



HELENVITA ACNORMAL



Helenvita Acnormal

HELENVITA Acnormal is a wide and complete skincare range of safe and effective formulas for oily and acne-prone skin.

INNOVATION

The innovative complex of Algae oligosaccharide with Zinc sulfate regulates sebum production and reduces skin redness.

QUALITY

Dermatologically and clinically tested formulas to fully restore and rebalance the oily acne-prone skin.

EFFICACY

The right balance of its active ingredients improves and restores the oily acne-prone skin's lipid layer, while offering smoothness and softness.



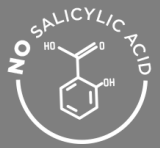
Helenvita Acnormal Cleansing Gel



Deep cleansing gel for face, chest, back. Removes dirt and excess sebum, without drying out the skin. The complex of **Algae oligosaccharide** with **Zinc sulfate** regulates **sebum** production and reduces skin redness. **Salicylic acid** has a keratolytic effect, while **Allantoin**, **Panthenol** and **Aloe** moisturize and **soothe** the skin.

0% SLES, SLS, Parabens, Soap

Target Group: teenagers and adults with oily, acne-prone skin



Helenvita Acnormal Cleansing Mousse



Mild cleansing foam for face, chest, back, without salicylic acid. Proven to hydrate the skin and at the same time it removes impurities and excess sebum. The complex of **Algae oligosaccharide** with **Zinc sulfate** regulates **sebum** production and reduces skin redness. **Aloe**, **Sodium PCA** and **Vitamin E** replenish lost skin **moisture** and epidermal barrier lipids.

0% SLES, SLS, Parabens, Soap

Target Group: teenagers and adults with acne-prone skin

Ideal for dehydrated skin due to medical treatments

CLINICAL STUDY:

+7% in skin's moisturization
after 30 days

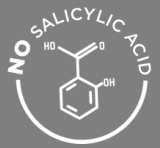
Helenvita Acnormal Purifying and Soothing Lotion



Astringent cleansing lotion for face, chest and back. Contributes to the removal of impurities and pore decongestion, without drying out the skin. The complex of **Algae oligosaccharide** with **Zinc sulfate** regulates **sebum** production and reduces skin redness. **Salicylic acid** has a keratolytic effect, while the combination of **Glycine – Azelaic acid** regulates oiliness, **soothes** skin and helps reduce **discolorations** caused by pimples. Offers a matte appearance to the skin.

0% SLES, SLS, Parabens

Target Group: teenagers and adults with oily, acne-prone skin



Helenvita Acnormal Hydra Boost Cream



Hydrating cream of lightweight texture for face and neck, without salicylic acid. The combination of **Oligosaccharides** from brown algae with **Amino acids** and **Sea minerals** rebuilds skin barrier and enhances water retention within the skin. **Sodium Hyaluronate**, **Omega-6 fatty acids** and **Panthenol** moisturize and soothe the skin.

0% Parabens

Target Group: teenagers and adults with oily, acne-prone skin

Ideal for dehydrated skin due to medical treatments

Helenvita Acnormal Rebalancing Emulsion



Hydrating emulsion for face and neck with sebum regulating action. The complex of **Algae oligosaccharide** with **Zinc sulfate** regulates sebum production and reduces skin redness. **Salicylic acid** in **Cyclodextrin** is gradually released, promoting dead skin cells removal. **Sodium Hyaluronate, Allantoin, Panthenol** and **Aloe** moisturize and soothe skin.

0% Parabens

Target Group: teenagers and adults with oily, acne-prone skin

Ideal for use as a make-up base.

CLINICAL STUDY:

75% declare reduction of acne lesions

80% declare reduction of irritation
& redness

95% declare instant hydrated skin
after 30 days

Helenvita Acnormal Purifying Mask



Mask for deep cleansing and pores decongestion. Removes dirt and sebum. The complex of **Algae oligosaccharide** with **Zinc sulfate** regulates sebum production, reduces skin redness and contributes to the protection of its normal flora. The synergistic blend of **Terpineol** from **Tea tree oil** and **Willow extract**, in combination with **Salicylic acid** have keratolytic, sebum regulating and anti-irritant action. The **Green clay**, the **White clay** and the **Rice powder** absorb excess sebum.

0% Parabens

Target Group: teenagers and adults with oily, acne-prone skin

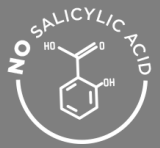
Helenvita Acnormal Peel Off Mask



Peel off mask that removes sebum and blackheads. It deeply cleanses and helps pores decongestion. It contains **Matcha Tea extract** and **Aloe Vera** that have an anti-oxidant action, while giving the skin a matte effect. Ideal for oily acne-prone skin.

0% Parabens

Target Group: teenagers and adults with oily, acne-prone skin



Helenvita Acnormal Peeling Gel



Exfoliating gel with **AHA & PHA acids**, grain-free. Removes dead skin cells and helps reduce acne marks. **Mandelic acid**, a type of alpha-hydroxy acid (AHA), improves and smoothes skin texture, while **Gluconolactone**, a type of poly-hydroxy acid (PHA), contributes to skin's renewal. At the same time, **Hyaluronic acid** soothes and moisturizes skin.

