

ENHANCING LIPS SERUM

cosmetics
MED&BEAUTY
by Caromed



CAROMED ITALIA
MEDICAL RESEARCH

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YOU WANT MY LIPS serum is the
innovative concept for beauty
and rejuvenation of lips.

YOU WANT MY LIPS is available
in two different versions.

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MEDICAL RESEARCH

**RADICAL
BEAUTY**

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WHAT IS YOUR CHOICE TODAY?



TRASPARENTE

or

COLOR

Irresistibly...

YOU WANT MY LIPS

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It may serve as a finishing touch to **emphasize the result of filler** injection for lip augmentation.

It may be also used alone with amazing effects.
You will instantly **admire sensual and shapely lips**.

The innovative formula allows to increase the volume and the shape of the lips in a **non-invasive way**.



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YOU WANT MY LIPS EFFECTS



**IMMEDIATE
VOLUMIZING**

**SUPER
MOISTURIZING**

**COLOR
ENHANCEMENT**

GLASS EFFECT

**LIP
REJUVENATION**

**ENHANCE
FILLER INJECTION**

**PARIS LIP
CONTOUR DEFINITION**

YOU WANT MY LIPS

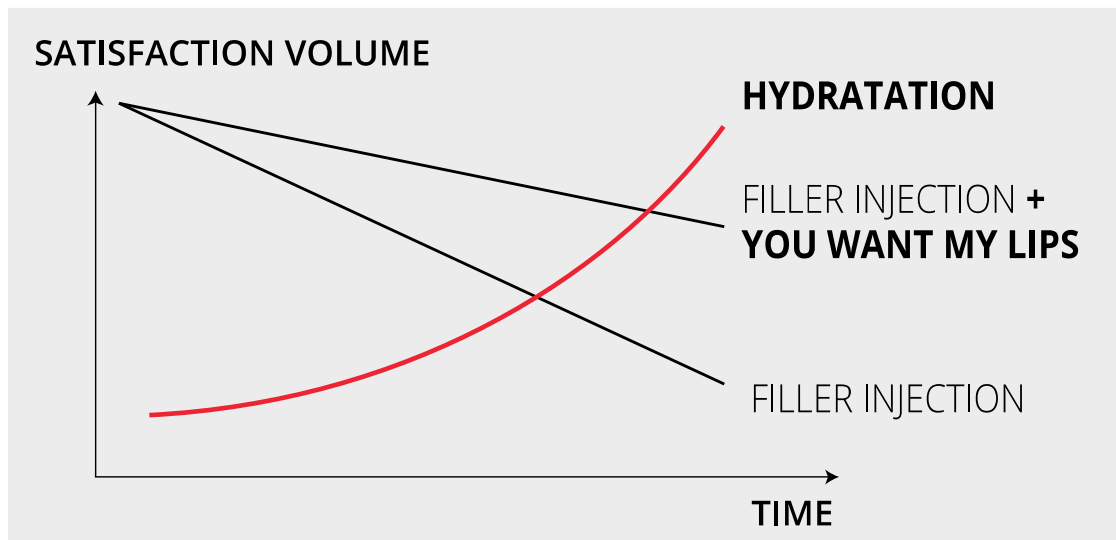
COMPONENTS

- **XL Size Complex (Castor Oil & Capsicum)** enhances lip color and makes them fuller
- **Vitamine B5** penetrates deeply moisturizing and ensuring lip softness
- **Vitamine E** eliminates free radicals and protects against external agents



*DERMATOLOGICALLY TESTED FORMULA

RESULTS:
YOU WANT MY LIPS SATISFACTION



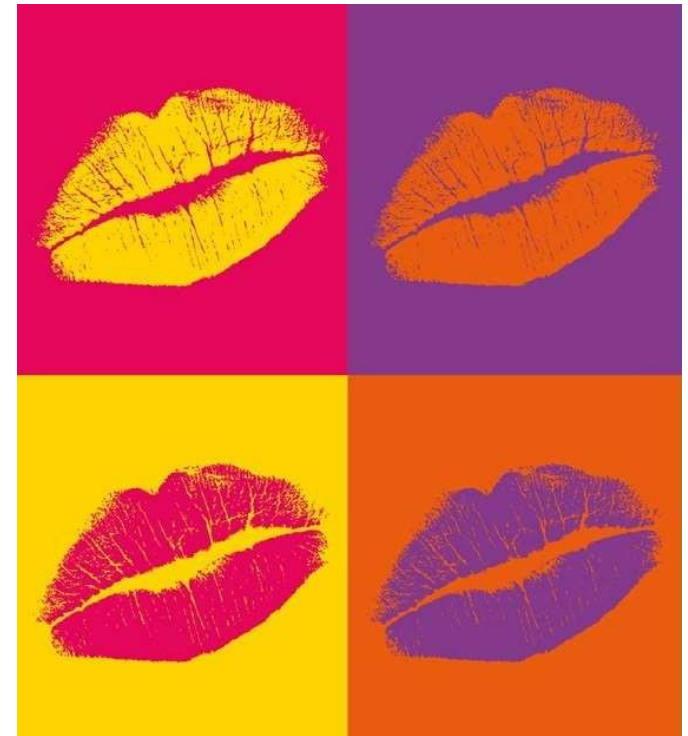
You want my lips enhances and emphasizes the beauty of your lips after lip augmentation procedure.

