfruit with unrivaled Vitamin C content (100 times more than orange). Rich in antioxidants, it brightens, unifies and enhances skin radiance.

**VITAMIN E**  
Known for its protective anti-oxidant effects.

**PINOSYLVINE - RESVERATROL-LIKE (ALPINE PINE EXTRACT)**  
Anti-oxidant active ingredient, known to prevent premature skin aging and reduce skin inflammation. Also strengthens the skin's defenses against the harmful effects of the sun.

**STABILIZED VITAMIN C**  
Australian superfruit with unrivaled Vitamin C content (100 times more than orange). Rich in antioxidants, it brightens, unifies and enhances skin radiance.

**CBD BEAUTY COMPLEX™**  
Soothing, anti-inflammatory active ingredient (reduces redness, fights inflamm'aging) and sebum-regulating agent which rebalances the skin's microbiome. Reduce skin sensitivity and improve cell regeneration and healing.

50 mL

Wholesale Price: \$28  
Retail Price : \$58

[Click here for full product & ingredients details](#)

For whom?

**Sensitive and reactive skin**  
(rosacea, eczema, psoriasis, etc.)

**Dull skin**

**Dehydrated skin**

**Young and mature skin**



**GLOWING EFFECT**

**MOISTURIZING**

**UNIFIED COMPLEXION**

**SOOTHING & ANTI-INFLAMMATORY**

**REGULATES THE SKIN MICROBIOME**

**ANTI-OXIDANT**

# NOURISHING NIGHT CREAM

## RICH IN SHEA BUTTER & HYALURONIC ACID



Helps accelerate cell regeneration while you sleep and naturally deeply nourishes your skin for a **fresh** and **hydrated** complexion when you wake up. No more feelings of discomfort and tightness, thanks to this treatment your skin is **rebalanced**.



Vegan

### HYALURONIC ACID TRIPLE GRADE

Active ingredient of natural origin obtained by biofermentation which concentrates **3 different sizes** of hyaluronic acid molecules targeting the **3 layers** of the skin. Stimulates the natural production of hyaluronic acid promoting continuous and deep hydration. Prevents skin dehydration by retaining water. Plumps, improves elasticity and helps reduce the appearance of fine lines and wrinkles.

### ORGANIC SHEA BUTTER

Vegetable butter, rich in **fatty acids**, known for its nourishing, hydrating, soothing and regenerating properties. Repairs and promotes healing of dry and damaged skin.

### CBD BEAUTY COMPLEX™

Soothing, anti-inflammatory active ingredient (reduces redness, fights inflamm'aging) and sebum-regulating agent which **rebalances** the skin's microbiome. Reduce skin sensitivity and improve cell regeneration and healing.

### PINOSYLVINE - RESVERATROL-LIKE (ALPINE PINE EXTRACT)

Anti-oxidant active ingredient, known to prevent premature skin aging and reduce skin inflammation. Also strengthens the skin's defenses against the harmful effects of the sun.

50 mL

Wholesale Price: \$28  
Retail Price : \$58

[Click here for full product & ingredients details](#)

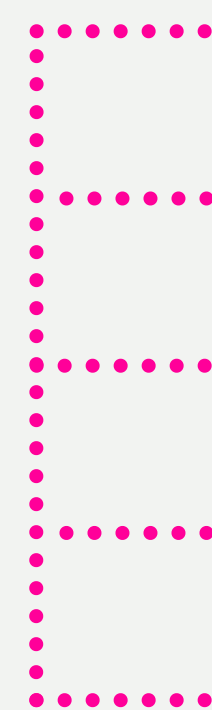
For whom?

Sensitive and reactive skin  
(eczema, psoriasis, etc.)

Dry skin

Dehydrated skin

Young and mature skin



NOURISHING

24-HOUR MOISTURIZING

SOOTHING & ANTI-INFLAMMATORY

BOOSTS CELL REGENERATION & HEALING

REGULATES THE SKIN MICROBIOME

# RELAXING SHEET MASK

## RICH IN VITAMIN C & RELAXING



Offers your skin *concentrated targeted treatment that deeply hydrates for 24 hours*. Thanks to Kakadu plum, the complexion is *luminous and unified*. An immersive experience combining *serenity and technology*.