0% Parabens

Target Group: teenagers and adults with oily, acne-prone skin

Ideal for sensitive skin.

CLINICAL STUDY:

85% declare that it removes dead cells
100% satisfaction from the product use
after 30 days

Helenvita Acnormal Urgent Correction Gel



Topical application gel to control the appearance of imperfections. It promotes the immediate **size** and **number** reduction of existing pimples, while preventing the creation of new ones. The complex of **Algae oligosaccharide** regulates sebum production and reduces skin redness, while **Salicylic acid** (0.40%) helps on decongesting clogged pores. Furthermore, thanks to the combination of **Piroctone Olamine** and **Alcohol**, it promotes the protection of the skin's normal flora.

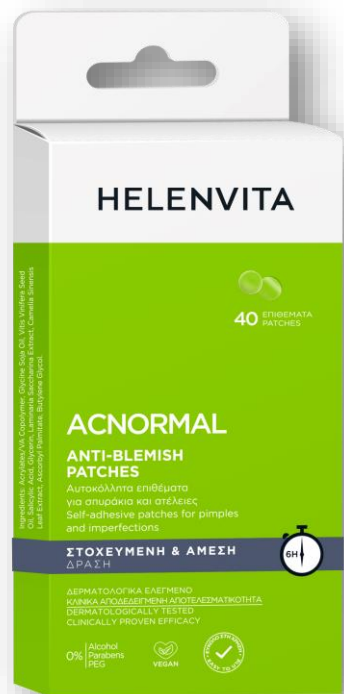
0% Parabens

Target Group: teenagers and adults with oily, acne-prone skin or existing pimples

CLINICAL STUDY:

70% declare instant reduction of pimples & inflammatory lesions after 6 hours

Helenvita Acnormal Anti- blemish Patches



Transparent self-adhesive patches for topical application. Proven to reduce the visibility of **imperfections** within 6 hours, while acting as a protection shield against dirt. **Salicylic Acid** has a keratolytic effect and **Green Tea** extract soothes the skin. The enhanced composition with **Algae polysaccharides** regulates sebum production and reduces skin redness, while moisturizing the skin and contributing to the correction of imperfections.

0% Parabens, Alcohol, PEG

Target Group: teenagers and adults with oily, acne-prone skin or existing pimples

CLINICAL STUDY:

85% declare decrease in the visibility of skin imperfections after 6 hours

Helenvita Acnormal

Product Name	EAN code unit	Size	Inner packaging	Outer pack / box	Box dimensions	Shelf life in months	SRP
HELENVITA ACNORMAL CLEANSING GEL 200 ml	5213000520668	200ml	PET bottle with pump	YES	54mm x 54mm x 185,5mm	36	12.90 €
HELENVITA ACNORMAL CLEANSING GEL 400 ml	5213010810711	400ml	PET bottle with pump	YES	59mm x 59mm x 223mm	36	18.50 €
HELENVITA ACNORMAL CLEANSING MOUSSE 150 ml	5213000520651	150ml	PET bottle with pump	YES	54mm x 54mm x 185,5mm	36	12.50 €
HELENVITA ACNORMAL PURIFYING FACIAL MASK 75 ml	5213000520675	75ml	Tube with cap	YES	47mm x 47mm x 140mm	36	11.90 €
HELENVITA ACNORMAL REBALANCING EMULSION 60 ml	5213000520682	60ml	Tube with flip top cap	YES	47mm x 47mm x 130mm	36	14.00 €
HELENVITA ACNORMAL URGENT CORRECTION GEL 15 ml	5213000520699	15ml	Tube with cap	YES	25mm x 25mm x 130mm	36	8.90 €
HELENVITA ACNORMAL PEELING GEL 75ml	5213000524208	75ml	Tube with flip top cap	YES	47mm x 47mm x 140mm	36	18.00 €
HELENVITA ACNORMAL PURIFYING & SOOTHING LOT. 200ml	5213000524215	200ml	PET bottle with pump	YES	54mm x 54mm x 185,5mm	36	15.80 €
HELENVITA ACNORMAL HYDRA BOOST 60ml	5213000524222	60ml	Tube with flip top cap	YES	47mm x 47mm x 130mm	36	16.90 €
HELENVITA ACNORMAL ANTI-BLEMISH PATCHES 40τεμ.	5213010811381	40pieces	Patches	YES	69mm x 14mm x 156mm	36	5.00 €
HELENVITA ACNORMAL PEELING GEL 2x8ml	5213010811336	2x8ml	Sachets	BOX OF 12	88mm x 40mm x 199mm	36	3.50 €
HELENVITA ACNORMAL PURIFYING FACIAL MASK 2x8ml	5213010811329	2x8ml	Sachets	BOX OF 12	88mm x 40mm x 199mm	36	3.50 €
HELENVITA ACNORMAL PEEL OFF MASK 15ml	5213010812845	15ml	Sachet with cap	NO	-	36	5.00 €

Marketing Support



Display

- ✓ 8 boxes HELENVITA ACNormal **Anti-blemish Patches**
- ✓ 1 Pack of 12 double sachets HELENVITA ACNormal **Facial Purifying Mask**
- ✓ 1 Pack of 12 double sachets HELENVITA ACNormal **Peeling Gel**

Marketing Support

Consumer Leaflet

HELENVITA
ACNORMAL

Η σειρά Acnormal είναι ειδικά μελετημένη για την καθημερινή περιποίηση της λιπαρής, με τάση προς **ακμή** επιδερμίδας, αποτελεσματικότητα των προϊόντων Acnormal επιβεβαιώνεται στο κοσμητόγιο Φυσικόςακχαρίδα® AC.