You want my lips is different from other HA lips serums. Its components hydrate and moisturize the gentle skin of your lips and prolong the effect of hydration in time.

TEST

The research was conducted among women from 18 till 65 y.o. that have been using the product at least for one month.

- 97% NOTICED THE EFFECT OF THE IMMEDIATE LIPS VOLUMIZING AND GLASS EFFECT
- 92% NOTICED MOISTURIZING EFFECT
- 80% NOTICED THE ENHANCEMENT OF THE LIP COLOR



TEST

YOU WANT MY LIPS: CLINICAL TRIAL ON 24 FEMALE PATIENTS

CUSTOMER:	Md Fladiona Neja (Tirana), Paolo Brama professor at university Nostra signora del buon consiglio/Tor vergata (Tirana)		
Protocol-order no :		Date of sample reception:	
Receiver's name and surname :			
Product name:	You want my lips Enhancing Lips Serum		
Sample no.:			
Test type:	Application studies – panel, subjective		
Date of test start:	3/01/2019	Date of test end:	6/03/2019

AIM OF STUDIES

The aim of the research was to evaluate and verify the product activity (properties) and to investigate the kind of patient (age, lip type) that can have maximum effect from the application of the product.

TEST METHODOLOGY

Application tests were carried out on a group of 24 probants at home. The test sample was used in accordance with the Manufacturer's recommendations. After 4 weeks of use, the probants were asked to complete (anonymously) the assessment card according to their own objective feelings.

METHOD AND FREQUENCY OF USE

Apply serum on the skin 1/2 times a day.

DECLARATION OF PRODUCT PROPERTIES

YOU WANT MY LIPS enhances various properties of lips with filler injection or without it. Clinically certified, thanks to its micronized structure and XL Size Complex content it restores color to lips and makes them fuller. Furthermore, it improves circulation and works mechanically as a pillow, a support for sunken skin. Innovative technology not only does not irritate the lips but also stimulates their smoothness and reduces unattractive wrinkles on the chin. Vitamin B5 easily penetrates deep into the skin, decreases loss of water through the epidermis and efficiently moisturizes the skin ensuring its softness and flexibility. Vitamin E, known also as a vitamin of youth, is one of the most efficient eliminator of free radicals responsible for premature aging of the skin. It penetrates the skin efficiently and fast, reinforcing its barriers. As a result, lipid layers, collagen fibers, and elastin are rebuilt in the epidermis which gets more protection against external factors. Castor oil has amazing effect in the form of long-term moistening and glazing of the skin of lips. Clinical tests confirm visibly bigger lips and smaller wrinkles. The first effects can be seen immediately. After 28 days of application lips become fuller and enhanced and wrinkles reduced.

	very high			
	high			
	average			
	low			
	very low			
	very high			
	high	*	*	*
	average			
	low			
	none			
	yes	*	*	*
	no			

Tested feature/activity	YES	NO
Did you experience side effects after using the product? Irritation, redness, itching etc.?		*
BEFORE	AFTER	
		

REAL SELFIES AFTER APPLICATION OF YOU WANT MY LIPS



BEFORE AND AFTER THE
APPLICATION
OF YOU WANT MY LIPS

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YOU WANT MY LIPS

APPLICATION

TWO WAYS TO APPLY

Lipstick + You want my lips

Enhance lipstick color

Protect lipstick

Glass effect

Only You want my lips

More penetration = More volume and hydration

Enhance natural color



YOU WANT MY LIPS

Exciting

cosmetics
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Now You want my lips is more

Exciting



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YOU WANT MY LIPS

Exciting

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The same product loved by the women of
all ages is now available in

COLOR
EDITION



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YOU WANT MY LIPS

Exciting

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- The innovative colored formula increases the volume, moisturizes, and gives a glass effect to the lips.
- Made specially for the most sophisticated, intrepid and fearless women.
- It emphasize the result of filler injection in a non-invasive way and adds a colour final touch.