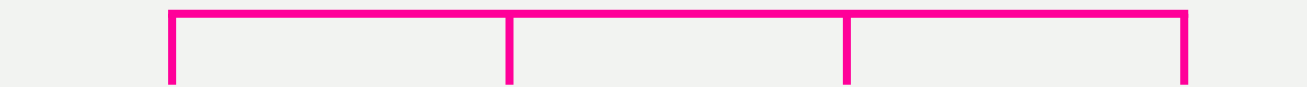
**KAKADU PLUMS**  
Australian superfruit with unrivaled Vitamin C content (100 times more than orange). Rich in antioxidants, it brightens, unifies and enhances skin radiance.

**CAPRYLIC TRIGLYCERIDE**  
Blend of fatty acids that helps soften and smooth the skin's surface and prevent dehydration.

**PINOSYLVINE - RESVERATROL-LIKE (ALPINE PINE EXTRACT)**  
Anti-oxidant active ingredient, known to prevent premature skin aging and reduce skin inflammation. Also strengthens the skin's defenses against the harmful effects of the sun.

**CBD BEAUTY COMPLEX™**  
Soothing, anti-inflammatory active ingredient (reduces redness, fights inflamm'aging) and sebum-regulating agent which rebalances the skin's microbiome. Reduce skin sensitivity and improve cell regeneration and healing.

For whom?



**Sensitive and reactive skin**  
(rosacea, eczema, psoriasis, etc.)

**Dehydrated and dull skin**

**Acne-prone skin**

**Young and mature skin**

- ..... IMMEDIATE EFFECT
- ..... 24-HOUR MOISTURIZING
- ..... UNIFIED & LUMINOUS COMPLEXION
- ..... SEBUM REGULATION
- ..... SOOTHING, ANTI-REDNESS & ANTI-INFLAMMATORY

20 mL

Wholesale Price: \$7.50  
Retail Price : \$15

[Click here for full product & ingredients details](#)

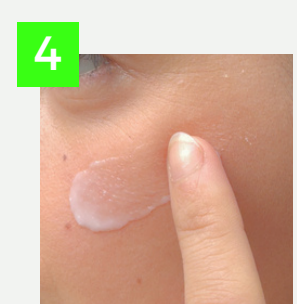
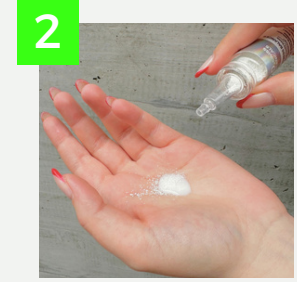
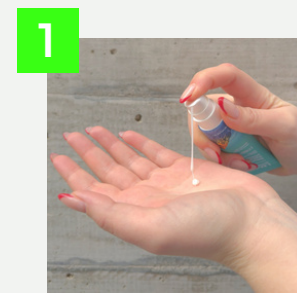


# SKIN STRESS BALANCER

## DRY POWDER SERUM HIGHLY CONCENTRATED IN CBD VECTORS™



*Protects and strengthens the skin by helping it regulate its response to daily aggressions - UV, stress, pollution, lifestyle, tobacco, pesticides - limiting inflamm'aging (premature aging of the skin). It helps rebalance the skin and evens out the complexion. Boost the effectiveness of your routine by complementing all your cosmetics without altering their textures and fragrances.*



**CLEAN BEAUTY**  
100% natural origin,  
preservative-free

**NEUROCOSMETIC  
OPTIMIZATION**  
Skin homeostasis

**UP TO 160 USES**

**DRY FORMULA**  
Does not contain  
water, therefore no  
preservatives



**PINOSYLVINE - RESVERATROL-LIKE  
(ALPINE PINE EXTRACT)**  
Anti-oxidant active ingredient, known  
to prevent premature skin aging and  
reduce skin inflammation. Also  
strengthens the skin's defenses  
against the harmful effects of the sun.

**COMPATIBLE WITH ALL  
COSMETICS\***  
\*water-based cosmetic products

**CBD VECTORS™**  
Double encapsulation of botanical active  
ingredients, developed in Switzerland  
and owned by I.D. Swiss Botanicals.  
Soothing, anti-inflammatory active  
ingredient (reduces redness, fights  
inflamm'aging) and sebum-regulating  
agent which rebalances the skin's  
microbiome. Reduce skin sensitivity and  
improve cell regeneration and healing.

**Wholesale Price: \$48**  
**Retail Price : \$98**

For who?