Phycosaccharide® AC
Συμπλοκή αμινοαζωχρωμίου συναντά τις οργανικές Λακταμικές οξέλια με βιολογικά κρυοθραύσματα. Προϊόν βιοτεχνολογίας, με άδεια αποδοσχευμένη αποτελεσματικά στην αντιμετώπιση της ακμής.

4 ΠΛΗΡΗ ΕΓΓΥΗΜΕΝΗ ΔΡΑΣΗ
ΡΥΘΙΣΗ παραγωγής ΣΗΜΗΓΜΑΤΟΣ
ΑΝΑΣΤΟΛΗ ανάπτυξης ΒΑΚΤΗΡΙΩΝ C.acnes
ΕΠΙΤΑΧΥΣΗ της διαδικασίας ΕΠΟΥΛΩΣΗΣ
ΜΕΙΩΣΗ της ανεπιθύη ΦΛΕΓΜΟΝΗΣ

Η αποτελεσματικότητα της σειράς Acnormal επιβεβαιώνεται από τον ΚΑΘΑΡΙΣΜΟ

ACNORMAL
Cleansing Gel

Ήλιο αφρίζον gel για τον καθημερινό καθαρισμό της επιδερμίδας.

Η Φυσικόςακχαρίδα® AC που περιέχει την έμφραση αμινοαζωχρωμίου & οργανόβιοι, την άδεια βιο τεχνολογία, εξακολουθώ οξεία (0.2%) και απορροάζει τους πόρους, Αλλαντοϊκή, Πανθενόλη & Αμινοξέως ενυδατώνουν και καταπραΰνουν, αφήνοντας το δέρμα πιο λείο και απαλό.

ΔΕΝ ΑΠΟΛΕΠΙΣΕΙ ΤΗΝ ΕΠΙΔΕΡΜΙΔΑ

1 Ιδανικό για πρόσωπο, στήθος και εσώτα.

200ml, 400ml
Χάρτις πρωτό & βρεβίο.

0% SLS
SLES
ΚΑΘΗΜΕΡΙΝΟ
SAPON

Ο ΕΙΔΙΚΟΣ
ΣΤΗΝ ΑΝΤΙΜΕΤΩΠΙΣΗ
ΤΗΣ **ΑΚΜΗΣ**

Window sticker

HELENVITA

ACNORMAL

Πείτε **ΑΝΤΙΟ** σε ΣΠΥΡΑΚΙΑ & μαύρα ΣΤΙΓΜΑΤΑ

Καθημερινή φροντίδα

Έξτρα περιποίηση

Στοχευμένη δράση

gel για βαθύ καθαρισμό προσώπου & σώματος

gel απολέπισης με οξέα

μάσκα για βαθύ καθαρισμό

αυτοκόλλητα επιθέματα για σπυράκια & ατέλειες

SCAN ME
www.helenvita.com

Marketing Support

Social Media Posts

HELENVITA
ACNORMAL
CLEANSING MOUSSE

NEW LOOK
SAME TRUSTED FORMULA

Pore decongestion

Deep cleansing

Soft and matte skin

ACNORMAL
CLEANSING MOUSSE

Gentle
CLEANSING
mousse for
SMOOTH & MATTE
skin

ACNE prone
& DEHYDRATED skin
due to medical treatments

NEW LOOK
SAME TRUSTED FORMULA

WHICH ACNORMAL
CLEANSER
IS IDEAL FOR YOUR SKIN?

HELENVITA
ACNORMAL
CLEANSING
GEL

GEL
Deep cleansing

HELENVITA
ACNORMAL
CLEANSING
MOUSSE

MOUSSE
Gentle cleansing
without salicylic acid

HELENVITA
ACNORMAL
DAILY CARE OF
ACNE - PRONE SKIN

Phycoccharide AC
Regulates sebum
secretion &
inhibits bacterial
growth

HELENVITA
ACNORMAL
Anti-blemish Patches

SALICYLIC ACID
keratolytic action

Stick and go...

0% Alcohol
Parabens
FREE

VEGAN

ACNORMAL
SKIN CARE ROUTINE

1 Clean your face
morning & evening with
ACNORMAL
cleansing gel

2

ACNORMAL
HYDRATION BOOST

daily
HYDRATION
and
RESTORATION
of skin imperfections

0% SALICYLIC ACID

ACNORMAL
3 STEP CARE

1
cleansing

2
hydration

3
topical action