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YOU WANT MY LIPS

EFFECTS

Exciting

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IMMEDIATE VOLUMIZING

SUPER MOISTURIZING

COLOR LIPS

LIP REJUVENATION

ENHANCE FILLER
INJECTION

LIP PROTECTION



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YOU WANT MY LIPS

Two colors available

Exciting

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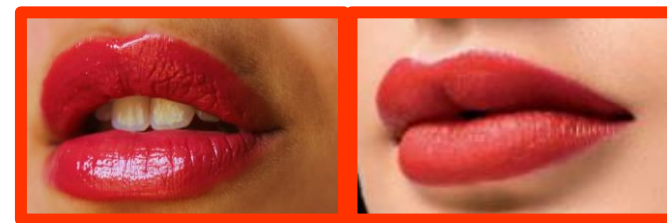
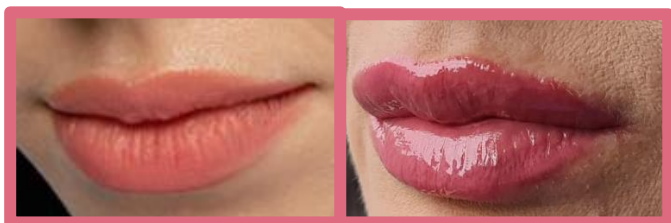
PINK
NUDE

COLOR
EDITION

ROSSO
ITALIANO

- Sweet and warm nature with an elegant touch.
- Optimistic and lover of the outdoors.

- Confident, ambitious, and completely comfortable under the spotlight.
- Fast and glammers as an Italian racing car.



YOU WANT MY LIPS
APPLICATION

Exciting

cosmetics
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HOW TO APPLY

Only You want my lips EXCITING

Enjoy an immediate color

Volumized lips

Prolong the result of filler

More hydratation

Antiaging effect

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A perfect combination

YOU WANT MY LIPS

&

YOU WANT MY LIPS
EXCITING



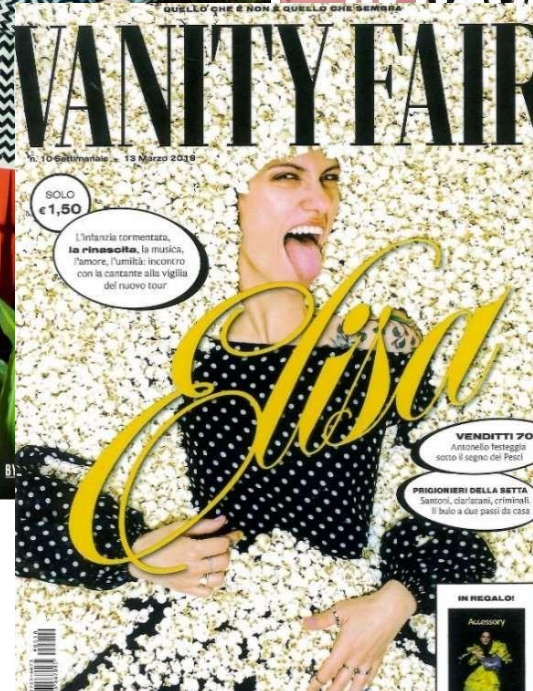
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LIFESTYLE/PRESS



LIFESTYLE/PRESS



You want my lips!

ENHANCING LIPS SERUM

Irresistibly... You want my lips!

You want my lips non ha mezze misure. Il suo sole è sfaccato e inimitabile. Labbra desiderabili e sexy solo per chi non ama passare inosservato.

You want my lips è il perfetto alleato per le tue labbra: morbidezza, idratazione e molto più volume grazie al rivoluzionario XL Size Complex. Disponibile con effetto glass o invisibile.

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COSMOPOLITAN

Marzo 2019 - 2,20 €

LA FORMULA DEL SUCCESSO
Milionari, chef stellati, influencer. Ma come fanno?