- ANTI-DARK SPOT & ANTI-AGING
- SOOTHING, ANTI-REDNESS & ANTI-INFLAMMATORY
- REGULATES SEBUM PRODUCTION
- REDUCES SKIN SENSITIVITY BY 67%
- POWERFUL ANTI-OXIDANT EFFECT: +56% EFFECTIVENESS VS. VITAMIN E
- BOOSTS NATURAL CELL REGENERATION BY 30%

[Click here for full product & ingredients details](#)



# COSMOPROF LAS VEGAS

JULY 2023



**I.D. SWISS BOTANICALS**

**SKIN STRESS BALANCER**

Sérum Poudre Soluble  
Soluble Powder Serum  
CBDVectorS™

Régule la réponse de votre peau aux stress quotidiens  
[ UV – Pollution – Stress ]

Regulates your skin response to daily stress

Swiss Technology – 100% naturel | natural  
Compatible avec tous soins cosmétiques\*  
Compatible with any skincare formula\*

8 g – 0.28 oz.

**WINNER 2023**

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**COSMOPROF NORTH AMERICA Awards**

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Strategic partner **BEAUTYSTREAMS**

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**Skin & Body Care Products**

The 2023 winner is...  
**I.D. SWISS BOTANICALS**

WINNER 2023  
COSMOPROF NORTH AMERICA Awards  
Strategic partner BEAUTYSTREAMS  
Skin & Body Care Products



# OUR PROMISE

## WHAT ARE THE BENEFITS OF OUR FORMULAS ON THE SKIN?

### NATURAL CELL REGENERATION CAPACITY BOOSTED BY 30%

CBD allows the skin to regenerate more quickly by significantly increasing the proliferation of keratinocytes. It accelerates the healing of wounds.

### PLUMPED SKIN EFFECT REDUCTION OF FACE WRINKLES BY 28% AFTER 1 MONTH OF APPLICATION

CBD prevents the disorganization of collagen fibers thanks to its powerful antioxidant effect (+56% vs Vitamin E). Collagen is essential for smooth and plump skin.

### MICROBIOME REGULATION

Thanks to its strong anti-microbial property, CBD regulates the skin's microbiome, which plays a vital role in protecting the skin and reduces any kind of inflammation.

### PLANT-BASED NEUROCOSMETICS

CBD accesses our endocannabinoid system and helps coordinate messages between the body and brain. Improved well-being for healthier skin. More information on:

[WWW.NEUROCOSMETICMAGAZINE.COM](http://WWW.NEUROCOSMETICMAGAZINE.COM)

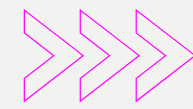
## BEFORE / AFTER

- REDUCTION OF REDNESS
- UNIFIED COMPLEXION
- PLUMPED AND REGENERATED SKIN
- REDUCTION OF SIGNS OF AGING
- DARK SPOTS

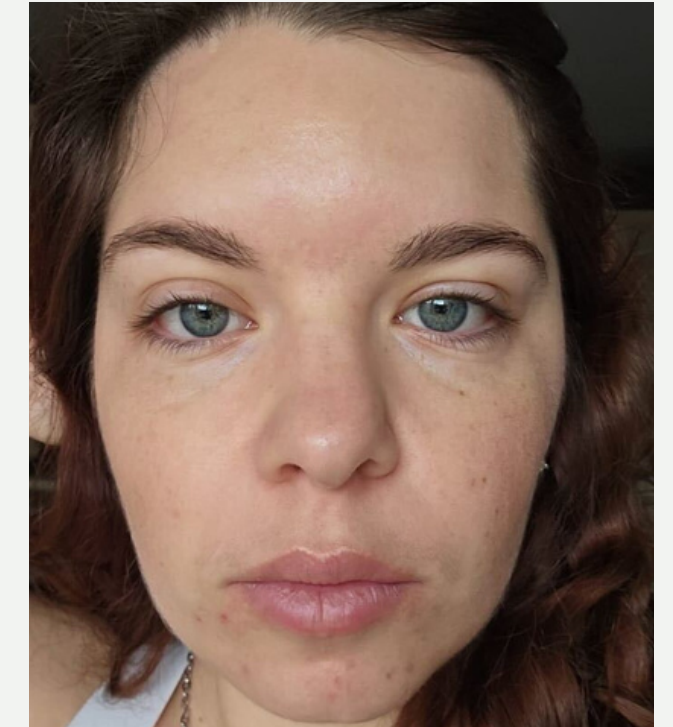


47-year-old woman, 3 months of use, Skin Stress Balancer and Intense Hydration Serum, morning and evening application.

