

COMPANY

YoUBe A COCKTAIL OF BEAUTY AND LIFESTYLE

This skincare line is the ambassador of beauty-addicted women with a digital DNA

Created by entrepreneur **Daniela Maffeni**, after many successful years in the beauty industry, this new brand reflects her personality: determined, sensitive and realistic.



In today's world, appearing on social media is an act of frequent exposure, while the search for one's secret world has become the real transgression. YoUBe goes against the trend of universal sharing, for a more discreet and reserved approach to beauty and skincare, which can be summarized in the hashtag #privateskin. The target of this line is women aged from thirty to fifty, with a natural timeless beauty, who are curious and open to new experiences with an eco-friendly orientation. The whole line is aware of and responsible for the impact that cosmetics can have on the environment.

The whole project has thus been developed following a criterion of eco-sustainability, both for the ingredients of natural origin and the packaging. The primary packaging materials are glass and plastic, which can be separated and are totally recyclable. The glass bottles, which use airless technology, adopt a highly advanced system of picking up the product through an internal sac which is extracted when the product is finished. This new patented technology called TAG-SYSTEM allows the disposal for the recycling of materials without dispersion or contamination.

YoUBe is the result of meticulous research and development carried out both on exclusive and ultra-efficient ingredients of natural origin which are used in unique formulas, of certified quality and ecosustainable, reflecting a new cultural and social attitude to beauty and skincare for the women of today in all their self-awareness.



COMPANY

The paper used for the boxes is FSC certified, guaranteeing that the paper comes from a responsibly managed forest and a supply chain.

Lastly, all the Marketing and Communication materials are digital, avoiding the consumption of printed paper.

The fragrance of the yoUBE line has top notes of grapefruit and rhubarb, a heart of romantic rose and magnolia and base notes of cedarwood and moss.

THE PRODUCTS

Hydrating Face Cream Anti-Age with Veg Botox Complex is a velvety cream, designed to fight wrinkles and strengthen the skin's barrier. It firms up skin by giving compactness and suppleness to the tissues. It is deeply hydrating, at the same time giving sensory pleasure and well-being. Its main ingredients are Polysiphonia Elongata Extract, of natural marine origin, Acmella Oleracea Extract with a botox-like activity, hyaluronic acid, Vitamin E, Pullulan and Malpighia Emarginata Fruit Extract.

Face Serum Anti-Age with Veg Botox Complex is a fluid and lightweight emulsion, ideal to fight wrinkles, firm skin, giving compactness and suppleness to the tissues and strengthening the skin's barrier. Rich in functional active ingredients such as Polysiphonia Elongata Extract, Acmella Oleracea Extract, hyaluronic acid and Ectoin, it is a dermatologically tested beauty ally. For the eye and lip contour area, the Eye & Lip Contour Cream Anti-Age with Veg Botox complex



has a delicate and pleasurable texture specifically formulated for this area, designed to fight signs of expression and strengthen the skin's barrier. Rich in effective active ingredients, such as Polysiphonia Elongata Extract, Acmella Oleracea Extract

and hyaluronic acid, this cream offers an efficient anti-wrinkle action with a reduction of the area and volume of wrinkles in the eye and lip contour areas. These first products are due to be joined by a more extensive face and body line in the coming months.



The philosophy of the anti-age yoUBE products is reflected in a Cleansing Line that comprises Gentle Cleansing Milk, with the addition of Sweet Almond Milk, Purifying Face Scrub, enriched with panthenol, pro-Vitamin B5 and niacinam of the group of Vitamins B; Micellar Water, alcohol- and fragrance-free, which purifies thanks to aloe vera juice, chamomile and wild rose extract, and Glow Tonic, alcohol-free, to purify, brighten and revive the skin gently thanks to a post-biotic complex, natural amino acids and blackcurrant extract.