Aloha!
L'infallibile metodo hawaiano per trovare l'amore

#GIRLPOWER
LE MILLENNIAL CHE TRASFORMANO LA RABBIA IN ENERGIA POSITIVA

LILY ALLEN
«Ho avuto tutto, ho perso tutto. Ricominci da me»

CAPELL
SEXY, LUCIDO, STILLOSO. IL K-POP DEFINITIVO D'ESTATE

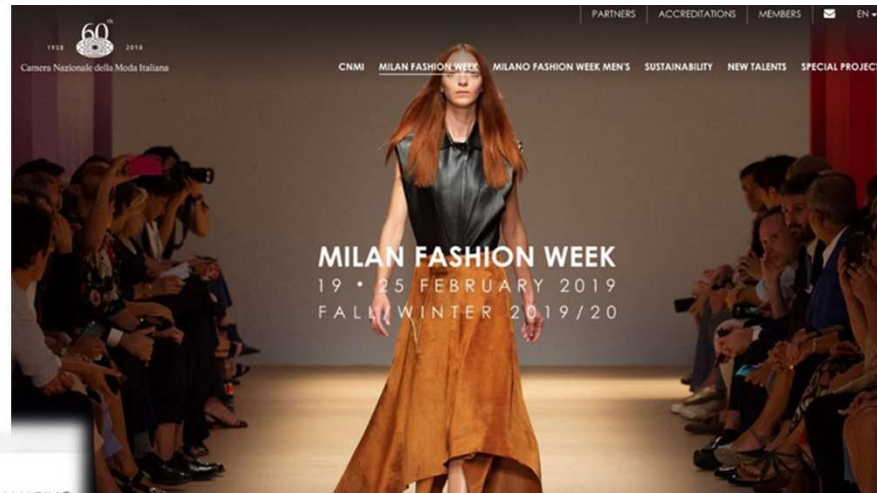
TEST Un bacio può rivelarti molto più di quello che pensi

MANESKIN 14 PAGINE IN ESCLUSIVA

«SESSO, DROGA? PREFERIAMO LA DISCIPLINA»

LIFESTYLE/EVENTS

The international beauty contest and Milan Fashion Week



CONGRESSES 2019



TELEVISION ADVERTISEMENT



**You Want My Lips
volumizing
... Irresistible lips!**



**Television
advertisement
on:**



Directed by
Massimo Nardin

YOU WANT MY LIPS WORLD DISTRIBUTION

Europe

Italy, UK, Poland, Greece, Albania, Latvia, Romania, Sweden, Spain, Slovenia, Croatia, Ukraine, Bulgaria, Russia

Asia & Pacific

USA, Korea, Hong Kong, China Mainland

Middle East

Iran, U.A.E, Saudi Arabia, Lebanon, Qatar, Jordan, Kuwait, Libya, Tunis, Iraq, Bahrain

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YOU WANT MY LIPS

LOSS LEADERS

LOSS LEADER

Both versions of **YOU WANT MY LIPS** are perfect loss leaders.

They stimulate the subsequent sales of other products.



YOU WANT MY LIPS
MARKETING TOOLS

Irresistibly...
YOU WANT MY LIPS!

You want my lips has no half measures... its style is cheeky and irreverent... tempting and sexy lips only for women who don't like to be unnoticed.
You want my lips may serve as a finishing touch to emphasize the result of filler injection.
It may be also used alone with amazing effects.

“Look at the mirror”

“Apply on your lips”

“Smile and take a selfie”

“...and now...”

“Go out.”

YOU WANT MY LIPS
Exciting
COLOR EDITION

Now You Want My Lips is more exciting...
The product loved by the women from everywhere is now available in different exciting colours...

You can choose the colour that fits you better and you will instantly admire sensual and shapely lips.

IMMEDIATE VOLUMIZING
SUPER HYDRATION
FAST EFFECT
LIP REDUCTION
ENHANCE FILLER INJECTION
LIP PROTECTION
COLOUR LIPS

ENHANCING LIPS SERUM

LIP & BEAUTY by Caromed

you want my lips

CAROMED ITALIA MEDICAL RESEARCH

Mirror brochure



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TO SUM UP

MEDICAL/SCIENTIFIC

- Approved by Medical Society & Recommended by doctors
- Caromed medical background
- Formulated with medical criteria
- Distribution in Medical Channels
- Best combination with filler
- Medical and Anti-Aging Conferences
- Clinical studies

LIFE STYLE

- Serum lips for Miss Globe
- Serum lips for Milan Fashion Week
- Vogue Italia
- Vanity Fair
- Cosmopolitan
- Accessory Vogue



INSIDE THE PRODUCT

- XL Size Complex® for instant volume
- Three different products:
Transparent or color (pink or red)
- Complete Anti-Aging for the lips
- Wrinkles Reduction
- Hydratation and Softness
- Color enhancement

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MARKETING

- High Profit for Distributor up to 500%
- Marketing tools:
 - Mirror Brochures
 - T-shirt
 - Swimsuit
 - Dask Display
 - Transparent Cube Display
- Loss Leader
(High capacity to attract costumer + 50% during fair)