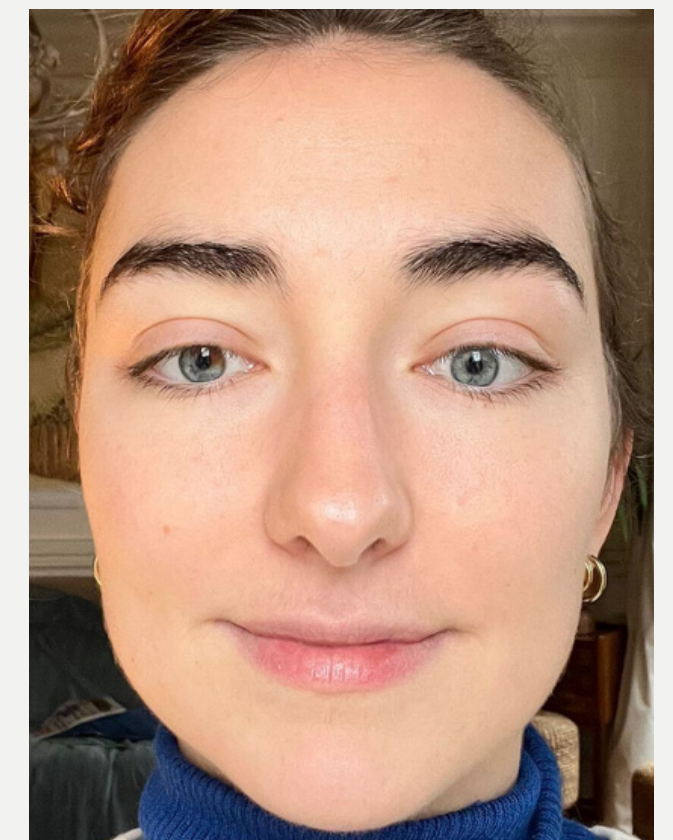
# BEFORE / AFTER - 2 WEEKS OF USE



71-year-old woman, 2 weeks of use, full routine, morning and evening application



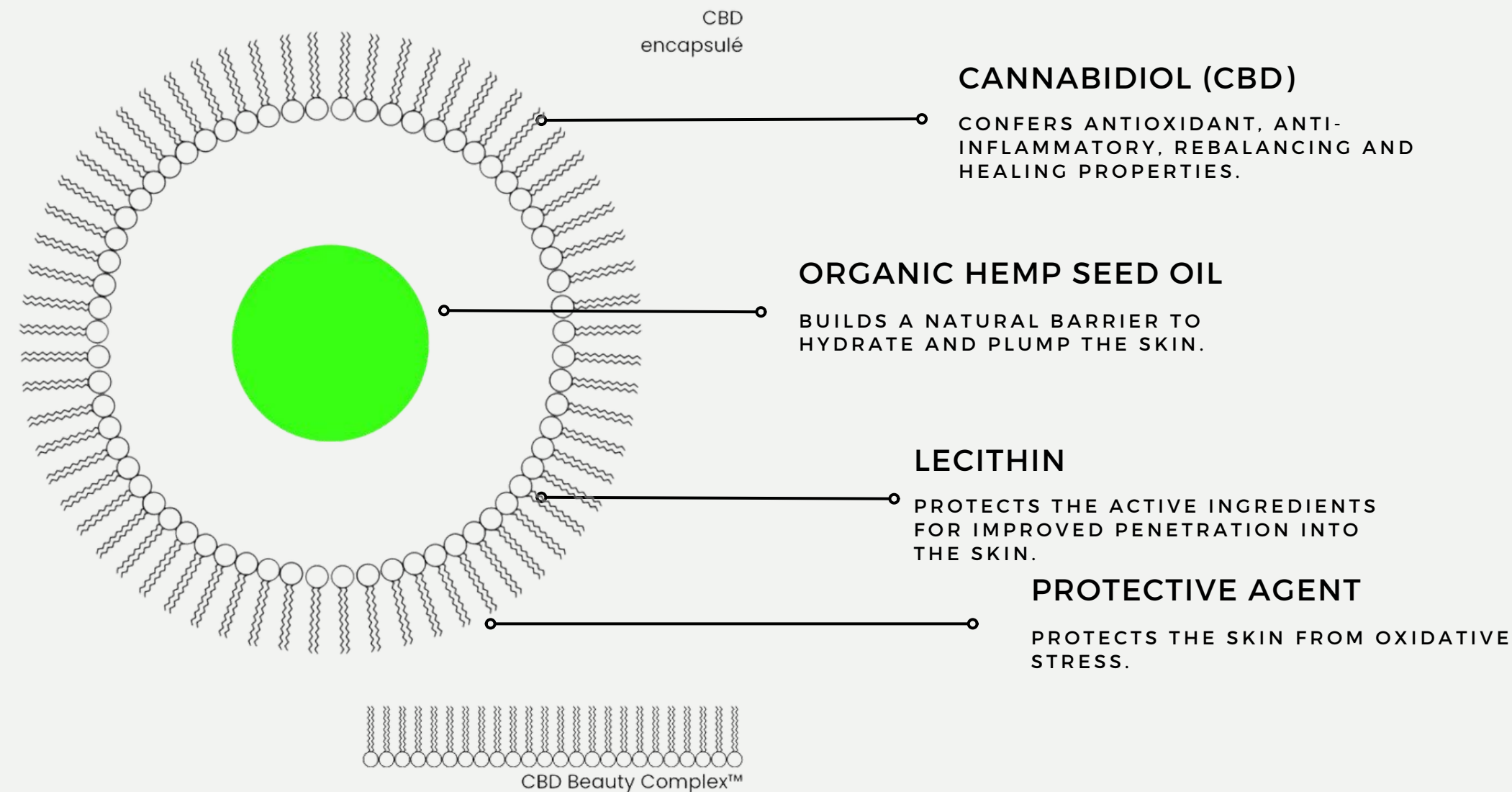
29-year-old woman, 2 weeks of use, Deep Hydrating Serum, morning and evening application



25-year-old woman, 2 weeks of use, Radiance Moisturizer, morning and evening application

# OUR KEY INGREDIENT

## CBD BEAUTY COMPLEX™: THE NEXT GENERATION CBD

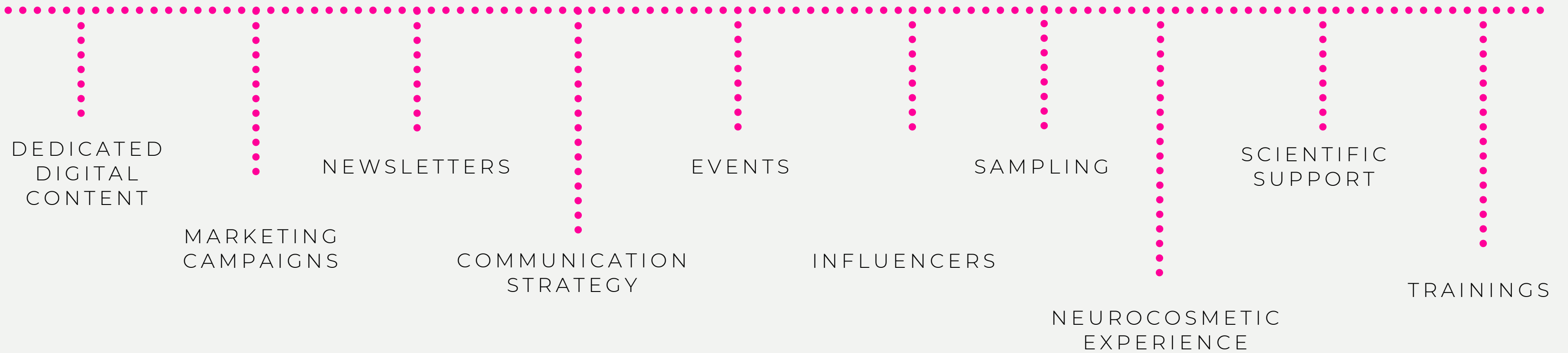


Our products are the first to contain CBD Beauty Complex™, an advanced botanical complex that promotes the release of CBD into the skin and increases its bioavailability.

CBD is encapsulated in a nano-emulsion then combined with soothing active ingredients, an unprecedented combination that offers a powerful calming effect and makes our formulas unique.

**360 ACTIVATION PLAN**  
KEY ELEMENTS

# WHAT WE PROVIDE



# 360 ACTIVATION PLAN

## DISPLAYS / SAMPLES / BROCHURES



ID\_NINE



ID\_SIX



COTTON POUCH

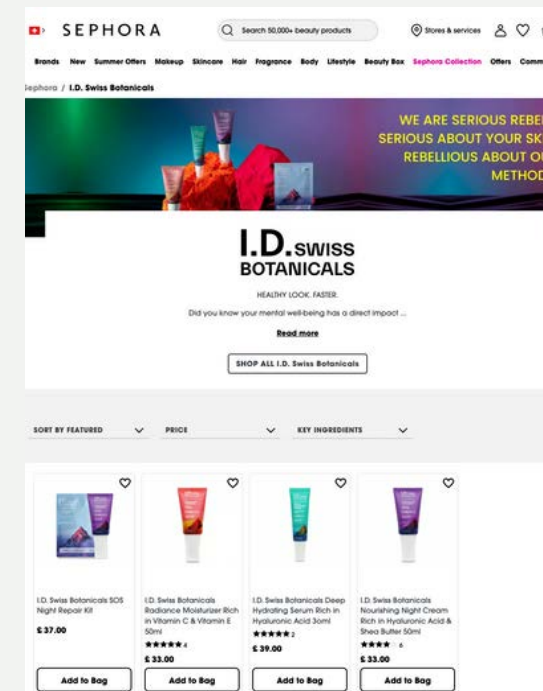


(NEURO)COSMETIC ENVELOP



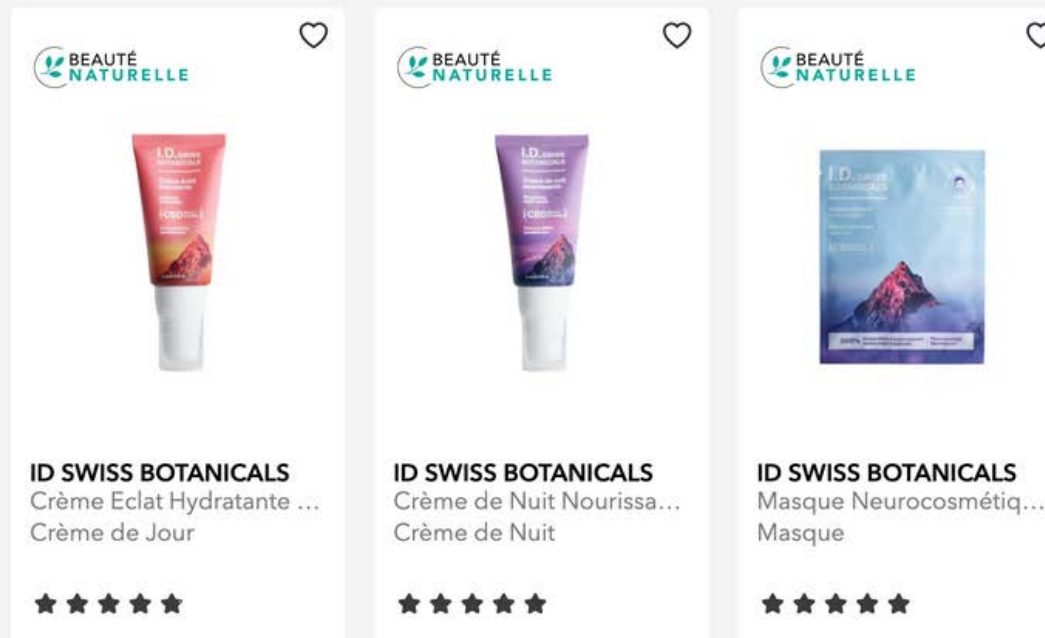
BRAND/PRODUCTS BROCHURE

# MULTI-CHANNEL APPROACH ONLINE & OFFLINE



**NOCIBÉ**  
LA BEAUTÉ PARTAGÉE

Meilleures ventes





# MULTI-CHANNEL APPROACH ONLINE & OFFLINE



THEY BELIEVE  
IN US

VOGUE

From sheet masks to candies, here is some unconventional CBD products

COSMOPOLITAN

From sheet masks to candies, here is some unconventional CBD products

*Femme actuelle*

Illuminate dull skin with  
I.D. SWISS BOTANICALS Radiance moisturizer

*madame*  
FIGARO

Nourishing night cream "Ca plane pour moi" \*Title on a french song - High for me

ELLE

I.D. Swiss Botanicals, one of the most serious brands, has done research that shows good results on the cellular regeneration of the skin, the reorganization of collagen fibers and the balance of the microbiome

YOUR BRAIN, YOUR BEST  
ANTI-AGING ALLY



# I.D. SWISS BOTANICALS

PLANT-BASED NEUROCOSMETICS

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